

# Factores de éxito en la preparación de propuestas y ejecución de proyectos H2020

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**(Coordinador de Proyectos Colaborativos en ITAINNOVA)**

**22 de mayo (martes), a las 12.00 horas,**  
**en el Salón de Actos del CITA**

**Comité Científico del Centro de Investigación y Tecnología Agroalimentaria de Aragón**  
**(CITA)**

## Qué es H2020?

H2020 es el programa de financiación de investigación e innovación de la UE en el marco temporal 2014-2020 → **74.800 M€**

### Ciencia excelente

Reforzar y ampliar la excelencia de la base científica de la Unión, así como consolidar el Espacio Europeo de Investigación

### Liderazgo industrial

Acelerar el desarrollo de las tecnologías e innovaciones que sustentarán las empresas del mañana

### Retos sociales

Estimular la masa crítica de esfuerzos de investigación e innovación necesaria para alcanzar los objetivos políticos de la Unión



24.200 M€

**Ciencia Excelente****Ciencia excelente**

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Consejo Europeo de Investigación  
(ERC)Tecnologías Futuras y Emergentes  
(FET)

Acciones Marie Skłodowska-Curie

Infraestructuras de investigación

16.500 M€

## Liderazgo Industrial

## Ciencia excelente

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## Liderazgo industrial

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## Liderazgo en tecnologías industriales y de capacitación (LEIT):

- Tecnologías inform. y comunicac.
- Nanotecnologías
- Materiales avanzados
- Fabricación y transformación avanzadas
- Biotecnología
- Espacio

NMBP

Innovación en las PYME

28.600 M€

## Retos Sociales

Salud, cambio demográfico y bienestar

Seguridad alimentaria, agricultura y silvicultura sostenibles, investigación marina y marítima y de aguas interiores, y bioeconomía

Energía segura, limpia y eficiente

Transporte inteligente, ecológico e integrado

Acción por el clima, medio ambiente, eficiencia de los recursos y materias primas

Europa en un mundo cambiante: Sociedades inclusivas, innovadoras y reflexivas

Sociedades seguras

### Ciencia excelente

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- Los “workprogrammes” especifican los “topics” de las convocatorias e indican el tipo de “acción” que se financia
- La financiación se proporciona a través de distintos tipos de “acciones”

### Tipos de Acción

Las actividades apoyadas por H2020 se pueden desarrollar según diversos tipos de acciones, que llevan asociados tipos de financiación específicos

1. Acciones de Investigación e Innovación
2. Acciones de Innovación + *Fast Track to Innovation*
3. Acciones de coordinación y apoyo
4. Premios
5. Acciones Marie Skłodowska-Curie
6. Subvenciones del Consejo Europeo de Investigación
7. Acciones de Cofinanciación – COFUND
8. Instrumento PYME

### **Acciones de Investigación e Innovación (RIA)**

Proyectos de colaboración transnacional, destinados a generar nuevo conocimiento. Pueden incluir actividades de investigación básica y aplicada → financiadas al 100%

### **Acciones de Innovación (IA)**

Proyectos de colaboración transnacional más cercanos a mercado → financiadas al 70% (100% para entidades sin ánimo de lucro)

### **Acciones Marie Curie**

- Objetivo: Garantizar el desarrollo óptimo y el uso dinámico del capital intelectual de Europa, dirigidas a investigadores
- Tipos: Becas individuales / Redes de formación / Intercambio de personal
- 100% financiación

### **Subvenciones del ERC**

- Objetivo: Ofrecer apoyo a investigadores
- Tipos: Subvenciones de Inicio / de consolidación / avanzadas / para pruebas de concepto
- 100% financiación



- Encaje:
  - **Idea** → convocatorias
  - **Convocatorias** → idea
- H2020/Work Programme/Convocatoria/Topic
- Información en el Portal del Participante  
(<http://ec.europa.eu/research/participants/portal/desktop/en/home.html>)

The screenshot displays the 'RESEARCH & INNOVATION Participant Portal' interface. The top navigation bar includes links for '(A-Z) Sitemap', 'About this site', 'Contact', 'Legal Notice', 'Search', and 'English'. The main header features the European Commission logo and the text 'RESEARCH & INNOVATION Participant Portal'. Below this, a breadcrumb trail reads 'European Commission > Research & Innovation > Participant Portal > Calls'. A user profile for 'JOSE RAMÓN VALDÉS SOTO' is visible in the top right.

