SSH-Green Deal info:
What to consider when writing the application

- AGENDA AND PRACTICALITIES

TODAY’S AGENDA:

• Welcome and intro: SSH relevant topics in the Green Deal call
• What to consider when reading the call text
• How to find partners/a consortium
• How are the applications evaluated
• Tips and tricks on when writing the application

- Event materials are already available in Business Finland / EUTI webpages:

- Event will be recorded and can be found from Business Finland / EUTI webpages
  https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/rahoitus/horisontti-2020/esitysaineisto/) in about 2 weeks

- During the event microphones are muted all the time; please send you questions and comments via Q&A chat
SSH relevant topics in the Green Deal call
Climate neutral

- The EU will be climate neutral by 2050. To do this, it will carry out a series of initiatives that will protect the environment and boost the green economy.

Green Deal: Relevant also in Horizon Europe

Call 1 – Research and innovation on cultural heritage and CCIIs (2021)

Green technologies and materials for cultural heritage ................................................................. 27
Protection of artefacts and cultural goods from anthropogenic threats ........................................ 28
Effects of climate change and natural hazards on cultural heritage and remediation .................. 29
New ways of participatory management and sustainable financing of cultural institutions and museums......................................................................................................................... 30
Games and culture shaping our society ............................................................................................. 32
Coordination of European cultural heritage research and innovation among Member States 33
Cultural and creative industries as a driver of innovation and competitiveness ......................... 34
Preserving and enhancing cultural heritage with advanced digital technologies ......................... 36
The European Green Deal Call

• Mobilise research and innovation to foster a just and sustainable societal transition aiming at ‘leaving nobody behind’.

• Projects are expected to provide **concrete solutions** for the Green Deal main priorities.

• This is why the call will support:
  
  • pilot applications, demonstration projects and innovative products
  
  • innovation for better governance of the green and digital transition
  
  • social and value chain innovation

• In addition to technological development and demonstration, the call encourages experimentation and social innovation for new ways **to engage civil society and empower citizens**.

• In relation to the current pandemic, the call will contribute to the green and digital recovery and to increasing **societal resilience** for example in agriculture, biodiversity acceleration of renewables, clean transport and modernisation towards a clean and circular industry.
The Green Deal Call: Key data

- € 983 million
- Grants in 10 Areas 20 topics
- Consortium projects (mostly)
- Single stage calls
- Closing date 26.1.2021
- Signature of grant agreements in 2021 (obligatory!)
The European Green Deal Call (€983 million, 20 topics in 10 areas)

Area 1: Increasing Climate Ambition: Cross sectoral challenges (3 topics)

Area 2: Clean, affordable and secure energy (3 topics)

Area 3: Industry for a clean and circular economy (2 topics)

Area 4: Energy and resource efficient buildings (1 topic)

Area 5: Sustainable and smart mobility (1 topic)

Area 6: Farm to Fork (1 topic)

Area 7: Ecosystems and Biodiversity (1 topic)

Area 8: Zero-pollution, toxic free environment (2 topics)

Area 9: Strengthening our knowledge in support of the European Green Deal (3 topics)

Area 10: Empowering citizens for the transition towards a climate neutral, sustainable Europe (3 topics)

Green Deal info on topics 1-8: https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/rahoitus/horisontti-2020/esitysaineisto/
SSH-relevant topics

Area 1:
- LC-GD-1-2-2020: Towards Climate-Neutral and Socially Innovative Cities
- LC-GD-1-3-2020: Climate-resilient Innovation Packages for EU regions

Area 4:
- LC-GD-4-1-2020: Building and renovating in an energy and resource efficient way

Area 9:
- LC-GD-9-1-2020: European Research Infrastructures capacities and services to address European Green Deal challenges
- LC-GD-9-2-2020: Developing end-user products and services for all stakeholders and citizens supporting climate adaptation and mitigation
- LC-GD-9-3-2020: Transparent & Accessible Seas and Oceans: Towards a Digital Twin of the Ocean

Area 10:
- LC-GD-10-1-2020: European capacities for citizen deliberation and participation for the Green Deal
- LC-GD-10-2-2020: Behavioural, social and cultural change for the Green Deal
- LC-GD-10-3-2020: Enabling citizens to act on climate change, for sustainable development and environmental protection through education, citizen science, observation initiatives, and civic engagement
Area 1: Increasing Climate Ambition: Cross sectoral challenges

- Activity 1: Climate action plans and Green Deal innovation
- Activity 2: Investment project preparation and finance
- Activity 3: Social innovation and citizens’ engagement
- Activity 4: Research and Innovation for climate-neutral transformation of cities:

Subtopic 1 (IA): Innovation Packages for transformational adaptation of European regions and communities

