

**#EuropeCalls**

**"Recerca, Innovació, Tecnologia i Cultura"**

**Convocatòries Cultura i TIC**

6 November 2015

**Philippe Gelin**

*European Commission*

*Communications Networks, Content and Technology Directorate General*

*Media and Data Directorate*

*Creativity Unit.*

# Reminder

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# Presentation Structure

- ICT-21-2016: Support technology transfer to the creative industries  
Deadline 12 April 2016
- ICT-36-2016: Boost synergies between artists, creative people and technologists  
Deadline 12 April 2016
- ICT-19-2017: Media and content convergence  
Deadline 8 November 2016
- SMEInst-01-2016-2017: Open Disruptive Innovation Scheme  
Continuous Calls.  
Next cut off date for Phase I 24 February 2016  
Next cut off date for Phase II 3 February 2016
- FTI: Open Disruptive Innovation Scheme  
Continuous Calls.  
Next cut off date 15 March 2016)

# Presentation Structure

- SC6 CULT-COOP-08-2016 Virtual Museum  
Deadline 4 February 2016
- Creative Europe: Currently none  
I.e. (2015) Support for Development of European Video Games
  - (

**ICT work programme 2016-2017**

**ICT-21-2016**

**Support technology transfer  
to the creative industries**

**Krzysztof Nichczynski**

**(Unit G.2 – Creativity)**

Deadline: 12 April 2016

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# Why ?

To increase the competitiveness of the European creative industries

SMEs represent 85% of all actors in the creative industry sector, but they often face difficulties in adopting state of the art ICT technologies

=> stimulating ICT innovation in SMEs,

+ fostering exchanges between the creative industries SMEs and providers of innovative ICT solutions.

# What ?

Actions should support creative industries SMEs in leveraging emerging ICT technologies for the development of innovative products, tools, applications and services with high commercial potential.

*(No further guideline)*



# How ?

Proposals should ensure that creative industries SMEs are participants in the consortium and take on **a driving role in the action**, i.e. leading the innovation activities and liaising with end-users, ensuring that the work responds to a clear market demand.

The **draft business plan** provided should demonstrate that the solutions are cost-effective, market-ready and targeted at existing markets with a potential for cross-border extension.

Proposals should make clear if the action would lead to **impacts** at European or international level and explain how the achievement of those impacts would be **measured**.

# Support technology transfer to the creative industries

**Action:** Innovation Actions

**Project duration:** expected 12<-> 18 month

**Project funding:** expected 0.5 <> 1 Mio €

**Total budget:** 14 Mio € (Indicative)

**Opening:** 20 October 2015 (Indicative)

**Deadline:** 12 April 2016 at 17.00 Brussels time (Indicative)

# Thank you!

## How to keep in touch:

emails: [CNECT-CREATIVITY@ec.europa.eu](mailto:CNECT-CREATIVITY@ec.europa.eu)

Twitter account: [\*\*@ICTCreativityEU\*\*](https://twitter.com/ICTCreativityEU)



**ICT work programme 2016-2017**

**ICT-36-2016**

**Boost synergies between artists, creative people and technologists**

**Jose Maria Del Aguila Gomez (Unit G.2 – Creativity)**

**Ralph Dum (Unit C.3 – Digital Science)**

**Deadline 12 April 2016**

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# Why?

Innovation, today, is as much about novel solutions that technology and design can provide as it is about understanding needs of society and ensuring wide participation in the process of innovation.

In this context, the Arts are gaining prominence as a catalyst of an efficient conversion of S&T knowledge into innovative products, services, and processes.

The challenge is to accelerate and widen the **exchange of skills of artists and creative people with entrepreneurs and technologists**, thus creating a common language and understanding.