The left sidebar contains a 'MY AREA' menu with options: 'My Organisation(s)', 'My Proposal(s)', 'My Project(s)', 'My Notification(s)' (highlighted with a red '231' badge), and 'My Formal Notification(s)'. Below this is a section for 'EU Programmes 2014-2020' with a search box and a list of calls, including 'H2020', '3rd Health Programme', 'Asylum, Migration and Integration Fund', 'Consumer Programme', 'COSME', 'European Statistics Programme', 'Hercule III Programme', 'Internal Security Fund - Borders', 'Internal Security Fund - Police', 'Justice Programme', 'Pilot Projects & Preparatory Actions', 'Promotion of Agricultural Products', and 'Research Fund for Coal & Steel'.

The main content area is titled 'Calls for Proposals' and features a 'Horizon 2020' section with a search filter for 'Advanced search for topics Calls for tenders on TED'. The filter includes checkboxes for 'Advanced manufacturing and processing', 'Space', 'Access to risk finance', 'Innovation in SMEs', 'Societal Challenges', 'Health, demographic change and wellbeing', 'Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy', and 'Secure, clean and efficient energy'. Below the filter are status options: 'Status' with checkboxes for 'Calls with forthcoming topics', 'Calls with open topics', and 'Calls with only closed topics'. There is also a 'Sort by' section with radio buttons for 'Call title', 'Call identifier', and 'Publication date', along with a 'Filter a call' input field and a 'FILTER' button.

At the bottom of the main content area, there are three call cards:
 

- Industrial Leadership H2020-BBI-JTI-2018** (H2020-BBI-JTI-2018) with a publication date of 11 April 2018.
- Societal Challenges Blue Growth H2020-BG-2018-2020** (H2020-BG-2018-2020) with a publication date of 27 October 2017.
- Societal Challenges Rural Renaissance H2020-RUR-2018-2020** (H2020-RUR-2018-2020) with a publication date of 27 October 2017.

 Below these cards is a fourth card:
 

- Societal Challenges Sustainable Food Security H2020-SFS-2018-2020** (H2020-SFS-2018-2020) with a publication date of 27 October 2017.

At the bottom of the page, a note states: 'In addition to the search facilities, the full list of H2020 Calls can be found [here](#).'

Updates 

Calls 

H2020

3rd Health Programme

Asylum, Migration and Integration Fund

Consumer Programme

COSME

European Statistics Programme

Hercule III Programme

Internal Security Fund - Borders

Internal Security Fund - Police

Justice Programme

Pilot Projects & Preparatory Actions

Promotion of Agricultural Products

Research Fund for Coal & Steel

Rights, Equality and Citizenship Programme

Union Civil Protection Mechanism

FP7 & CIP Programmes 2007-2013

Calls

Other Funding Opportunities

### Call summary and aims + More

The Sustainable Food Security call is Horizon 2020's main contribution to research and innovation in relation to Food and Nutrition Security in Europe and beyond. Its commitment to sustainability implies that particular attention is given to the interfaces between the economic, environmental and social

### Call updates + More

- 11 December 2017 17:08**

For the following two-stage topics (i.e. LC-SFS-19-2018-2019; SFS-01-2018-2019-2020; SFS-05-2018-2019-2020; SFS-06-2018-2020; SFS-07-2018; SFS-08-2018-2019; SFS-11-

### Topics and submission service

To access the **Submission Service**, please **select the TOPIC** of your interest and then open the Submission Service tab.

To access **existing draft proposals**, please login to the portal and select My Proposals from the My Area menu.

**Status**  Forthcoming  Open  Closed

**Sort by**  (Planned) opening date  Deadline  Topic title  Topic identifier

**Topic:** **CE-SFS-24-2019: Innovative and citizen-driven food system approaches in cities** Forthcoming

**Publication date:** 27 October 2017

**Focus area:** Connecting economic and environmental gains - the Circular Economy (CE)

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**Types of action:** IA Innovation action

**DeadlineModel:** single-stage

**Opening date:** 16 October 2018 **Deadline:** 23 January 2019 17:00:00

Time Zone : (Brussels time)

