

Grasp the Opportunity

Neil Sandford

<http://www.neilsandford.co.uk>

Grasp the Opportunity

- **Part One**

Understanding FP7 ICT Work Programme

- **Part Two**

Developing Good Practices

- **Part Three** (tomorrow)

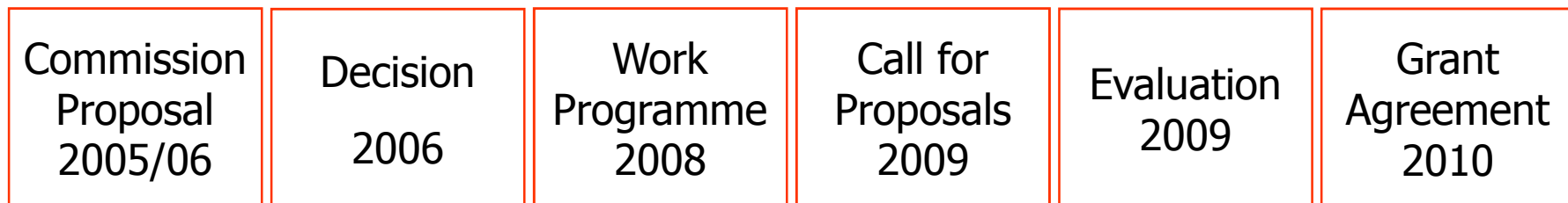
Networking

The key to understanding FP7

- The overriding aim of the whole Seventh Framework Programme must be to contribute to the European Union becoming **the world's leading research area**.
- This requires the Framework Programme to be strongly focused on **promoting and investing in world-class research**.
- It is therefore imperative that the implementation of the **specific programmes** is primarily based upon the principles of excellence in research.
- Only by **creating opportunities** for state-of-the-art research is it possible for the EU to become the world's leading research area.

Seventh Framework Programme

- The Seventh Framework Programme is a legal instrument adopted by the European Parliament and the Council of the European Union
- It covers the period 2007 to 2013 and allows the European Commission to distribute more than €50billion in promoting and investing in world-class research within Europe



What is in a work programme?

- Explanation of the **challenges to be addressed**
- Identification of **specific research objectives**
- Target **outcomes** of the research and intended **impact**
- Timing of **calls for proposals**
- Available **budget** and which of the contractual **“instruments”** can be used
- A separate **guide for applicants**

- Ignore it at your peril

Your first response to FP7

- Identify a research objective where you can contribute to world-class work
- Develop your idea in conjunction with a consortium
- Do NOT try to co-ordinate your first proposal
- Respond to a Call for Proposals
- Communicate your approach and intended outcomes
- Stay within the rules

Partnership and Partnering

- **Partnership:** an agreement between businesses to pursue some objective jointly. Usually, such partnerships are a joint venture or strategic alliance.
 - ❖ www.SmallBusinessNotes.com
- **Partnering:** a mutually beneficial business-to-business relationship based on trust and commitment and that enhances the capabilities of both parties.
 - ❖ www.4hb.com (For Home Business)

Types of Partner

- Route to commercialisation
 - ❖ Large industrial business
 - ❖ Entrepreneurial SME
- Research performer
 - ❖ Privately owned research laboratory
 - ❖ Academic research team
 - ❖ Technological SME
- Provider of insight
 - ❖ End-user (public or private sector)
 - ❖ Intermediary / commentator
- Provider of background (pre-existing knowledge)
 - ❖ Any of the above
- Service provider
 - ❖ Any of the above or specialist provider