*This topic supports the **STARTS (S&T&ARTS) initiative, fostering innovation at the nexus of 'Science, Technology and the Arts'.***

*(Please refer to the general introduction to the Work Programme)*

# How?

The activities are structured as follow:

- A. Innovation Action** establishing a structured dialogue between creative people and technology developers:
1. Develop a Network
- AND**
2. Organise a competition for Creative & Technologist to build prototypes.
- B. Coordination and Support Action** encouraging artists' integration into research and innovation projects, providing visibility of good practices and rewarding them
1. Brokerage service for artists in research and innovation projects
- OR**
2. Implementation of a 'STARTS prize'



# How?

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# A - Creative people and technology developers

## 1 - *Develop a Network*

It will identify the relevant regional, national and international agencies active in education, research and economic support of the Creative Industries

- Establish a Europe wide sustainable structured dialogue, ensuring the synchronisation of the efforts
- Promote the replication of successful initiatives across other industries and European countries.

# A - Creative people and technology developers

## 2 - Competition

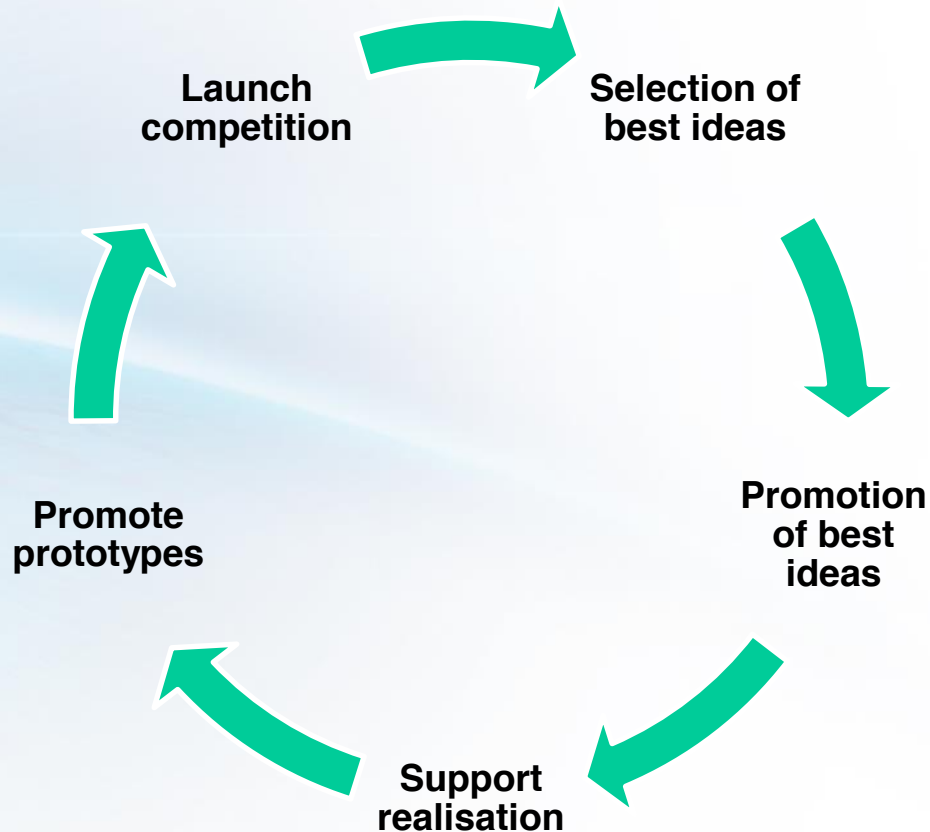
Taking advantage of existing structures such as fab labs, creative and innovation hubs.

Combine the following activities:

1. Launch a yearly Europe wide competition for the best creative product ideas
  2. Promote the newly selected ideas
  3. Ensure the financial support of their realisation.
  4. Promote the prototypes resulting from the selection of the previous year
- Develop a sustainability strategy to ensure the persistence of the experiences gained and the coordination mechanisms set up during the action beyond the funding period.

