

H2020 Brokerage event info and training

24.5.2019

Team Finland house, Helsinki

Program

- 10.00 **Welcome – Opening words**
Bio and Circular Finland program manager Outi Suomi, Business Finland
- 10.05 **Horizon 2020 in Brief**
National Contact point NCP Outi Kauppinen, Business Finland
- 10.15 **Upcoming Bio and Circular Calls in Horizon 2020**
NCP Jaana Lehtimäki, Academy of Finland
- 10.30 **Insight for Brokerage Event Participation: Make the most of it!**
NCP Sigrun Olafsdottir, Rannis Iceland
- 11.00 **Case: Our Story of European Networking**
Marko Komssi, Senior Manager, External Research Collaboration, F-Secure
- 11.20 **The ABCs of Successful Pitching**
Senior Director Risto Huhta-Koivisto, Business Finland
- 11.45 **Discussion**
- 11.55 **Next Steps**
NCP Heini Günther, Business Finland
- 12.00 **Networking & Lunch**
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The background image shows two women riding yellow bicycles on a cobblestone path. They are positioned on the left side of the frame, moving towards the right. The woman on the left is wearing a patterned jacket and sunglasses, while the woman on the right is wearing a dark jacket. They are riding past a harbor with several sailboats docked. The sun is setting in the background, creating a warm, golden glow. The text 'BIO AND CIRCULAR FINLAND PROGRAM' is overlaid in large, white, bold letters in the center of the image.

BIO AND CIRCULAR FINLAND PROGRAM

‘SAVING THE WORLD WITH BIO AND CIRCULAR SOLUTIONS IS HIGH VALUE
BUSINESS FOR FINLAND’

2019 – 2022

Outi Suomi, Program Manager, Bio and Circular Finland
Ilmari Absetz, Director Programmes, Ecosystems, Bio and Circular Economy

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BUSINESS FINLAND MISSION IS GROWTH, RENEWAL AND SUCCESS

Promoting Innovation

Promoting Exports

Attracting investments and travelers

Tools

- Research and innovation funding
- Guidance and coaching
- Networking and contacts
- Expertise and vision of our domestic and International networks
- Theme choices and programs

BIO AND CIRCULAR FINLAND

VISION

- Finland is showing the way for solving global challenges and Finnish bio and circular solutions are utilized globally.

PURPOSE

- Develop competitive Finnish bio and circular based solutions and ecosystems which solve grand challenges and have huge potential to known global markets
- Enhance the export growth of Finnish bio and circular solutions and ecosystems.



FI-SWE JOINT CALL: KEY ENABLING TECHNOLOGIES FOR BIOBASED PRODUCTS

- We will fund projects that will speed up the launch of new biobased products to international markets
- The joint projects should include at least one Finnish and one Swedish company
- The projects should build on an idea that has already been validated in laboratory or small pilot scale.
- In this call Business Finland can fund companies, research institutes and universities.
- The Swedish part of the call is funded by Vinnova and the Finnish part is funded by Business Finland within the program Bio and Circular Finland.
- More information from Business Finland [website](#)
- Info and matchmaking event in Stockholm on May 9th, 2019
- **SCHEDULE:**
 - Call opens: March 28th, 2019
 - Deadline for applications : September 17th, 2019 at 15.00
- **CONTACT PERSONS:**

Business Finland

Tuomas Lehtinen
Senior Advisor, Bio & Circular Economy
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Cooperation partner CLIC Innovation

Teija Laitinen
Head of Bioeconomy
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CONTACT US

Bio and Circular Economy Ecosystem Developers



Tuomas Lehtinen

Senior Adviser (forestry, bio, plastic, water)
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Kari Keskinen

Chief Adviser (metals, mining, plastic, water)
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CONTACT US

If you have a bio and circular economy business solution or product idea, don't hesitate to contact us:



Outi Suomi
Program Manager
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Heini Günther
Horizon 2020
Funding, NCP



Pia Qvintus
Senior Program Partner
WCEF 2019
Export activities of
innovative bio and
circular solutions



Helvi Väisänen
Senior Advisor,
Invest In



Werner Merzeder
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**BUSINESS
FINLAND**

Horizon 2020 in Brief

H2020 Brokerage Event Info &
Training

Horizon 2020 Funding for Bio &
Circular Themes

Outi Kauppinen

24/5/2019



Is H2020 Right for You?

