



Tips for a successful application in Horizon Europe / CL6

Εθνική Ημερίδα Ενημέρωσης για τον Ορίζοντα Ευρώπη
Πρόγραμμα Εργασίας 2023-2024:

Cluster 6 Food, Bioeconomy, Natural Resources, Agriculture and Environment

Thanos Karvounis

A few words about me




- **Innovation Grant Application Expert** with more than 15 years of experience in the research areas of agriculture and ICT
- graduate of the **Agricultural University of Athens** (Department of Animal & Science)
- have worked with important industrial and academic organisations in Cyprus, Greece and several EU countries, including NCSR Demokritos, CERTH, University of Nicosia, Agricultural University of Athens, Artia Nanoengineering, CETRI etc
- **proposal developer** / expert in Impact section with most of my impacts being graded with 4,5 or 5/5
- **innovation manager** with significant experience in managing dissemination, exploitation & communication activities in EU funded projects

A few words about me



- strong **network** with SMEs and big end users in the areas of agriculture, energy and ICT
- provide **seminars** on proposal development, funding R&D opportunities and innovation management
- **social media** specialist
- **producer and director** of short movies, documentaries, as well as promotional videos for the needs of research projects and the promotion of research centers and private organizations
- coordinate **Smart Agro Hub**'s proposal development team

 <p>ΕΝΕΡΓΕΙΑΚΟ ΚΕΝΤΡΟ ΙΚΑΝΟΤΗΤΩΝ Ι.Κ.Ε.</p>	 <p>ΜΕΣΟΓΕΙΑΚΟ ΚΕΝΤΡΟ ΙΚΑΝΟΤΗΤΩΝ ΑΓΡΟΔΙΑΤΡΟΦΗΣ Ι.Κ.Ε.</p>	 <p>ΠΥΘΕΙΑ ΚΕΝΤΡΟ ΙΚΑΝΟΤΗΤΩΝ ΚΕΝΤΡΟ ΙΚΑΝΟΤΗΤΩΝ ΠΥΘΕΙΑ Ι.Κ.Ε.</p>
 <p>ΚΕΝΤΡΟ ΙΚΑΝΟΤΗΤΩΝ ΓΙΑ ΤΗ ΒΙΟΜΗΧΑΝΙΑ 4.0 ΑΠΟ ΤΟΝ ΣΧΕΔΙΑΣΜΟ ΣΤΗΝ ΥΛΟΠΟΙΗΣΗ</p>	 <p>Govhack ΚΕΝΤΡΟ ΚΑΙΝΟΤΟΜΙΑΣ ΓΙΑ ΤΟΝ ΨΗΦΙΑΚΟ ΜΕΤΑΣΧΗΜΑΤΙΣΜΟ ΣΤΗ ΔΗΜΟΣΙΑ ΔΙΟΙΚΗΣΗ Ι.Κ.Ε.</p>	 <p>Π NET ΑΝΑΔΥΟΜΕΝΑ ΔΙΚΤΥΑ ΗΕΛΣ ΓΕΝΙΑΣ ΕΦΑΡΜΟΓΕΣ Ι.Κ.Ε.</p>
 <p>ΕΛΛΗΝΙΚΟ ΚΕΝΤΡΟ ΠΡΟΣΘΕΤΙΚΗΣ ΚΑΤΑΣΚΕΥΗΣ Α.Ε.</p>	 <p>TEACHING FACTORY COMPETENCE CENTER A.M.K.E.</p>	 <p>BUILDING SYSTEMS INNOVATION CENTRE Ι.Κ.Ε.</p>
 <p>SMART AGRO HUB A.E.</p>	 <p>ΚΕΝΤΡΟ ΙΚΑΝΟΤΗΤΩΝ ΓΙΑ ΕΝΑ ΑΝΘΕΚΤΙΚΟ ΚΑΙ ΒΙΩΣΙΜΟ ΔΟΜΗΜΕΝΟ ΠΕΡΙΒΑΛΛΟΝ ΜΕ ΤΗ ΧΡΗΣΗ ΕΞΥΠΝΩΝ ΤΕΧΝΟΛΟΓΙΩΝ Α.Ε.</p>	

The Smart Agro Hub story

*11 Competence Centers funded by GSRI
Public-private structures created to bridge
the gap between supply and demand of
specialized innovation and technology
transfer services in one or more value
chains.*

Smart Agro Hub

Competence center in smart farming & agrifood sustainability



*A spinoff of the
Agricultural University of Athens*

Our Shareholders



ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS



ΚΑΛΛΙΟΝ
ΓΗ



Our mission



- to conduct **applied and technological research** that leads to **new products and services** with industrial, economic, and social impact in the agrifood sector
- to play a key role in the **transition of Greek agriculture to the new digital era**, while creating new business opportunities in the agri-food sector.
- to create **bridges** between agro-technology companies, agricultural inputs and agricultural services, with the academic and research institutions towards the digital transformation of the sector.

