

Rules of the game

Practical advices to Moldavian SME-s.

**Regina Herodes, NCP SME
Enterprise Estonia**



Estonia



Aim of the presentation

- Raising awareness of Moldavian SMEs about opportunities provided by FP7
- Giving advices to organizations (Agency for Innovation and Technology transfer, Academy of Sciences) to deal with FP7
- Giving useful hints to SME-s. Science and Technology Park and Innovation Incubator and other organizations

To play chess:

- You have to know rules of the game
- You have to know moves
- You have to have vision and plan
- You have to be honest
- The game is fun if your “partner” is knowledgeable and you respect each other

If an organisation wants to be a great player:

You have to BE ethical

- It is possible to participate in FP7 programmes as a minor player, being in 1-2 projects as a partner or as a coordinator. But if your organization does not have a good system, all employees have to invest a lot of time to understand how the system works, how to report, how to fill timesheets.
- If you want enter a bigger game, you have to have a great respect of how commission has build up the structure, frames. If you follow the guidelines, it is quite easy.
- **Without respecting the rules of the game you simply can never be a great player.**

Why we should respect the rules of the game?

To gain:

- more knowledge
- respect and good reputation, which leads to participation in more FP7 projects
- Funding for research, patents, new products, new knowledge, new services

To influence:

- your country's economy growth
- your own organizations development

How to start?

- Know yourself
- Know FP7 (Cordis official website of FP7)
- Know your partners
- **Be ethical**
- Try to figure out the rules of the game
- **Invest in human capital and build a great team**
- **Provide sufficient trainings for staff**
- Communicate with NCPs, if needed with EC

To build a house To participate in FP7



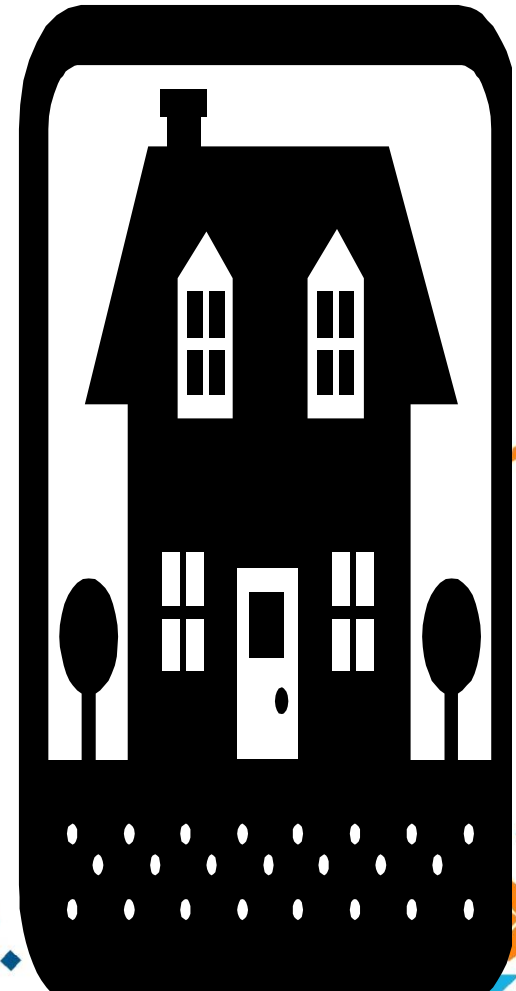
**Do you think
that it is wise
to start from
the roof?**

To build a house

To participate in FP7

To succeed:

- You have to have good foundation
- =fair play
- = Good structure in organization,
- =Great human capital, creative professional team.
- Organization has to invest in educating people, training them worldwide.
Sending them to participate in seminars, conferences, workshops.



To fly an airplane To participate in FP7

It is wise to have checklist



- You have to have a clear vision of what you want to do
- You have to have checklist
- You have to have good plan
- You have to express yourself clearly, in aviation to ATC in FP7 to evaluator
- You have to act on time, there is no excuses for being late

How can Europe achieve its Lisbon goals?

Largest knowledge-based economy by 2010

- Investing in knowledge
- Drawing efforts together
- Create synergies
- Building on its strengths

The role of national authorities:

- National and regional policy makers and administrations have a central role in ensuring the effective exploitation of the potential for synergies between FP7
- **Sufficient budget for innovation**
- **Qualified knowledgeable creative team**
- **Investing into people and knowledge**
- Organization will benefit, when there are great possibilities for people to take several training courses all around Europe.

One of the possible scenarios:

- From some organization of Moldova for example Agency for Innovation and Technology Transfer (or some other organization) could grow in future one of the leading “players” in FP7
- Giving professional consultancies for SME-s
- Organizing information days and road shows for enterprises, organizing different seminar's and workshops for possible participants
- **But also:**
- **Writing proposals and being in 4-5 FP7 projects as a partner and 2-3 as a coordinator**

Practical hint for policy makers and organisations:

- **Invest in human capital!**
- Upgrade and improve the skills of your staff! Train your team
- or/and recruit researchers/innovators to be able to adopt innovative technologies, methods or management.

