The Profile of Successful Organisations in Horizon 2020

Presented at EARMA Annual Conference
25th April 2017
Malta

COURSE PRESENTER

Dr. Seán McCarthy

HYPERION LTD.
Training Courses
Main St., Watergrasshill,
Co. Cork, Ireland.
Phone: +353-21-4889461
Fax: +353-21-4889465
E-mail: sean.mccarthy@hyperion.ie
Website: www.hyperion.ie
The Profile of Successful Organisations in Horizon 2020

PRESENTER

Dr. Seán McCarthy Hyperion Ltd
sean.mccarthy@hyperion.ie
www.hyperion.ie
@seanmccarthyhyp (Twitter)
Sean McCarthy Hyperion (Linkedin)

EARMA Conference
Malta 25th April 2017

CONTENTS

1 Success Criteria for Horizon 2020
2 The Role of National Funding and National Support
3 Successful Organisations: Research Support Offices
4 Successful Organisations: Researchers
5 Some Conclusions
Organisations Successful in Horizon 2020

- Excellent Science
- Experience with H2020 Process
- Research Support Services


University Ranking vs. H2020 Funding

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambridge University</td>
<td>UK</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>University College London</td>
<td>UK</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Oxford University</td>
<td>UK</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>EPFL</td>
<td>CH</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Edinburgh University</td>
<td>Scotland</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>ETH</td>
<td>Switzerland</td>
<td>5</td>
<td>9</td>
</tr>
</tbody>
</table>

Sources:
QS Ranking: www.topuniversities.com
University Ranking vs H2020 Ranking (2015)

THE World Ranking

Top Universities

<table>
<thead>
<tr>
<th>Research Centre</th>
<th>Country</th>
<th>H2020 Funding (2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNRS</td>
<td>France</td>
<td>1</td>
</tr>
<tr>
<td>Fraunhofer</td>
<td>Germany</td>
<td>2</td>
</tr>
<tr>
<td>CEA</td>
<td>France</td>
<td>3</td>
</tr>
<tr>
<td>DFZ</td>
<td>Germany</td>
<td>7</td>
</tr>
<tr>
<td>IMEC</td>
<td>Belgium</td>
<td>9</td>
</tr>
<tr>
<td>Juelich</td>
<td>Germany</td>
<td>32</td>
</tr>
<tr>
<td>TNO</td>
<td>NL</td>
<td>12</td>
</tr>
<tr>
<td>VTT</td>
<td>Finland</td>
<td>14</td>
</tr>
<tr>
<td>SINTEF</td>
<td>Norway</td>
<td>15</td>
</tr>
</tbody>
</table>

## CONTENTS

1. Success Criteria for Horizon 2020
2. The Role of National Funding and National Support
   - Successful Organisations: Research Support Offices
   - Successful Organisations: Researchers
   - Some Conclusions

---

### European Research Funding (Stakeholders)

<table>
<thead>
<tr>
<th>Research Funding</th>
<th>Research Organisation</th>
<th>H2020 Support Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Funding (Block)</td>
<td>Rector/Directors</td>
<td>NCPs</td>
</tr>
<tr>
<td>National Funding (Competitive)</td>
<td>Administration</td>
<td>National EU Office</td>
</tr>
<tr>
<td>Horizon 2020 + Other EU Funds</td>
<td>Support Services</td>
<td>National Networks</td>
</tr>
<tr>
<td>International Funds</td>
<td></td>
<td>EU Associations</td>
</tr>
<tr>
<td>Private + Philanthropy</td>
<td>Researchers</td>
<td>Consultants + Trainers</td>
</tr>
</tbody>
</table>
The Impact of National Funding (Positive)

Successful Organisations in Horizon 2020

<table>
<thead>
<tr>
<th>Infrastructure</th>
<th>National Funding used for Infrastructures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Research</td>
<td>National Funding for Core Research</td>
</tr>
<tr>
<td>Talent</td>
<td>National Funding to Attract Top Talent</td>
</tr>
<tr>
<td>Networking</td>
<td>Conferences, Networks, Bilateral Agreements</td>
</tr>
<tr>
<td>Seed Funding</td>
<td>Institutional funding to develop ideas</td>
</tr>
<tr>
<td>Germination</td>
<td>Internal Funding – National – EU Funding</td>
</tr>
</tbody>
</table>