Our services

Smart Agro Hub

EU Research Funding Programs

1



Development of digital
agriculture platform

2



Agricultural
experimentation products
and services

3



Specialized sustainable
development services and
sustainability certification

Indicatively
**Some Horizon Europe
Success stories**



Cluster 6 Success stories

Deadline	Project	Topic	Type of action
6/10/2021	D4AgEcol	HORIZON-CL6-2021-FARM2FORK-01-03: Digitalisation as an enabler of agroecological farming systems	CSA
6/10/2021	Ruralities	HORIZON-CL6-2021-COMMUNITIES-01-02: Expertise and training centre on rural innovation	CSA
15/2/2022	ECONUTRI	HORIZON-CL6-2022-ZEROPOLLUTION-01-03: EU-China international cooperation on nature-based solutions for nutrient management in agriculture	IA
15/2/2022	NINFA	HORIZON-CL6-2022-ZEROPOLLUTION-01-01: Preventing groundwater contamination and protecting its quality against harmful impacts of global and climate change	RIA

Smart Agro Hub

Success stories

Deadline	Project	Topic	Type of action
23/2/2022	Watson	HORIZON-CL6-2022-FARM2FORK-01-11: Effective systems for authenticity and traceability in the food system	RIA
15/3/2022	EXCEL4MED	HORIZON-WIDERA-2022-ACCESS-04-01: Excellence Hubs	CSA
17/5/2022	TrustFood	Advanced Digital Skills - DIGITAL-2022-TRAINING-02: Short term training courses in key capacity areas	DIGITAL-SME Digital SME Support Actions

Horizon Europe



WATSON: A holistic frameWork with Anticounterfeit and inTelligence-based technologieS that will assist food chain stakehOlders in rapidly identifying and preveNting the spread of fraudulent practices.

HORIZON-CL6-2022-FARM2FORK-01-11

Effective systems for authenticity and traceability in the food system

Horizon Europe



EXCEL4MED: Excellence hub in green technologies: Introducing innovation ecosystems in the Mediterranean food value chain

HORIZON-WIDERA-2022-ACCESS-04-01

Excellence Hubs

Digital Europe



TRUST- FOOD: Advanced Digital Skills on Blockchain for Trusted
Food Supply Chains

DIGITAL-2022-TRAINING-02-SHORT-COURSES
Advanced Digital Skills

Potential roles in a research project

- **Set up a pilot / use case** by engaging the SAH experimental facilities to produce datasets through experimentation and parameterize a complete digital twin for specific cultivars;
- Assess the environmental, financial and societal **impact** of the proposed technologies using **Life Cycle Analysis**;
- Strong **dissemination** and **communication** of the project results exploiting the company's established network, organising raising awareness campaigns, and clustering with prestigious research projects and initiatives;
- Develop tailored **exploitation** and **innovation management** strategies paving the way for products commercialization
- Organise **capacity building** and **knowledge transfer** activities including one-on-one or group training, whether face-to-face or online, improving target audiences' knowledge and skills.



Now, let's get out of our comfort zone

Can you help your organisation
improve its performance in
Horizon Europe?

Here are some tips!

Tip #1

Do not start writing
without some basic HE knowledge



3 main types of action

Research and innovation action (RIA)

Activities to establish new knowledge or to explore the feasibility of a new or improved technology, product, process, service or solution.

Innovation action (IA)

Activities to produce plans and arrangements or designs for new, altered or improved products, processes or services.

