

Bio-based Industries Joint Undertaking (BBI JU)



Dieter BRIGITTA

Project Manager BBI JU

22 June 2017





2 Parts

1. BBI JU (30')

- BBI vs. BBI JU
- Calls for proposals 2014-2018
(incl. main differences with H2020)

2. How to write a good BBI JU proposal (25')

- Same presentation as BBI JU info day of 28/04/2017
- +80% also relevant for H2020 proposals



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- BBI JU: organisation & implementation
- BBI JU Calls for proposals 2014-2017
 - Calls 2014-2016: on-going projects
 - Call 2017-2018: new opportunities
- How to participate?



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Bio-Based Industries (BBI)?

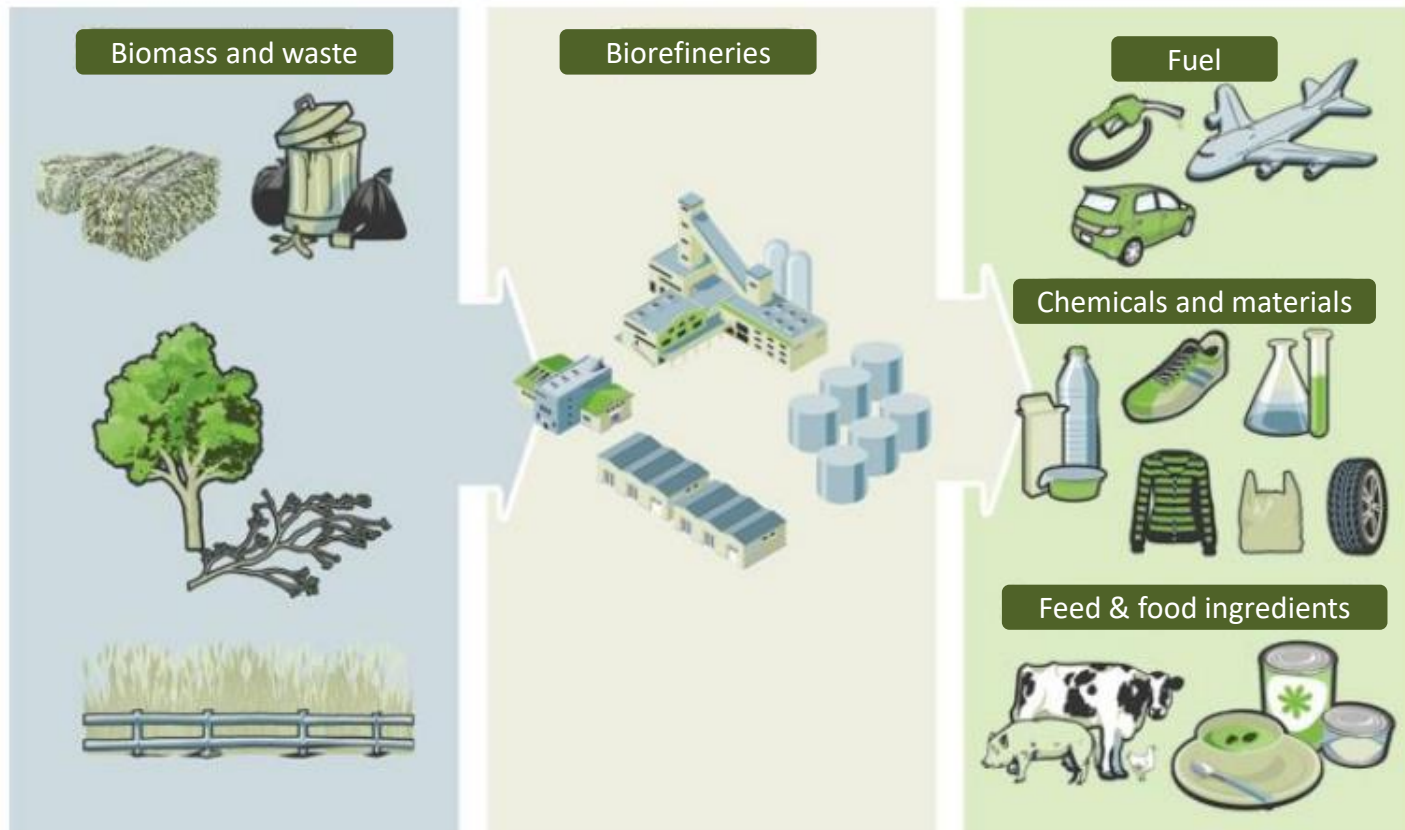
Bio-based products & markets

- Bio-based chemicals
- Bioplastics / biomaterials / packaging
- Advanced biofuels (incl. aviation)
- Specialties (eg. Biosurfactants, lubricants, pharmaceuticals)
- Food ingredients and feed
- Bioenergy



Bio-Based Industries (BBI)?

BBI and their value chains are facing complex and substantial technological and innovation challenges





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BBI Joint Undertaking (BBI JU)?

- Public-Private Partnership (PPP) developing sustainable and competitive bio-based industries in Europe

- Partners:

- European Union (via EC)

- Bio-based Industries Consortium (BIC)



www.bbi-europe.eu



BBi JU - Governance

Public partner
Represented by
EC



**European
Commission**



**Bio-based Industries
Consortium**

Private partner
Represented by BIC
75% of investment
in BBi JU



Governing Board
(10 seats)

Executive Director

Programming Office Staff



How to influence BBI JU topics?

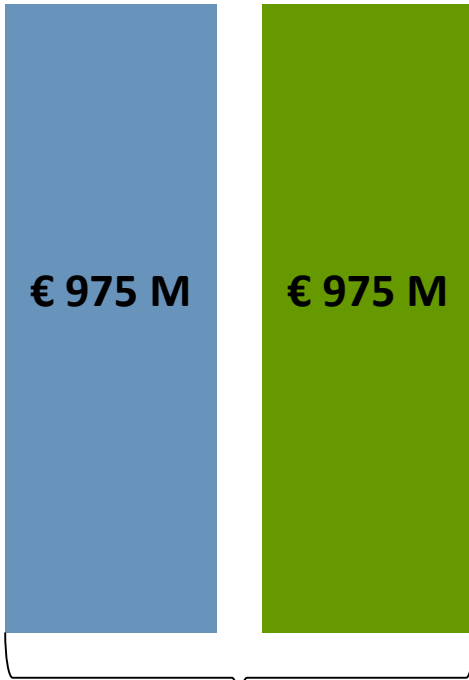
- Less via SC2 Programme Committee (PC)...
 - H2020-SC2: PC = ‘co-decision’ body
 - BBI JU: SRG = advisory body
- ..but via <http://BIConsortium.eu/membership>

Membership benefits

- ✓ Define the content of the annual Work Plan
- ✓ Receive tailored information and support
- ✓ Obtain advice and guidance on EU loans/grants
- ✓ Network with Consortia partners and potential project partners



BBI JU budget



Call for Proposals
(in cash and in kind)



Types of contributions

- ‘In cash’ = money (€), like H2020
- ‘In kind’ = other (than monetary), **non-funded** contributions to a project, e.g.:
 - Human resources: people working on project, without (asking for) funding of their costs
 - Other resources: consumables, machines, buildings, equipment,...



