

WE
CAN DO
SO MUCH
TOGETHER

Cómo preparar una propuesta ganadora. Errores de concepto en el proceso de evaluación.

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División ICT-European Software

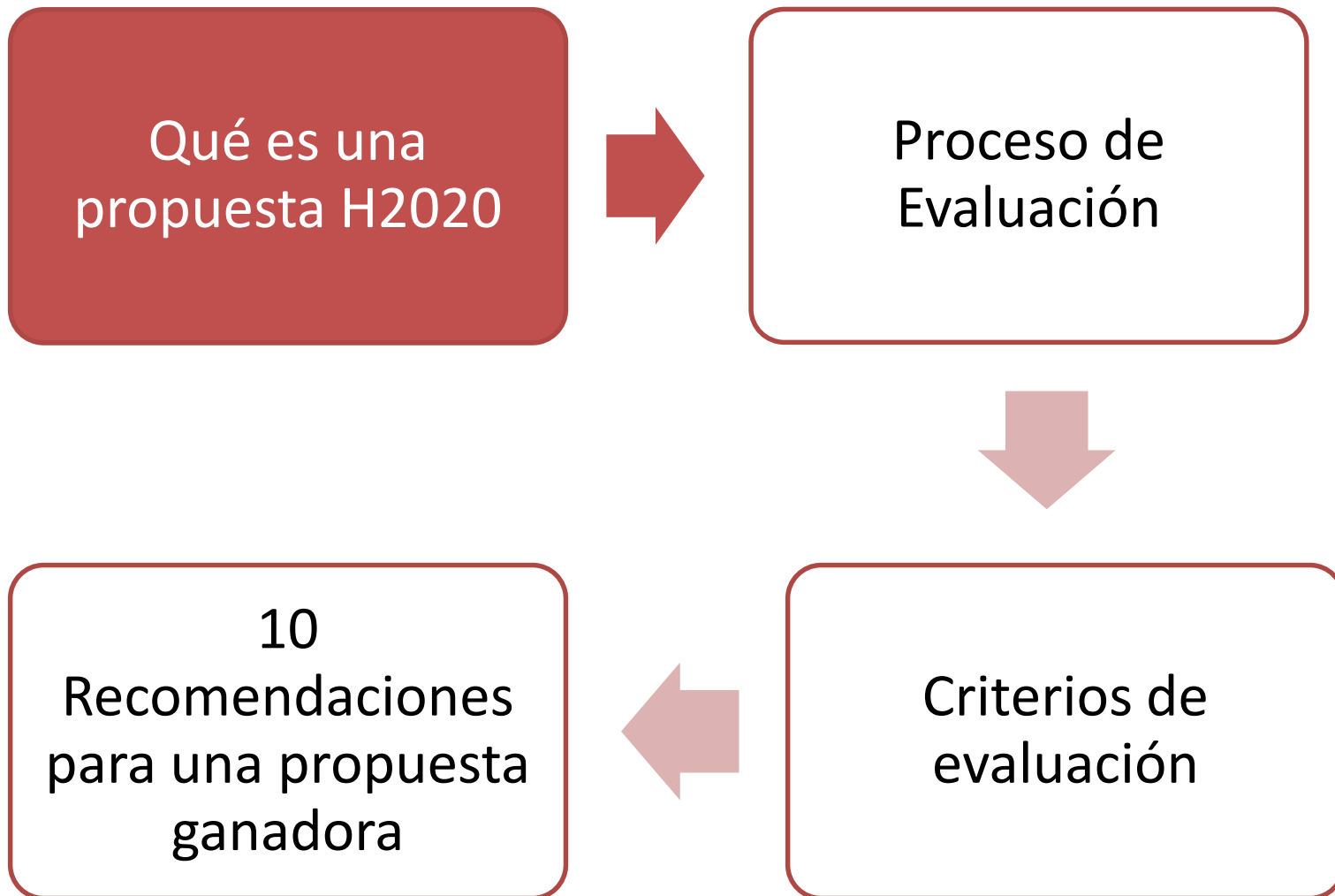
Institute

IT Competitiveness

Leire.Orue-Echevarria@tecnalia.com

Zamudio, 21 de Noviembre de 2017

Agenda



Qué es una propuesta H2020



- | |
|--|
| 1. Health, demographic change and wellbeing |
| 2. Food security, sustainable agriculture and forestry, marine and maritime inland and water research and the bioeconomy |
| 3. Secure, clean and efficient energy |
| 4. Smart, green and integrated transport |
| 5. Climate action, resource efficiency and raw materials |
| 6. Inclusive, innovative and reflective societies |
| 7. Secure societies |

Qué es una propuesta H2020

13. Europe in a changing world

Work Program

Horizon 2020

(European Commission Decision No. 1010/2013/EU)

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Call - CO-CREATION FOR GROWTH AND INCLUSION..... 9

CO-CREATION-01-2017: Education and skills: empowering Europe's young innovators . 9

CO-CREATION-02-2017: **Scope:** a) Research and Innovation Actions innovation 9

CO-CREATION-03-2017: (2016/2017) Research is needed to explore and analyse how the public administrations can become open and collaborative, encouraging the engagement and participation of public, private and civil society stakeholders - such as for example other public authorities, users, citizens, businesses, researchers, civil society organisations, social innovators, social entrepreneurs, media actors, artists and designers - for effective, appropriate and user-friendly public service design, delivery and policy-making. **ation of European public**

CO-CREATION-04-2017: 9

CO-CREATION-05-2017: 9

CO-CREATION-06-2017: 9

CO-CREATION-07-2017: 9

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Conditions for the Call - 9

CO-CREATION-10-2017: 9

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CO-CREATION-100-2017: 9

This Work relate to 2017 change: rel

The Commission considers that proposals requesting a contribution from the EU of between EUR 4 and 5 million would allow this specific challenge to be addressed appropriately. This does not preclude submission and selection of proposals requesting other amounts.

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Qué es una propuesta H2020



Research Executive Agency (REA)
Director



GRANT AGREEMENT

NUMBER — 72 —

This **Agreement** ('the Agreement') is **between** the following parties:

on the one part,

the Research Executive Agency (REA) ('the Agency'), under the power delegated by the European Commission ('the Commission')¹,

represented for the purposes of signature of this Agreement by Head of Unit, Research Executive Agency (REA), Industrial Leadership and Societal Challenges Department, Inclusive, Innovative and Reflective Societies,