Important Messages here for the use of Structural Funds

The Impact of National Funding (Negative)

Low Successful Organisations in Horizon 2020

<table>
<thead>
<tr>
<th>National Funding is ‘easier’ than H2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Funds more prestigious than H2020*</td>
</tr>
<tr>
<td>No links between National Funding and H2020</td>
</tr>
<tr>
<td>No need for European Networking</td>
</tr>
<tr>
<td>Mainly ‘non-Nationals’ apply for H2020</td>
</tr>
</tbody>
</table>

* except ERC
## CONTENTS

- Success Criteria for Horizon 2020
- The Role of National Funding and National Support
- Successful Organisations: Research Support Offices
- Successful Organisations: Researchers
- Some Conclusions

### Research Support Services

- **Call**
  - **Fire Fighting Service**
    - Rules
    - Content

“Are we architects or fire fighters?”

Jaques Delors President of the European Commission from 1985 to 1995
Research Support Services

- How to ‘Monitor’ Decision Making
- How to ‘Influence’ Decision Making
- Identifying ‘Success Criteria’
- Identifying ‘Strategic Partners’

Success Rates vs. Start Time of Researcher

Poul Petersen Concept
Copenhagen University
Profile of Successful Researchers in H2020

<table>
<thead>
<tr>
<th>Science</th>
<th>Excellent Science, Publishing, Conferences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation</td>
<td>International Reputation (Impressing Peers)</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Detailed Understanding of the Evaluation Process</td>
</tr>
<tr>
<td>Topics</td>
<td>They know the background to topics (Pillar II/III)</td>
</tr>
<tr>
<td>H2020 Rules</td>
<td>They understand the rules, processes, forms etc.</td>
</tr>
<tr>
<td>Resubmission</td>
<td>Proposal Rejection is a Source of Learning</td>
</tr>
<tr>
<td>Soft Skills</td>
<td>Communications, Networking, Listening!</td>
</tr>
</tbody>
</table>

“Having knowledge but lacking the power to express it clearly is no better than never having any ideas at all.”

Pericles
(Ancient Greek Politician, General and Statesman, of the aristocratic Alcmaeonid family, 495 BC–429 BC)
Success Rates of ERC Proposals (2015)

Eligibility Criteria

10019

5 Page Synopsis
Grade A, B, C

A (3936)*

Full Proposal
Grade A, B

A

Interviews**

1327 Funded

C = 6083 (61% of 10019) !!!!!!

* Assume there were NO grade B !!!!

“High Quality proposal in ERC is defined as those proposals that receive an A or B in either step of the evaluation.” (P83)

EC Success Rate: 13.3 % (1327/10019)
Real Success Rate: 33.7 % (1327/3936)


Success Rate: Health (Pillar III) (2015)

Eligibility Criteria

1212*

* Excluding SME Instrument proposals

Evaluators
Threshold <10/15

318

Panel

94 Funded

904 = 74.5% (904/1212) !!!!!

EC Success Rate: 7.7% (94/1212)
Real Success Rate: 29.5% (94/318)

CONTENTS

Success Criteria for Horizon 2020
The Role of National Funding and National Support
Successful Organisations: Research Support Offices
Successful Organisations: Researchers

Some Conclusions

What is Your Strategy for Horizon 2020?

<table>
<thead>
<tr>
<th>High Success Organisation</th>
<th>Low Success Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent Science</td>
<td>‘Getting Money out of Brussels’</td>
</tr>
<tr>
<td>Increase World Ranking (Universities)</td>
<td></td>
</tr>
<tr>
<td>Exceed Clients Expectations (Research Centres)</td>
<td></td>
</tr>
<tr>
<td>Funding to Achieve Above</td>
<td></td>
</tr>
</tbody>
</table>
### Pillar I (ERC, FET, Marie Curie)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>High Success Organisation</th>
<th>Low Success Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERC</td>
<td>ERC: Top Priority</td>
<td>Nice if we win ERC</td>
</tr>
<tr>
<td></td>
<td>Special Support Services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ranking Criteria: Reputation</td>
<td></td>
</tr>
<tr>
<td>Marie Curie</td>
<td>Important for funding PhDs and Post-docs</td>
<td>‘Not much money in Marie Curie’</td>
</tr>
<tr>
<td></td>
<td>Ranking Criteria: PhDs</td>
<td></td>
</tr>
</tbody>
</table>