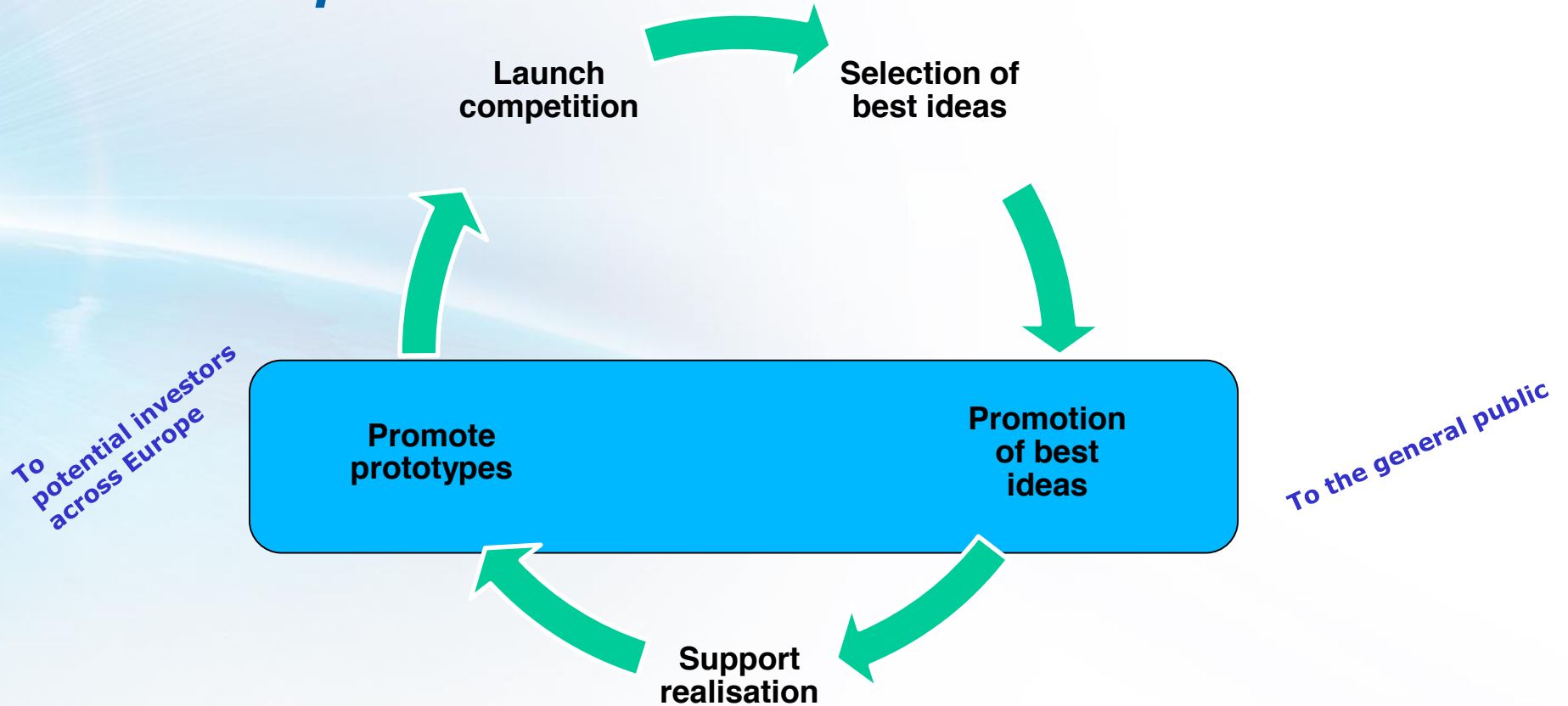
# A - Creative people and technology developers

## 2 - Competition



# A - Creative people and technology developers

## 2 - Competition



# A - Creative people and technology developers

## 2 - Competition

Teams of creative individuals and technologists providing novel ideas

Evaluation criteria:

- Originality
- Feasibility
- Economic or social value potential.

The consortium will define the process for selecting the prototype developments

Typical financial support per experiment: < 50.000 €

# A - Creative people and technology developers

## *1 and 2*

Estimated Total Grant: about EUR 3 million

At least 80% of the funding should be dedicated to the prototype developments (2).

It is recommended to also use established networks reaching out to SMEs like the Enterprise Europe Network and the NCP network for calls publications and awareness raising towards SME's.