In conclusion

- From some the agencies from Moldova could grow the leading player, who writes several proposals and participate as a partner or coordinator in many FP7 projects.
- **Why?**
- Synergie in Economy
If you have been on a “journey”= If you have wrote yourself a proposal, you can help others better. If theory is combined with practice the outcome would be best

FP7 is like a ocean

- **Can you understand Ocean?**
- **Keyword is respect**
- **Define your intrest**
Otherwise you will get lost
- **Make choices**
It is impossible to know everything
about everything”

Cordis is official website of FP7like

http://cordis.europa.eu/fp7/home_en.html

CORDIS: FP7 Home

- [FP7 Home](#)
- [FP7 newsroom](#)
- [Understand FP7](#)
- [Participate in FP7](#)
- [Find a call](#)
- [Get support](#)
- [Find project partners](#)
- [Find a document](#)

In the spotlight



[Find project partners and register your profile and interest in FP7 projects](#)

- [Register as independent experts for FP7: Evaluation, monitoring and other assistance](#)

Last updated on: 2007-02-07



Latest News

[Finns boost research links with China](#)

[Date: 2007-02-07]

'Research and development work with China is important because China is investing more and more in science and technology,' commented Jaani Heinonen of Tekes Shanghai. [read more](#)



[>> more news](#)

Forthcoming Events

- [FP7 energy and transport information days](#) Brussels, Belgium
[Event Date: 2007-02-13]
- [Marie Curie Actions information day](#) Brussels, Belgium
[Event Date: 2007-02-13]

[>> more events](#)

What type of user are you?

The Seventh Framework Programme (FP7) is designed to support a wide range of participants... [read more](#)

[Private company](#)

[Public organisation](#)

[Individual researchers](#)

[Outside the EU](#)

Highlights

- [Calls for proposals under the provisional work programmes of the EC FP7 and the EURATOM FP7](#)
- The European Commission has published a [draft grant agreement](#) for the Seventh Framework Programme (FP7)
- Adoption of [rules for participation](#)

What's next

- **'People' calls** expected to be published next

FP7

- **Cooperation** Fostering collaboration in and between industry and academia to gain leadership in key technology areas.
- **Ideas** Supporting basic research at the frontiers of science (implemented by the European Research Council).
- **People** Supporting mobility and career development for researchers both within and outside Europe.
- **Capacities** Helping develop the capacities that Europe needs to be a thriving knowledgebased economy.
- **Euratom** Supporting European research in fusion energy and in nuclear fission and radiation protection.

Who can apply in FP7 calls?

- The programme has a total budget of over €50 billion for the period 2007-2013.
- Participation in FP7 is open to a wide range of organisations and individuals. Universities, research centres, multinational corporations, SMEs, public administrations, funding bodies.
- As a general principle, FP7 is open to participation from any country in the world.

International Cooperation

- Another important group are the International Cooperation Partner Countries (e.g. Russia and other Eastern European and Central Asian states, developing countries, Mediterranean partner countries, Western Balkans countries).
- **Participants from these countries are entitled to funding under the same conditions as EU Member States.**
- The only restriction for them is that consortia must first have the required minimum number of participants from Member States or associated countries.

The NCPs- National Contact Points

(NCPs) are national structures established and financed by governments of the EU Member States and the states associated to FP7 and the CIP.

The NCPs provide:

- personalized support
- guidance, practical information
- assistance on all aspects of participation in programmes
- advice on technical and administrative questions concerning the calls for proposals, partner search, national priorities, and matching national cofinancing possibilities, where applicable.

Find the Contact Points in your country in the following web pages:

For FP7: http://cordis.europa.eu/fp7/get-support_en.html

To participate in FP7 keep in mind:

- **Proposal should solve some problem Europewide
(not only in Moldova)**
- **Innovative idea, solution**
- **Which projects has got funded by EC already**
- **Impact and expected outcome**
- **Great partners, cooperation with NCP**

Research for the benefit of SMEs

- Research for SMEs will support small groups of innovative SMEs in solving common or complementary technological problems.
- Research and technological development projects where the bulk of the research is carried out by actors such as universities, research centres or other legal entities, for the benefit of specific groups, in particular SMEs, or for civil society organisations and their networks.

	Research for SMEs	Research for SME associations
Duration	1-2 years	2-3 years
Number of partners	5-10	5-20
Total budget*	€ 0.5 – 1.5 Million	€ 1.5 – 4 Million
Activities	R&D, demonstration, management, other activities	R&D, demonstration, management, other activities

* Share of R&D of the RTD performers : $\geq 60\%$

Research for the benefit of SMEs

- Impact

The projects must have a clear potential positive impact for the participating SMEs

- Outsourcing of the RTD work to independent RTD performers in a “customer-seller” relationship (“the transaction”)
- Project budget 0,5 – 1,5 M€
- EU grant up to 75 %
- Project duration 1-2 year
- Normally 5-10 participants in the project consortium
at least 3 SMEs from 3 countries + at least 2 RTD performers

Practical advices to Moldavian SMEs

What SMEs will gain participating in FP7?