- For long-term, ground-breaking **research or innovation activities**
- For **know-how** that does not exist in Finland
- For those that would benefit from **international networks**
- For those planning **research projects, pilots or demos** with international partners (for ex. customers)
- For those looking for **reference cases**, first international clients or global value networks

H2020 Proposals

Average success rate
~ 15 %

For what?

- Generating new knowledge
- Developing innovative products, services, processes, and business models

Average time-to-grant
6 to 8 months

Funding is based on competition,
no country allocations
-> the best proposals win

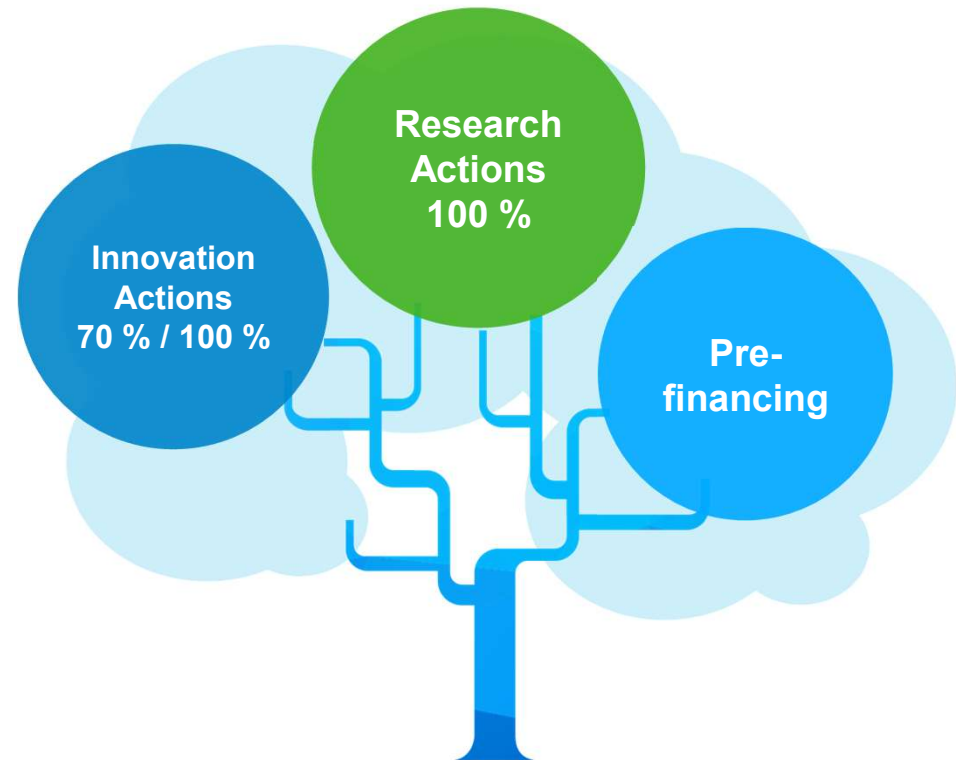
Proposals are sent to **Brussels**,
evaluated by external experts

**Success requires hard work, strategic planning,
know-how and international partners**

H2020 Participation



Projects typically in a consortium, sometimes one participant is enough.



Horizon 2020 Structure; 3 Pillars

EXCELLENT SCIENCE

1. European Research Council (ERC)
2. Future and Emerging Technologies
3. Marie Skłodowska-Curie Actions
4. Research infrastructures

+ Bio-based Industries Joint Undertaking

INDUSTRIAL LEADERSHIP

1. Leadership in Enabling and Industrial Technologies: ICT, nanotechnology, advanced materials, biotechnology, advanced manufacturing and processing and space.
2. Access to Risk Finance
3. Innovation in SMEs

SOCIETAL CHALLENGES

1. Health, demographic change and wellbeing;
2. Food security, sustainable agriculture and forestry, marine and maritime and inland water research, and the Bioeconomy;
3. Secure, clean and efficient energy;
4. Smart, green and integrated transport;
5. Climate action, environment, resource efficiency and raw materials;
6. Europe in a changing world – inclusive, innovative and reflective societies;
7. Secure societies – protecting freedom and security of Europe and its citizens.