BBi JU budget



+



Call for Proposals
(in cash and in kind)

**Additional
Investments**



Types of contributions

- ‘In cash’ = money (€), like H2020
- ‘In kind’ = other (than monetary), ***non-funded*** contributions to a project, e.g.:
 - Human resources: people working on project, without (asking for) funding of their costs
 - Other resources: consumables, machines, buildings, equipment,...
- ‘Additional investments’:
 - resources **NOT** part of a project (budget)...
 - ...but that help to maximise the impact of the project OR of the BBI JU programme



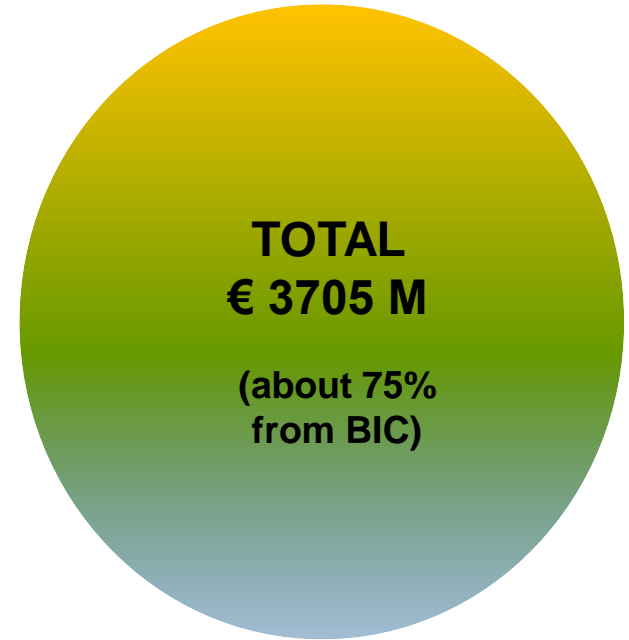
BBI JU budget



+



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Call for Proposals
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BBi JU implementation

Annual Calls for Proposals (↔ H2020: multi-annual)

- Most Horizon 2020 rules apply (e.g. topic text structure; 3 main evaluation criteria: excellence, impact, implementation;...)
- 3 types of 'Actions':
 - Coordination & Support Actions (CSA)
 - Research & Innovation Actions (RIA)
 - Innovation Actions (IA): Demonstration (DEMO) and **Flagship** projects (= closer to market)



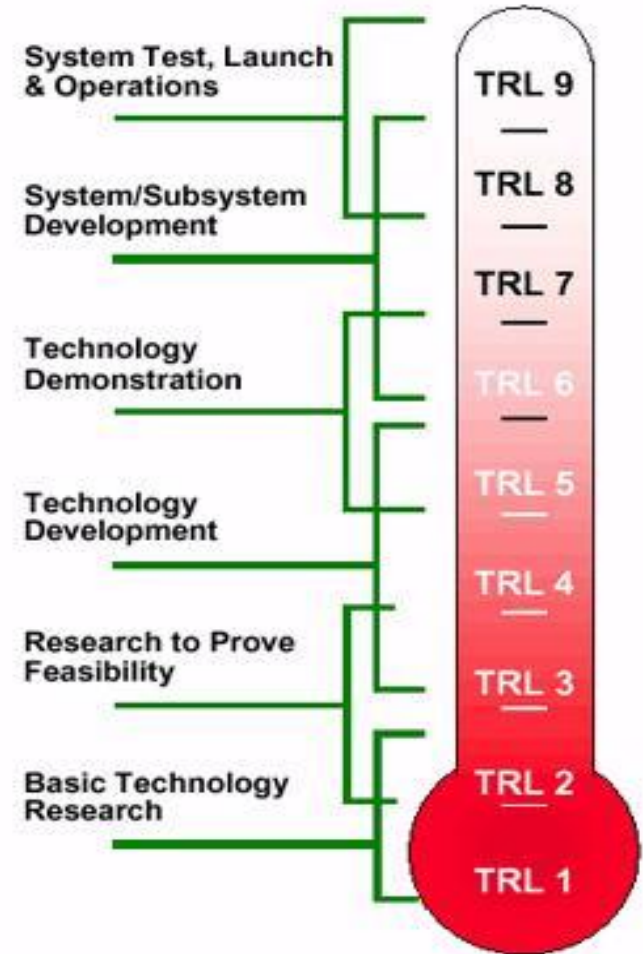
BBI JU 'Actions'

Action	TRL ⁽¹⁾	Duration	BBI JU funding %
CSA	n/a	1-3y	100% ⁽²⁾
RIA	3-5	Up to 4y	
IA-DEMO	6-7	4-5y	70% ⁽³⁾
IA-Flagship	8		

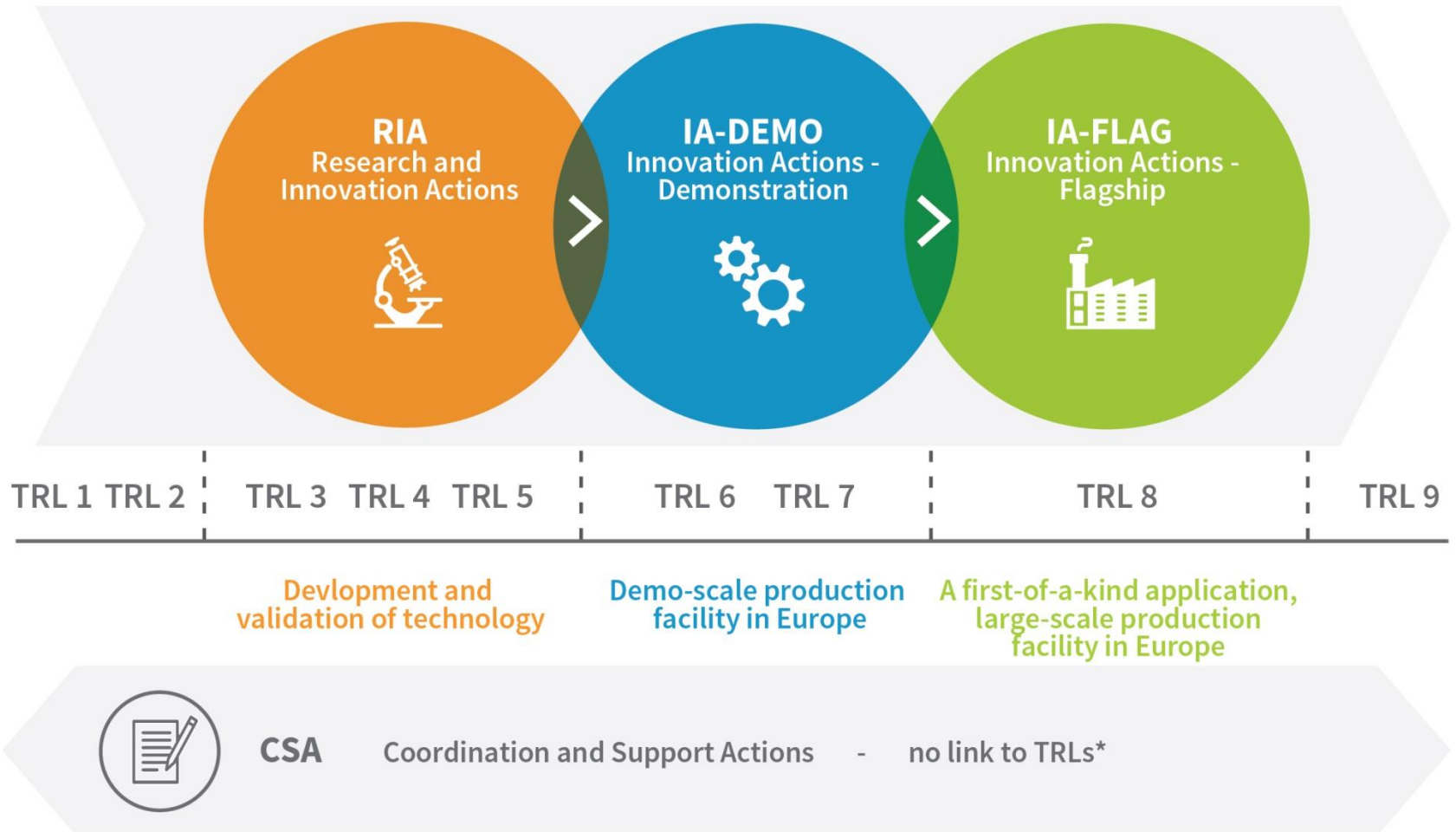


Technology Readiness Levels (TRL)

- A method of estimating **technological maturity**...
- ...using a **scale from 1** (basic principles observed and reported) **to 9** (Actual system proven through successful mission operations)



TRLs vs. Types of actions



* TRL = Tehcnology Readiness Levels



BBi JU 'Actions'

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(1) **TRL** = Technology Readiness Level (value 1-9; higher TRL = closer to market)