# How?

The activities are structured as follow:

**A. Innovation Action** establishing a structured dialogue between creative people and technology developers:

1. Develop a Network

**AND**

2. Organise a competition for Creative & Technologist to build prototypes.

**B. Coordination and Support Action** encouraging artists' integration into research and innovation projects, providing visibility of good practices and rewarding them

1. Brokerage service for artists in research and innovation projects

**OR**

2. Implementation of a 'STARTS prize'



# B - Encouraging artists' integration

## 1 - Brokerage service

**Coordination and Support Action** to provide a **brokerage service** that will:

- **Fund short-term residencies/fellowships** in running H2020 projects or in institutions and sponsor 'matchmaking events' (workshops, hackatons, etc.) that will allow artists and ICT experts to develop common work practices and address concrete problems.
- **Set up an online platform** to match partners from the ICT and the Arts, identify concrete R&D&I problems that artistic practices could help address.
- **Organise an annual high visible STARTS event** with international outreach bringing together H2020 projects, industrial players and artists and showcasing successful interactions between industry, technology and the Arts.

**Budget:** 4 Mio € (*estimated*)

**Duration:** 4 years (*estimated*)

# B - Encouraging artists' integration

## 2 - "*STARTS*" prize

**Coordination and Support Action** to implement a 'STARTS prize'

STARTS == Science, Technology and the Arts

Reasoning:

- Showcase vision and innovation in technology rooted in links with the Arts by giving visibility to the most forward- looking collaborations and the impact on innovation that they have achieved.
- Rewarding outstanding contributions to innovation resulting from collaborations of technology with the Arts.

# B - Encouraging artists' integration

## 2 - "*STARTS*" prize

**Coordination and Support Action** to implement a 'STARTS prize'

Two annual prizes (20.000 € each):

- One honouring artistic exploration where appropriation by the Arts has altered (the use, deployment, or perception of) technology
- One honours works linking ICT and the Arts (technological or artistic) that open new pathways for innovation and/or society.

# B - Encouraging artists' integration

## 2 - "*STARTS*" prize

**Coordination and Support Action** to implement a 'STARTS prize'

The support action will ensure:

- Publicising the prize,
- Handling of submission in a scalable manner,
- Establish the evaluation procedure for the prize in liaison with the EC services,
- Organise the award ceremony together with an exhibition and a (travelling) exhibition of shortlisted works.

# B - Encouraging artists' integration

## 2 - "STARTS" prize

**Coordination and Support Action** to implement a 'STARTS prize'

Visibility and impact:

- Be a long-term commitment,
- Must reach out to both technology/industry and to the art world.

*(Might therefore be best linked to an existing high profile prize allowing leveraging existing resources and credentials.)*

**Budget:** 1 Mio € *(estimated)*

**Duration:** four years *(estimated)*

# ICT-36: Boost synergies between artists, creative people and technologists

## A) ICT-36 IA

**Action:** Innovation Actions

**Project Size:** 3 Mio €

**Budget:** 3 Mio €

## B) ICT-36 CSA

**Action:** Coordination and Support Actions

**Project duration:** expected 4 years

**Project size:** 4 Mio € (Brokerage) and 1 Mio € (Prize)

**Budget:** 5Mio €

**Opening:** 20 October 2015

**Deadline:** 12 April 2016 at 17.00 Brussels time

# Thank you!

## How to keep in touch:

emails: ICT-36.A [CNECT-CREATIVITY@ec.europa.eu](mailto:CNECT-CREATIVITY@ec.europa.eu)  
ICT-36.B [Ralph.Dum@ec.europa.eu](mailto:Ralph.Dum@ec.europa.eu)





**ICT work programme 2016-2017**

**ICT-19-2017**

# **Media and content convergence**

**(CNECT/ Unit G.1 )**

Deadline: 8 November 2016

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# Why ?

## Specific Challenge:

The media and content sector is driven more and more by the use of technology and new business models, new ways of interaction, consumption and expression are appearing in the rise of the digital era. Europe's media sector is strong in creating content. It is embracing new technologies and investing in innovation to benefit from the digital market. However, the sector has to become even more tech savvy as competition is growing from global players that are particularly strong at technological innovation.

