

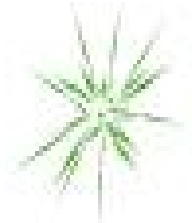
# Building a Funding Strategy

Sjoerd van Tongeren  
Executive Director  
Institute for Innovation and Governance Studies  
University of Twente



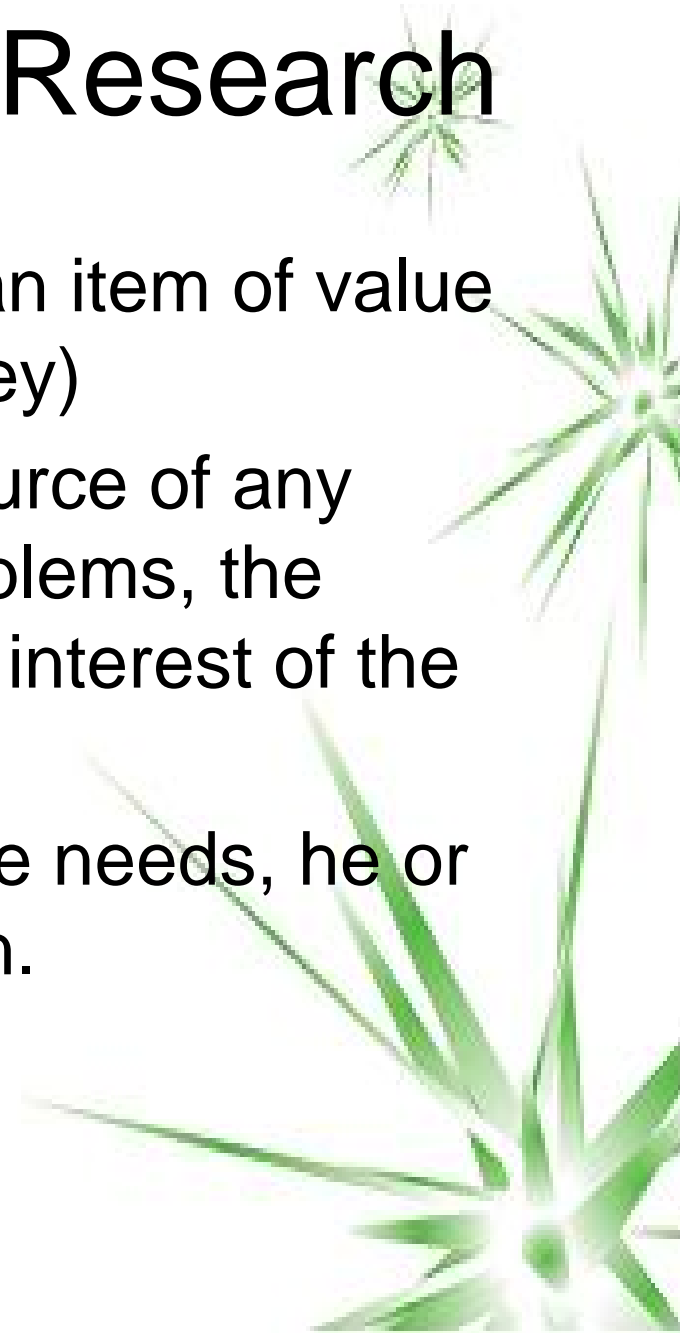
# Overview

- Selling your research
- Horizon 2020
- The promise in a project
- How to build a project
- Build a network for project building
- Learn, improve, network, influence
- How-to at Home



# Basics: Selling your Research

- Selling is offering to exchange an item of value for a different item (mostly money)
- The value is revealed by the source of any problems, the impact of the problems, the benefits of the solution, and the interest of the buyer.
- Once the salesperson knows the needs, he or she is ready for the presentation.