(2) However: de facto **no** (0%) BBi JU funding for large enterprises

(3) Non-profit beneficiaries / linked third parties may be reimbursed at 100%

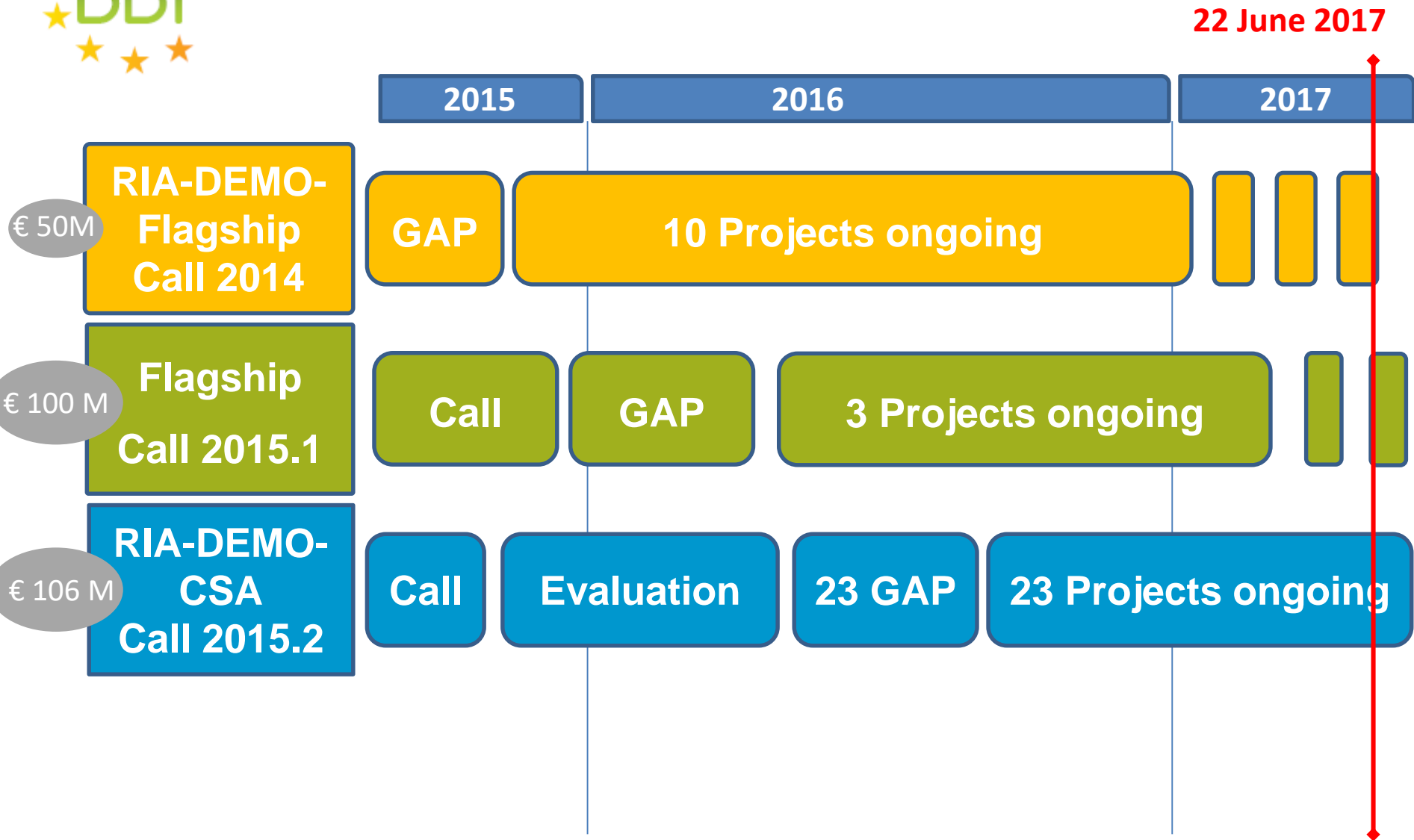


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BBI JU Calls: status



BBI on-going projects

Calls **2014** + **2015**

Value Chains	RIA	DEMO	Flagship	CSA
VC1 (lignocellulose)	US2GREENCHEM, Zelcor, LIBRE, HYPERBIOCOAT,	ValChem, GreenSolRes, BIOFOREVER,	BIOSKOH, LIGNOFLAG,	
VC2 (forest-based)	SmartLi, Greenlight, PROVIDES, NeoCel, TECH4EFFECT, EFFORTE	PULPACKTION, FRESH	EXILVA	
VC3 (agro-based)	Carbosurf, PROMINENT, LIBBIO,	Pulp2Value, AgriMax, Funguschain, GreenProtein, LIPES	FIRST2RUN	
VC4 (organic waste)	NewFert,			
Across VCs	EnzOx2, InDIRECT, BIOrescue,	DEMETER,		BioCannDo, BIOWAYS, STAR4BBI,
Aquatic Biomass	MACRO CASCADE,			



On-going BBI JU projects

More information: <http://www.bbi-europe.eu/projects>



Home About BBI Participate **Projects** News Events Multimedia Jobs



Call

- Any - ▼

Type of project

- Any - ▼

Classification

- Any - ▼

Free text

Search

AgriMax

Agri and food waste valorisation co-ops based on flexible multi-feedstocks biorefinery processing technologies for new high added value applications

BioCannDo

Bioeconomy Awareness and Discourse Project

BIOFOREVER

BIO-based products from FORestry via Economically Viable European Routes

BIOrescue

Enhanced bioconversion of agricultural residues through cascading use

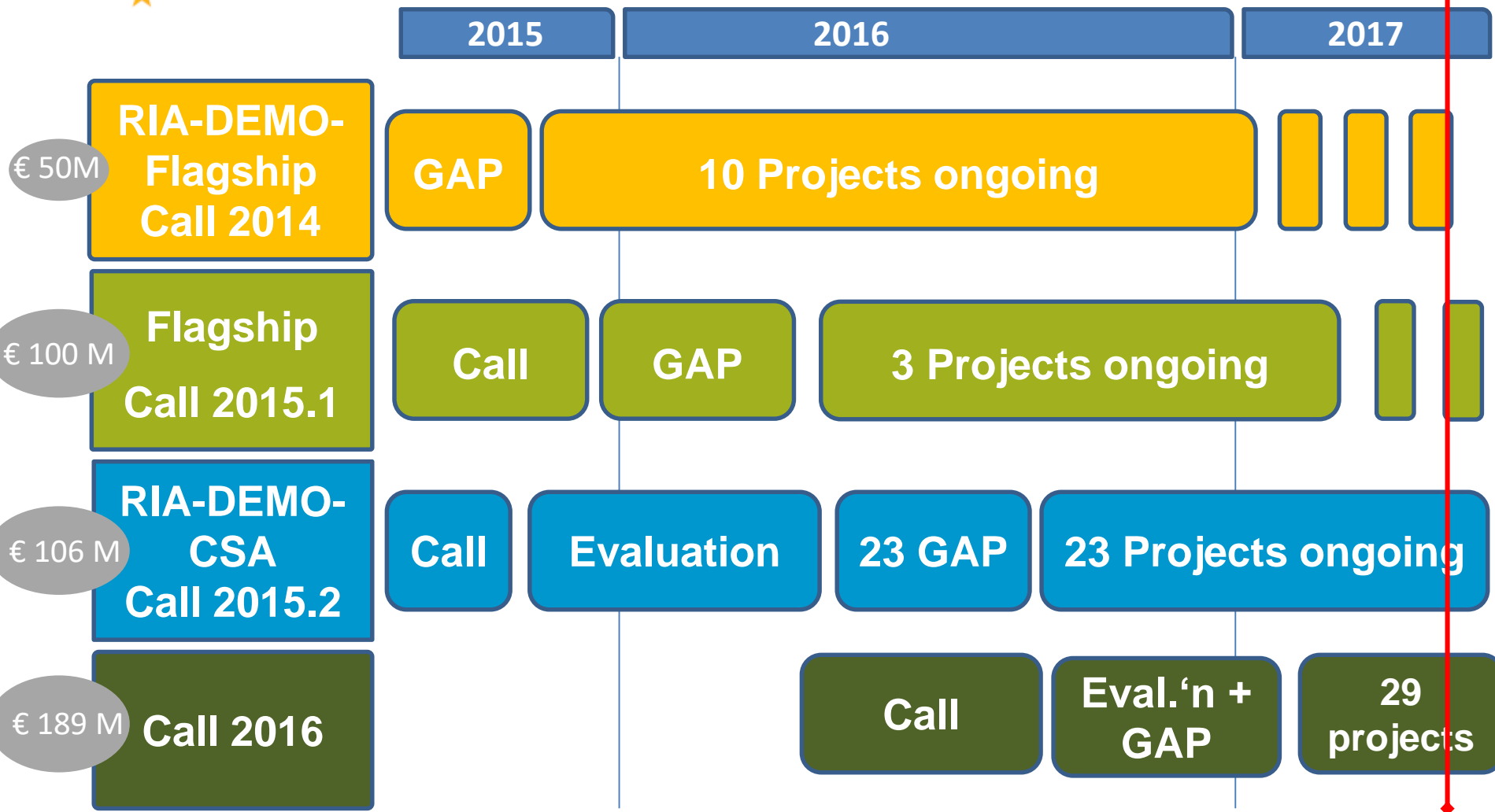
BIOSKOH

BIOSKOH's Innovation Stepping Stones for a novel European Second Generation BioEconomy