Subtopic 2 (CSA): Support the design, testing and upscale of Innovation Package

Action type: RIA
Budget: 53 million (53)

LC-GD-1-3-2020: Climate-resilient Innovation Packages for EU regions

Subtopic 1: IA
Budget: 72 mil. (15-20)
Subtopic 2: CSA
Budget: 3 mil. (3)
Area 4: Energy and resource-efficient buildings

Proposals are expected to deliver at least two large-scale, real-life demonstrations of promising technology and social innovations based on:

- Scalability design of green, positive energy neighborhoods
- Industrial construction/renovation workflows with recycling, minimized disruption, etc
- Highly energy-efficient building designs (BIM, integrated photovoltaics, etc)
- Renewable ES electricity generation in buildings and district level (also: revers.heat pumps)
- Energy storage systems (eg. 2nd life batteries from electric vehicles, eg. interoperability with the grid)
- Highly energy-efficient building operation at reduced maintenance costs (eg. smart home services)
- **Citizen awareness raising, training for sustainability**
- Coordination on standards and regulatory aspects for efficiency of buildings and HVAC technologies.

Action type: IA
Budget: 60 (10-20)
Area 9: Strengthen our support in knowledge of the EGD

9.1. European RI capacities and services to address EGD challenges

(a) Support EU leadership in clean energy storage technologies
(b) Enhancing European research infrastructures for greenhouse gases observation in and around cities
(c) Enhancing observations for air quality and citizens’ health in urban areas

9.2. Developing end-user products and services for all stakeholders and citizens supporting climate adaptation and mitigation

• contribute to informing citizens and decision-makers about the impacts of climate change
• identify adaptation options
• illustrate what pathways towards climate neutrality

9.3. A Transparent & Accessible Ocean: Towards a Digital Twin of the Ocean (IA)

Develop an integrated digital ocean through interoperable twins:
• build on existing EU assets (eg Copernicus, EMODNET, ERICs or the Blue Cloud)
• address concrete cases in local or regional sea basins
• demonstrate their usefulness with regard to several of the Green Deal priorities

Subtopic 1-3: RIA
Budget: 28 (7, 13, 8)

Action type: RIA
Budget: 25 (3-5)

Action type: IA
Budget: 12 (12)
Area 10: Empowering citizens for the transition towards a climate neutral, sustainable Europe

10.1 European capacities for citizen deliberation and participation for the Green Deal (RIA)

Citizen deliberation and participation
• Commit citizens to the Green Deal goals.
• The goal is to establish transnational networks of experts, researchers and practitioners specialized in deliberative democracy and civic participation.

10.2 Behavioural, social and cultural change for the Green Deal (RIA)

• Behavioral change
• Establish transnational networks on behavioural, social and cultural change.
• Analyse social and behavioural change processes, share good practice, tools and resources and implement behavioural experimentation on priority issues to deliver on the Green Deal goals.

Subtopic 1: (IA)
Enabling citizens to act on climate change and for sustainable development through education

Subtopic 2: (IA)
Enabling citizens to act on climate change and for sustainable development through better monitoring and observing of the environment and their environmental impacts

Action type: RIA
Budget: 10 (3-5)

Action type: RIA
Budget: 10 (3-5)

Action type: IA
Budget: 10 (3-5)
Check out the full Call text on the funding and tenders portal!

Link to the funding and tenders portal: Green Deal Calls
What to consider when reading the call text
Understand the Call Conditions and the Call text

How to read the call text:

- Address all the elements in the topics
- "Shall" and "will" = You have to
- "Should" = Won’t get you a good score if you don’t
- Tip 1: Build on previous research and explain what is new.
- Tip 2: Make sure the sections are consistent and coherent

<table>
<thead>
<tr>
<th>Type of Action</th>
<th>Funding</th>
<th>Aim of Action</th>
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</thead>
<tbody>
<tr>
<td>Research and Innovation action</td>
<td>100%</td>
<td>To establish new knowledge or explore the feasibility of a new technology,</td>
</tr>
<tr>
<td>(RIA)</td>
<td></td>
<td>product, process or solution</td>
</tr>
<tr>
<td>Innovation Action</td>
<td>70% (100% for non-profit</td>
<td>To produce plans and arrangements or designs for new products or services</td>
</tr>
<tr>
<td>(IA)</td>
<td>organisations)</td>
<td></td>
</tr>
<tr>
<td>Coordination and Support Action</td>
<td>100%</td>
<td>Accompanying measures</td>
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<tr>
<td>(CSA)</td>
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</table>
Check out all the parts in the call description

**Topic updates**

- Mar 12, 2020 4:52:14 PM
  Dear applicant,
  In order to better understand the specific challenge:
  - Specific Challenge:
    The challenge is to assess the potential benefits and risks of using disruptive technologies in public administrations as well as the social impact, including the impact on public servants, of using them for government processes and governance (e.g. for registers, for archiving, for tax collection, for decision-making processes etc.). The political, ethical, socio-economic, legal and cultural implications of disruptive technologies and their acceptance are important not only for public administrations, but also for citizens.