**The challenge is to make the best use of technology for reaching out to new audiences, adapting to the digital era and thriving in the connected Digital Single Market.**

# What ?

Scope:

Demonstration and validation of new technologies, services and solutions through **large scale demonstrations, pilots or close-to-market prototypes** exploiting the **convergence, interoperability and integration between broadcasting, broadband Internet-based services, audiovisual and social media.**

- a. **Innovation Actions – Media and Content Convergence:** opportunities for new personal and immersive experiences.
- b. **Coordination and Support Actions on Convergence and Social Media**

# Innovation Actions – Media and Content Convergence: opportunities for new personal and immersive experiences

Convergence among different communication and delivery platforms offers unprecedented opportunities.

They should be exploited in order to develop **immersive environments** able to enhance users' experience in content consumption.

Moreover, such opportunities open to great improvements on content accessibility for people with different types of impairments (due to e.g. aging or disabilities). Convergence enables to collect users' behaviour through several feedback channels facilitating hyper-personalised services, forms of participatory content and advanced content management.

# Innovation Actions – Media and Content Convergence: opportunities for new personal and immersive experiences

Proposals should address **one but ideally more challenges** to exploit media and content convergence opportunities. **A non-exhaustive list** of challenges that proposals might want to look at are:

- i. Exploiting synergies between the **participation of individuals** connected through **social media and the convergence environment**.

New services will build around **content aggregation, annotation, mash-ability, verification, analysis, search, media sharing and recommendation**.

# Innovation Actions – Media and Content Convergence: opportunities for new personal and immersive experiences

Proposals should address one but ideally more challenges to exploit media and content convergence opportunities. A non-exhaustive list of challenges that proposals might want to look at are:

- ii. Developing immersive and pervasive solutions for increased personalised user experience in content consumption in order to meet new user expectations (e.g. **hyper-personalized, real-time storytelling, QoE, free viewpoint, augmented reality**).

# Innovation Actions – Media and Content Convergence: opportunities for new personal and immersive experiences

Proposals should address one but ideally more challenges to exploit media and content convergence opportunities. A non-exhaustive list of challenges that proposals might want to look at are:

iii. Facilitating the convergence process to enable the interaction with content on **any device, anywhere, anytime** in a multiplatform scenario.

For instance, through the development of advanced personalised audio-visual services, for a successful European media and content industry, sustaining a participatory, pluralistic and diverse European media landscape.



# Innovation Actions – Media and Content Convergence: opportunities for new personal and immersive experiences

Proposals should address one but ideally more challenges to exploit media and content convergence opportunities. A non-exhaustive list of challenges that proposals might want to look at are:

iv. Development and advancement of **accessibility solutions** specifically for converging media and content.

This may include technologies for **subtitles, sign language, descriptive language, automated graphical presentation of avatar character, automated translation and adaption, personalised setup in an accessibility scenario.**

# Innovation Actions – Media and Content Convergence: opportunities for new personal and immersive experiences

The Commission considers that proposals requesting a contribution from the EU of **between EUR 2 and 4 million** would allow this area to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

# Innovation Actions – Media and Content Convergence: opportunities for new personal and immersive experiences

## Expected Impact:

Proposals should address one or more of the following impact criteria, providing, when appropriate, metrics and benchmarks to measure success:

- To develop new services as a consequence of the convergence of broadband, broadcast and social media;
- To move closer to a fully personalised and interactive user experience;
- To increase the use of ICT technologies in the Media industry;
- Solutions that can clear barriers for the success of the Digital Single Market from the content and media perspective.