- Strengthening of the competitiveness of the SME participants and improving industrial competitiveness across the entire European Union and World
- Strengthening overall position through networking and relationship building with international partners, new business relations.
- Access to research centers of excellence and development of research.
- Access to new competence and technology
- Achieve new knowledge, or patent
- Recognition and credibility in the market
- Improved competence in many fields: Technical, project management, IPR, cultural, etc.

SME definition

SME definition:

- 1) < 250 employees
- 2) turnover < € 50 mill. and balance < € 43 mill.
- 3) < 25 % owned by a "non-SME"

SME test

<http://flt.uwe.be/>

How to find partners?

- **Personal contacts**
- **Partner search networks:**
 - CORDIS FP7 official website
 - NCP SME net
 - Enterprise Europe Network
- **Cooperation with NCP**

<http://www.ncp-sme.net/>



Practical hints

- **Be on time or before!**
- **Start early with your proposal and preparations**
- **Project ideas have to be submitted by a certain deadline**

For example now is ongoing call for SME- Research for benefits for SME-s, the call will be closed at 3th December 17.00 at Brussels time, so if it is settled so it will be.

Practical hints:

- **Clear vision and idea**
- **Understanding of what you want to achieve**
What you are going to write a proposal about? Project ideas have to be submitted with clearly defined themes.
- **What do you want to do and how?**
- **Knew knowledge gained?**
- **Framing and defining ideas**

Practical advices how to get started

- Learn to navigate in Cordis website
- Check the Work Programmes and the Calls for Proposals!
- Gather information how to make a competitive project proposal.
- Check the relevant Guide for Applicants!
- Try to find out who are the best partners
- Make plan how to build a best possible consortium
- What is your level of ambition: Coordinator or “regular partner”?
- Communicate with NCP
- Know which project has been funded already

Register yourself in Cordis

- Practical Guid for EU Funding
- Cheklist for funding
- Cordis- upcoming calls
- Cordis email nodification service

Practical hints:

Important keywords:

- **Quality of science**
- **Bring out the competences of the consortium**
- **Look at a bigger picture, every call has its aim.
Project should fit with EC policy**

Convince the evaluator that the project is useful for the EU.

- **Refer to EU policies and development plans**

Practical hints:

- **Be original and innovative.** Differ from previously financed
- **Refer** to FP financed projects and bring out the advantages of your idea
- **Demonstrate the sustainability of the project.**
Show that it does not end with the EU financing

- **Show the technological development**
- **Present the result product/service**
SME-s should have innovative conception, what is the outcome?

- **knew knowledge**
- **new service**
- **new process**

Guide for Applicants: Research for the benefit of SMEs

- It is wise to refer to the **work programme** covering the topics of FP7 related to this call.
- Work programme provides a detailed description of the objectives and topics which are open for proposals, and will describe the wider context of research activities in this area.
- Work programmes are revised each year, so make sure you refer to the latest version before preparing your proposal.

Main problems in R&D projects:

- **Lack of innovation (idea)**
- Weak implementation plan of project results
- Issues of intellectual property unaddressed
- **Weak consortium**
- Budget is not in accordance with the proposed activities
- Uneven distribution of fund
- Not expected impact: Economic benefit

In conclusion

- **Invest in human capital!**
- Upgrade and improve the skills of your staff! Train your team
- Investing in knowledge
- Create synergies
- Present your objectives clearly
- Structure the project clearly

In conclusion:

- Convince the evaluator that the **project is useful for the EU.**
Refer to EU policies and development plans
- **Present the result**, product/service
- **Show the technological development**
- **Differ from previously financed**
- **Refer to FP financed projects** and bring out the advantages of your idea
- **Demonstrate the sustainability of the project.**
Show that it does not end with the EU financing
- **Bring out the competences of the consortium**

Thank you!

Useful links:

SME portal for information on EU policies and initiatives which provide direct or

indirect support to SMEs: http://ec.europa.eu/enterprise/sme/index_en.htm

- ***SME-TECHWEB provides easy to understand information on participation in FP7 for***

SMEs http://ec.europa.eu/research/sme-techweb/index_en.cf

SME page:

http://cordis.europa.eu/fp7/capacities/research-sme_en.html

SME Help-desk: research-sme@ec.europa.eu

Enterprise Europe Network (EEN): http://www.enterprise-europe-network.ec.europa.eu/index_en.htm

SME Tech Web: http://ec.europa.eu/research/sme-techweb/index_en.cfm?pg=news

Useful links:

European Research Council (ERC) manages FP7-Ideas: <http://erc.europa.eu>

FP7 National Contact Points: http://cordis.europa.eu/fp7/ncp_en.html

FP7 Helpdesk: <http://ec.europa.eu/research/index.cfm?pg=enquiries>

SME service: http://ec.europa.eu/research/sme-techweb/index_en.cfm

FP7 activities: http://cordis.europa.eu/fp7/home_en.html

CORDIS: The official entry point to Europe's **Seventh Framework Programme for research and technology development (FP7)**, its specific programmes, activities, themes and latest developments.

http://cordis.europa.eu/fp7/home_en.html/

solutions to problems common to large numbers of SMEs in specific sectors.

(see: http://cordis.europa.eu/fp7/capacities/research-sme_en.html)