**Topic:** **CE-SFS-39-2019: High-quality organic fertilisers from biogas digestate** Forthcoming

**Publication date:** 27 October 2017

**Focus area:** Connecting economic and environmental gains - the Circular Economy (CE)

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**Types of action:** IA Innovation action

**DeadlineModel:** single-stage

**Opening date:** 16 October 2018 **Deadline:** 23 January 2019 17:00:00

Time Zone : (Brussels time)

**Topic:** **DT-SFS-26-2019: Food Cloud demonstrators** Forthcoming

**Publication date:** 27 October 2017

**Focus area:** Digitising and transforming European industry and services (DT)

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**Types of action:** IA Innovation action

**DeadlineModel:** single-stage

**Opening date:** 16 October 2018 **Deadline:** 23 January 2019 17:00:00

Time Zone : (Brussels time)



EN

**Horizon 2020**

**Work Programme 2018-2020**

*9. Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bioeconomy*

**Important notice on the Horizon 2020 Work Programme**

This Work Programme covers 2018, 2019 and 2020. The parts that relate to 2019 and 2020 are provided at this stage on an indicative basis. Such Work Programme parts will be decided during 2018 and/or 2019.

*(European Commission Decision C(2017)7124 of 27 October 2017)*

*Horizon 2020 - Work Programme 2018-2020**Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bioeconomy***Table of contents**

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**CE-SFS-24-2019: Innovative and citizen-driven food system approaches in cities**

Specific Challenge: The challenge of providing the inhabitants of European cities with affordable, safe, and nutritious food is both urgent and complex. Moreover, the health and wellbeing of EU citizens and consumers are directly affected by the way cities and regions themselves are shaping a sustainable food environment. Research and (open) innovation co-created with citizens are part of broader city-region food system approaches. Such initiatives stimulate the development of cities as innovative food hubs. Nevertheless, there are barriers to the application and demonstration of systemic food-related innovative approaches due to the diversity of European cities and regions that are not well understood, leading to market failure in the uptake of promising research results and innovation in cities. Demonstration and first application in the market of innovative solutions, co-created with citizen and cities with the involvement of public authorities, economic actors and non-profit organisations, could be one way to support sustainable food security in cities.

Scope: The proposals shall identify several food-related innovative approaches based on citizen science and engagement, to be practised in cities to foster sustainability of the food system. Proposals shall explore and share the application of these approaches in a wider range of European cities and shall be built on results of existing research, best practices and existing platforms and programmes. Proposals could comprise activities such as prototyping testing, demonstrating and piloting in a (near to) operational environment, as well as experimental production, all with a view to subsequent replication and application in other cities. Proposals shall include the development of a classification and assessment of the benefits (economic, environmental and societal) of existing approaches for dissemination purposes, accessible online. Proposals may include limited R&D activities and a clear focus on validating the benefits of pilot activities for citizens with a view of increasing engagement and replication. The action shall cover cities in rural and coastal areas and urban agglomerations. Proposals shall also include co-creation between social innovation and technological innovation. Following the RRI principles, proposals will ensure that societal actors work together during the whole research and innovation process in order to better align both the process and its outcomes with the values, needs and expectations of society. Active participation of municipalities and SMEs is strongly encouraged.

The Commission considers that proposals requesting a contribution from the EU of the order of EUR 6 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Expected Impact: In the framework of SDG no 2, 3, 9, 11 and 12, the EU's Bioeconomy Strategy 2012, and the FOOD 2030 Staff Working Document<sup>54</sup>, proposals should explain how activities included are expected to contribute to:

- Job creation in EU cities in which good practices for sustainable food security are applied in the short term (up to 3 years), fostering thriving urban, rural and coastal economies and communities;
- Intensified interactions between all actors in the food chain<sup>55</sup> such as research, (small scale) food production, city municipalities, education centres, consumers and citizens in the medium to long term;
- Empowered local communities by using their potential to contribute to ensuring food and nutrition security at city level, which in turn supports the relevant SDGs;
- Increased participatory and citizen science initiatives in the area of food and nutrition security in cities;
- Easy and increased knowledge-sharing;
- In the long term, positive economic, social and environmental links between urban, peri-urban and rural areas, meeting the needs, values and expectations of society in a responsible and ethical way.