**Scope:**

- Topic conditions and documents
  - a) Research

**Partner search**

10 Organisations are looking for collaborating partners for this topic

View / Edit

LEARs, Account Administrators or self-registrants can publish partner requests for open and forthcoming topics after logging into this Portal.
Topic description: Important to check all the boxes!

What?

How?

Why?

Specific Challenge:
All areas of the European Green Deal, from climate action to zero pollution, require citizens’ active support at all stages of the transitions. Workable solutions, accepted and taken-up at scale, can only be found through the active participation of all concerned. This is particularly the case for public acceptability of measures for water management, agriculture and tourism, as well as from different cross-sectoral perspectives. At the Conference on the Environment and Health in the Green Deal Horizon Europe track, agreement was reached on the need for co-creation of mechanisms to ensure increased local ownership, including but not limited to strong participation and an increasing diversity of measures, and the need to make small-scale processes to be more accessible to public participation. Practical bodies to deliberate and decide on solutions, both within and between different regions and countries, are up to the European level. They should build on already existing experience and tools, notably open access ones stemming from the European Green Deal, as well as by adapting the existing deliberative or participatory processes to contribute to the European Green Deal.

Scope:
This topic covers citizen deliberation and participation. Actions should establish transnational networks of experts, researchers, practitioners and relevant civil society organisations specialised in deliberative democracy and civic participation across Europe, including professionals in the field of public engagement. Experts on gender equality and climate justice should also be included. They should share good practice, tools and resources and implement participatory and deliberation processes on priority issues in order to deliver on the Green Deal, both at the level of local communities and at wider scale. They should establish connection across the diverse participation and deliberation processes across regions and countries up to the European level. They should build on already existing experience and tools, notably open access ones stemming from the European Green Deal, as well as by adapting the existing deliberative or participatory processes to contribute to the European Green Deal.

Expected Impact:
Successful projects are expected to contribute to specific impacts, including:

- feeling of ownership and engagement through citizen deliberation and participation across Europe;
- participatory identification of solutions contributing to the European Green Deal;
- enhanced involvement of citizens in the implementation of the European Green Deal and of the future Horizon Europe missions;
- stronger trust in policy and science institutions among citizens on European Green Deal issues;
- commitment and buy-in from a broad spectrum of social groups across Europe to support the European Green Deal targets and to engage in co-creation and co-implementation of transition pathways, including activation of citizens through social innovation;
- in the longer term, contribution to one or several of the Sustainable Development Goals[4].
Topic documents: Must read documents
Partner Search in the Portal

<table>
<thead>
<tr>
<th>ORGANISATION NAME</th>
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<tbody>
<tr>
<td>ASM - CENTRUM BADAN I ANALIZ RYNKUSPOLKA Z OGRANICZONĄ ODPOWIEDZIALNOSCIA</td>
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ASM is a SME, R&D institute with broad experience in construction and energy sector: socio-economic research (co-creation with end-users - user centred design, user requirements & needs, evaluation); behavioural economics, quantitative & qualitative data gathering; market and business models; exploitation, replication, dissemination, communication with the target groups, stakeholder engagement. Beneficiary of 50 EU projects. Happy to contribute to the proposal writing. a.oleksik@asm-poland.com.pl

<table>
<thead>
<tr>
<th>REQUEST DATE</th>
<th>ORGANISATION TYPE</th>
<th>COUNTRY</th>
<th>OFFER</th>
<th>ACTIONS</th>
</tr>
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<tbody>
<tr>
<td>21-Sep-2020</td>
<td>Small or medium-size enterprise</td>
<td>PL</td>
<td>Expertise offer</td>
<td></td>
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</table>
How to find partners/a consortium
What role should you have in the consortia?

• **Coordinator**: has the say but also the responsibility of the project

• **Workpackage leader**: can define a workpackage and has the responsibility of that

• **Task leader**: is responsible for one or several task

• **Project member**
What makes for a good partner/coordinator?

- Someone you have collaborated with before
- Someone with experience of Framework programmes
- Someone with the needed expertise
Important when putting together the consortium

- Be consistent: Remain relative to your objective & target group
- Be adaptable: Be ready to renounce a country if you do not secure the right partner
- Only necessary partners: Do not cover the EU map artificially
- Involve partners: Involve partners in the preparation: avoid surprises after submission
- Keep the consortium motivated: Agree a working method for the proposal phase, make a plan for their contributions
Where to look for partners/consortia?

