

Advices for submitting a successful proposal in Horizon Europe Cluster 2 “Culture, Creativity and Inclusive Society”

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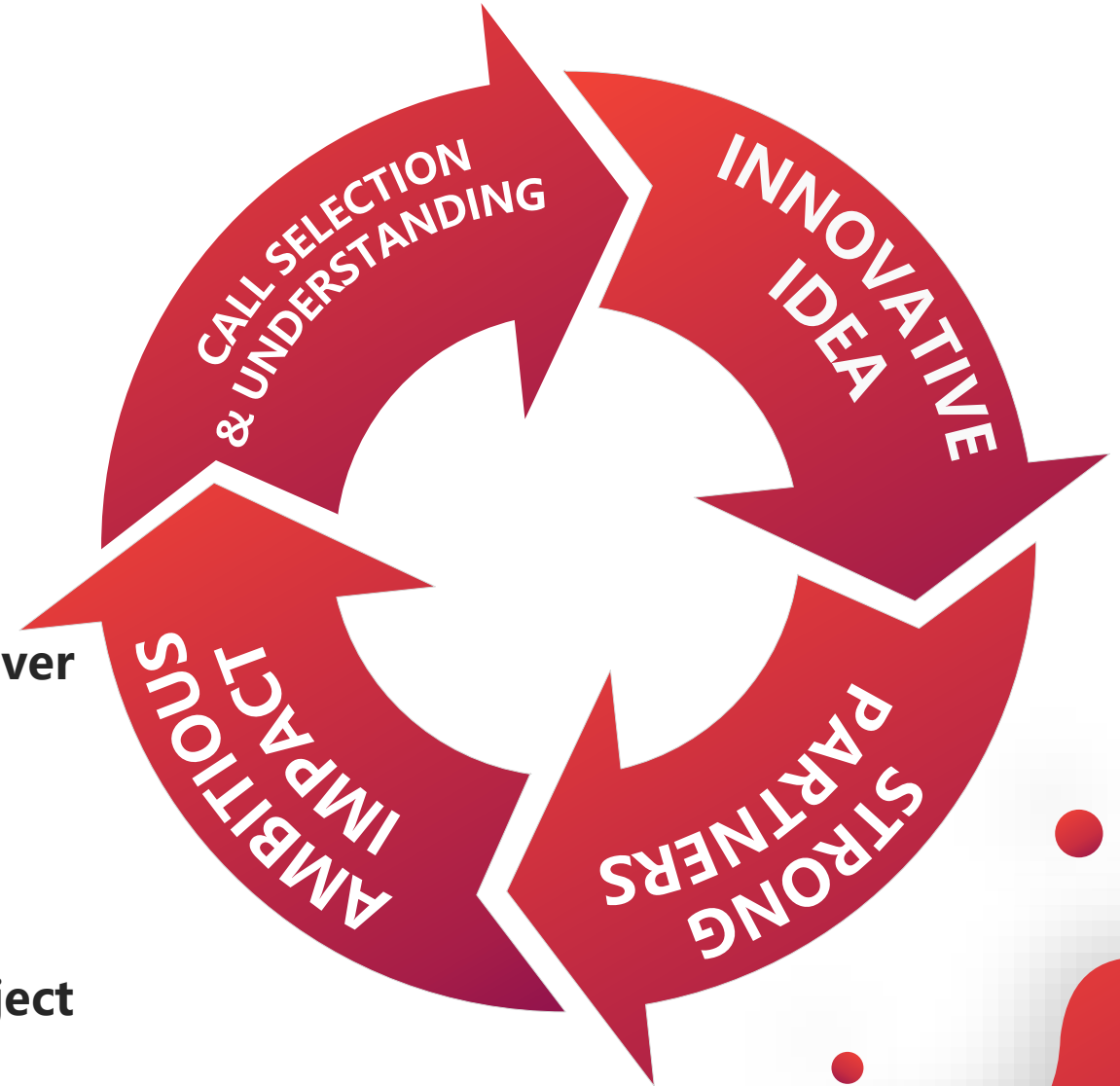


START FROM THE BASICS...