Type of Action: Innovation action

Opening: 16 Oct 2018

|                             |  |       |  |             |
|-----------------------------|--|-------|--|-------------|
| CE-SFS-24-2019 (IA)         |  | 12.00 |  | 23 Jan 2019 |
| CE-SFS-39-2019 (IA)         |  | 5.00  |  |             |
| DT-SFS-26-2019 (IA)         |  | 10.00 |  |             |
| LC-SFS-17-2019 (IA)         |  | 32.00 |  |             |
| LC-SFS-20-2019 (COFUND-EJP) |  | 40.00 |  |             |
| SFS-08-2018-2019 (IA)       |  | 6.00  |  |             |

La idea debe ajustarse al topic del WP

Título

El proyecto ha de cubrir todo lo descrito en el topic (retos, alcance, impacto, utilizando el instrumento indicado)

Reto específico

Tener en todas las indicaciones (duración, terceros países, presupuesto)

Alcance

Cumplir los impactos esperados: para la sociedad, para la industria, para los políticos, ...)

Impacto esperado

Redacción homogénea siguiendo el orden indicado en la guía del solicitante

Instrument

Considerar en todo momento los criterios de evaluación

o

#### CE-SFS-24-2019: Innovative and citizen-driven food system approaches in cities

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**Type of Action:** Innovation action



- TRL 1 – basic principles observed
- TRL 2 – technology concept formulated
- TRL 3 – experimental proof of concept
- TRL 4 – technology validated in lab
- TRL 5 – technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 7 – system prototype demonstration in operational environment
- TRL 8 – system complete and qualified
- TRL 9 – actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space)

## 1. Excellence

- 1.1 Objectives
- 1.2 Relation to the work programme
- 1.3 Concept and methodology
- 1.4 Ambition

## 2. Impact

- 2.1 Expected impacts
- 2.2 Measures to maximise impact
  - a) Dissemination and exploitation of results
  - b) Communication activities

## 3. Implementation

- 3.1 Work plan — Work packages, deliverables
- 3.2 Management structure, milestones and procedures
- 3.3 Consortium as a whole
- 3.4 Resources to be committed

## 4. Members of the consortium

## 5. Ethics and Security

La base de una propuesta (y del proyecto) es la IDEA. De ella depende gran parte de las probabilidades de éxito de ambos:

- Tiene que estar bien construida
- Tiene que haberse entendido e interiorizado plenamente
- Hay que presentarla bien

Elementos básicos de una idea de proyecto I+D+i:

1. La necesidad: Un proyecto debe surgir de una necesidad que es necesario paliar y la propuesta debe convencer al evaluador de es necesario encontrar una solución a dicha necesidad
2. La solución: ¿Cuál es la solución concreta que se propone? Debe responder a la necesidad y demostrar que es viable
3. El producto: Un proyecto debe dar unos resultados concretos y medibles con respecto a la necesidad
4. Barreras tecnológicas / principales actividades de desarrollo y riesgos técnicos: Para lograr la viabilidad de la solución es necesario cierto esfuerzo adicional de I+D+i
5. Aspectos críticos de mercado: ¿Cómo se va a hacer llegar la solución a quiénes la necesitan y cuáles son los aspectos más importantes para lograrlo?