H2020 National Contact Points (NCPs)



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- Food, Agri, Maritime, Bio-Economy
- Climate, Resources, Raw materials

**BUSINESS
FINLAND**



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- Food, Agri, Maritime, Bio-Economy
- Climate, Resources, Raw materials
- SMEs
- Bio-Based Industries JU
- NMBP



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- SMEs
- Climate, Resources, Raw Materials

NCP Services for You

- **Communication** on the relevant theme (for ex. upcoming calls, articles, blog posts)
- Information on **important events and opportunities**
- **Coaching** on the right topics and funding instruments
- Proposal reading and **commenting services** (mainly for SMEs)
- **Commission contacts**
- Information on **Finnish participation statistics** in the theme

Follow Us & Get in Touch!

www.horisontti2020.fi

horisontti2020@businessfinland.fi

www.facebook.com/hankevalmistelijat

[LinkedIn: Horisontti 2020 –ryhmä](#)


[Monthly Newsletter \(in Finnish\)](#)

HORISONTTI 2020

EU:n tutkimus- ja innovaatio-ohjelmat



@Eutifi #H2020 #HorizonEU #HEurope



Upcoming Bio and Circular Calls in Horizon 2020

Jaana Lehtimäki
NCP SC2 and SC5
Academy of Finland

Upcoming Bio and Circular Calls in Horizon 2020

- Call 2019 launched by Bio-based Industries Joint Undertaking (BBI JU)
 - 4 Apr 2019 – 4 Sept 2019
 - 21 topics (135 M€):
 - 10 RIAs (52 M€)
 - 4 IA-DEMOS (31 M€)
 - 3 IA-FLAGS (47 M€)
 - 4 CSA (5 M€)
- Horizon 2020 circular economy (CE) calls for year 2020
 - calls open later this year
 - NMBP 7 calls ~140 M€
 - SC5 8 calls ~110 M€
 - SC2 5 calls ~ 80 M€

List of BBI JU and CE calls
are available on the web
page of SC2

Bio-based Industries Joint Undertaking (BBI JU) – 2019 Call for proposals

BBI JU

- a public-private partnership between EU and the Bio-based Industries Consortium (BIC) operating under H2020
- aims at increasing investment in the development of a sustainable bio-based industry sector in Europe
- €3.7 billion investments in bio-based innovation from 2014-2020; €975 million of EU funds (Horizon 2020) and €2.7 billion of private investments
- <https://www.bbi-europe.eu/about/about-bbi>

BBI JU 2019 calls: types of action

- Consortium (RIAs, IAs) must be composed of at least three legal entities established in at least three different MS and/or AS (must be independent from each other)

Research and innovation actions (RIAs)

- aim to fill the technological gaps within specific value chains, leading to the development of new technology or development
- cover action with a technological readiness level 3 - 5 (technology validated in lab/pilot level) by the end of the project
- 3 - 5 years
- 100 % funding for SMEs, universities and RTOs (research and technical organisations)
- not for large industries

BBI JU 2019 calls: types of action

Innovation actions – demonstration actions (IA-DEMO)

- include the establishment of a demo-scale production facility in Europe, being a new installation, a substantial modification of an existing facility, or the use of existing demo facilities.
- aim at reaching TRL 6 - 7 by the end of the projects (a demo-scale production in Europe), so that the scale-up the technology and the business case are demonstrated.
- 4 - 5 years
- 70 % funding for large industries and SMEs, 100 % for universities and RTOs

Innovation actions – flagship actions (IA-FLAGS)

- aim to support the application/market introduction of an innovation that has already been demonstrated but not at a size enabling commercial deployments.
- should aim to reach a TRL 8 (a-first-kind-of application, large-scale production facility in Europe) by the end of projects
- 4 - 5 years
- 70 % funding for large industries and SMEs, 100 % for universities and RTOs

BBI JU 2019 calls: types of action

Coordination and support action (CSA)

- can be carried out either by a single legal entity or a consortium of legal entities
- typically address cross-sectorial challenges and support value chains through knowledge development, studies and networking
- funding for SMEs and universities and RTOs 100 %
- funding covers the coordination and networking of RIA projects, programmes and policies
- no link to TRL
- 1- 3 years
- not for large industries