and

on the other part,

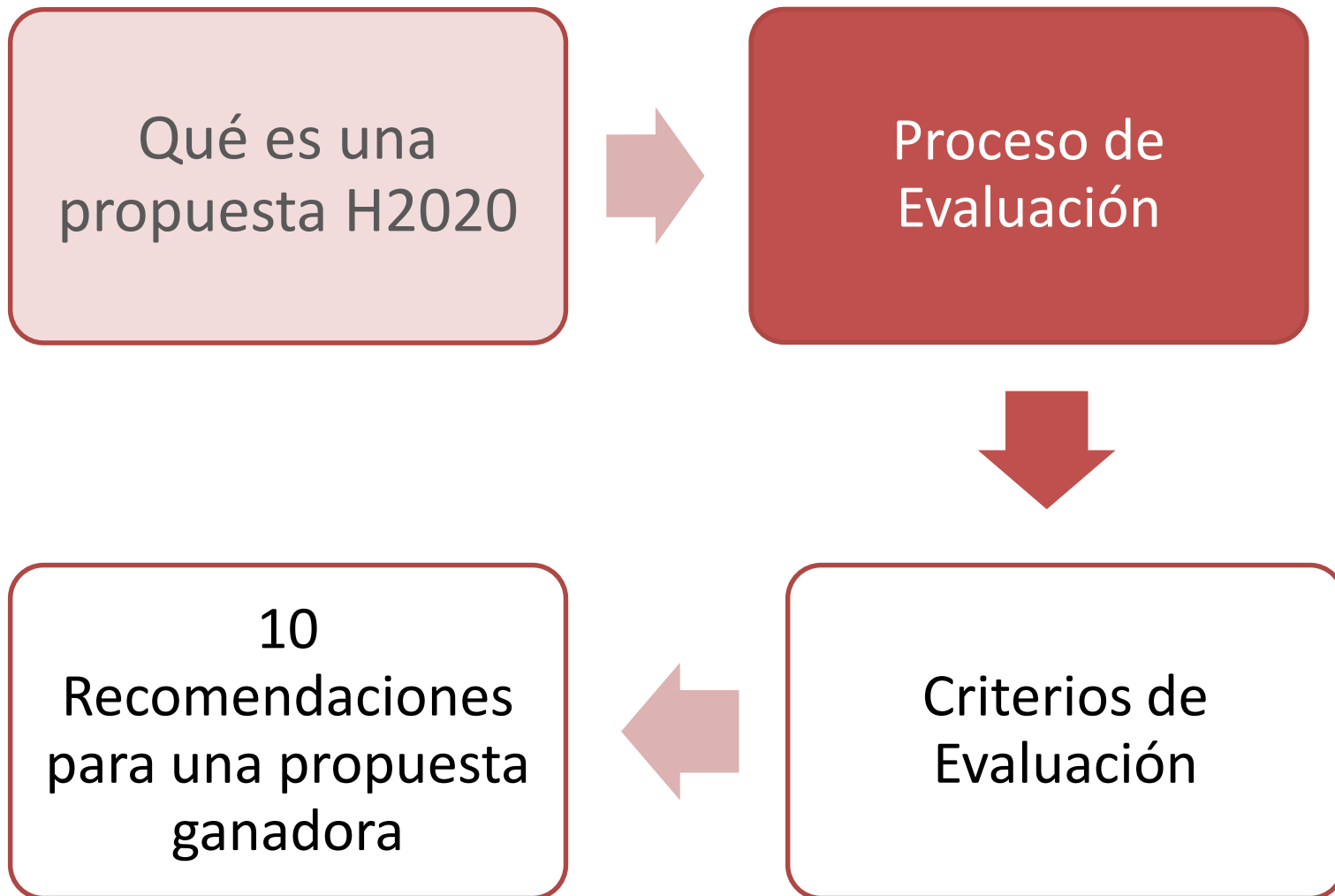
1. 'the coordinator':