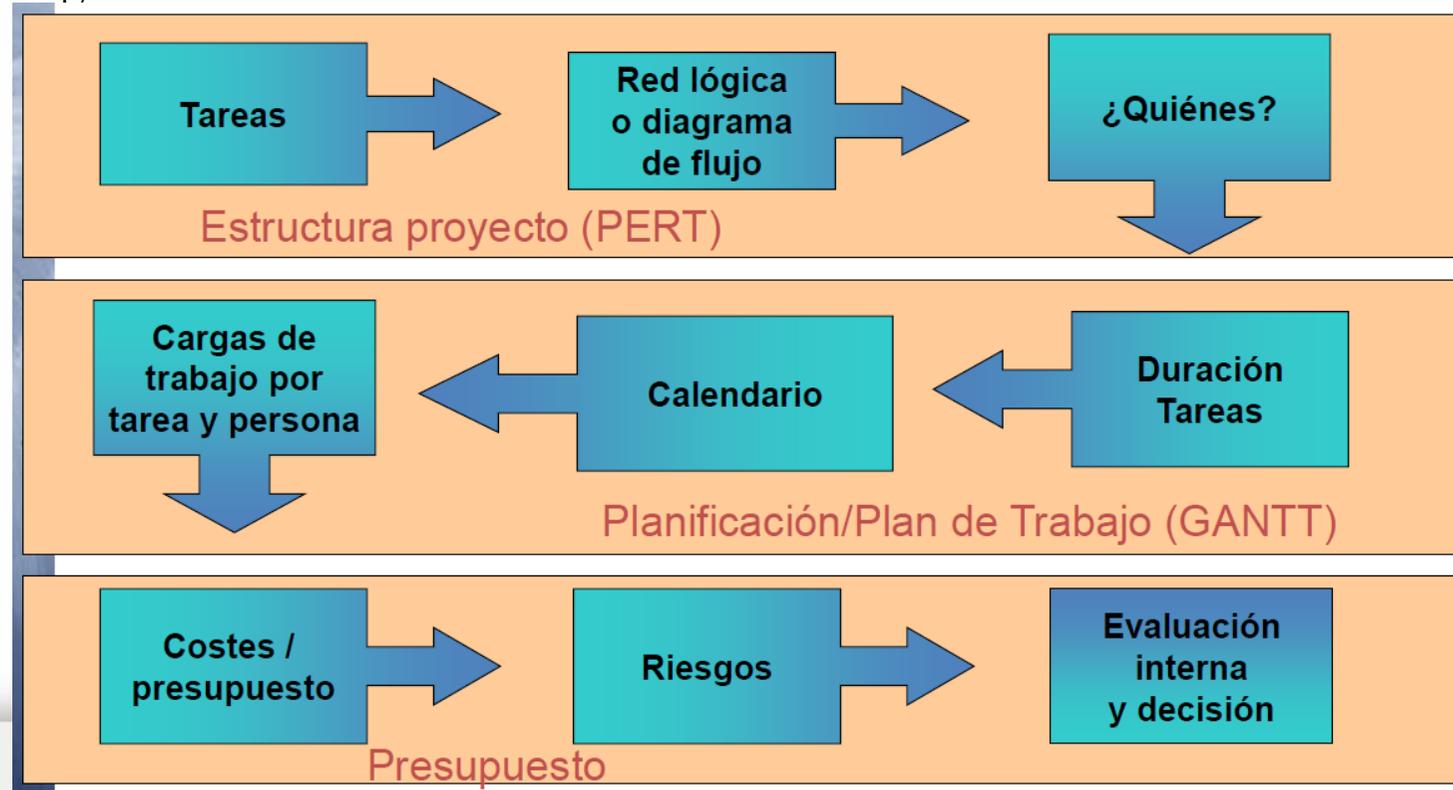
- El tamaño de la necesidad debe ser atractivo para la inversión europea
- La solución propuesta tiene que suponer un avance sobre el estado del arte (más o menos en función de la convocatoria) → TRLs
- La calidad del lenguaje es esencial
  - Lenguaje claro. Inglés “Europeo”
  - Conciso y claro
  - Legible
  - Imágenes, esquemas, diagramas, tablas resumen
- El estilo es esencial
  - La forma de expresión hace que una propuesta se perciba como audaz o corriente, necesaria o forzada, atractiva o arriesgada
  - Todos prejuzgamos el valor de una idea por la forma en que se expresa
  - La expresión de una propuesta habla de:
    - El grado de definición de la idea
    - La profesionalidad y experiencia del proponente en el tema
    - El ordenamiento mental del proponente (coordinador)
    - Capacidad profesional
    - El cuidado que se ha puesto en la propuesta (y por tanto el que se pondrá en el proyecto)
    - Capacidad de llevar a cabo un proyecto a nivel internacional
- Escribir para quien lee, no para el que escribe → y para lograr la acción que se desea provocar en el evaluador

- Dividir el esfuerzo sobre todos los criterios de evaluación. No menospreciar ninguna parte de la propuesta
- Releer la propuesta (mejor otra persona, a ser posible experto), poniéndose en la piel del evaluador
- Evitar saltos argumentativos, sin frases hechas vacías de contenido (referencias), sin inconsistencias, sin corta-pegas, sin cifras que no aportan, etc
- A medida que se lee el texto, qué preguntas provoca → se da una respuesta o se deja ver que se hará más adelante?
- Qué opiniones provoca el texto? → Revisión crítica