### Activities are EU Level

<table>
<thead>
<tr>
<th>Criteria</th>
<th>High Success Organisation</th>
<th>Low Success Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordination of Proposals</td>
<td>High Priority (Reputation)</td>
<td>Being Partner is ‘Easier’</td>
</tr>
<tr>
<td>Evaluation of Proposals</td>
<td>Best way of Learning H2020 Processes</td>
<td>Too busy, Hard work, Why bother?</td>
</tr>
<tr>
<td>Expert Groups (Lobbying)</td>
<td>Key to Long Term Success</td>
<td>Very little involvement</td>
</tr>
</tbody>
</table>
Copyright © Hyperion 2016

This material is copyright of Hyperion Limited 2016. No part of this manual may be copied, photocopied or reproduced in any form or by any means without the permission in writing from Hyperion Ltd. Violation of these laws will lead to prosecution. All trademarks, service marks, products or services are trademarks or registered trademarks of their respective holders and are acknowledged by the author.

LIMITATION OF LIABILITY

Every effort has been made to ensure complete and accurate information concerning the material presented in this manual. However Hyperion Ltd cannot be held legally responsible for any mistakes in printing or faulty instructions contained within the manual. The authors appreciate receiving notice of any errors or misprints. There are no warranties, expressed or implied, including warranties of merchantability or fitness for a particular purpose, made with respect to the materials or any information provided to the user herein. Neither the author nor publisher shall be liable for any direct, indirect, special, incidental or consequential damages arising out of the use or inability to use the contents of this manual.

Next Hyperion Open Courses

How to Write a Competitive Proposal for Horizon 2020
Date: Wednesday 15th November 2017
Location: Hotel Leopold, Brussels

How to Write the Impact of a Horizon 2020 Proposal
Date: Thursday 16th November 2017
Location: Hotel Leopold, Brussels

Course Presenter: Dr. Seán McCarthy Hyperion Ltd
Booking Details: www.hyperion.ie
Hyperion Courses
Designer and Presenter of Courses: Dr. Seán McCarthy Hyperion Ltd.

Hyperion specializes in the development of training courses for Research Managers and Research Support Staff. Since 1995, over 65,000 people have participated in Hyperion’s training courses in 28 countries.

Hyperion provides training courses to 74 of the top 100 Organisations in Horizon 2020.

**How to Write a Competitive Proposal for Horizon 2020**
- **Target Audience:** Researchers, Research Managers and Newly appointed H2020 Advisors
- **Location of Course:** In-house Courses held on-site
- **Next Open Course:** Brussels Wednesday 15th November 2017

**How to Write the Impact of a Horizon 2020 Proposal**
- **Target Audience:** Researchers, Research Managers and Newly appointed H2020 Advisors
- **Location of Course:** In-house Courses held on-site
- **Next Open Course:** Brussels Thursday 16th November 2017

**How to Support Researchers in Writing Competitive Proposals for Horizon 2020**
- **Target Audience:** Experienced Advisors who have several years experience with Horizon 2020 and who want to refine their processes and procedures.
- **Location of Course:** In-house Courses held on-site

**European Research and Innovation Strategies**
- **Target Audience:** People responsible for the planning of European research strategies in Universities, Research Centres and Research Intensive companies.
- **Location of Course:** In-house Courses held on-site

Details of all courses on [www.hyperion.ie](http://www.hyperion.ie)

---

**Next Open Courses**

**How to Write a Competitive Proposal for Horizon 2020**
- **Location of Course:** Hotel Leopold, Brussels
- **Date:** Wednesday 15th November 2017 (09:30 to 13:00)
- **Details:** [www.hyperion.ie/course4637.htm](http://www.hyperion.ie/course4637.htm)

**How to Write the Impact of a Horizon 2020 Proposal**
- **Location of Course:** Hotel Leopold, Brussels
- **Date:** Thursday 16th November 2017 (09:30 to 13:00)
- **Details:** [www.hyperion.ie/course4638.htm](http://www.hyperion.ie/course4638.htm)

Booking details on [www.hyperion.ie](http://www.hyperion.ie)

[Hyperion Ltd., Main Street, Watergrasshill, Co. Cork, Ireland.]