BBI JU Call 2019 Calls: four strategic orientations and focus areas

1) Feedstock: Foster supply of sustainable biomass-feedstock to feed both existing and new value chains

a) Improve utilisation of existing feedstock sources

- 2 IA-DEMOS (7 M€ for each topic)

b) Expand the exploitation of under-utilised or new feedstock for the bio-based industries

- 1 RIA (2-5 M€) & 1 IA-FLAGS (max. 15 M€)

2) Process: Optimize efficient processing for integrated biorefineries through R&D&I

a) Pretreatment

- 1 RIA (2-5 M€)

b) Conversion of pre-treated feedstock to bio-based chemicals and materials

- 3 RIAs (2-5 M€) & IA-FLAGS (max. 20 M€)

c) Downstream processing

- 1 RIA (2-5 M€)

d) System modeling

- 1 RIA (2-5 M€)

BBI JU Call 2019 Calls: four strategic orientations and focus areas

3) Product: Develop innovative bio-based products for identified market applications

a) Bio-based products that outperform fossil-based counterparts

- 3 RIAs (2-5 M€), 2 IA-DEMOS (2-5 M€ /max. 7 M€) & 1 IA-FLAGS (max. 12 M€)

4) Market uptake: create and accelerate the market-uptake of bio-based products and applications

- 4 CSA (1 M€ / 0.5 M€ / 2 M€ / 1.5 M€)

BBI JU Call 2019 Calls: more information

[Call 2019 information](#) e.g.

- Guide for Applicants 2019
- FAQs for call 2019
- FAQ for coordinators
- BBI JU Scientific Innovation and Research Agenda (SIRA)

[BBI JU's 2019 Info Day](#)

NCPs

- Heini Günther/BF firstname.lastname@businessfinland.fi
- Jaana Lehtimäki/AKA firstname.lastname@aka.fi
 - see websites [SC2](#) incl. BBI JU and [SC5](#)

Horizon 2020: Circular economy calls 2020

This information for calls 2020 is based on the drafts of the WP2018-2020 that will be accepted and published in July 2019 ([Funding & Tenders](#))

1) Nanotechnologies, Advanced Materials, Biotechnology and Advanced Manufacturing and Processing (NMBP)

- 7 CE calls in areas of Biotechnology and Competitive, low carbon and circular industries:
 - 3 RIAs, 3 IAs and 1 ERA-NET cofund
- NPC Reijo Munther & Heini Günther /BF
- <https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/rahoitus/horisontti-2020/teollisuuden-johtoasema/nmbp/>

Horizon 2020: Circular economy calls 2020

2) Climate action, environment, resource efficiency and raw materials

- 8 CE calls in the areas Connecting economic and circular gains – the circular economy and Raw materials:
 - 4 RIAs, 2 IAs and 2 CSAs (total number of SC5 calls 27)
- the CE and SC5 call lists are available on the SC5 webpage, see lisätiedot **will be updated**
- Info day in Brussels in September
- NPCs Jaana Lehtimäki/AKA, Heini Günther & Outi Kauppinen/BF

<https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/rahoitus/horisontti-2020/yhteiskunnalliset-haasteet/ilmastotoimet-ymparisto-resurssitehokkuus-ja-raaka-aineet/>

Horizon 2020: Circular economy calls 2020

3) Food security, sustainable agriculture and forestry, marine, maritime and inland water research and bioeconomy

- 6 CE calls in calls Blue growth, Rural renaissance, Food and natural resources:
 - 2 RIAs, 4 IAs (total no of SC2 calls 42)
- NPCs Heini Günther/BF and Jaana Lehtimäki/AKA
- The CE and SC2 call lists are available on the SC2 web page (see lisätiedot)
will be updated

<https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/rahoitus/horizontti-2020/yhteiskunnalliset-haasteet/elintarviketurva/>

- Infoday 4. July in Brussels
<https://ec.europa.eu/programmes/horizon2020/en/news/horizon-2020-info-day-societal-challenge-2-calls-proposals-2020>
- Brokerage event 4 July in Brussels <https://foodbrokerage2019.b2match.io/>



Thank you!



International Brokerage Events

Sigrun Olafsdottir

Rannis / BioHorizon

Brokerage event info and training

24/05/2019 Helsinki



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 652637

www.ncp-biohorizon.net

What is a Brokerage Event?