# Media and content convergence

**Action:** Innovation Actions ICT-19-2017 (IA)

**Project duration:**

**Project funding:** expected 2 <> 4 Mio €

**Total budget:** 38 Mio €

**Opening:** 10 May 2016

**Deadline:** 8 November 2016 at 17.00 Brussels time

# Coordination and Support Actions on Convergence and Social Media

Proposals in this action will address at **least these two challenges**:

- **Facilitate research and policy exchange** in Convergence and Social Media by: increasing awareness of the latest technological developments among policy stakeholders, making researchers aware of the current and future policy and regulatory framework and monitoring the state of the art of the European Media and Content sector in a digital single market.
- **Support R&D programmes/activities**, dissemination of results and organisation of scientific and/or policy events in Convergence and Social Media. Analysis and development of research agendas and roadmaps, pre-standardisation initiatives and stakeholders coordination in Convergence and Social Media.

## Coordination and Support Actions on Convergence and Social Media

The Commission considers that proposals requesting a contribution from the EU of **about EUR 1 million** would allow this area to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

# Coordination and Support Actions on Convergence and Social Media

Expected Impact:

- To support a **sustainable European fora of stakeholders** representing the evolving Media environment.

# Media and content convergence

**Action:** Coordination and Support Action ICT-19-2017 (CSA)

**Project duration:**

**Project funding:** expected  $\sim$ 1 Mio €

**Total budget:** 1Mio €

**Opening:** 10 May 2016

**Deadline:** 8 November 2016 at 17.00 Brussels time



**Thank you!**





# SME Instrument Open Disruptive Innovation

*Philippe Gelin*



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# The SME Instrument

SEAMLESS BUSINESS INNOVATION SUPPORT FROM IDEA TO MARKET...



...YOUR HIGHWAY TO DELIVER INNOVATION ON THE MARKET!

Apply at any time!

6 months

12-24 months

## ACTIVITIES SUPPORTED

### PROOF OF CONCEPT

- ✓ Prove Technical and Commercial Viability
- ✓ Explore IP Regime
- ✓ Design Study
- ✓ Develop Pilot Application
- ✓ Risk Assessment

### DEMONSTRATION OF COMMERCIAL POTENTIAL via

- ✓ Prototyping
- ✓ Testing
- ✓ Piloting
- ✓ Miniaturization
- ✓ Scaling-up
- ✓ Application Development

### GO-TO-MARKET

- ✓ EU Quality Label (Promotion & Networking with Financiers/Clients)
- ✓ Investment Readiness Training
- ✓ SME window in the EU Financial Facilities (debt & equity backed by EIB/EIF)
- ✓ Link to Public Procurement Networks

# What support is available?

- Business innovation grants for **feasibility assessment** purposes (optional phase I): EUR 50,000 (lump sum) per project (70% of total cost of the project);
- Business innovation grants for **innovation development & demonstration purposes** (possible phase II): an amount in the indicative range of EUR 500,000 and 2,5 million (70% of total cost of the project as a general rule);
- Free-of-charge **business coaching** (optional in phases I and II), in order to support and enhance the firm's innovation capacity and help align the project to strategic business needs;
- Access to a wide range of **innovation support services** and facilitated access to risk finance (mostly in optional phase III), to facilitate the commercial exploitation of the innovation.

# Phase I

- **Funding is available for:** exploring and assessing the technical feasibility and commercial potential of a breakthrough innovation that a company wants to exploit and commercialize.
- **Activities funded could be:** risk assessment, design or market studies, intellectual property exploration; the ultimate goal is to put a new product, service or process in the market, possibly through an innovative application of existing technologies, methodologies, or business processes.
- The project should be aligned to the business strategy, helping internal growth or targeting a transnational business opportunity.
- **Amount of funding:** lump sum of €50,000 (per project, not per participating business).
- **Duration:** typically around 6 months
- **Outcome:** The outcome of a phase 1 project is a feasibility study (technical and commercial), including a business plan.

