

THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

# HORIZON 2020

The image features a central graphic of a globe with a smaller, transparent globe in the middle. The background is a deep blue with light rays emanating from the center, creating a sense of depth and focus. The text 'HORIZON 2020' is prominently displayed in white, with the smaller globe acting as the letter 'O' in 'HORIZON'. The overall aesthetic is clean, modern, and futuristic.

## ▶ What is Horizon 2020?

- ▶ Horizon 2020 is the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014 to 2020) – in addition to the private investment that this money will attract. It promises more breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market.
- ▶ Horizon 2020 is the financial instrument implementing the Innovation Union, a Europe 2020 flagship initiative aimed at securing Europe's global competitiveness.
- ▶ Seen as a means to drive economic growth and create jobs, Horizon 2020 has the political backing of Europe's leaders and the Members of the European Parliament. They agreed that research is an investment in our future and so put it at the heart of the EU's blueprint for smart, sustainable and inclusive growth and jobs.
- ▶ By coupling research and innovation, Horizon 2020 is helping to achieve this with its emphasis on excellent science, industrial leadership and tackling societal challenges. The goal is to ensure Europe produces world-class science, removes barriers to innovation and makes it easier for the public and private sectors to work together in delivering innovation.
- ▶ Horizon 2020 is open to everyone, with a simple structure that reduces red tape and time so participants can focus on what is really important. This approach makes sure new projects get off the ground quickly – and achieve results faster.
- ▶ The EU Framework Programme for Research and Innovation will be complemented by further measures to complete and further develop the European Research Area. These measures will aim at breaking down barriers to create a genuine single market for knowledge, research and innovation.

- ▶ Agriculture & Forestry
- ▶ Aquatic Resources
- ▶ Bio-based Industries
- ▶ Biotechnology
- ▶ Energy
- ▶ Environment & Climate Action
- ▶ Food & Healthy Diet
- ▶ Funding Researchers
- ▶ Health
- ▶ ICT Research & Innovation
- ▶ Innovation
- ▶ International Cooperation
- ▶ Key Enabling Technologies
- ▶ Partnerships with Industry and Member States
- ▶ Raw Materials
- ▶ Research Infrastructures
- ▶ Security
- ▶ SMEs
- ▶ Social Sciences & Humanities
- ▶ Society
- ▶ Space
- ▶ Transport

# AREA'S OF INTEREST OF HORIZON 2020

## ▶ Phase 1

- A business plan consisting in 10 pages and a team description;
- Budget allocation 50.000 euro max/ proposal representing maximum 70%;
- Phase 1 sum is for making a feasibility study necessary for phase 2.

## ▶ Phase 2

- Based on feasibility study, a business plan consisting in 30 pages and a team description of max 10 pages;
- Budget allocation between 500 k and 2.5 M Euro representing maximum 70% of the total project.

## HOW TO APPLY -

[HTTP://EC.EUROPA.EU/RESEARCH/PARTICIPANTS/PORTAL/DESKTOP/EN/FUNDING/INDEX.HTML](http://ec.europa.eu/research/participants/portal/desktop/en/funding/index.html)

- ▶ <https://ec.europa.eu/programmes/horizon2020/en/h2020-sections-projects>
- ▶ <http://ec.europa.eu/research/participants/portal/desktop/en/support/enn.html>
- ▶ [http://ec.europa.eu/research/participants/portal/desktop/en/support/national\\_contact\\_points.html#contact=country/sbg/Romania/0/1/0&function\\_details..function\\_abbr/sbg//0/1/0&+country/desc](http://ec.europa.eu/research/participants/portal/desktop/en/support/national_contact_points.html#contact=country/sbg/Romania/0/1/0&function_details..function_abbr/sbg//0/1/0&+country/desc)

## USEFULL LINKS

- ▶ 1. Excellence :
  - Objectives –what are the objectives of the proposal;
  - Outline the relation to the work program;
  - Concept and methodology – what is the innovation and the methodology behind the innovation;
  - Ambition – the novelty of the innovation, the impact on the market, competition and competitors products;
  - Set up the deliverables for feasibility study;

