

## HORIZON 2020: STRATEGY AND EXPERIENCE



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## COMMON MISTAKES

- Not a clear and **defined idea**
- Wrong **call/Programme**
- Wrong **partnership**
- Not counting with enough **time** to prepare it
- Poor prior **art review**
- Poor **patent** analysis
- Poor **market and industry** analysis
- Limited **partner input**
- Poorly structured **GANTT and PERT charts**
- Last minute **"panic" writing**
- Bad management of space or cheating on **space**
- Waiting until the last minute for **admin tasks**



## TIPS

- Clear **timetables** and calendars
- **Checklist**
- **People** dedicated to specific tasks
- **Contingency** plan / Room for unforeseen
- Validating the concept with **EEN or NCP**
- Always keeping in mind the **evaluation criteria**
- **Consortium**: Find the right balance, involve end-user organizations, use online search, social media and specific websites (ex. Cordis)



## Example of a successful project



## Framework

SC2:  
Food security, sustainable agriculture, marine and maritime research and the bio-economy

Call:  
Blue Growth: Unlocking the potential of Seas and Oceans

Area 1:  
Sustainably exploiting the diversity of marine life

Topic:  
BG-02 Forecasting and anticipating effects of climate change on fisheries and aquaculture

Action Type:  
RIA



## Project Summary



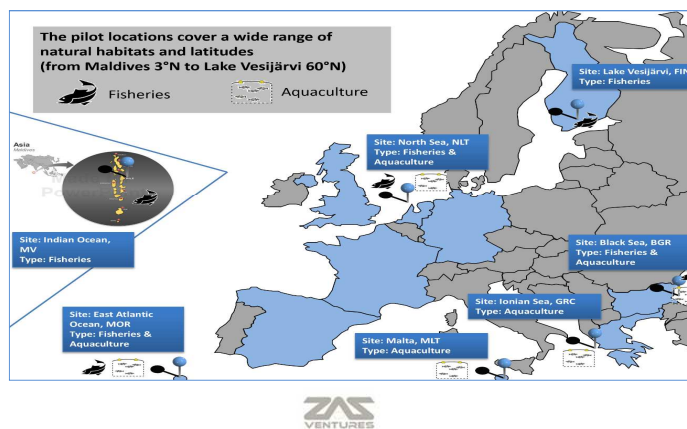
### The PISCES Project

- Topic: Climate change & Fisheries
- Problem: Lack of data on the threats & opportunities in fisheries redistribution caused by climate change
- Project Solution: Assessing and managing socio-economic risks
- Funding: 5 M for 36 months
- Consortium: 15 partners



## Starting Concept Point

- 1- Concept from a Greek Research Center
- 2- Defining the idea and searching of the call
- 3- Building Balanced consortium: 15 Partners
- 4 - Impact adding SMS and Industries
- 5 - Creating 7 pilots (Broad geographical coverage)
- 6 - International cooperation (Morocco & Maldives)



## Challenges

### Project concept phase:

- Developed during the consortium buildup. We remained flexible throughout the proposal development to add new consortium members.

### Proposal writing phase

- Budget issues: it was a large consortium and a relatively limited target budget (5M Euros)
- Impact: working out a business plan and lead exploitation partner for a climate change monitoring platform was challenging.

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Many thanks for your attention and  
good luck with your proposals!

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