Three evaluation criteria, 5 points each

- Scientific and/or technological **excellence**

Are they trying to do something useful? 5

- **Quality and efficiency** of the implementation and the management

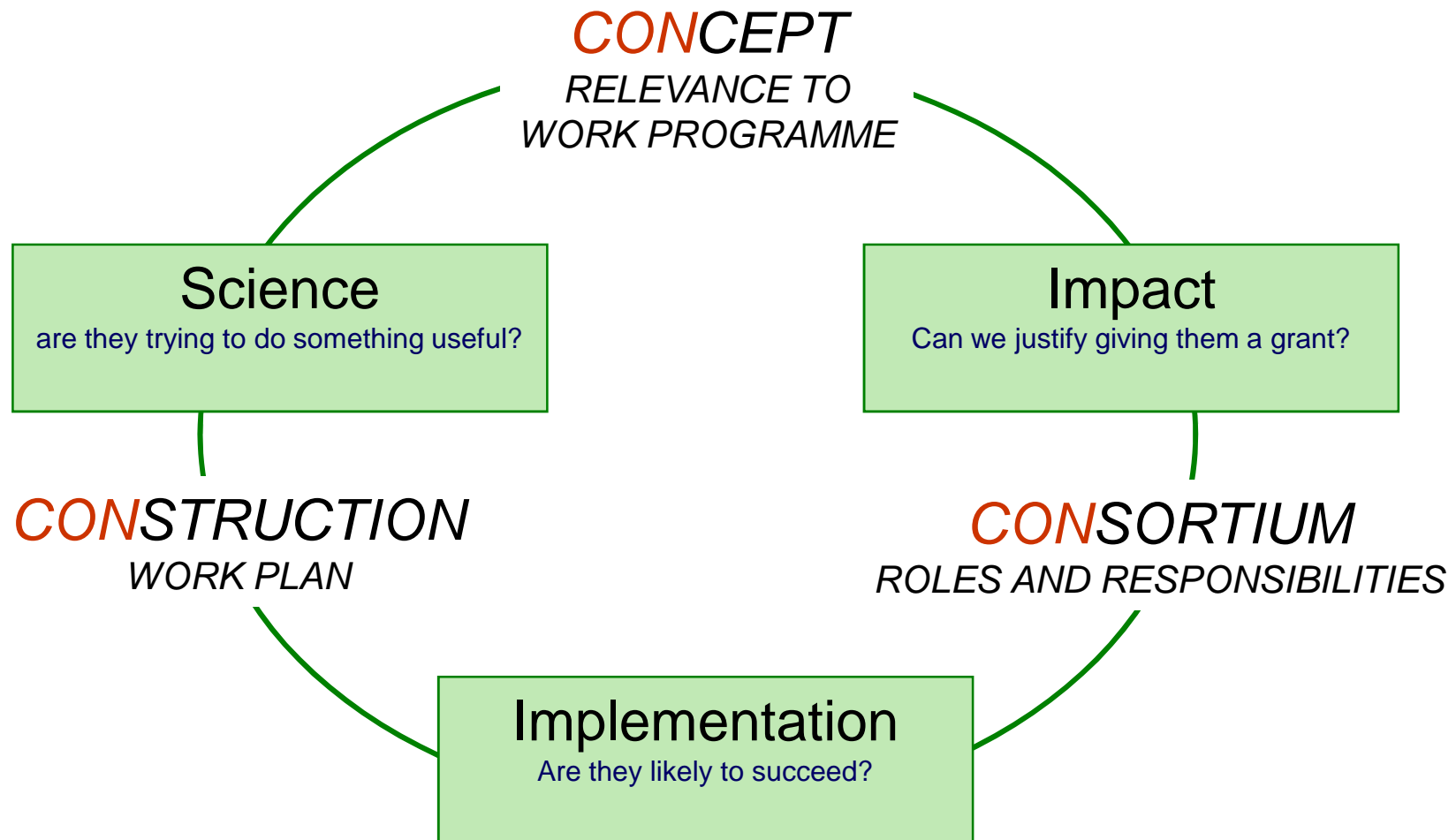
Are they likely to succeed? 5

- The **potential impact** through the development, dissemination and use of project results