Coordination and support actions (CSA)

Activities that contribute to the objectives of Horizon Europe. This excludes R&I activities, except for ‘Widening participation and spreading excellence’

Funding rate

Type of action	Funding rate
RIA	100%
IA	70% (except for non-profit legal entities, where a rate of up to 100% applies)
CSA	100%

**A different approach is needed
per type of action**

**depending on the TRL and
how close our solution is to the market**

9 TRLs

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)

You need to know the TRL of each result, so you can manage its exploitation

The proposal structure

1. Excellence 19

1. Objectives and ambition [e.g. 4 pages]
2. Methodology [e.g. 15 pages]

2. Impact 9

1. Project's pathways towards impact [e.g. 4 pages]
 2. Measures to maximise impact - Dissemination, exploitation and communication [e.g. 5 pages]
- Summary (table)

3. Quality and efficiency of the implementation 17

1. Work plan and resources [e.g. 14 pages – including tables]
 2. Capacity of participants and consortium as a whole [e.g. 3 pages]
- Tables for section 3.1

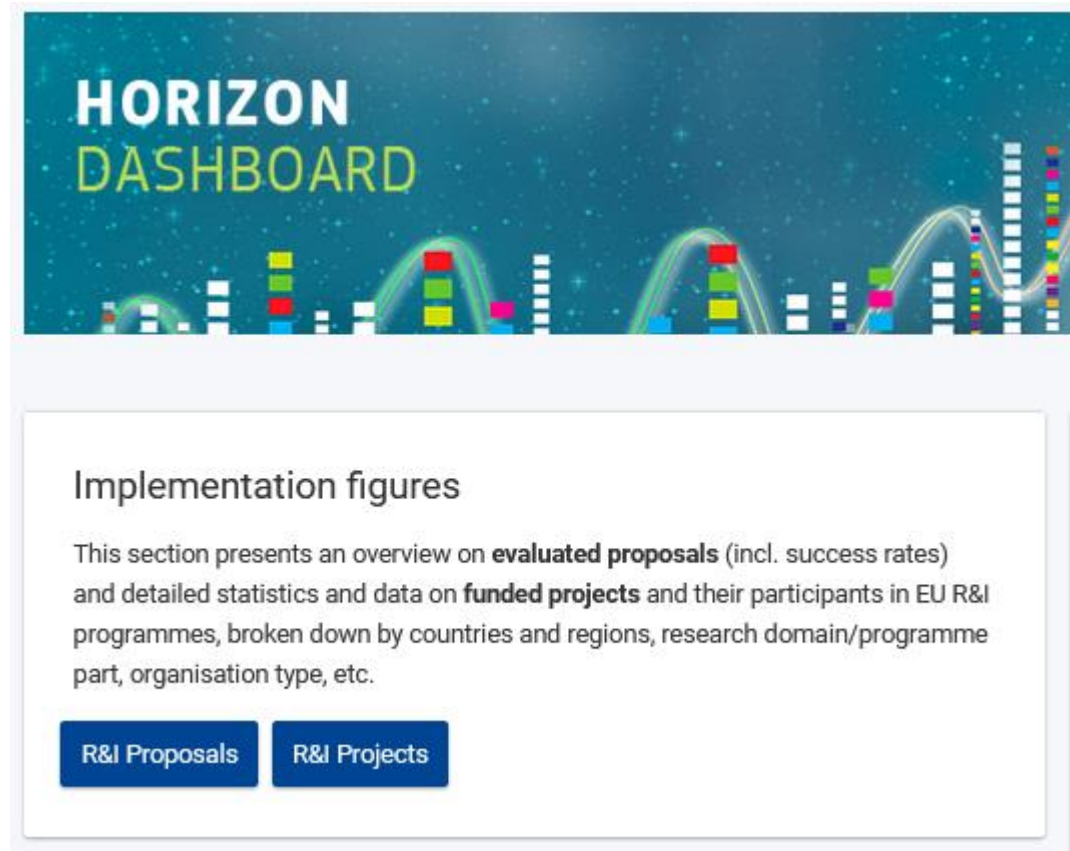
Tip #2

Know the champions



Horizon statistics

Visit and study the
**Horizon
Dashboard!**



QUESTION

Who are the champions
in Horizon Europe Cluster 6?

