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
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   – +80% also relevant for H2020 proposals
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- Bio-Based Industries (BBI)
- 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?

[www.bbi-europe.eu](http://www.bbi-europe.eu)
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• How to participate?

www.bbi-europe.eu
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.
Bio-Based Industries (BBI)?

BBI and their value chains are facing complex and substantial technological and innovation challenges.
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www.bbi-europe.eu
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

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

European Commission

Bio-based Industries Consortium

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)

€ 975 M

€ 975 M
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

€ 975 M + € 1755 M = € 2730 M

www.bbi-europe.eu
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

Call for Proposals
(in cash and in kind)

Additional Investments

€ 975 M + € 1755 M = € 3705 M

TOTAL

(about 75% from BIC)
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  – Calls 2014-2016: on-going projects
  – Call 2017-2018: new opportunities

• How to participate?

www.bbi-europe.eu
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’

<table>
<thead>
<tr>
<th>Action</th>
<th>TRL (1)</th>
<th>Duration</th>
<th>BBI JU funding %</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSA</td>
<td>n/a</td>
<td>1-3y</td>
<td>100% (2)</td>
</tr>
<tr>
<td>RIA</td>
<td>3-5</td>
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<td></td>
</tr>
<tr>
<td>IA-DEMO</td>
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<td>4-5y</td>
<td>70% (3)</td>
</tr>
<tr>
<td>IA-Flagship</td>
<td>8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(1) Technical Readiness Level
(2) CSA: n/a
(3) IA: Flagship
**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)

www.bbi-europe.eu
TRLs vs. Types of actions

**RIA**
Research and Innovation Actions

**IA-DEMO**
Innovation Actions - Demonstration

**IA-FLAG**
Innovation Actions - Flagship

<table>
<thead>
<tr>
<th>TRL 1</th>
<th>TRL 2</th>
<th>TRL 3</th>
<th>TRL 4</th>
<th>TRL 5</th>
<th>TRL 6</th>
<th>TRL 7</th>
<th>TRL 8</th>
<th>TRL 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development and validation of technology</td>
<td>Demo-scale production facility in Europe</td>
<td>A first-of-a-kind application, large-scale production facility in Europe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CSA**
Coordination and Support Actions - no link to TRLs*

---

* TRL = Technology Readiness Levels

www.bbi-europe.eu
# BBI JU ‘Actions’

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</table>

(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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www.bbi-europe.eu
BBI JU Calls: status

- **RIA-DEMO-Flagship Call 2014**
  - GAP
  - 10 Projects ongoing
  - € 50M

- **Flagship Call 2015.1**
  - Call
  - GAP
  - 3 Projects ongoing
  - € 100 M

- **RIA-DEMO-CSA Call 2015.2**
  - Call
  - Evaluation
  - 23 GAP
  - 23 Projects ongoing
  - € 106 M

22 June 2017
<table>
<thead>
<tr>
<th>Value Chains</th>
<th>RIA</th>
<th>DEMO</th>
<th>Flagship</th>
<th>CSA</th>
</tr>
</thead>
<tbody>
<tr>
<td>VC1 (lignocellulose)</td>
<td>US2GREENCHEM, Zelcor, LIBRE, HYPERBIOCOAT</td>
<td>ValChem, GreenSolRes, BIOFOREVER</td>
<td>BIOSKOH, LIGNOFLAG</td>
<td></td>
</tr>
<tr>
<td>VC2 (forest-based)</td>
<td>SmartLi, Greenlight, PROVIDES, NeoCel, TECH4EFFECT, EFFORTE</td>
<td>PULPACKTION, FRESH</td>
<td>EXILVA</td>
<td></td>
</tr>
<tr>
<td>VC3 (agro-based)</td>
<td>Carbosurf, PROMINENT, LIBBIO</td>
<td>Pulp2Value, AgriMax, Funguschain, GreenProtein, LIPES</td>
<td>FIRST2RUN</td>
<td></td>
</tr>
<tr>
<td>VC4 (organic waste)</td>
<td>NewFert</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Across VCs</td>
<td>EnzOx2, InDIRECT, BIOrescue</td>
<td>DEMETER</td>
<td>BioCannDo, BIOWAYS, STAR4BBI</td>
<td></td>
</tr>
<tr>
<td>Aquatic Biomass</td>
<td>MACRO CASCADE</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
On-going BBI JU projects

More information: [http://www.bbi-europe.eu/projects](http://www.bbi-europe.eu/projects)
BBI JU Calls: status

- RIA-DEMO-Flagship Call 2014
  - GAP
  - 10 Projects ongoing

- Flagship Call 2015.1
  - Call
  - GAP
  - 3 Projects ongoing

- RIA-DEMO-CSA Call 2015.2
  - Call
  - Evaluation
  - 23 GAP
  - 23 Projects ongoing

- Call 2016
  - Call
  - Eval.‘n + GAP
  - 29 projects
<table>
<thead>
<tr>
<th>Value Chains</th>
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<td></td>
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</tr>
</tbody>
</table>
# BBI on-going projects