MAKE THE QUESTIONS

REPEAT THE CYCLE ASKING YOURSELVES:

- Do I understand the call well? Did I cover all aspects?
- Is it innovative?
- Are the partners strong?
- What do we leave behind when project ends? Is it ambitious?





Convince the
evaluators

Section

01

Excellence Rationale & Motivation

1st Paragraph: The problem definition. Tip! Use EU-wide statistics

2nd Paragraph: Analysing 'where we need to go' in the future. What is the unknown?

3rd Paragraph: How our project respond to the above challenges. Tip! Use bold in key offerings

Objectives

■ **The common practice**

To develop a tool/methodology ... for ...

Our approach ■

Speak about the impact that you want to achieve with 'X' tool, methodology. Ask yourselves 'So what?' , 'What we want to achieve?'

- E.g. To enhance citizen participation and awareness in ...
- E.g. To increase local impact ...
- E.g. To improve ...

Objectives

■ Objective #03: To enhance citizen participation in ...

Objective Explanation

Results (Verification Means)

Measurable & Ambitious KPIs

Progress beyond state of the art

The common practice

The analysis of SOTA/B-SOTA per tool

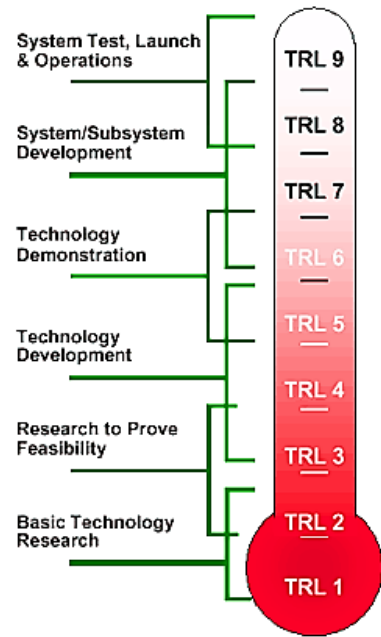
Our approach

Say in less than a page a unified story of how the proposal goes B-SOTA.

Checklist:

- Have you provided references from journals?
- Have you provided a comparison with existing commercial products?
- Have you provided a comparison with related patents?
- Where is the innovation?
- Is it something being presented for the first time? If yes, underline that.

R&I Maturity



● Don't forget to speak about the project TRL

● The tool with the lower TRL defines the final project target TRL

● Be specific. E.g. The DSS developed in H2020 will be repurposed for X starting from TRL5 that through the [Project] Validation activities will reach TRL7

Methodology

Workflow

Concept



Architecture



Technologies



Requirements



Validation

Your concept should have a flow. Consider breaking into pillars. How the different proposed technologies & methods (tasks) work together to address a pillar theme.

Don't make it complex. Data->Analysis & Intelligence > Decisions > Results. You need a high level system architecture.

Be specific. Break into pieces: Technology objective. Challenge. Methodology. Tip! Use 1 photo/technology

How you plan to involve end users. Tip! Implement and underline a co-design approach.

Be specific about your pilots. Timeline. Overview. Lab vs Physical. Have a structure.

Links to national and international R&I Activities

The common practice

A big list of projects, difficult to see the connection with current tools, partners, project objectives.

Our approach

Be specific.

[Partner] is going to utilize [data/tool/methodology] (mention the deliverables!) from [project name-hyperlink] to [do what – related to the project].

Interdisciplinary Approach including Social Sciences and Humanities



Remove inequalities

Key Points to consider

You need to have a good mixture of (SSH) partners as a starting point. Help Europe understand why inequalities exist between and within EU countries and how you will remove them. Don't forget you are still on methodology. Tips! Showcase the co-design with end users.

Reminder!

Check [support video](#) in the portal!



Social Sciences and Humanities (SSH)

**Social Sciences
and Humanities**

Assessing the effective contribution of social science and humanities disciplines and expertise as part of the scientific methodology of the project.

When the **integration of SSH is required**, applicants have to show the roles of these disciplines or provide a justification if they consider that it is not relevant for their project. A proposal without a sufficient contribution/integration of SSH research and competences will receive a lower evaluation score.