Can we justify giving them a grant? 5

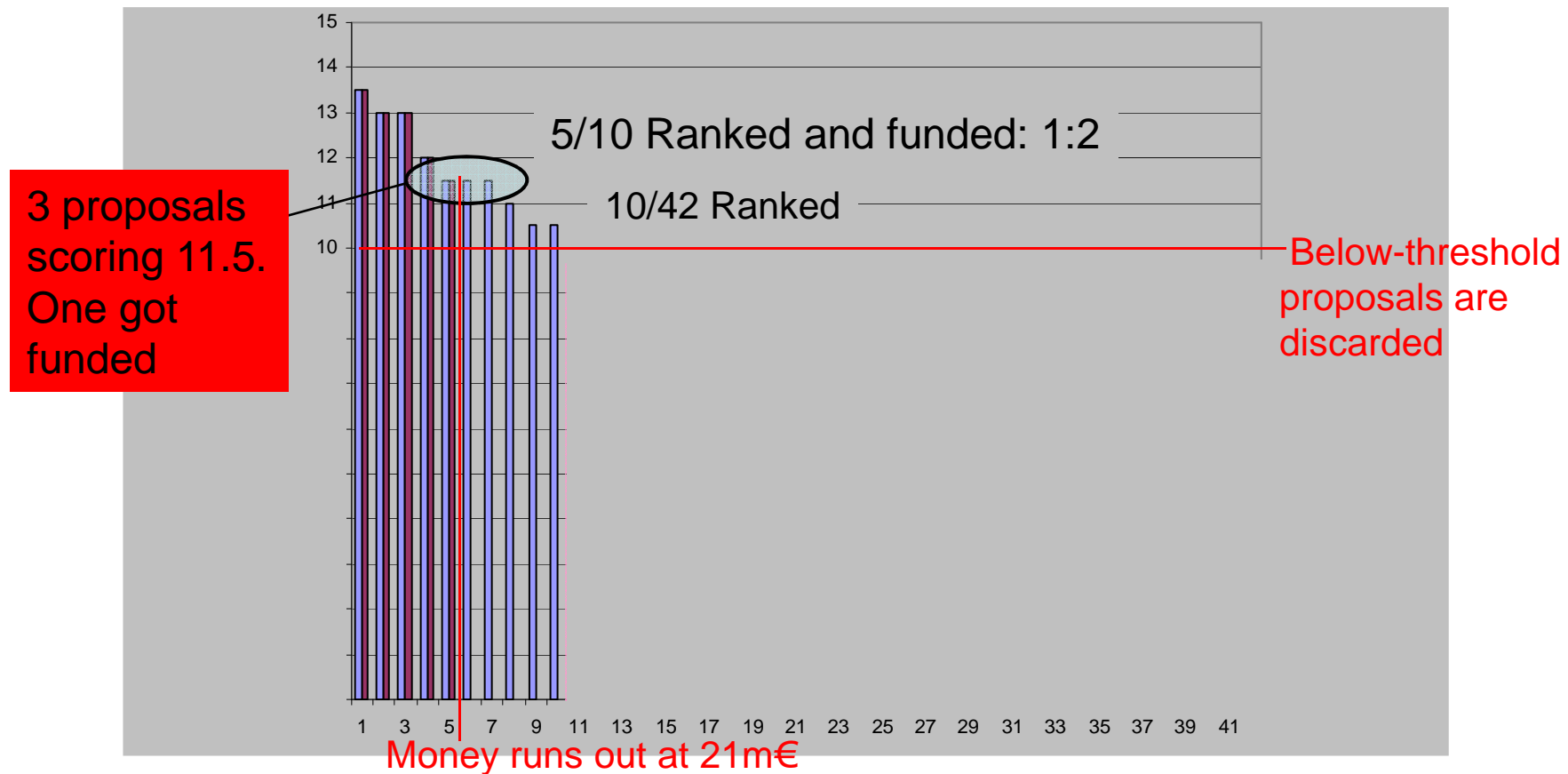
Total: 15

Three criteria, three concerns



Half a point between success and failure

An ICT Call 3 strategic objective, 42 IP proposals



Ways to win half a point

- Get your key message across on page one
- Make the document easy to read and navigate
- Build a compelling (and manageable) work plan
- Plan the dissemination activities needed to make the required impact

Make friends, not enemies

- Convince the evaluator that this is THE proposal
 - ❖ Convey the key message early on (this consortium is going to do these things for these reasons)
 - ❖ Explain why this consortium is the one to support (it helps if you already are the 'state of the art')
 - ❖ Build the proposal around core activities, don't distract the reader with irrelevances
 - ❖ Signpost, highlight, summarise, reiterate
 - ❖ Sell the proposal, especially the work-plan

Example

The objective of ROBOFISH is to improve the efficiency of European fishing fleets by integrating the technologies of computer vision, robotics and decision-processing for the automatic handling of fish.