BBI JU Calls: status

22 June 2017



BBI on-going projects

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BBI on-going projects

Calls 2014 + 2015 + 2016

Value Chains	RIA	DEMO	Flagship	CSA
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VC2 (forest-based)	SmartLi, Greenlight, PROVIDES, NeoCel, TECH4EFFECT, EFFORTE	PULPACKTION, FRESH, Dendromass4Europe	EXILVA	
VC3 (agro-based)	Carbosurf, PROMINENT, LIBBIO, BioBarr	Pulp2Value, AgriMax, Funguschain, GreenProtein, LIPES	FIRST2RUN ●	
VC4 (organic waste)	NewFert, AFTERLIFE, PERCAL, BARBARA	EMBRACED, URBIOFIN		
Across VCs	EnzOx2, InDIRECT, BIOrescue, ReSolve, BIOSMART, ECOXY, SHERPACK, REFUCOAT, POLYBIOSKIN	DEMETER, OPTISOCEM, SYLFEED, BIOMOTIVE		BioCannDo, BIOWAYS, STAR4BBI, BIOPEN, RoadToBio, Pilots4U
Aquatic Biomass	MACROCASCADE, BIOSEA, ABACUS, MAGNIFICENT, VALUEMAG			



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Yearly 'Call for Proposals'

Dec

- Publication of 'topic texts'

Apr

- Call open (11 April 2017)

Sept

- Call closes (7 September 2017)

Oct-
Nov

- Evaluation

Dec

- Results to applicants



Call 2017 - Thematically

4 strategic orientations	# CSA	# RIA	# IA-DEMO	# IA-Flagship
Feedstock	0	1	2	0
Process	0	2	0	1
Products	0	4	3	1
Market Uptake	2	0	0	0



Call 2017 – budget (lines)

- Competition *within* each budget line

Action	# topics	Budget (line)
CSA	2	€ 2 million
RIA	7	€ 36 million
IA-DEMO	5	€ 22 million
IA-Flagship ⁽¹⁾	2	€ 21 million
<i>Total</i>	<i>16</i>	<i>€ 81 million</i>

(1) Call 2017: *hearings* for all Flagship proposals



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Via H2020 & BBI JU IT tools...

- **Participant Portal**

- Register organisations, topic search, proposal submission,...
- [H2020 online manual](#)

Find a call

Find partners

Register an organisation

Submit a proposal

- **BBI JU website**

- BBI JU-specific info (incl. FAQs)
- Info day 28 Apr 2017: presentations & recording
- BBI Partnering Platform

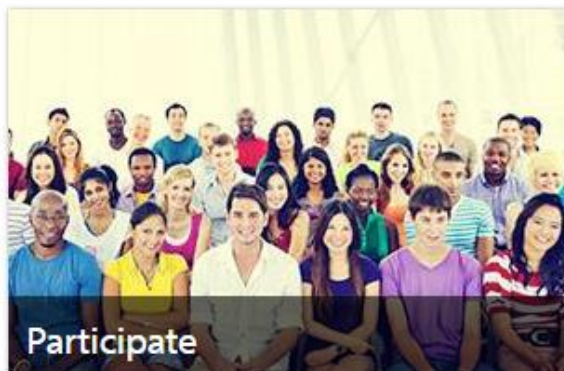
HOME



2017 Info Day & brokerage event

28 April, Brussels

**Presentations and videostreaming
now available!**





...and personal contact

- Your NCP and EEN contacts
- BBI partnering platform



Call 2017 online meetings



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Events

BBI JU CALL 2017 ONLINE MEETINGS

June						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

27 June 2017 to 28 June 2017



Venue: <http://bbi.lifepartnering.com/>

Organiser: BBI JU Partnering Platform

Links:

[The Event](#)

[Register](#)

Events

BBI JU will organise 'Online Meetings' on 27 and 28 June, an **online networking session** dedicated to the **Call 2017 topics**.

14 December 2017 to 15



...and personal contact

- Your NCP and EEN contacts
- BBI partnering platform
- BBI JU project participants
 - http://cordis.europa.eu/projects/home_en.html
 - <https://www.bbi-europe.eu/projects>
- BIC (member) activities





Do you have BBI expertise?

- Please consider registering as an expert on the Participant Portal (PP)
 - <http://ec.europa.eu/research/participants/portal/desktop/en/experts/index.html>
 - BBI = broad field => different expertise needed!
 - As a BBI JU evaluator, you'll gain valuable BBI JU / H2020 insights...



End of part 1...

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- (incl. main differences with H2020)

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**BIO-BASED
INDUSTRIES**
Public-Private Partnership
www.bbi-europe.eu

Q&A?





Part 2

1. BBE JU (30')

- BBE vs. BBE JU
- Calls for proposals 2014-2018
(incl. main differences with H2020)

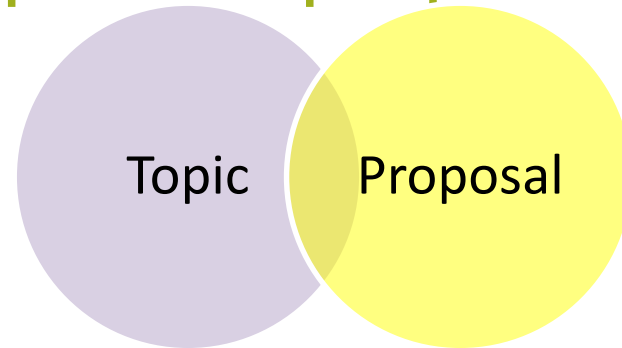
2. How to write a good BBE JU proposal (25')

- **Same presentation as BBE JU info day of 28/04/2017**
- **+80% also relevant for H2020 proposals**

The central role of expert-evaluators

~~Think like an evaluator!~~

- ‘Overlap’ between topic and proposal
 - No overlap
 - Full overlap
 - Partial overlap
- Evaluation (sub)criteria
 - The ‘bridge’ between topic text and proposal





3 main evaluation criteria





Successful proposals...



...hit the sweet spot





From main to subcriteria

- Different ‘types’ of evaluation subcriteria
 - ‘Standard’ Horizon 2020 subcriteria
 - BBI JU-specific subcriteria
- Differences between ‘types of action’
 - Coordination & Support Actions (CSAs)
 - Research & Innovation Actions (RIAs)
 - Innovation Actions (IAs)
 - DEMOs
 - Flagships



Excellence: WHAT?





H2020 subcriteria (*all actions*)

- Clarity and pertinence of the objectives
 - Are the objectives clear, structured, well-quantified (if applicable),...
 - ...and are they linked (*pertinent*) to the topic text?
- Soundness of the concept and credibility of the proposed methodology
 - ‘*Concept*’: the ‘big idea’ behind the proposal
 - ‘*Proposed methodology*’:
 - How to go from ‘big idea’ to reaching the stated objectives
 - Have all elements described in the topic text been taken into account (e.g. LCA)?



Example

- I want to build a house (*concept*) to keep me dry when it rains (*objective*).