in PARQUE CIENTIFICO Y TECNOLOGICO DE BIZKAIA
BIZKAIA 48160 Spain VAT number

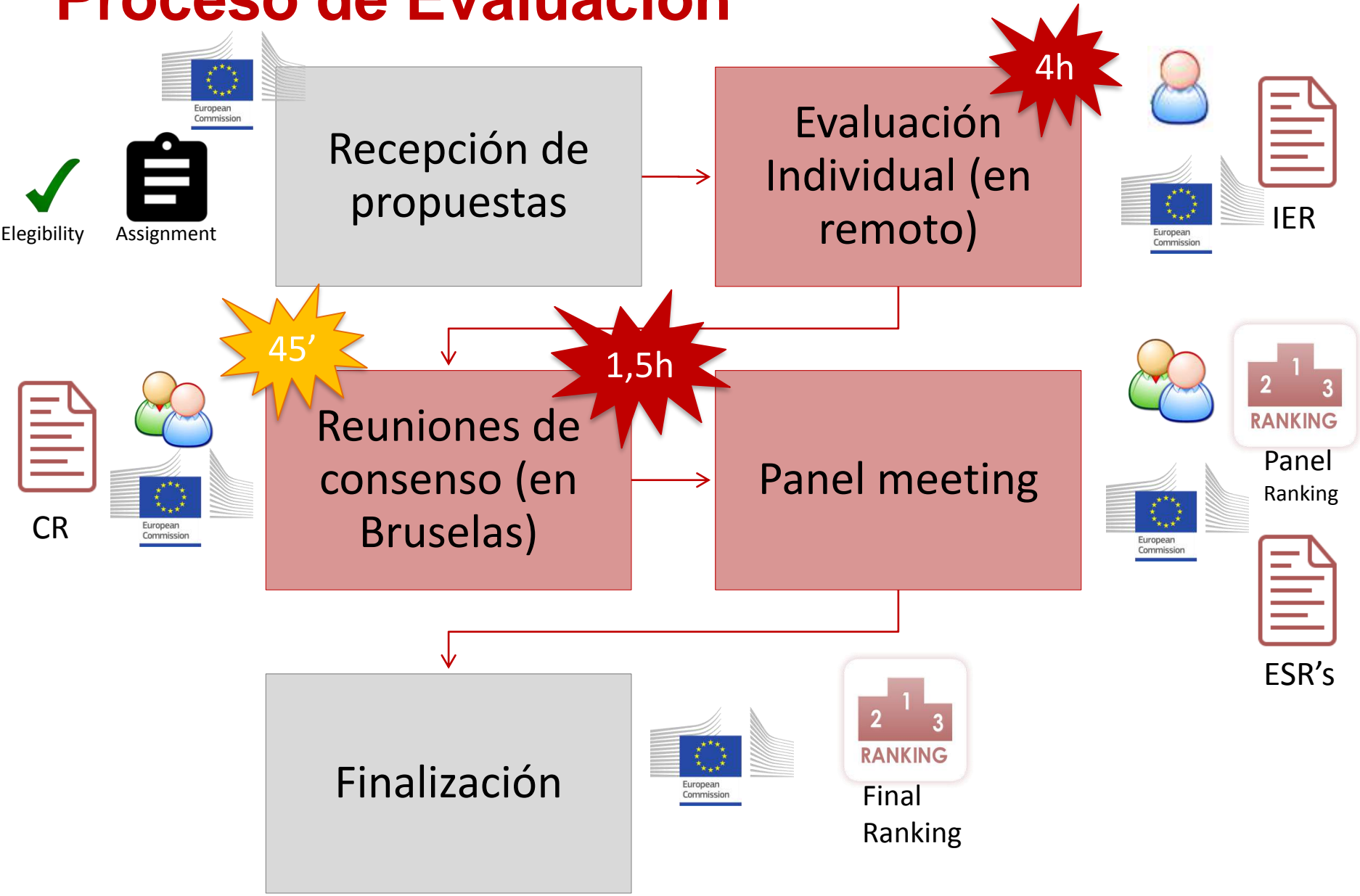
established
DERIO

represented for the purposes of signing the

Agenda



Proceso de Evaluación



Proceso de Evaluación (2. opción)

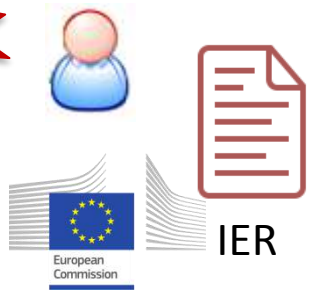
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✓ Eligibility
Assignment



Recepción de propuestas

Evaluación Individual (en remoto)