## Calls 2014 + 2015 + 2016

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<thead>
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<th>RIA</th>
<th>DEMO</th>
<th>Flagship</th>
<th>CSA</th>
</tr>
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<tbody>
<tr>
<td><strong>VC1</strong> (lignocellulose)</td>
<td><strong>US2GREENCHEM, Zelcor, LIBRE, HYPERBIOCOAT, SSUCHY</strong></td>
<td><strong>ValChem, GreenSolRes, BIOFOREVER, LigniOx, EUCALIVA, GRACE</strong></td>
<td>BIOSKOH, LIGNOFLAG, PEFerence</td>
<td></td>
</tr>
<tr>
<td><strong>VC2</strong> (forest-based)</td>
<td><strong>SmartLi, Greenlight, PROVIDES, NeoCel, TECH4EFFECT, EFFERTE</strong></td>
<td><strong>PULPACKTION, FRESH, Dendromass4Europe</strong></td>
<td></td>
<td><strong>EXILVA</strong></td>
</tr>
<tr>
<td><strong>VC3</strong> (agro-based)</td>
<td><strong>Carbosurf, PROMINENT, LIBBIO, BioBarr</strong></td>
<td><strong>Pulp2Value, AgriMax, Funguschain, GreenProtein, LIPES</strong></td>
<td></td>
<td><strong>FIRST2RUN</strong></td>
</tr>
<tr>
<td><strong>VC4</strong> (organic waste)</td>
<td><strong>NewFert, AFTERLIFE, PERCAL, BARBARA</strong></td>
<td><strong>EMBRACED, URBIOFIN</strong></td>
<td><strong>EMB</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Across VCs</strong></td>
<td><strong>EnzOx2, InDIRECT, Biorescue, ReSolve, BIOSMART, ECOXY, SHERPACK, REFUCOAT, POLYBIOSKIN</strong></td>
<td><strong>DEMETER, OPTISOCHEM, SYLFEED, BIOMOTIVE</strong></td>
<td><strong>BioCannDo, BIOWAYS, STAR4BBI, BIOPEN, RoadToBio, Pilots4U</strong></td>
<td></td>
</tr>
<tr>
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<td><strong>MACROCASCADE, BIOSEA, ABACUS, MAGNIFICENT, VALUEMAG</strong></td>
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www.bbi-europe.eu
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

<table>
<thead>
<tr>
<th>4 strategic orientations</th>
<th># CSA</th>
<th># RIA</th>
<th># IA-DEMO</th>
<th># IA-Flagship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedstock</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Process</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Products</td>
<td>0</td>
<td>4</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Market Uptake</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Call 2017 – budget (lines)

- Competition *within* each budget line

<table>
<thead>
<tr>
<th>Action</th>
<th># topics</th>
<th>Budget (line)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSA</td>
<td>2</td>
<td>€ 2 million</td>
</tr>
<tr>
<td>RIA</td>
<td>7</td>
<td>€ 36 million</td>
</tr>
<tr>
<td>IA-DEMO</td>
<td>5</td>
<td>€ 22 million</td>
</tr>
<tr>
<td>IA-Flagship(1)</td>
<td>2</td>
<td>€ 21 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
<td><strong>€ 81 million</strong></td>
</tr>
</tbody>
</table>

(1) Call 2017: *hearings* for all Flagship proposals
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www.bbi-europe.eu
Yearly ‘Call for Proposals’

- **Dec**
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• How to participate?
Via H2020 & BBI JU IT tools...

- **Participant Portal**
  - Register organisations, topic search, proposal submission,...
  - [H2020 online manual](www.bbi-europe.eu)

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

[Images of the BBI logo and a call to action button with options: Find a call, Find partners, Register an organisation, Submit a proposal]
Bio-based Industries JU: a €3.7 billion partnership between the EU and the Bio-based Industries Consortium

HOME

2017 Info Day & brokerage event

28 April, Brussels

Presentations and videostreaming now available!

About BBI

Participate

BBI Partnering Platform
...and personal contact

• Your NCP and EEN contacts
• BBI partnering platform
Call 2017 online meetings

BBI JU CALL 2017 ONLINE MEETINGS

27 June 2017 to 28 June 2017

Venue: http://bbi.lifepartnering.com/
Organiser: BBI JU Partnering Platform
Links: [The Event] [Register]

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

- Your NCP and EEN contacts
- BBI partnering platform
- BBI JU project participants
  - [https://www.bbi-europe.eu/projects](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)
  - BBI = broad field => different expertise needed!
  - As a BBI JU evaluator, you’ll gain valuable BBI JU / H2020 insights...
1. BBI JU (30’)
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Part 2

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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

- Excellence
- Impact
- Implementation
Successful proposals...
...hit the sweet spot
From *main* to *sub*criteria

- 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?

Excellence: WHAT?

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 (⇔ 3/5 in ‘Excellence’ and ‘Implementation’)...  
  – ...and weighting factor of 1.5 in IAs
• 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
• 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? [Yes/No]
- Name of the entities contributing cash
- Total amount including all entities' cash contributions

**Additional Investments**

- Does the proposal foresee additional investments? [Yes/No]

---

Proposal Submission Forms

- 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
“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?

Excellence: WHAT?

Impact: SO WHAT?

Implementation: HOW?
• Call 2016
  – 103 proposals submitted, 29 ‘successful’ = 28% success rate
  – Average scores per criterion?

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• 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’)?

- 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 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...)

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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 subcriterias (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
• **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

Excellence: *WHAT?*

Impact: *SO WHAT?*

Implementation: *HOW?*
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...

Excellence

Impact

Implementation
The sweet spot (bis)…
The sweet spot (bis)...

Topic text
The sweet spot (bis)...
The sweet spot (bis)...

Topic text

Evaluation subcriteria

Proposal template
Conclusion
Conclusion

Write for an evaluator!
Where to find more info?

• **BBI JU website**
  – 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](https://www.bbi-europe.eu/participate/calls-proposals-2017) (find a call, register organisations, submit proposal)

• **Helpdesk@bbi.europa.eu**
Thanks for your attention

...and good luck!

www.bbi-europe.eu