## Phase II

- **Funding is available for:** innovation projects underpinned by a sound and strategic business plan (*potentially elaborated and partially funded through phase 1 of the SME Instrument*).
- **Activities funded:** prototyping, miniaturisation, scaling-up, design, performance verification, testing, demonstration, development of pilot lines, validation for market replication, including other activities aimed at bringing innovation to investment readiness and maturity for market take-up.
- **Amount of funding:** in the indicative range of €500,000 – € 2.5 million or more (covering up to **70% of eligible costs**, or in exceptional, specific cases up to 100%).
- **Duration:** typically around 1 to 2 years
- **Outcomes:**
  - a new product, process or service that is ready to face market competition;
  - a business innovation plan incorporating a detailed commercialisation strategy and a financing plan in view of market launch (e.g. on how to attract private investors, if applicable).



# Phase III

- **Commercialisation (phase 3)**

- With the view of facilitating the commercial exploitation of the innovation activities resulting from phase 1 or phase 2, specific activities will be proposed. These can include support for further developing investment readiness, linking with private investors and customers through brokerage activities, assistance in applying for further EU risk finance, and a range of other innovation support activities and services offered via the **Enterprise Europe Network (EEN)**.

- **Coaching**

- Innovation and Business development coaching is proposed in parallel throughout phases 1 and 2 to help SMEs:
- enhance the company's innovation capacity
- align the project to the identified business development strategy
- develop the commercial/economic impact and long term sustainability.
- Coaching will be provided by experienced business coaches, selected through the **Enterprise Europe Network (EEN)**.

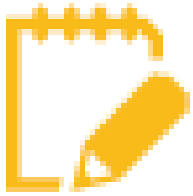
## SMEInst-01-2016-2017: Open Disruptive Innovation Scheme

- **Specific Challenge:** The challenge is to provide support to a large set of high risk innovative Startups and SMEs in the ICT sector. Focus will be on companies proposing disruptive ICT concepts, products and services applying new sets of rules, values and models which ultimately create new markets (e.g. by tackling non consumption) or disrupt existing markets.
- The objective of the ODI is threefold:
  - 1. Nurture promising innovative and disruptive ideas;
  - 2. Support their prototyping, validation and demonstration in real world conditions;
  - 3. Help for wider deployment or market uptake.
- Proposed projects should have a potential for disruptive innovation and fast market up-take. In particular it will be interesting for entrepreneurs and young innovative SMEs, including start-ups that are looking for swift support to their innovative ideas.
- Type of Action: SME instrument phase 1, SME instrument phase 2

# Who?

- At least one SME. Only applications from for-profit SMEs established in EU Member States or Horizon 2020 associated countries.
- No concurrent submission or implementation with another SME instrument phase 1 or phase 2 project:
  - ✓ The SME instrument is targeted at companies that need SME instrument funding as core part of their business strategy to launch a high-potential innovation. It is a competitive scheme in which only the best ideas have a chance to succeed. Consequently SMEs with usually limited absorptions capacities, need to focus their applications but have the chance to come back due to the permanently open call. This way it should also be possible to achieve a reasonable success rate.

# Check List



- Proposals for phase 1 are not required to provide a draft plan for exploitation and dissemination.
- proposal for phase 2 shall include a first commercialisation plan.

# Phase I : Implementation Timeline

- Open for submission: 26 November 2015 & 10 November 2016
- Intermediary call deadlines:
  - 24 February 2016
  - 3 May 2016
  - 7 September 2016
  - 9 November 2016
  - 15 February 2017
  - 3 May 2017
  - 6 September 2017
  - 8 November 2017
- + 2 Months => Information on the outcome of the evaluation
- + 3 Months => signature of grant agreement



# Phase II : Implementation Timeline

- Open for submission: 26 November 2015 & 10 November 2016
- Intermediary call deadlines:
  - 3 February 2016
  - 4 April 2016
  - 17 June 2016
  - 13 October 2016
  - 18 January 2017
  - 6 April 2017
  - 1 June 2017
  - 18 October 2017
- + 4 Months => Information on the outcome of the evaluation
- + 6 Months => signature of grant agreement



# Questions?

"H2020 SME wp16-17"

"H2020 Work programme general annexes"