- 2 examples of *methodology*:
 - Good approach: hire an architect and builders, buy building materials, first build the walls and then the roof, etc.
 - Bad approach: only use paper to build a house, build it myself, start with the roof, once the house has been built: ask an architect to take a look at it, etc.

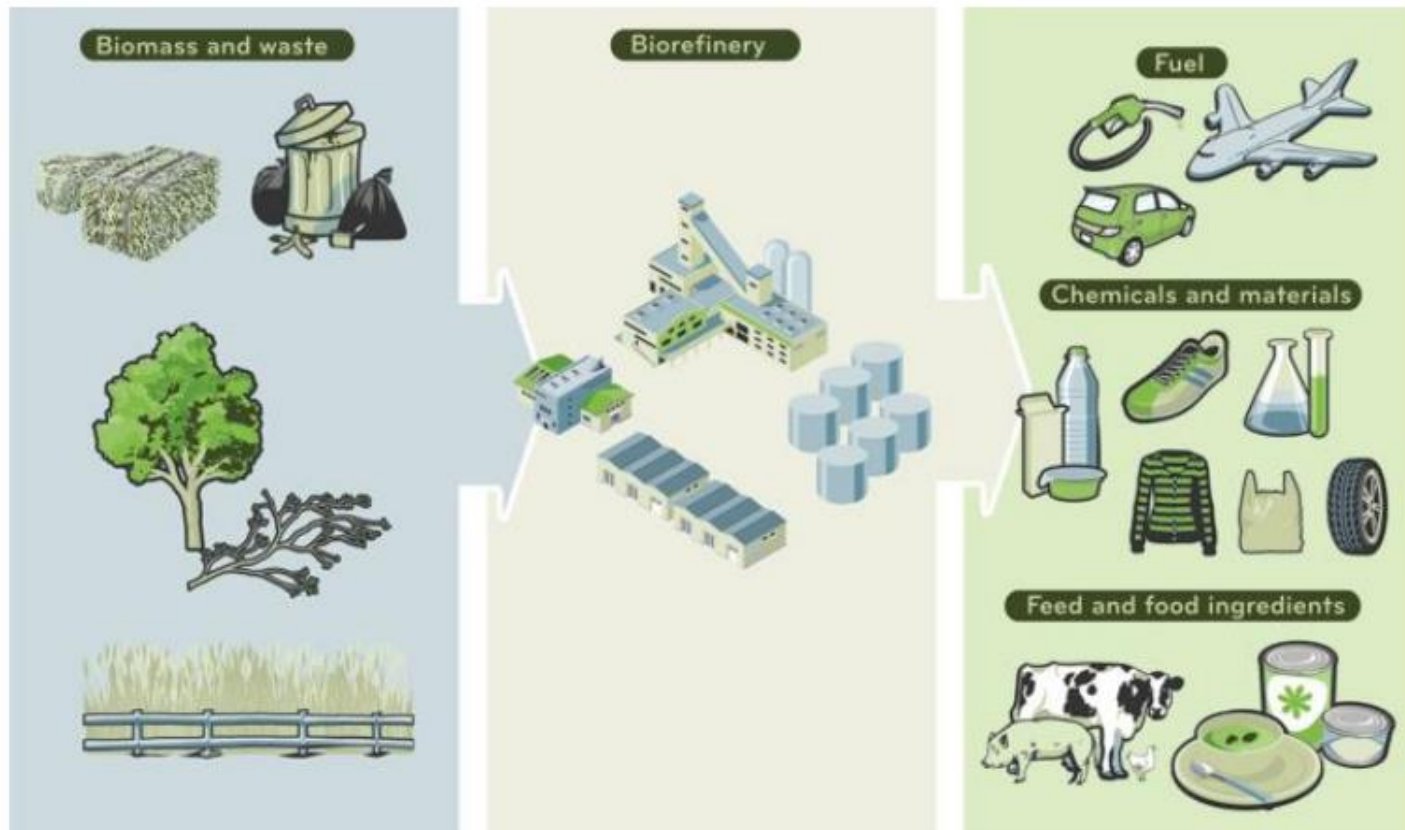


H2020 subcriteria (*RIAs and IAs*)

- Extent that proposed work is beyond the state of the art, and demonstrates innovation potential.
 - What is the state of the art (SOTA)? What's the benchmark?
 - ...and how does your proposal go beyond the SOTA?
 - Tip: clearly describe the (starting and end) TRLs

BBi JU-specific subcriterion (*IAs*)

- Coverage of the whole value chain





BBi JU-specific subcriterion (*IAs*)

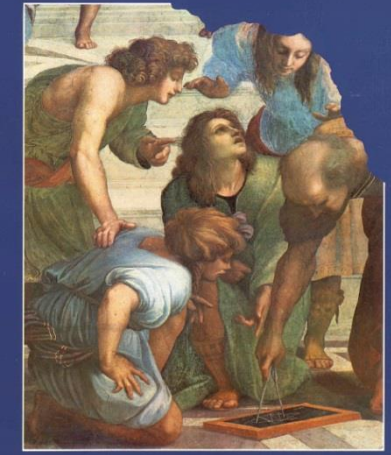
- Coverage of the whole value chain
 - Why? IAs are close to market => this subcriterion checks that your idea take into account biomass, processing and end products and markets;
 - Why not in RIAs? Because RIAs can (topic-specific) focus on a specific technological problem in a part of the value chain



Impact: SO WHAT?



Importance of impact



- ‘European Science paradox’
 - 1995, Green paper on Innovation
 - EU funding: “great science, but limited impact”
 - Since 1995, impact has become more and more important in EU funding (evaluations)
- BBI JU focuses on impact
 - Impact score: max. 5/5 (like ‘Excellence’ and ‘Implementation’)...
 - ...but threshold is 4/5 (\Leftrightarrow 3/5 in ‘Excellence’ and ‘Implementation’)...
 - ...and weighting factor of 1,5 in IAs



H2020 subcriteria (*all actions*)

- Outputs of the project vs. the expected impacts mentioned in the work plan
 - Are all ‘expected impacts’ listed in the topic text dealt with...
 - ...in a qualitative AND quantitative manner?





BBi JU KPIs

BBi JU specific objectives: demonstrate technologies; develop business models, set up flagship biorefinery plants:

- KPI 1** New cross-sector interconnections in bio-based economy
- KPI 2** New bio-based value chains
- KPI 3** Cooperation projects
- KPI 4** New building blocks based on biomass of European origin validated at demonstration scale
- KPI 5** New bio-based building materials
- KPI 6** New demonstrated 'consumer' products based on bio-based chemicals and materials
- KPI 7** Flagships resulting from BBi JU funded projects

Strategic Innovation and Research Agenda (SIRA)

Bio-based and Renewable Industries for Development and Growth in Europe

- March 2013 -





H2020 subcriteria (*all actions*)

- Outputs of the project vs. the expected impacts mentioned in the work plan
 - Are all ‘expected impacts’ listed in the topic text dealt with...
 - ...in a qualitative AND quantitative manner?
 - Tip: describe explicitly how your proposal contributes to each listed ‘expected impact’, e.g. via a table.





H2020 subcriteria (*all actions*)

- Exploitation, dissemination and communication of project results (including IPR and - where relevant - research data management)
 - Dissemination & exploitation: more than an eligibility criterion; this is also evaluated by experts
 - Tips:
 - Also provide quantitative data (how many conferences, publications, target audiences,...) => be **specific**, avoid 'generic' diss./comm./expl. plans
 - Include relevant (also public) deliverables
 - Explicitly describe IPR (Intellectual Property Rights) management



BBi JU subcriteria (*RIAs and IAs*)

- Extent to which the proposed consortium own contribution, including additional investments, will help maximising the impact of the action
 - Clearly describe if and how much “own contribution” (‘in kind’, ‘in cash’ and/or ‘additional investments’) is included in the proposal...
 - ...AND explain how this will maximise the impact of the action
 - ***Don't just list the amounts, also explain them***



“Own contribution” in proposal?