# Horizon 2020

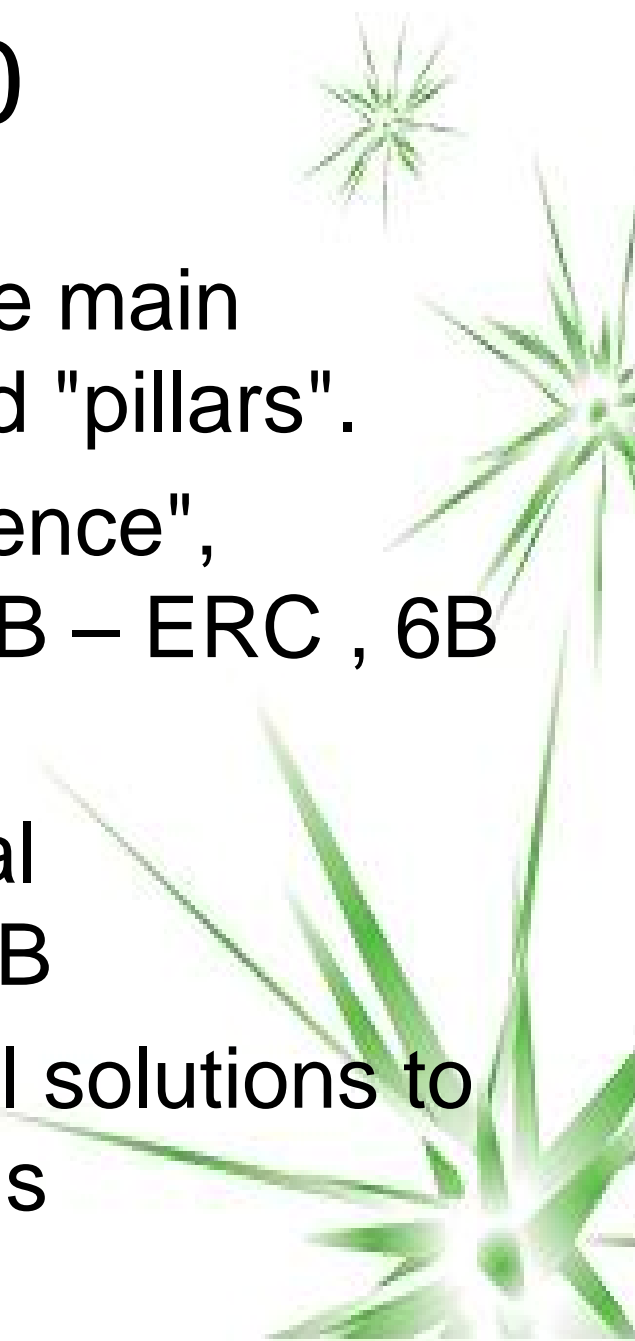
The EU framework program is not a funding scheme for Research:

In Horizon 2020 the focus is on innovation, delivering economic growth faster and delivering solutions to end users



# Horizon 2020

- The program consists of three main research areas that are called "pillars".
- The first pillar, "Excellent Science", focuses on basic science. 13B – ERC , 6B MC
- The second pillar is "Industrial Leadership", 6 programs, 14 B
- The third pillar funds potential solutions to social and economic problems



# Horizon 2020

"Societal challenges" (SC), in six sub programs:

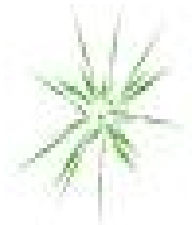
- Health (€7.5 billion)
- Food, water, forestry, bio economy (€3.8 billion)
- Energy (€5.9 billion)
- Transport (€6.3 billion)
- Climate action, environment, resource efficiency, and raw materials (€3.1 billion)
- European society (€1.3 billion)
- Security (€1.7 billion)

This pillar also funds themes names as "Science with and for society" (€0.5 billion) and "Spreading excellence and widening participation" (€0.8 billion)



# Horizon 2020 (SC)

- A challenge-based approach that brings together resources and knowledge across different fields, technologies and disciplines, including social sciences and the humanities.
- activities from research to market with a new focus on innovation-related activities: piloting, demonstration, test-beds, market uptake.