Tip #3

Spy on your potential partners
(don't see them as competitors)



Let's say we want some
information on an
organisation's
performance on projects

Example: **Smart Agro Hub**

Funding and tenders website

> How to participate >

Partner search

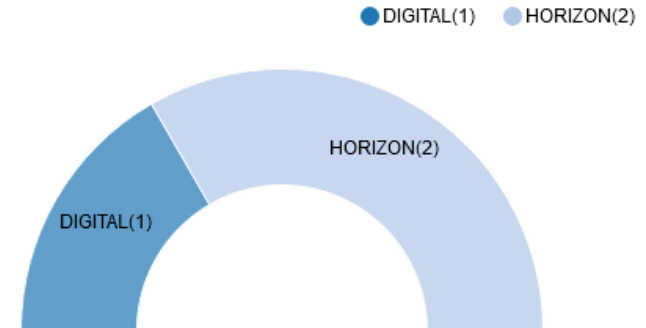
Partner search:

SMART AGRO HUB ANONYMI ETAIRIA

📍 Greece - LEIVADIA 🏢 Small or medium-size enterprise 3 projects funded

✉ Contact organisation

Programmes



SAH's projects list



Projects list

Results: **3**

Filtered by:

☒ smart agro hub



Search..

TITLE ^	ACRONYM ↕	PROGRAMME ↕	PROJECT ID ↕	ACTIONS ↕
A holistic frameWork with Anticounterfeit and inTelligence-based technologieS that will assist food chain stakehOlders in rapidly identifying and preveNting the spread of fraudulent practices.	WATSON	HORIZON	101084265	✉ Contact project
Advanced Digital Skills on Blockchain for Trusted Food Supply Chains	TRUST-FOOD	DIGITAL	101100804	✉ Contact project
Excellence hub in green technologies: Introducing innovation ecosystems in the Mediterranean food value chain	EXCEL4MED	HORIZON	101087147	✉ Contact project

Click on a
project's name
(ie **WATSON**)
and you'll be
directed to the
project's
CORDIS page.



Project details:

A holistic frameWork with Anticounterfeit and inTelligence-based technologies that will assist food chain stakehOlders in rapidly identifying and preveNting the spread of fraudulent practices. (WATSON)

Project ID: 101084265

Call: HORIZON-CL6-2022-FARM2FORK-01

Programme: HORIZON

DG/Agency: REA

Keywords

Main collaboration partners

 Back

Abstract

WATSON provides a methodological framework combined with a set of tools and systems that can detect and prevent fraudulent activities throughout the whole food chain thus accelerating the deployment of transparency solutions in the EU food systems. The proposed framework will improve sustainability of food chains by increasing food safety and reducing food fraud through systemic innovations that a) increase transparency in food supply chains through improved track-and-trace mechanisms containing accurate, time-relevant and untampered information for the food product

Organisation:
UNIVERSITY
COLLEGE DUBLIN,
NATIONAL
UNIVERSITY OF
IRELAND, DUBLIN



Tip #4

Study carefully the CL6 WP



Cluster 6

Food, Bioeconomy, Natural Resources, Agriculture and Environment



THREE PILLARS FOR IMPLEMENTATION



Pillar 1 EXCELLENT SCIENCE

European Research Council

Marie Skłodowska-Curie Actions

Research Infrastructures



Pillar 2 GLOBAL CHALLENGES & EUROPEAN INDUSTRIAL COMPETITIVENESS

Clusters

- Health
- Culture, Creativity and Inclusive Society
- Civil Security for Society
- Digital, Industry and Space
- Climate, Energy and Mobility
- Food, Bioeconomy, Natural Resources, Agriculture and Environment

Joint Research Centre



Pillar 3 INNOVATIVE EUROPE

European Innovation Council

European innovation ecosystems

European Institute
of Innovation and Technology

WIDENING PARTICIPATION AND STRENGTHENING THE EUROPEAN RESEARCH AREA

Widening participation and spreading excellence

Reforming and Enhancing the European R&I system

Budget for clusters & for JRC

- ◆ Cluster 1 Health **€8.246** billion (including 1.35 billion from NGEU)
- ◆ Cluster 2 Culture, Creativity & Inclusive Societies **€2.280** billion
- ◆ Cluster 3 Civil Security for Society **€1.596** billion
- ◆ Cluster 4 Digital, Industry & Space **€ 15.349** billion (including 1.35 billion from NGEU)
- ◆ Cluster 5 Climate, Energy & Mobility **€15.123** billion (including 1.35 billion from NGEU)
- ◆ **Cluster 6 Food, Bioeconomy, Natural Resources, Agriculture & Environment €8.952 billion**
- ◆ JRC (non nuclear direct actions) **€1.970** billion

Cluster 6 Main goals



Goal 01

To **ensure food & nutrition security** for all within planetary boundaries through knowledge, innovation and digitalisation in agriculture, fisheries, aquaculture & food systems