- Part A:
 - ‘In kind’: can be derived from budget table (e.g. € 1 million costs, € 650k requested BBI JU contribution = € 350k ‘in kind’)
 - ‘In cash’ and ‘additional investments’: cf. call-specific questions in the proposal’s ‘part A’



Part A: Call-Specific Questions

Cash Contributions

Does the proposal foresee cash contributions?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Name of the entities contributing cash contributions	eg. Entity A, Entity B, Entity C
Total amount including all entities' cash contributions	<input type="text"/>


Cash Contributions

Additional Investments

Does the proposal foresee additional investments?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Additional Investments

H2020-BBI-JU-2016.pdf - Ver1.04 2016040

	BBI-JU - Research - Participants Proposal Submission Forms	Go to <input type="text"/>
Table Of Contents Validate Form Save and Close		
Proposal ID SEP-210352992	Acronym bbi ju	

Name of the entities contributing additional investments	eg. Entity A, Entity B, Entity C
Total amount including all entities' additional investments	<input type="text"/>

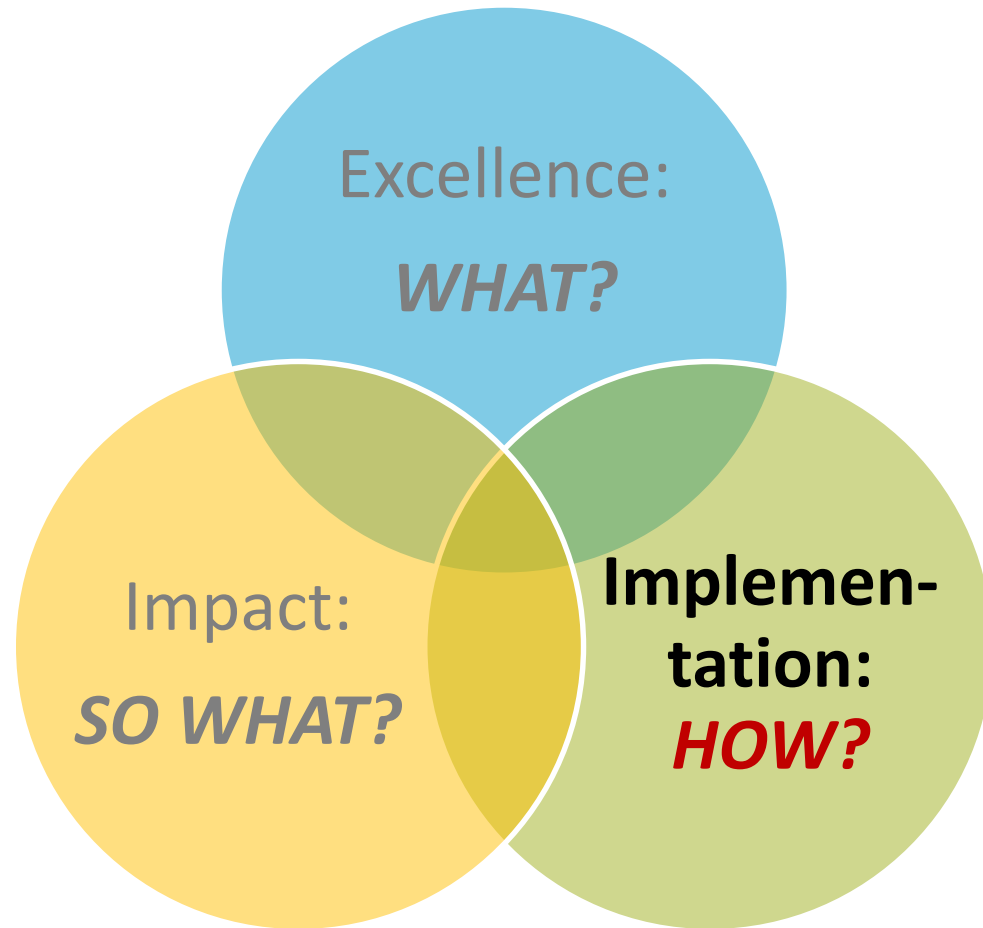


“Own contribution” in proposal?

- Part A:
 - ‘In kind’: can be derived from budget table (e.g. € 1 million costs, € 650k requested BBI JU contribution = € 350k ‘in kind’)
 - ‘In cash’ and ‘additional investments’: cf. call-specific questions in the proposal’s ‘part A’
- Part B:
 - To be described in more detail (incl. their impact) in section 3.4 (‘resources to be committed’)
 - Additional investments: cf. table in Guide for Applicants (GfA)



Implementation: HOW?





Statistics Call 2016

- Call 2016

- 103 proposals submitted, 29 'successful' = 28% success rate
- Average scores per criterion?

	Successful proposals (invited to GAP)	Proposals on reserve list (= passing all thresholds)	Proposals not passing ≥ 1 threshold(s)
'Excellence'	4.72	4.26	3.09
'Impact'	4.56	4.28	3.14
'Implementation'	4.51	3.98	3.23



Statistics Call 2016

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‘Impact’	4.56	4.28	3.14
‘Implementation’	4.51	3.98	3.23

- Biggest ‘difference to 5’ in ‘implementation’



H2020 subcriteria (*all actions*)

- Quality and effectiveness of the work plan (incl. deliverables), including resource allocation
 - Tip: check **coherence** of budget allocation and timing throughout the proposal (e.g. list of deliverables and Gantt chart: same timing?)
 - FAQ: difference between methodology ('Excellence') and work plan ('Implementation')?



Example: “What?” vs. “How?”

- E.g. good approach in ‘house example’:
 - “Hire an architect and builders; buy building materials; first build the walls, then the roof,…”
 - Let’s consider the “Hire an architect and builders” step.
- Example of good work plan
 - Task 1: talk to friends who recently built a house in the same style as I want mine to be built, and perform a google search to find more info on building in general and questions to ask architects in particular;
 - Task 2: I will discuss with and ask offers of at least 3 architects, informing them about my budget;
 - Task 3: Then, I will assign credible resources (time and money) to the next tasks.

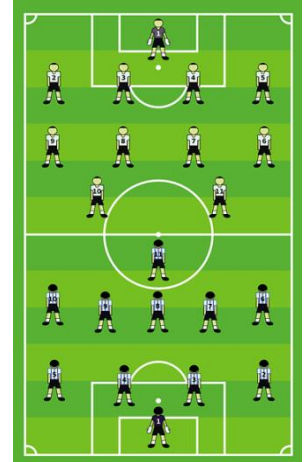


Example: “What?” vs. “How?”

- Example of bad work plan
 - Task 1: I will open the phone book, and sign a contract with the first architect I can find.
 - Task 2: I will not discuss a budget with the architect, but leave him free to decide what/how to build. I believe (but have no proof) that I will be able to borrow any amount from the bank.
- The methodology (“What?”) is the same, but the work plan (“How”?) isn’t.

H2020 subcriteria (*all actions*)

- Allocation of tasks, ensuring that all participants have a valid role and adequate resources
 - Football analogy:
 - Sometimes, a certain amount of ‘home-grown’ players is required...
 - ...but they’re only part of the team *pro forma*; they seldom play.
 - Tip: convince expert-evaluators that you don’t have ‘token’ consortium members, e.g. via resource allocation (money talks...)