# Basics: the promise

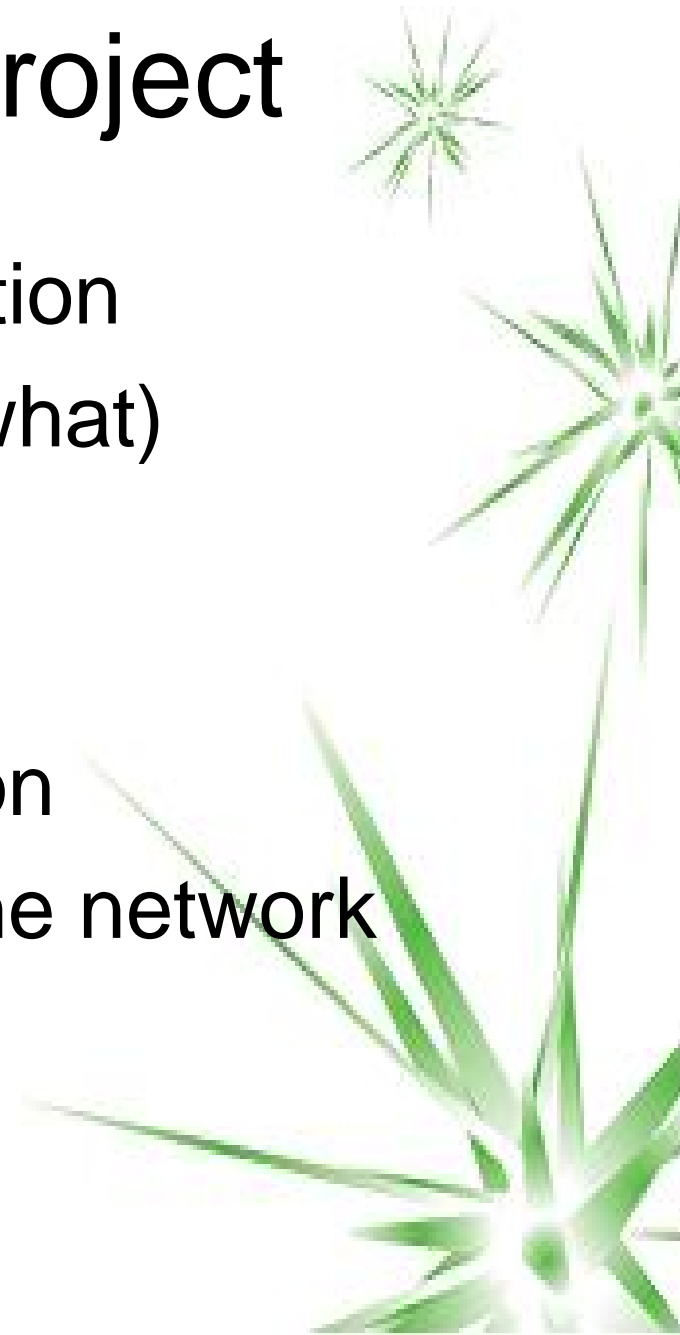
- State of the art (showcase position)
- Result orientated
- Build on experience
- Good organization (tasks, deliverables)
- Understandable (think of your grandmother)
- Multi discipline