CR
European Commission

Consenso en remoto

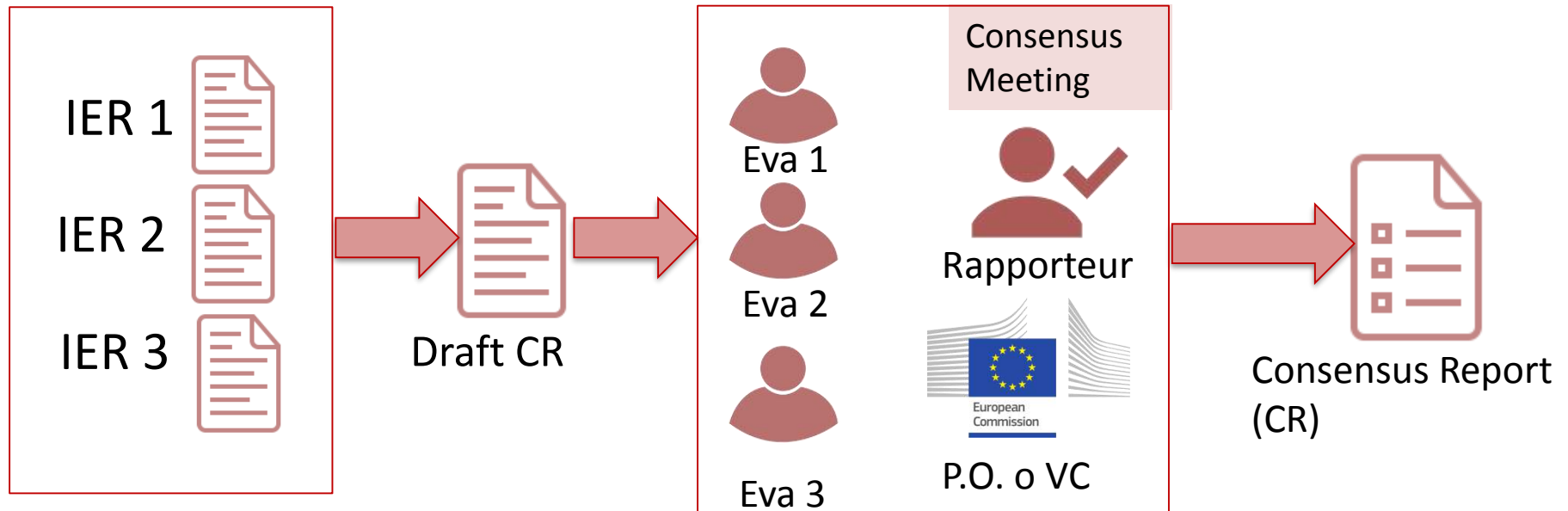
Panel meeting



Finalización

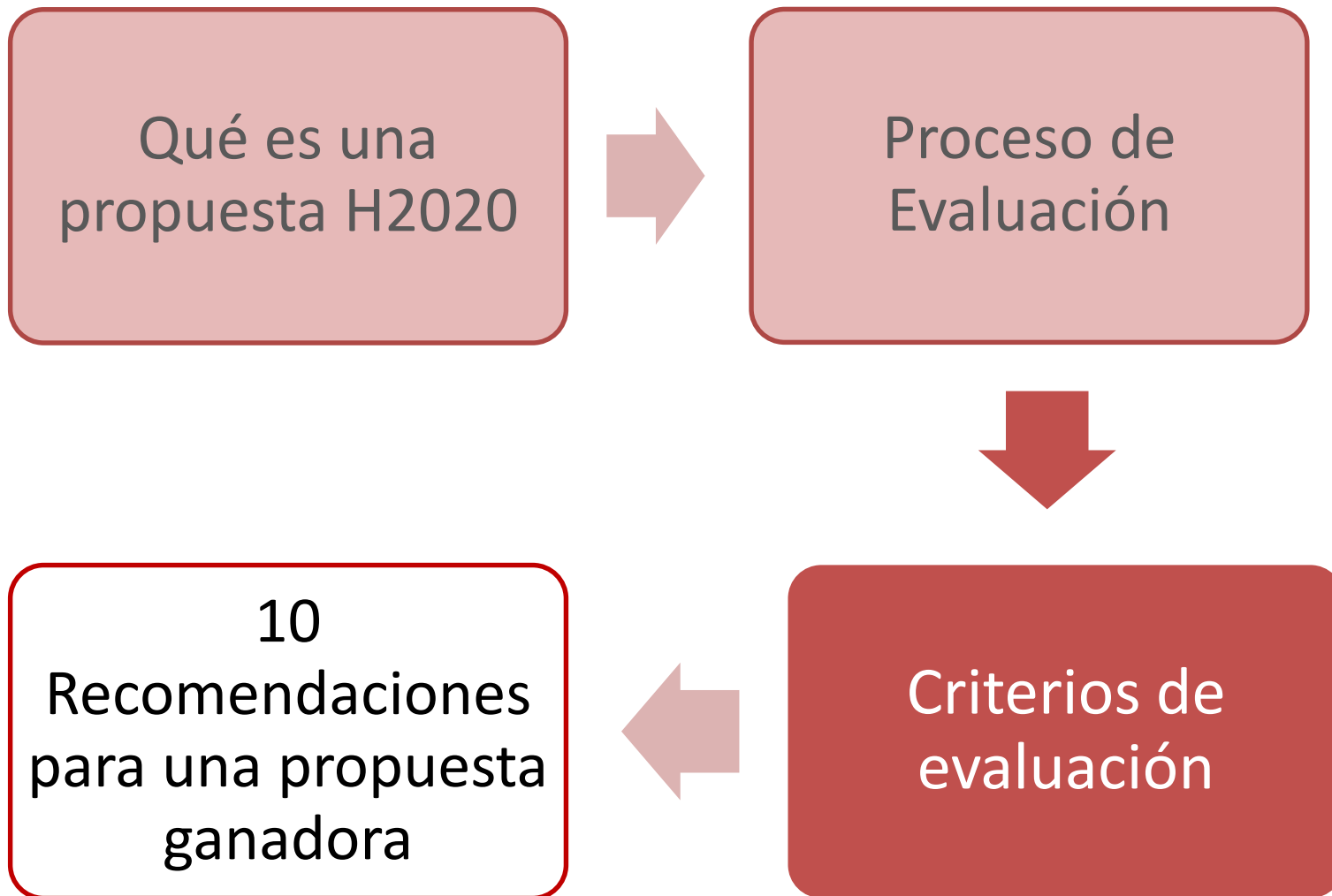


Proceso de Evaluación: Consensus Meetings



- El PO actúa **únicamente** de **moderador**: no se puede leer la propuesta antes del Consensus Meeting ni tampoco puede dar su opinión
- Los 3 evaluadores han de estar de acuerdo, primero en el texto, luego en la nota
- Existe un “lenguaje” estándar de la EC para los reports: *but, however, although, not clearly, insufficiently...*
- El CR es la versión 1 del ESR: No se pueden dar recomendaciones (p.e. ‘needs to’, would, could, should,...)

Agenda



Criteria de evaluación (1/4)

- **Criterio 1: Excelencia**
 - Clarity and pertinence of the objectives
 - Soundness of the concept, and credibility of the proposed methodology
 - Extent that proposed work is beyond the state of the art, and demonstrates innovation potential (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models)
 - Appropriate consideration of interdisciplinary approaches and, where relevant, use of stakeholder knowledge

Criteria de evaluación (2/4)

- **Criterio 2: Impacto**
 - The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme under the relevant topic
 - Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity, create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society
 - Quality of the proposed measures to:
 - exploit and disseminate the project results (including management of IPR), and to manage research data where relevant
 - communicate the project activities to different target audiences

Criterios de evaluación (3/4)

- **Criterio 3: Calidad y eficiencia en la implementación**
 - Quality and effectiveness of the work plan, including extent to which the resources assigned to work packages are in line with their objectives and deliverables
 - Appropriateness of the management structures and procedures, including risk and innovation management
 - Complementarity of the participants and extent to which the consortium as a whole brings together the necessary expertise

Gestión de la innovación es un proceso que requiere entender bien el problema tanto técnico como de mercado con el objetivo de implementar con éxito ideas creativas apropiadas.