H2020 subcriteria (*all actions*)

- Management structures and procedures, including risk and innovation management.
 - Consortium of 5 or 20 members: different management (structures) needed
 - ‘Innovative’ management techniques are not necessary; it needs to work!
 - Tips:
 - explicitly mention / describe risk and innovation management...
 - ...and include ‘real’ (not token) risks and mitigation measures



BBi JU-specific subcriteria (*IAs*)

- Soundness of the business case and business plan
 - Why? IAs are close to market => business case and business plan are needed
 - How? See Guide for Applicants and proposal template (bullet points describing business case & plan requirements)
 - FAQ: how much info is needed?
 - “(Further) details can be provided in part B – sections 4-5” (= not included in 70-page limit)
 - (Only) for Flagships: additional info via hearings



BBI JU-specific subcriteria (*IAs*)

- Readiness of the technology
 - Tip (bis): clearly indicate the start and end TRLs
 - *“In particular, for **flagships** applicants must demonstrate that by the time of the submission of their application they have been operating relative demonstration scale plants at a significant production capacity (justification shall be provided in the proposal).”*



3 main evaluation criteria



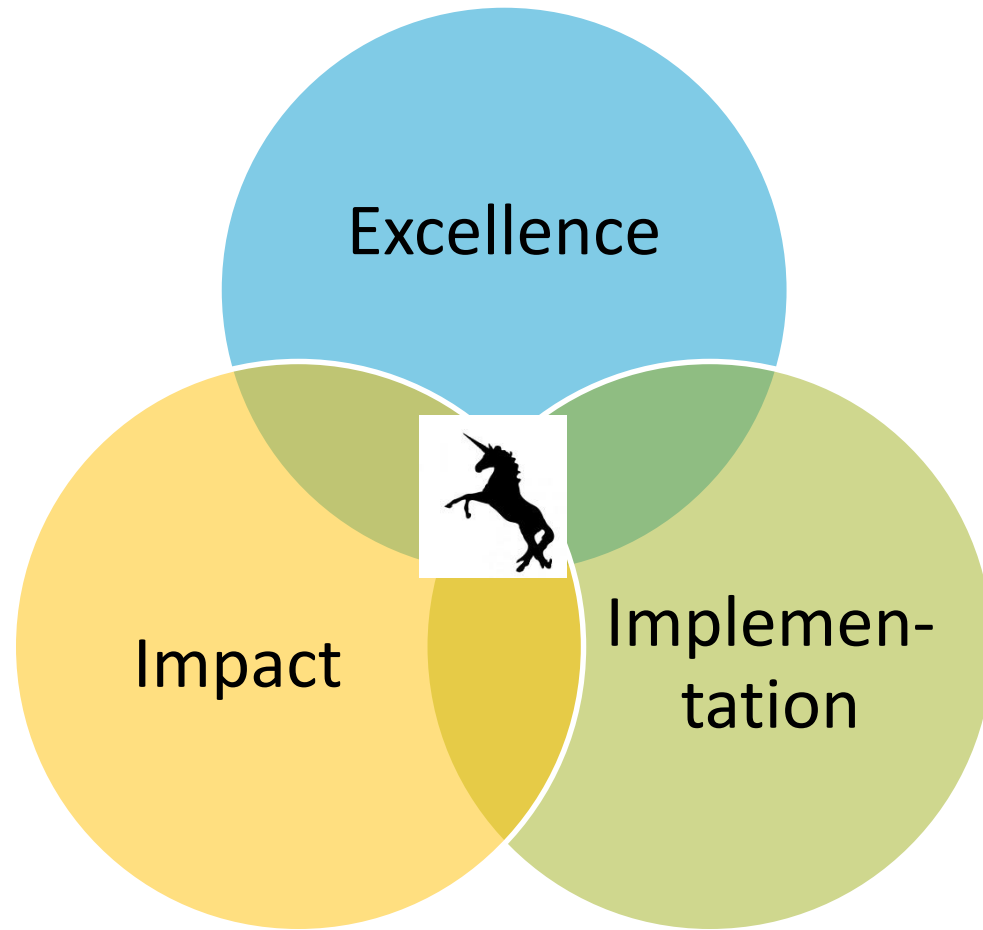


How to write a good proposal?

- Ensure that expert-evaluators ***quickly*** find the ***right*** information to assess the evaluation subcriteria.
- How?
 - Be aware of the evaluation subcriteria of ‘your’ type of action (CSA, RIA, IA)...
 - ...and provide (explicit) answers to these subcriteria in your proposal...
 - ...using the proposal structure / template described in the Guide For Applicants (GfA)

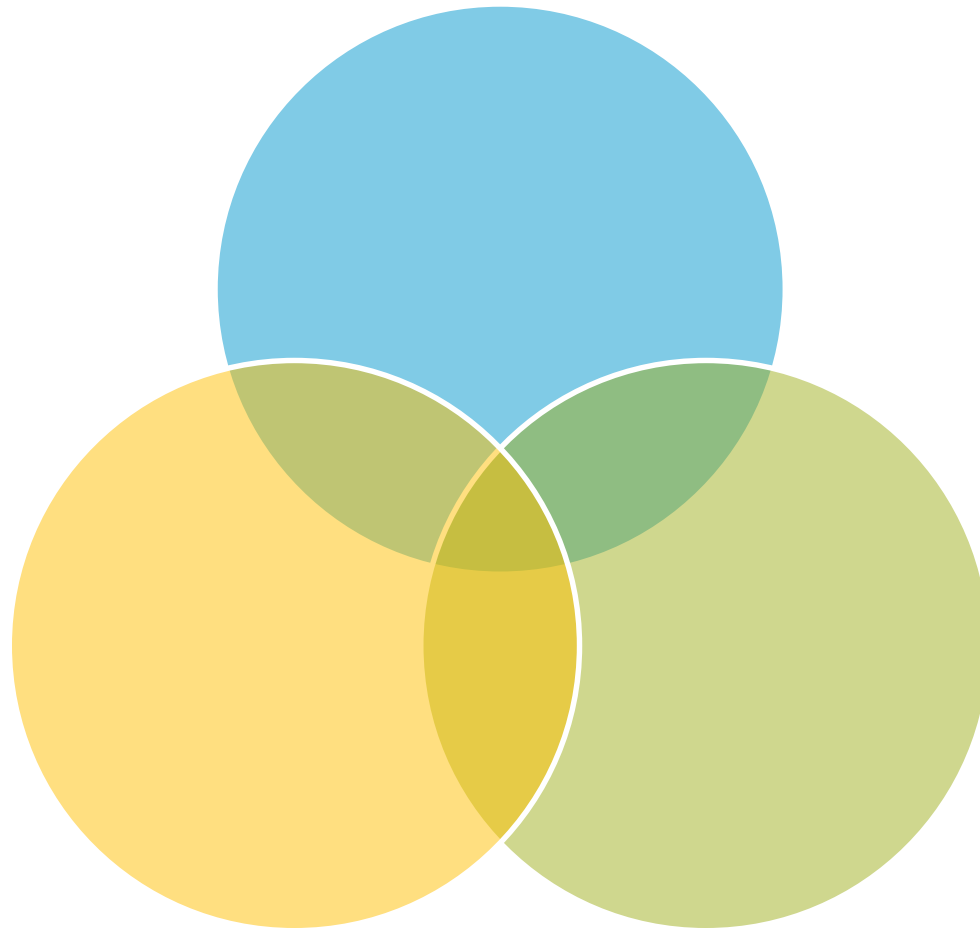


The sweet spot...