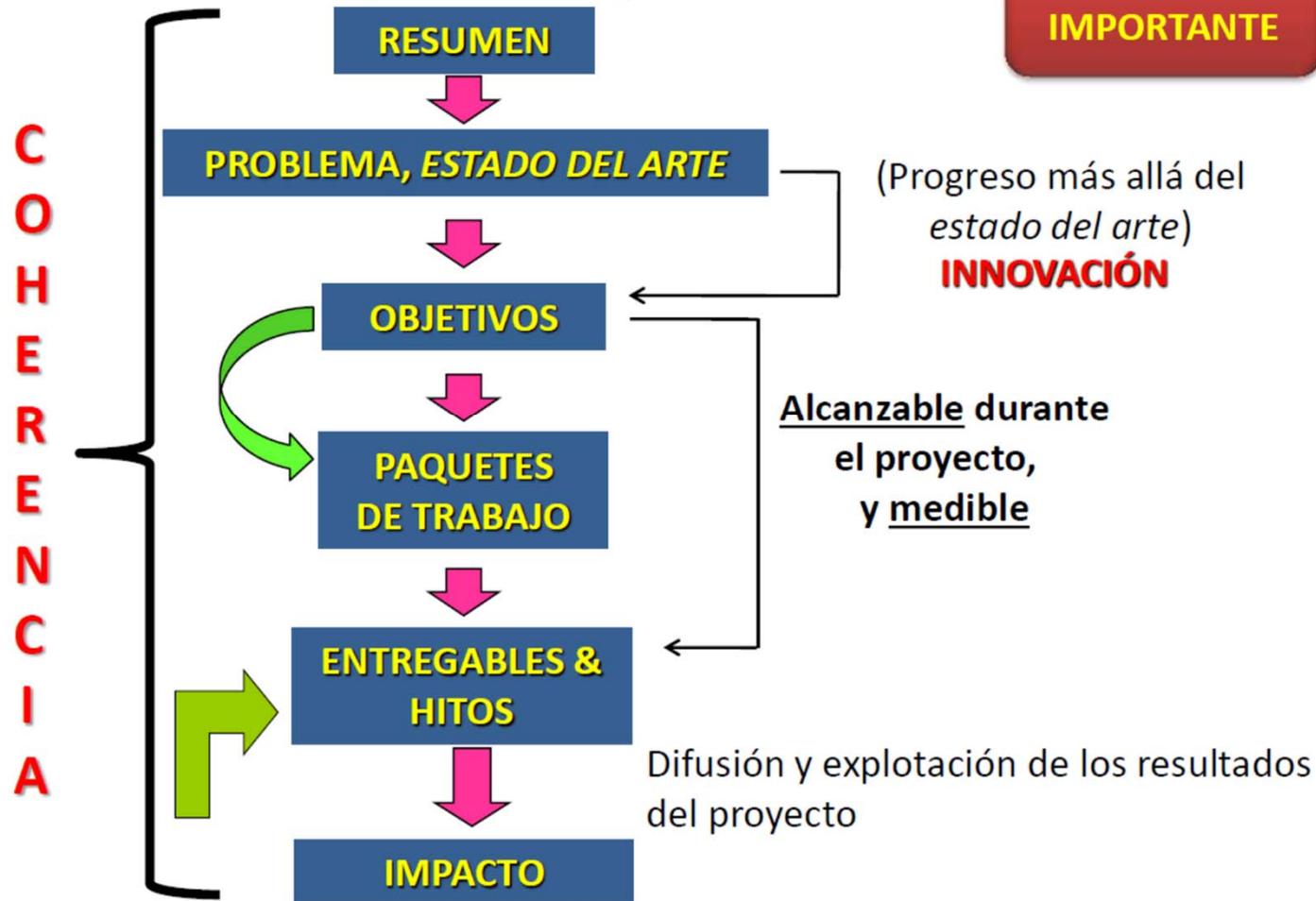
- El consorcio debe estar ajustado a
    - Necesidad planteada
    - Solución propuesta
    - Incremento de TRL
    - La idea de explotación detrás del proyecto – mercado objetivo
    - Presupuesto estimado
    - Convocatoria
  - n° socios
  - n° países
  - complementariedad
  - multidisciplinaridad
  - multisectorialidad
  - reparto de esfuerzos
  - reparto financiero
- 
- Coordinador
    - Interlocutor único de la CE - Mejor conocimiento de los temas comunitarios
    - Receptor de los fondos y distribución a los socios
    - Responsable del control y seguimiento de las actividades del proyecto
    - Mejor conocimiento del estado del arte y la globalidad de las tecnologías (?!?)