Why integrating social sciences and humanity matters?

Many societal challenges that need to be addressed through research and innovation are too complex to be overcome by a single scientific discipline. Technical solutions are often preconditions for new policy outcomes, but in themselves insufficient to have a meaningful impact. The lasting societal impacts that policy-makers seek are often equally reliant on insights from social sciences and the humanities. A few examples:

- **Social sciences** (law, ethics, psychology, political sciences...) are an essential component of the research responses to public health emergencies.
- **Economics and political science** are major components of projects focusing on socio-economic evaluation of climate-change impact.
- **Psychology, cultural considerations, ethics and religion** are essential to improve the support to palliative care patients.
- **Linguistics, cultural studies and ethics** are an important part of projects aiming to develop AI enhanced robotic system and improve human/robot interaction.
- **Economics and social sciences** are essential to devise effective measures of recovery after the Covid-19 pandemic.

Gender Dimension

You need to cover the part of “*Sex and gender analysis refers to biological characteristics and social/cultural factors respectively*”. You are still on the Methodology. How you will ensure equal participation among genders in concept design from the start rather than just validation. Tips! Connect with tasks. Connect with relevant EU initiatives.

”

Example: *According to an EIGE study, the public space is perceived differently by women and men, leading to the conclusion that urban planning impacts women's safety, movement and even income, contributing directly to livelihoods and quality of life. Men's typical route was short and simple: often to and from work. Women however had different non-linear travel patterns including multiple trips a day on the metro as well as on foot. Women also make more pedestrian journeys and have less access to a private vehicle. there is a predominantly male perspective on how the city works or should work, and a bias toward seeing men's needs, routines, bodies, and experiences as the standard or universal norm.*

Reminder!

Check [support video](#) in the portal!



Gender dimension in R&I content

**Gender
dimension**

Addressing the gender dimension in research and innovation entails taking into account sex and gender in the whole research & innovation process.

Under Horizon Europe the **integration of the gender dimension** into R&I content is **mandatory**, unless it is explicitly mentioned in the topic description as for example:

“In this topic the integration of the gender dimension (sex and gender analysis) in research and innovation content is not a mandatory requirement.”

Why is gender dimension important? It brings added value of research in terms of excellence, rigor, reproducibility, creativity and business opportunities It enhances the societal relevance of research and innovation

- Why do we observe differences between women and men in infection levels and mortality rates in the COVID-19 pandemic?
- Does it make sense to study cardiovascular diseases only on male animals and on men, or osteoporosis only on women?
- Does it make sense to design car safety equipment only on the basis of male body standards?
- Is it responsible to develop AI products that spread gender and racial biases due to a lack of diversity in the data used in training AI applications?
- Is it normal that household travel surveys, and thus mobility analysis and transport planning, underrate trips performed as part of caring work?
- Did you know that pheromones given off by men experimenters, but not women, induce a stress response in laboratory mice sufficient to trigger pain relief?
- Did you know that climate change is affecting sex determination in a number of marine species and that certain populations are now at risk of extinction?

Detailed guidance for evaluators and proposers is provided in the **Horizon Europe Programme Guide**

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sion

Open Science

Define your open Strategy

You are still on methodology. Explain the project's strategy for openness. Connect with your data management plan, living labs, hackathons etc, You need to explain about Open Access publishing. How you support reproducible research. You need to follow an open peer-review process for stronger results.



Reminder!



Open Science

Check [support video](#) in the portal!

Open Science

Open science is an approach based on open cooperative work and systematic sharing of knowledge and tools as early and widely as possible in the process, including active engagement of society.

Open science practices include:

- Early and open sharing of research (for example through preregistration, registered reports, pre-prints, or crowd-sourcing).
- Research output management including research data management (RDM).
- Measures to ensure reproducibility of research outputs.
- Providing open access to research outputs (e.g. publications, data, software, models, algorithms, and workflows) through deposition in trusted repositories.
- Participation in open peer review.
- Involving all relevant knowledge actors including citizens, civil society and end users in the co-creation of R&I agendas and contents (such as citizen science).