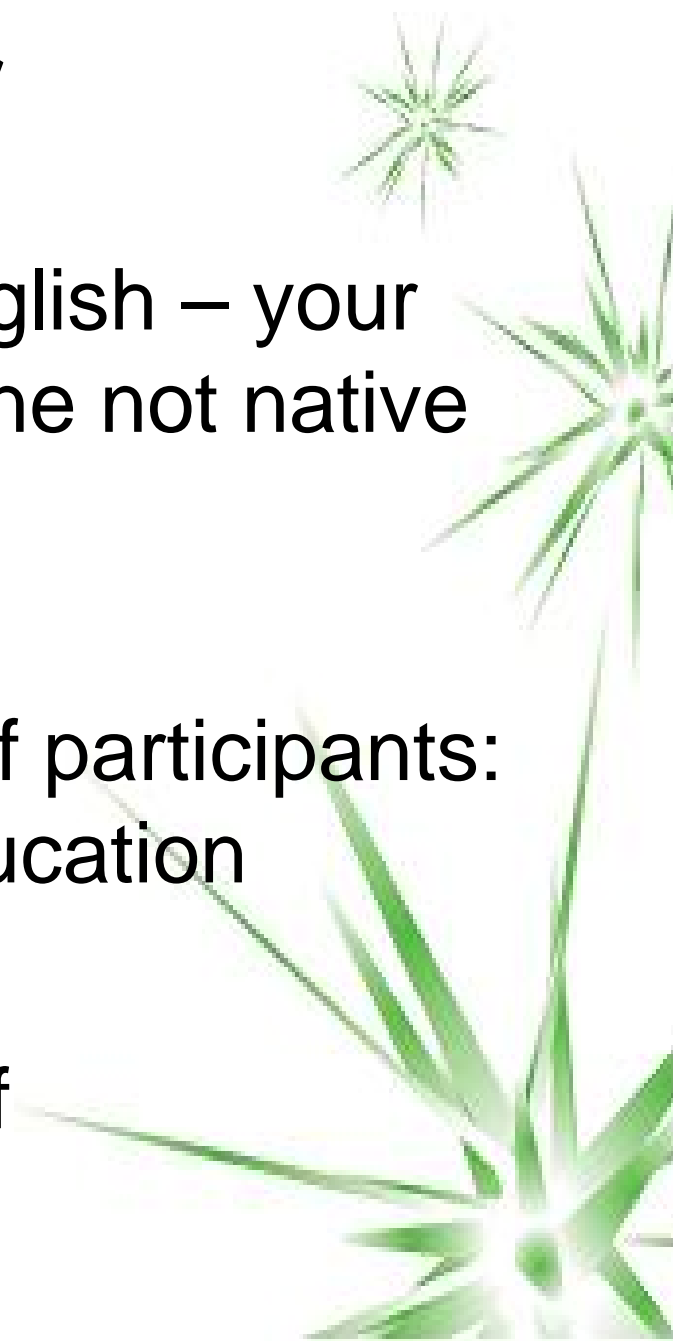
# How to build a project

- Clear leadership / Coordination
- Well structured (who does what)
- Good planning (deadlines)
- Budget agreement
- Involvement of administration
- Take all stakeholders into the network



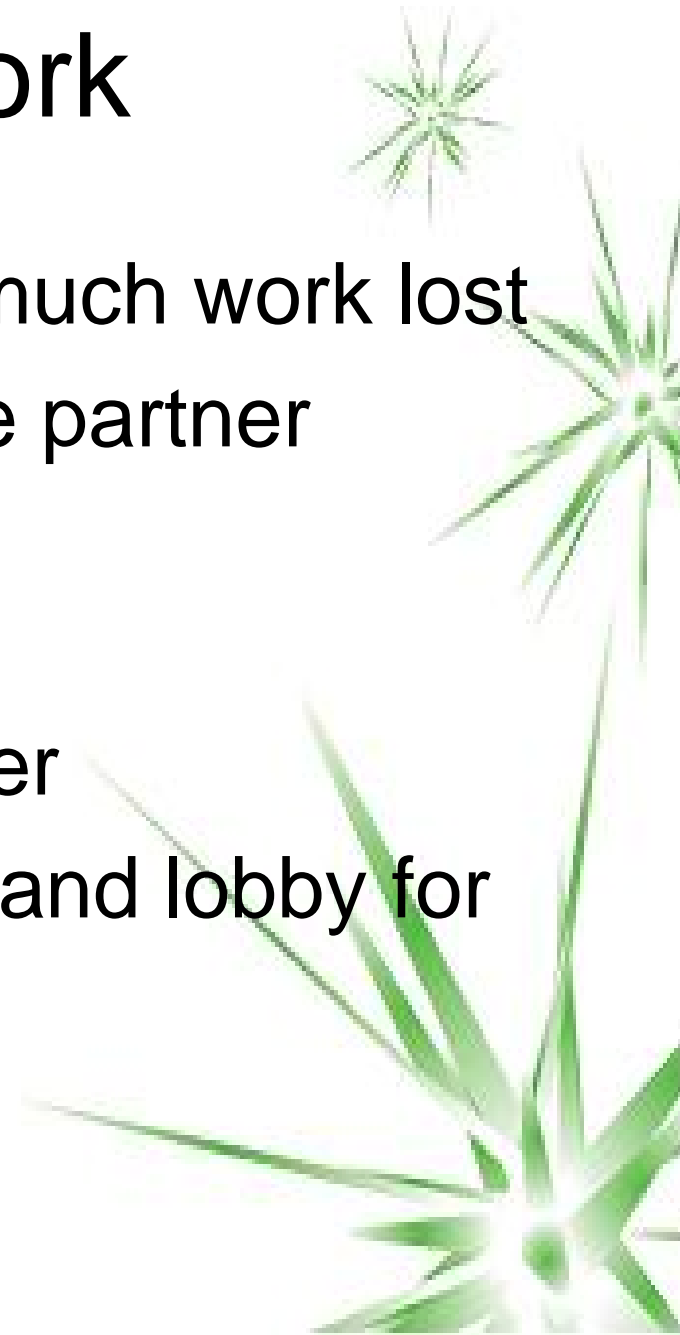
# Remember

- Use simple International English – your text is being read by someone not native to the language!
- Try to avoid political issues
- Think of specific problems of participants: like SME's or secondary education
- Logic in the project ([Pirsig](#))
- Be(come) an [expert](#) yourself