## HOW TO MAKE A SUCCESSFUL PROPOSAL

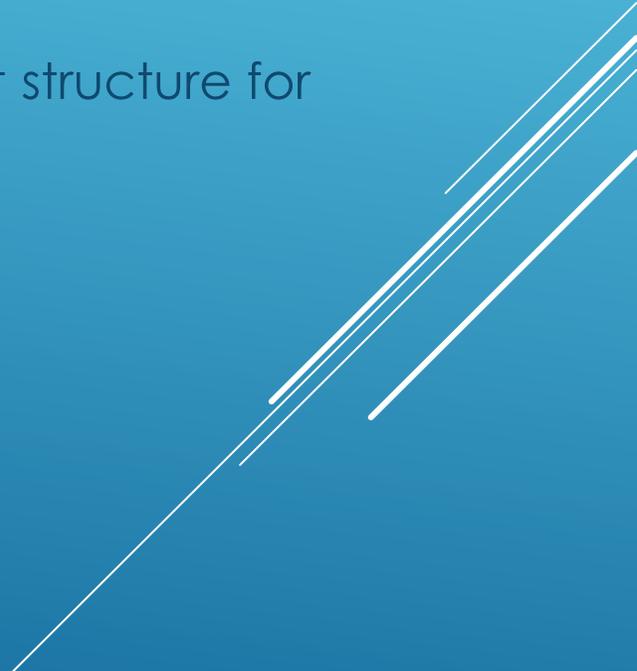
**Keep in mind four important aspects to be outlined in the proposal:**

- **Excellence**
  - **Impact**
  - **Work plan**
  - **Members of team**
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- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

▶ 2. Impact:

- Who are the end users of the innovation;
- Market and market growth expected;
- Commercialisation strategy;
- How you will maximize the impact of the innovation;
- Outline the outcome of the project – financial projections;
- IPR and freedom to operate strategy;

▶ 3. Work Plan:

- Make a clear and a realistic plan with deliverables;
  - Outline the timing for each point of the plan;
  - What are the resources committed for this project;
  - What is the management structure for the project.
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- ▶ 4. Team and consortium

- Make a short presentation of your team, focus on relevant aspects – technical, management, commercialisation, marketing and PR experience.

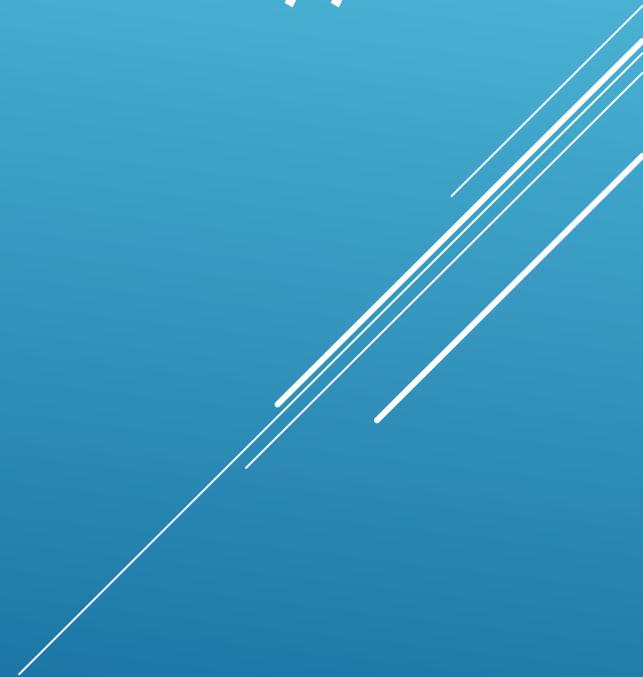
- ▶ With all of this 4 point reached, you will have a good proposal.
  - ▶ Keep in mind that the evaluators have experience in relevant field and they are focused to evaluate best of the best proposals.
  - ▶ You should focus on all aspects presented above.
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THE FUTURE BELONGS TO THOSE WHO BELIEVE  
IN THE BEAUTY OF THEIR DREAMS

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ELEANOR ROOSEVELT



# THANK YOU FOR YOUR ATTENTION

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