Mandatory OS practices

- **Mandatory in all calls:** Open access to publications; RDM in line with the FAIR principles including data management plans; open access to research data unless exceptions apply ('as open as possible as closed as necessary'); access and/or information to research outputs and tools/instruments for validating conclusions of scientific publications and validating/re-using data.
- Additional obligations specific to certain work programme topics.

Reflect both in lower score when not sufficiently addressed

Recommended OS practices

- All open science practices beyond mandatory
- Evaluate positively when sufficiently addressed**

When OS practices (mandatory and recommended) are duly justified as not appropriate for the project, do not lower score for not addressing those practices

Detailed guidance for proposers and evaluators in the HE Programme Guide

Data and Research outputs management

Be FAIR

What is the project strategy in regards to data management. Which data types. Which tasks.

Findable

Clear ontology. In which repositories.

Accessible

Open to be downloaded.
Unrestricted access.

Interoperable

Compliance with standards. How will be interconnected.

Reusable

Creative Commons Licence?
Documentation.

FAIRIFY



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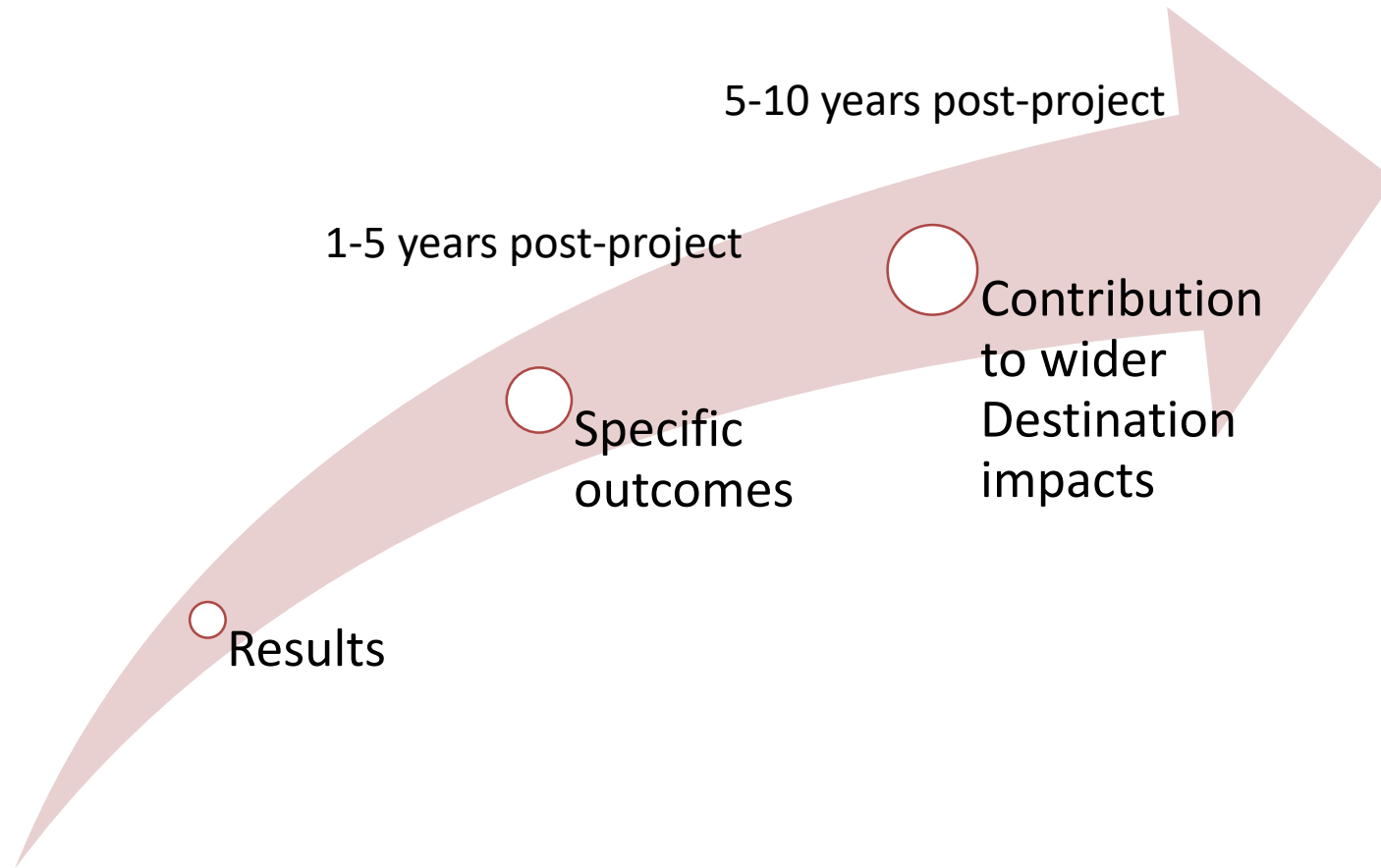
Be ambitious
and credible
with your
impact