• **Funding and tenders portal** (you can make a bid for a specific call)

• NCP-Care partner search tool: [http://www.ncps-care.eu/?p=4027](http://www.ncps-care.eu/?p=4027)


• Partner search service for industry partners: [https://een.ec.europa.eu/partners](https://een.ec.europa.eu/partners)

• Look for previously funded projects on CORDIS and the Horizon Results Platform: [https://cordis.europa.eu/projects](https://cordis.europa.eu/projects) & [https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform](https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform)
How are the applications evaluated
Timeline

Call deadline 26.1.2021

Evaluation of the proposal (max. 5 months)

Information to the applicants (approximately in June)

GA signed (max. 8 months after the deadline)
**Evaluation process**

- **Individual evaluation**
  - Done remotely
  - Indicate if proposal falls outside the scope of the call

- **Consensus group**
  - Agreement on common position, including comments and scores
  - Usually held in Brussels but can be done remotely

- **Panel Review**
  - Agreement on scores and check the consistency across the evaluations (panel report)
  - Rank the proposals (ranking list)

- **Ethics check**
  - Ethics review based on the ethics self-assessment

- **Final ranking list**
  - Final ranking list
  - Evaluation summary reports (ESR)
Evaluation principals

- Fair and equal treatment
- Based on the WP and defined criteria
- Independent Experts
- Confidentiality and absence of CoI
Experts score each award criterion on a scale from 0 to 5 (half point scores may be given):

0 – Proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.
1 – Poor. The criterion is inadequately addressed or there are serious inherent weaknesses.
2 – Fair. The proposal broadly addresses the criterion, but there are significant weaknesses.
3 – Good. The proposal addresses the criterion well, but a number of shortcomings are present.
4 – Very good. The proposal addresses the criterion very well, but a small number of shortcomings are present.
5 – Excellent. The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Proposals are evaluated and scored against selection and award criteria - **excellence**, **impact**, and quality and efficiency of **implementation**.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Treshold</th>
<th>IA/factor in ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellence</td>
<td>3/5</td>
<td>n/a</td>
</tr>
<tr>
<td>Impact</td>
<td>3/5</td>
<td>* 1,5</td>
</tr>
<tr>
<td>Implementation</td>
<td>3/5</td>
<td>n/a</td>
</tr>
<tr>
<td>Total</td>
<td>10/15</td>
<td>n/a</td>
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</tbody>
</table>

For RIA and CSA **with the same score** the evaluation panel will order them:
- First according to their score of excellence
- Second according to their score of impact

For IA with the same score:
- First their score of impact and then excellence
Tips and tricks for writing the application
Its competitive!

Source: European Commission’s database (Update: April 2020). Calculations by EUTI.
Only the highest ranked proposals get funding
Use the proposal template = Technical Annex

- No longer than 70 pages
- The minimum font size allowed is 11 points
- Structure of the proposal follows the structure of the evaluation criteria
  - Excellence
  - Impact
  - Implementation
- Template includes examples on how to describe workpackages

Example, not to be completed
The proposal (technical annex) should:

- Divide the planned work into work packages
- Assign the related responsibilities and resources within the consortium
- Set out a project time schedule, main milestones and deliverables
- Describe the project management structure
- Describe the communication and exploitation plans
Important when writing: Excellence

Start with the situation now

End with what will be at the end of the project
Important when writing: Impact

- Substantiate your impact: be credible
- Dissemination and communication should be appropriate for your specific proposal
- Keep in mind that especially for IA the impact weighs 1.5 times more
Important when writing: Implementation

Reasonable Duration

Justified Budget

Risk mitigation

Consortium
Last but not least... Make it simple to digest

- Use graphs
- Make it easy to follow
- Respect the pagelimit
- Use a readable font
- Write for non-native speakers
### What makes a good proposal: Conclusion

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Read the topic description carefully</td>
</tr>
<tr>
<td>2</td>
<td>Start as early as possible</td>
</tr>
<tr>
<td>3</td>
<td>Make sure you have a good consortium</td>
</tr>
<tr>
<td>4</td>
<td>Involve the partners in the proposal writing</td>
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<tr>
<td>5</td>
<td>Ask for help</td>
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<td></td>
<td>Successful colleagues</td>
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<td></td>
<td>Research funding services</td>
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<td></td>
<td>NCPs</td>
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More information

Horizon 2020 – Commission Green Deal call web page:
• https://ec.europa.eu/info/research-and-innovation/strategy/european-green-deal/call_en

Funding & Tenders portal:
• https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/h2020

Useful material Net4Society (e.g. how to write a successful proposal):
• https://www.net4society.eu/en/Useful-material-1788.html

EUTI’s Webpage (in Finnish):
• https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/rahoitus/horisontti-2020/lyhyesti/
H2020: EUTI & Finnish NCPs

www.horisonntti2020.fi


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Thank you!