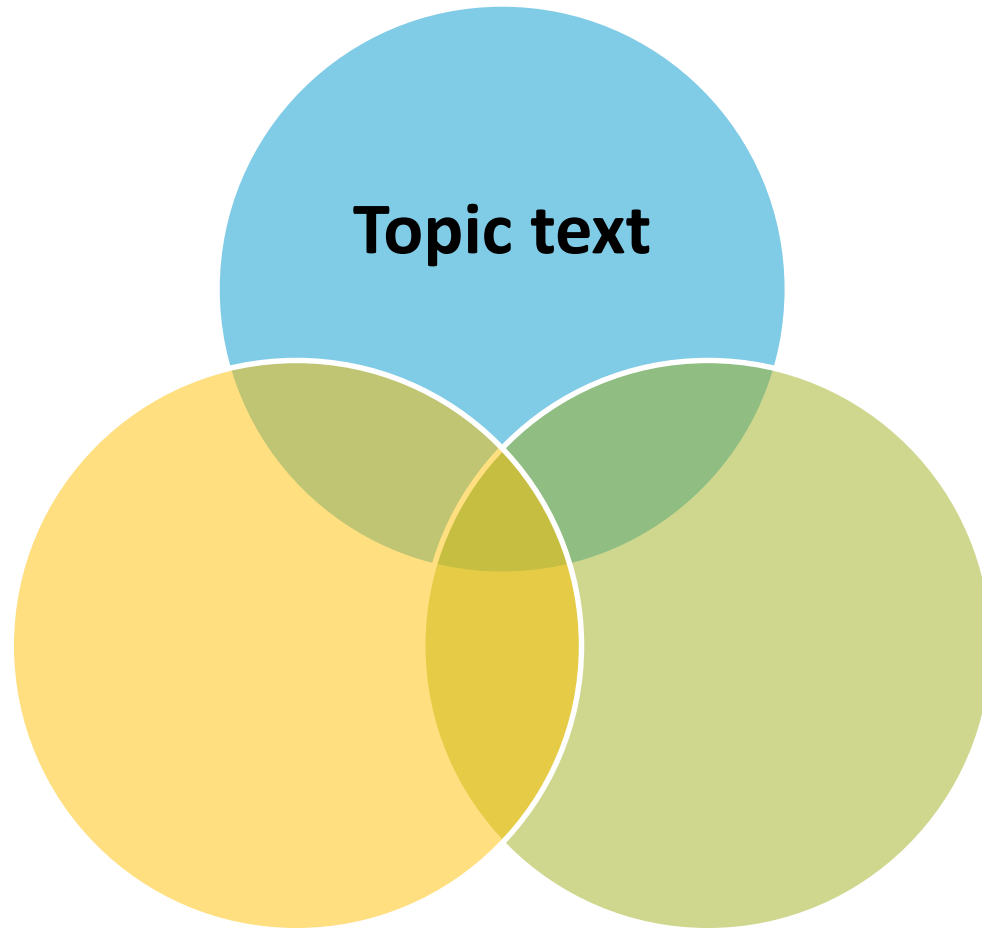


The sweet spot (bis)...

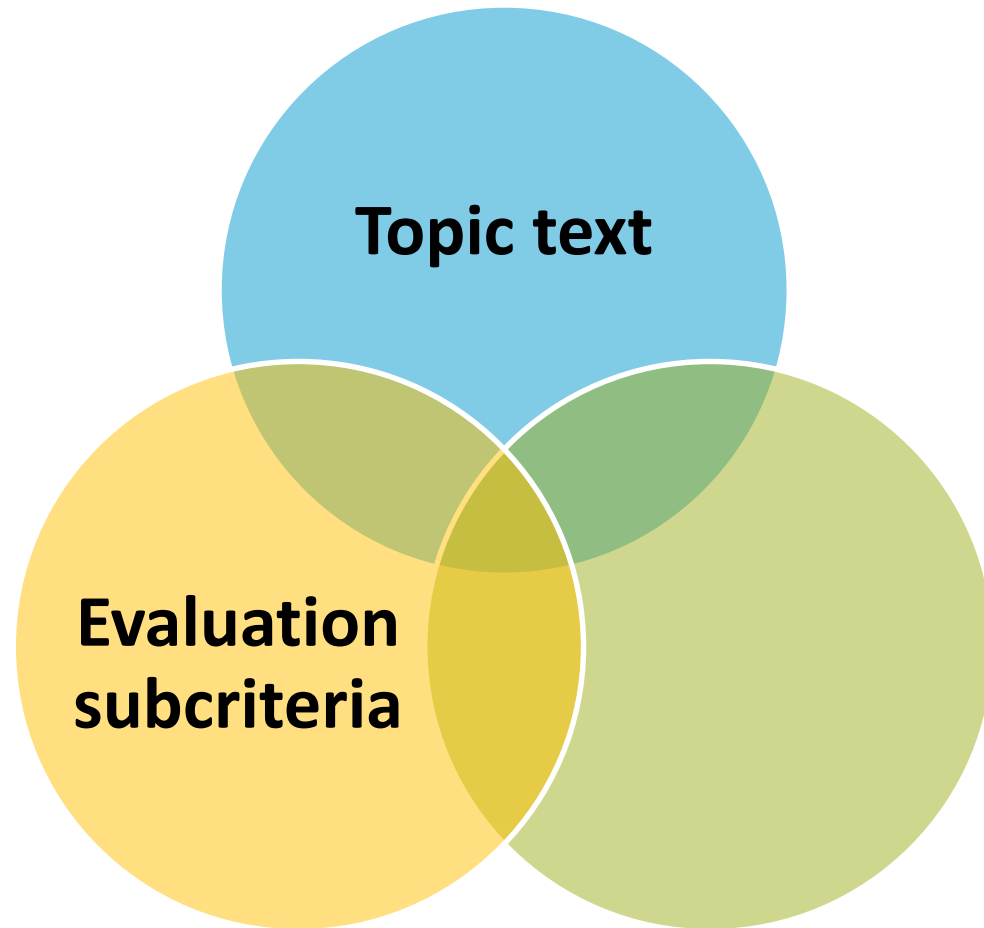




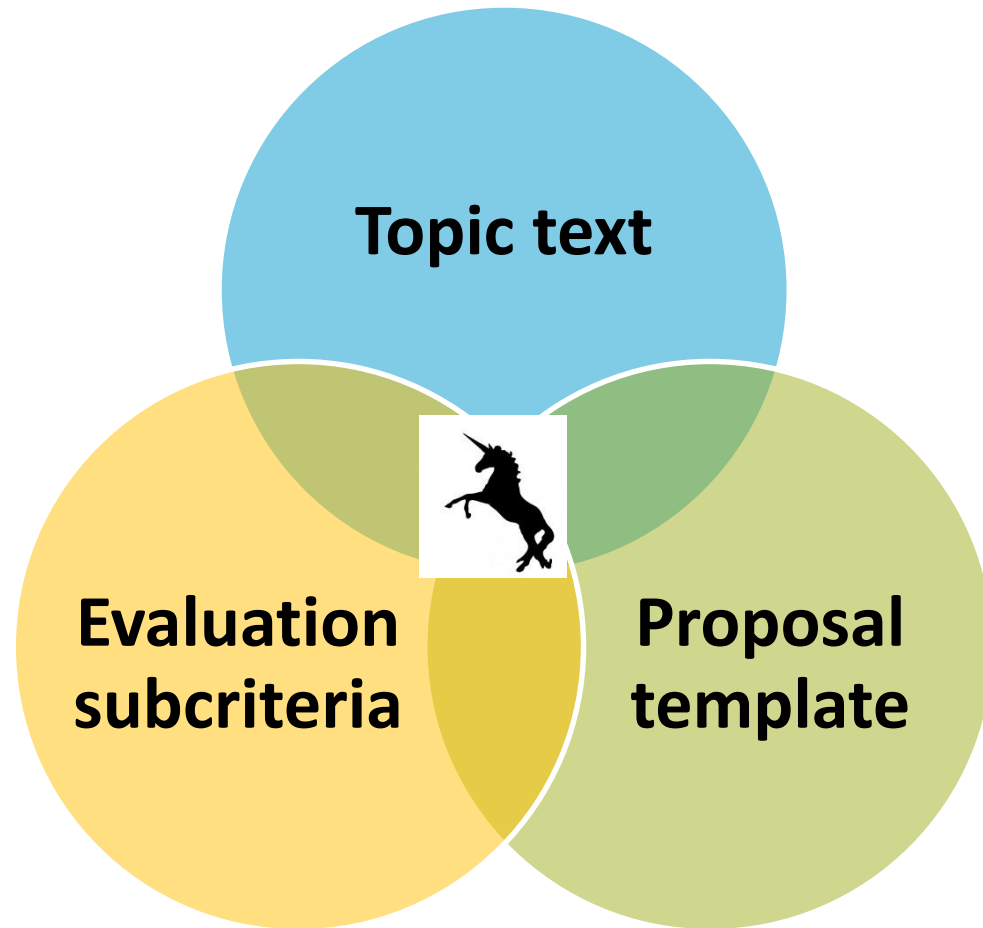
The sweet spot (bis)...



The sweet spot (bis)...



The sweet spot (bis)...





Conclusion



an evaluator!



Conclusion

Write for an evaluator!



Where to find more info?

- **BBE JU website**
 - <https://www.bbe-europe.eu/participate/calls-proposals-2017>
 - Links to Guide for Applicants, FAQ, National Contact Points (NCPs), European IPR helpdesk, BIC, EEN (Enterprise Europe Network),...
 - Overview (incl. URLs): see Q0.1 of Call 2017 'FAQ for Applicants'
- **Participant Portal**, Horizon 2020 [online manual](#) (find a call, register organisations, submit proposal)
- Helpdesk@bbe.europa.eu



Thanks for your attention

...and good luck!