●

Section

02

Think in 'pathway mode'. Help reviewers understand how you will achieve your impact.



For each Expected Outcome explain in a storytelling mode:



Use numbers

Tips! Mention the target groups with numbers. How many will be involved where.

Wider Impact

The common practice

We will reach the 5% of the market

Our approach

Be specific.

From the X partner of the consortium that as a Pan-European cluster represents 200 museums, it is expected that 5% (10 museums) will adopt the proposed solution within 5-7 years beyond project closure.

Dissemination is different than Communication

01

Dissemination Objectives per target group

02

Dissemination Mechanism > Dissemination KPI > Outreach KPI

03

Main messages per target group. Outreach channel.

04

Communication Mechanism > Comm. KPI > Outreach KPI

Dissemination

Communication

Exploitation

IP Strategy. Not IPR Management


**Table. IP Assets (KERs). Owner. Method
Background**

**Table. Suitable Exploitation Route
per IP Asset.**

Post-project Exploitation.

Tips! Split your approach in phases: Before (CA), During (Tasks), After.
Have a consistent walkthrough based on your IP Assets (KERs).





Section
03

Pay attention
to details

Important Tips to remember! 1/3

- Is your PERT showing the co-design approach with your end users
- You have included the following tasks:
 - Management WP: Quality & Risk Management. Data Management
 - System: System Architecture. End User Requirements. System Integration
 - Pilots: Pilot preparation. End user training. Post-pilot Evaluation
 - D&C&E: Dissemination. Communication. IPR Management & Exploitation. Standards? Policy Making?
- Keep WP objectives short and clear, covering all tasks.

Important Tips to remember! 2/3

- Consider the following structure as a basis:
 - WP1: Project Management
 - WP2: Preparatory WP understanding the current situation & co-design
 - WP3: Technical Development
 - WP4: Pilot Validation
 - WP5: Adoption.
 - WP6 Dissemination Communication Exploitation.
- Keep the number of deliverables around 15-18. Keep it simple.
- Don' t forget the roles of each partner. XX partner will be responsible for this and YY partners will develop the ...

Important Tips to remember! 3/3

- Keep your milestones around 5: Project Set-up. 2-3 Version of system. System Tested in realistic environment. Uptake.
- Risks: Refer to COVID and to disrupted value chains. Make it specific to your project. Refer to pilots physical vs remote. Refer to partner exit.
- In the capacity of participants and consortium as a whole, show your power against. Add a map. Show a good coverage of Europe given your budget. Split among Universities/RTOs, SMEs, Policy Makers, End User organisations. Refer to the capacity of the coordinator and previous experience.

Play with emotions
of evaluators

Be specific and talk with
numbers. If you do not
cover something explain
your decision.

Read again and
again the call

Final Recommendations

Conduct some intelligence.
What are the previous
project coordinators on
the topic.

Include clusters to showcase
in tangible form the
exploitation uptake

Be ambitious!
Think big!

EXUS in a nutshell



exusailabs.eu



- 300+ Customers in 32 countries
- 140+ people from 11 Countries
- 30 years in the business
- 30 Ongoing H2020 & HE Projects
- 6 as Coordinator

Any questions?
How can we collaborate?

Thank you

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