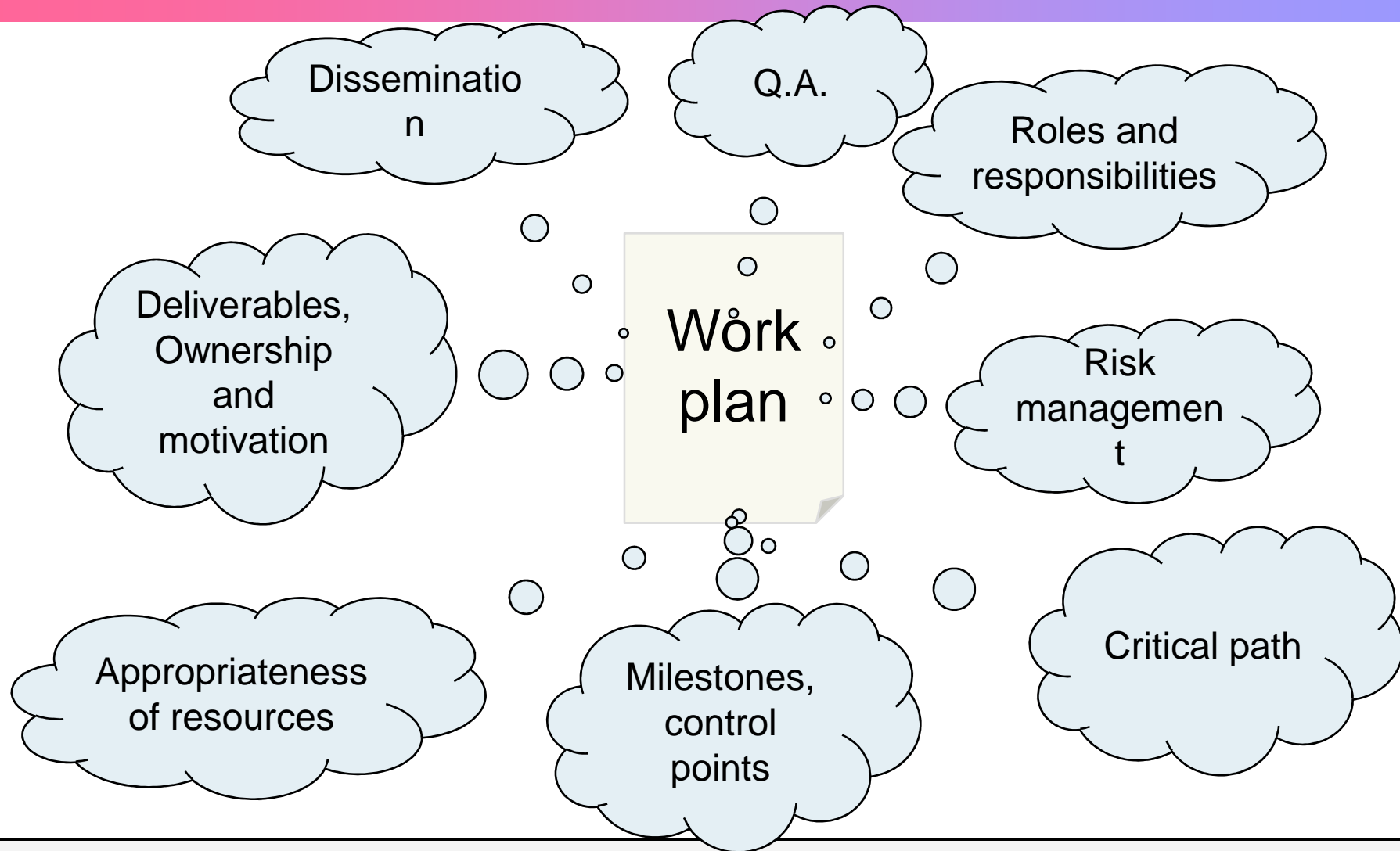
The robotic system will be used to align fish on heading or filleting machines, with inspection of the processed fish providing control of the robot.

Our goal is to deploy machines based on this research within five years, reducing waste by 35% and saving the European fishing industry €70m per annum.

Why proposals are selected for funding

- Because your concept fits within the overall challenge and objective you are targeting
 - ❖ e.g. European leadership in new network and service infrastructures that will replace the current Internet and Web
- Because your research objectives will contribute to one or more target outcomes
 - ❖ e.g. overcoming structural limitations of the current Internet architecture
- Because your methodology and work plan is capable of delivering the right results and the process is manageable

Central role of the workplan



Why proposals are selected for funding

- Because your management methodology, consortium and use of resources are appropriate for the type of project you are proposing.
 - ❖ e.g. scale, complexity, purpose (instrument)
- Because your results have the potential to 'make the difference' (impact) and you have the right mechanisms to ensure take-up of those results
 - ❖ e.g. Increased economic efficiency of access/transport infrastructures (cost/bit)

Things you absolutely MUST do

- Claim sensible and achievable targets for impact
- Plan and integrate activities within your workplan
- Resolve potential conflicts between academic and commercial stakeholders before you start
- Document your target audiences and their information needs, then work out how to reach them

Grasp the Opportunity

Good luck from
Neil Sandford

<http://www.neilsandford.co.uk>