- Organized by the European Commission, Executive Agencies or EC funded projects. Often back to back with EC info days.
- A combination of flash presentation sessions, 30 minutes face-to-face meetings, networking lunch / cocktails, info booths
- The software / website (b2match) allows for participants to write about their own company, research institute or research areas and prepare the meetings in advance to make the most out of the matchmaking sessions. The profiles and flash presentations are available online afterwards.

BioHorizon's Brokerage

- 4th international brokerage, will be held in Brussels July 3rd 2019 (back to back with the EC Info Day for SC2 4th of July).
- A proposal writing workshop, organized by BioHorizon, is on offer for July 2nd in the afternoon. Limited places.
- In 2018: 330 participants attended. 27 flash presentations were selected. Currently 201 participants have signed up, 67 have applied for flash presentations, and over 100 have asked for a place in the proposal writing workshop.
- Registration is ongoing and open till 9th of June. Afterwards matchmaking sessions start. Registration for the info day just started.

Why go to a brokerage event?

- It is a free high-profile networking event. Promote yourself and meet potential partners.
- Use the trip to attend an EC info day on SC2 the following day and get first hand information from experts.
- See market technologies and trends, get information on H2020 funding.
- Network towards the future.

How to make the most out of your Brokerage event?

- Prepare in advance: Examine the call topics in the SC2 Work Programme. Sign up at B2match and make a great profile (more in next slide).
- Look through the other profiles and actively book meetings (try to book as many meetings as you can, there are instances of no shows or last minute cancellations) – but be selective and REJECT!
- Try to get a flash presentation accepted and also listen in on the other flash presentations.
- Prepare the content for your matchmaking sessions.
- Actively network during lunch, coffee breaks and dinner.
- Protect your IPR.
- **PREPARE YOUR PITCHES!**

Writing a good profile

- Clear description of your organization
 - Core business and main activities, years of experience and sectors of interest
- Clear description of your cooperation request and/or offer
 - Describe your offer, add innovative aspects of your offer, indicate what kind of partner you're looking for.
 - Right quality and quantity of information
 - Analyse and understand the call topic well and explain your input for each particular topic.
- Logo and participant picture
- Example of a successful profile:
<https://foodbrokerage2018.b2match.io/participants/50>

Avoid....

PROJECT COOPERATION

Project SuBlSe "Sustainability for Black Sea"

LC-BG-09-2019

Coordination of marine and maritime research and innovation in the Black Sea

We invite to participate:

farmers (SMEs within the marine and maritime sectors);
farm consultants,
research partners
extension services;
farm cooperatives, farmers associations;
regional governments,
national governments, EU;
environmental NGOs.

Type

Consortium/coordinator seeks partner

Follow up tips

- Follow up as soon as you can. (e.g. Provide additional information discussed in meetings).
- Also follow up on unsuccessful but interesting connections.
- E-mails, phone calls, LinkedIn.
- If applicable: Recycle your profile. (EEN registry, other NCP network partner search profiles, Funding and Tenders portal).
- Your profile is visible afterwards online. Make it work outside the context of the brokerage.

Useful links

- Sign up for the brokerage July 3rd: <https://foodbrokerage2019.b2match.io/>
- Sign up for the info day at the European Commission July 4th:
<https://ec.europa.eu/programmes/horizon2020/en/news/horizon-2020-info-day-societal-challenge-2-calls-proposals-2020>

Thank you for your attention

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This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 652637

OUR STORY OF EUROPEAN NETWORKING

Step 1: How do we get to an H2020 consortium (proposal creation)?

Marko Komssi & Alexey Kirichenko



OUR RESEARCH FUNDING INSTRUMENTS

Instrument	Funding body
National consortia	Business Finland
EUREKA	Business Finland
ECSEL	EU and Business Finland
EIT Digital	EU
H2020	EU

FOUR WAYS TO H2020 CONSORTIA

The magical method	Lessons learned and assumptions
Advertising a company and idea(s) at the EU portal	F-Secure has never done it. May work if (a) limited existing network; (b) unknown brand; (3) have a specific contribution
Brokerage events	Haven't resulted in any direct leads but have brought two consortium partners for our proposals. Useful for partner relationships and getting new contacts.
Personal networks	The primary F-Secure way! "People business" with integrity
Taking a coordinator role	Very demanding (outsourcing helps). The best way to feel the pain and learn

A NEW RESEARCH PROJECT FOR RESEARCH PROJECTS?