Resultado típico: producto, servicio, proceso nuevo o mejorado

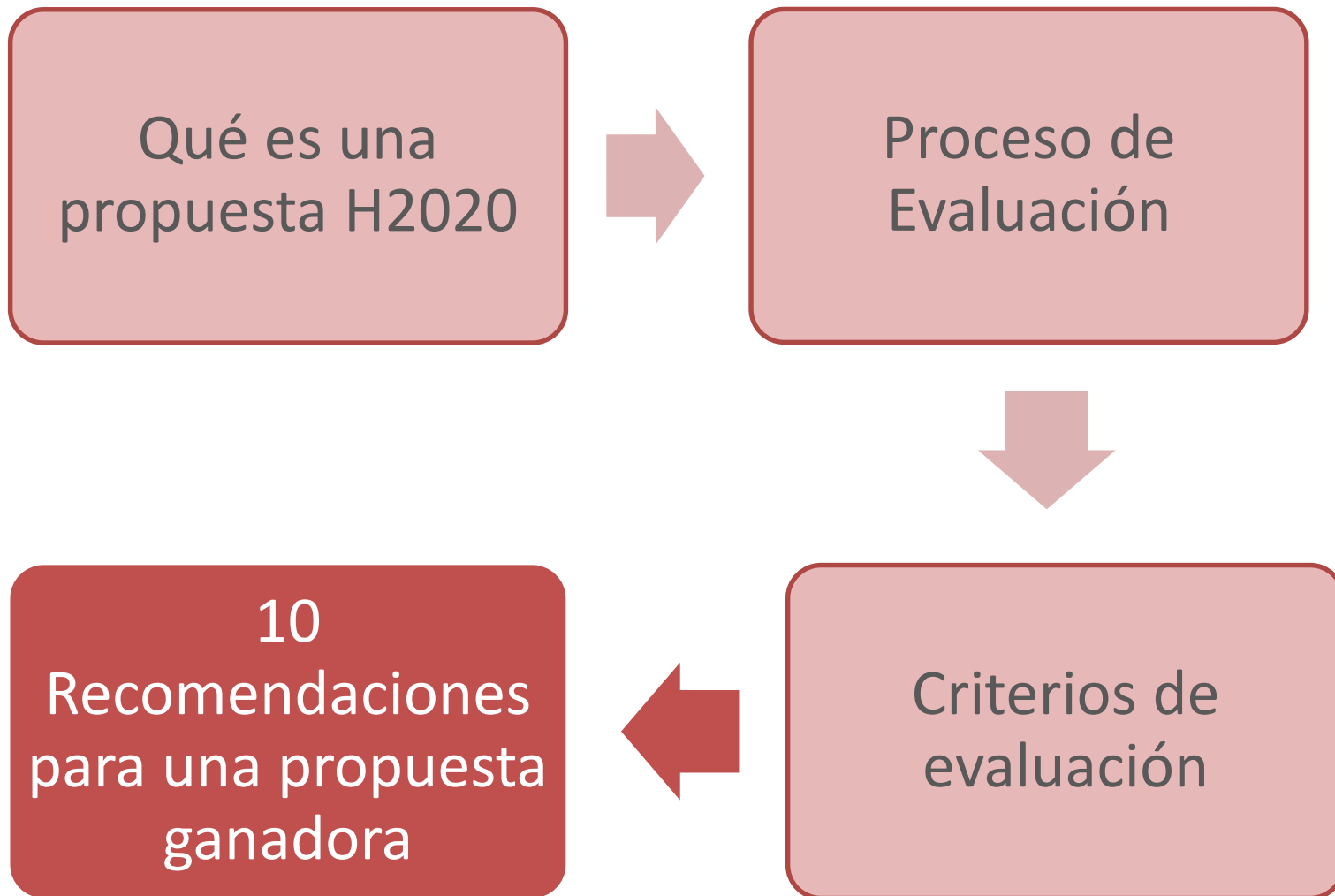
Para el consorcio: les permite responder a una oportunidad externa o interna



Criterios de evaluación (4/4)

- **Operational Capacity**

Agenda



01 Buscar bien dónde encajar la idea y con quién la quieres implementar



02 Mantener la coherencia y la 'historia' a lo largo de todo el texto



03 Objetivos y resultados han de estar claros



04 ¿Para quién hacemos esto?



05 ¿Qué problema estamos resolviendo, y cómo lo vamos a hacer? ¿Por qué las soluciones actuales no sirven?



06 ¿Cuál es la innovación?



07 ¿Quiénes son nuestra competencia?



08 ¿Cuál es la oportunidad de negocio?



09 Especificar los riesgos tecnológicos



10 Balancear esfuerzo y recursos entre todos los socios



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