Goal 02

to steer & accelerate the **transition to a low carbon, resource efficient circular economy** & sustainable bioeconomy, including forestry

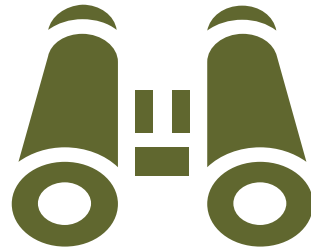
Introduction

The Horizon Europe mandate for Cluster 6 is to provide opportunities to strengthen and balance environmental, social and economic goals and to set human economic activities on a path towards sustainability. Therefore, the underlying paradigm of Cluster 6 is the need for a transformative change of the EU economy and society to reduce environmental degradation, halt and reverse the decline of biodiversity and better manage natural resources while meeting the EU's climate objectives and ensuring food and water security. It takes into account the evolving geopolitical context and the new research and innovation priorities focused on further strengthening the EU's open strategic autonomy in particular in the energy and food sectors.

Research and innovation (R&I) in this cluster will help meet to the long-term priority objectives to 2030 set out in the 8th Environment Action Programme¹. In particular it will ensure that policy action is firmly anchored in **latest science and knowledge**. It will therefore contribute to the UN's Sustainable Development Goals (SDGs)² and accelerate the ecological transition required by the European Green Deal³. Of particular relevance will be: i) SDG 2 – zero hunger; ii) SDG 3 – good health and well-being; iii) SDG 6 – clean water and sanitation; iv) SDG 8 – decent work and economic growth; v) SDG 9 – industry, innovation, and infrastructure; vi) SDG 11 – sustainable cities and communities; vii) SDG 12 - responsible consumption and production; viii) SDG 13 – climate action, ix) SDG 14 – life below water and x) SDG 15 – life on land".

CLUSTER 6

**Where can I find the current CL6 work programme
(2023-2024)?**



7 Destinations

BIODIV

FARM₂FORK

CircBio

ZEROPOLLUTION

CLIMATE

COMMUNITIES

GOVERNANCE

Destinations

Destination 1 – Biodiversity and Ecosystem Services (**BIODIV**)

Destination 2 – Fair, healthy and environmentally-friendly food systems from primary production to consumption (**FARM2FORK**)

Destination 3 – Circular economy and bioeconomy sectors (**CircBio**)

Destination 4 – Clean environment and zero pollution (**ZEROPOLLUTION**)

Destination 5 – Land, oceans and water for climate action (**CLIMATE**)

Destination 6 – Resilient, inclusive, healthy and green rural, coastal and urban communities (**COMMUNITIES**)

Destination 7 – Innovative governance, environmental observations and digital solutions in support of the Green Deal (**GOVERNANCE**)

QUESTION

**Can I apply an agrifood related proposal
only at Cluster 6?**



Tip #4

Identify the right topic for you

The topic

Criteria for topic identification

- ✓ You are an expert in the topic's area / scientific field
 - ✓ You have an innovative concept idea that addresses the topic
 - ✓ You have at least 3 core partners that will help you develop, evaluate and master your concept idea
 - ✓ You have the capacity to bring to the consortium all types of partners needed
-
- How many projects are going to be funded per topic?

Tip #5

Read the topic
(again and again)

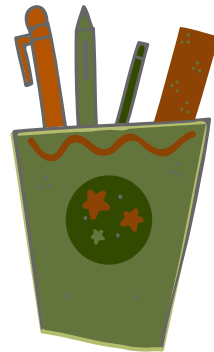


Let's say we are writing at
**HORIZON-CL6-2023-
FARM2FORK-01-20:**
**EU-Africa Union – food
safety**

Documents you need to
carefully study before start
writing

- The **topic**
- Part B **proposal template**
- All **documents** suggested by
the topic or related to it

Some horizontal
Tips & Best Practices
for **CLUSTER 6**



- Do you **address** all outcomes and the requested wider impacts? **If not**, you need to revisit your concept! **Link** them to your objectives and results.
- **Link** your project into the **larger effort of the corresponding KSO** by suggesting regional pathways, delivering innovative results by the end of the project and providing policy recommendations



- **Be active** at Social Media – LinkedIn.
- **Communicate** your success stories!



- You have only **45** pages, so you need to be **straight to the point** and **concrete**
- You need to write an outstanding **impact** section!



Thank you!

I'll be happy to answer your questions

Find me at 



Thanos Karvounis

Innovation Grant Application
Expert at Smart Agro Hub