# Build a Network

- Building just one project is much work lost
- A single project cannot have partner experience
- You have to learn doing it
- The network can be a partner
- The network can scan calls and lobby for the work program



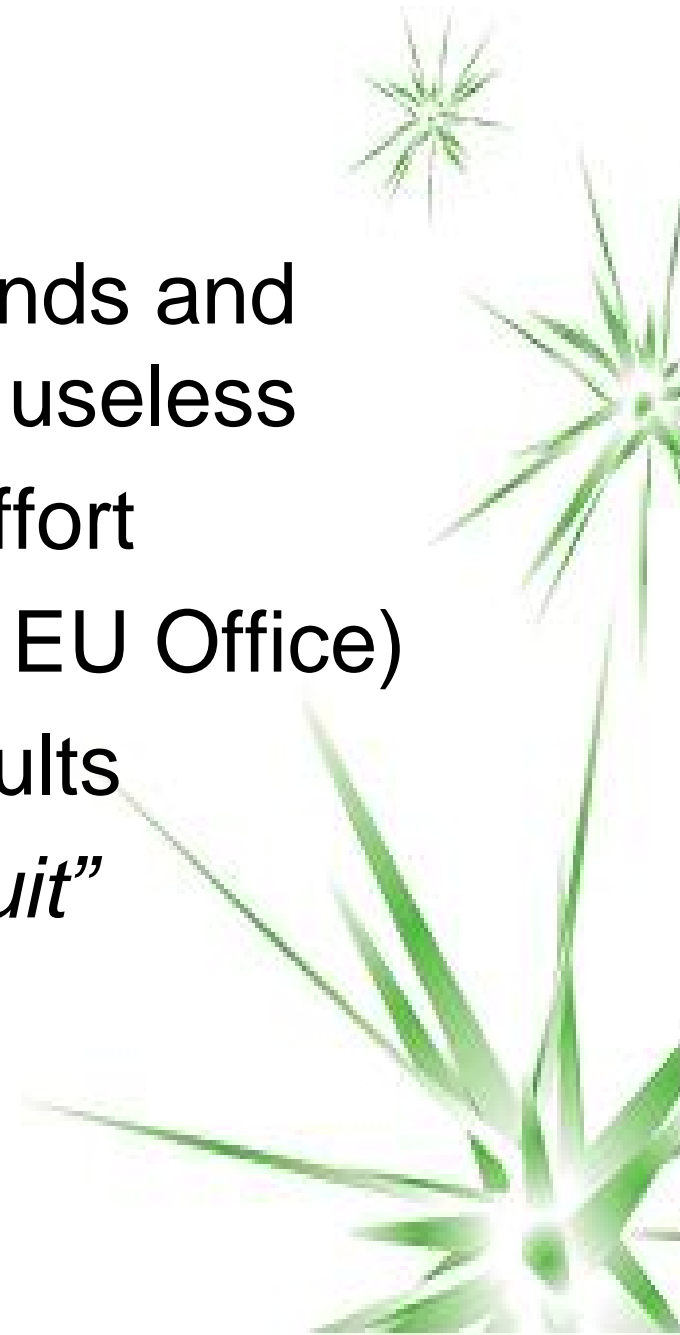
# Build /join a Network

- Academia and Industry
- Diversity in disciplines
- Spread over Europe
- Make the network an entity
- Have an active chair
- Meet and go to Brussels



# Learn

- Just finding a call, a few friends and writing text is in most cases useless
- Become part of a network effort
- Learn and improve (use the EU Office)
- It's more than science – results
- *“De kost gaat voor de baat uit”*



# How-to at Home

- Make Acquisition a group effort
- Connect Research, Acquisition and HR
- Reserve time for these activities
- Join other University groups
- Think of your role in a theme
- Know how to sell yourself, where are you strong, who is promising