- Impacto (sección 2)
  - Demuestra el retorno del proyecto para la UE
  - Uso de indicadores
    - Incremento de TRL (según convocatoria)
    - Aumento de rendimiento
    - Reducción de costes
    - Aumento de empleo
    - Indicadores medioambientales (Huella de CO2)
    - Decir cómo se lograrán → demostrar que es posible
  - Cómo se van a proteger, explotar y diseminar los resultados del proyecto

- Planificación (sección 3)
  - Calidad en la implementación = liderazgos evidentes en los WPs y responsabilidades claramente asignadas y controladas + plan de trabajo adecuado y bien organizado
  - Work packages y tareas
  - Esfuerzo por socio
  - Deliverables y milestones
  - Gestión de riesgos



## Coherencia (en todo)



- Enfoque I
  - Generar idea → resumen de propuesta
  - Identificar “core” partners
  - Escribir propuesta
    - Coordinador de propuesta
    - Distribución de trabajo
    - Comunicación: fluida, recíproca, dirigida (cada socio lo que necesita saber)
    - Reunión del núcleo duro recomendable/teleconferencias
- Enfoque II
  - Intentar participar en propuestas generadas por terceros
  - Generar y consolidar red internacional de partners estratégicos
    - Congresos, infodays, brokerage events, ...
      - Localizar ganadores de convocatorias anteriores en el topic/topics relevantes
      - Vender idea para reclutar o para vender capacidades
      - Seguimiento del contacto tras el evento
      - Llevar empresa → casos de uso
  - Vender capacidades diferenciales
  - En caso de participar en algún proyecto, ejecutar con máxima brillantez
  - “Devolver” invitaciones

- Experiencia como evaluador



The screenshot shows the 'RESEARCH & INNOVATION Participant Portal' website. The page is titled 'Experts' and includes a navigation menu with options like HOME, FUNDING OPPORTUNITIES, HOW TO PARTICIPATE, EXPERTS, and SUPPORT. A search bar and login/register buttons are also visible.

**News**

H2020 call for expression for interest for experts (11/2013)  
New calls for expression of interest for individual experts and for organisations to suggest experts were just published in OJ C342 of 22 November 2013. European Commission will soon need experts to evaluate first Horizon 2020 proposals. Don't forget to tick the H2020 box in the registration platform and update your expertise.

**Quick Links**

- [FAQ for Experts](#)
- [Expert recommendations](#)
- [Guidance on the evaluation of innovation, social sciences and humanities and other aspects of H2020 proposals](#)

**Logistics for Brussels**

- [Map of evaluation area](#)
- [Info on hotels](#)
- [Metro map](#)
- [From airport to Brussels](#)

**Experts** H2020 ONLINE MANUAL

Join the database of independent experts for European research and innovation.

The European Commission appoints independent experts to assist with research and innovation assignments including the evaluation of proposals, monitoring of projects, and evaluation of programmes, and design of policy.

**New experts**

**Who can be an expert?**

You have a chance of being selected as an expert if you:

- have high-level of expertise in the relevant fields of research and innovation ([see call](#) for details on types of expertise).
- can be available for occasional, short-term assignments

[REGISTER AS EXPERT](#)

**What do expert assignments involve?**

Experts, as peer reviewers, assist in the:

- **evaluation** of proposals
- **monitoring** of actions

In addition, experts assist in the :

- **preparation, implementation or evaluation of programmes and design of policies.** This includes the Horizon 2020 Advisory Groups.

Assignments mainly concern research and innovation, falling within the Horizon 2020 programme designed to address the challenges Europe is facing through funding excellent science, technology and innovation.

[Take a look at the most recently funded projects.](#)

In order to access the expert registration form, you are first asked to login with a valid Participant Portal (ECAS) account. If you do not have it yet, it is easy to [create your Portal \(ECAS\) account](#).

**Registered experts**

- Registered experts can complete or **update their profile** at any time by [logging-in](#) to their Portal account (ECAS) and accessing **My Expert Area**.
- Your profile is only available to the Commission for consideration once it is complete and valid.



**Muchas gracias por su atención**