# Fast Track to Innovation Pilot

*Philippe Gelin*





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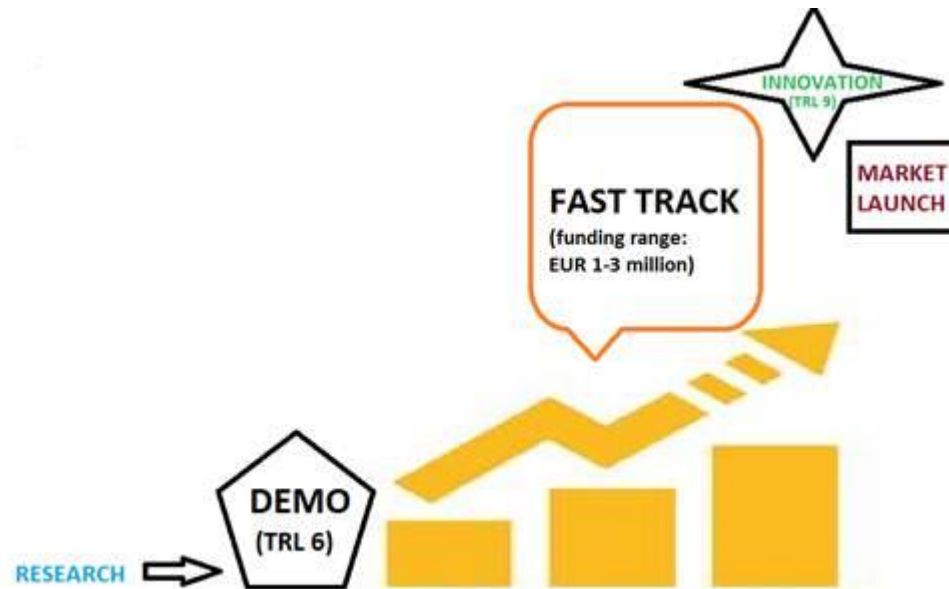
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## Fast Track to Innovation Pilot - the concept in a nutshell...

***The FTI pilot is the only fully bottom-up measure in Horizon 2020 promoting close-to-the-market innovation activities that is open to all types of participants...***

# Main policy drivers behind the scheme...

- Reduce time from idea to market ('last push')
- Increase participation of industry, first-time applicants, SMEs
- Stimulate private sector investment in R&I



# Fast Track to Innovation Pilot

THE ULTIMATE BOOST FOR OUTSTANDING BUSINESS INNOVATORS WITH A NEED FOR SPEED...

## PREPARE YOUR PROPOSAL

Build your industry-intensive consortium\*  
minimum 3 partners - maximum 5 partners  
(all based in the EU and / or in Horizon 2020  
associated countries)

Proposal



Outstanding Business Innovation Concept  
(high-readiness level / TRL 6, meaning  
demonstrated in a relevant environment)

Continuous open call  
until end 2016

6 months time-to-grant

## DEVELOP YOUR INNOVATION

Receive an EU grant of EUR 1 million to 3 million  
(70% of funding, 100% of funding for non-profit entities)

From Mature R&D  
Demonstration  
Market-Oriented  
R&D  
to Market-Mature Innovation

12-24 months for implementation

## HIT THE MARKET!

Start your commercial activities



The Market  
Market-Maturity to Market  
Launch



Market-ready result  
(finished product, service,  
process/ TRL 9)

At most 36 months from grant to market

... AND EAGER TO COMPETE ON GLOBAL MARKETS...!

## ACTIVITIES SUPPORTED

Systems validation in real working conditions – Testing – Piloting – Business model validation – Standard setting – Pre-normative research – EU quality label

HORIZON 2020



# Why participate to the FTI Pilot?

- Proof of your market potential
  - Visibility at the European level / increased chances for market success
  - Important support to close-to-market innovation activities
  - Building of new value chains / other networking opportunities
- 
- ✓ **Faster funding**
  - ✓ **Business-driven approach**
  - ✓ **Maximum emphasis on impact**



# Who?

- **Consortia of a limited size: min. 3, max. 5 partners**
- All of the partners should be legally established in the EU or in a Horizon 2020 associated country\*, and partners must be from at least three different eligible countries
- Consortia must be industry-intensive:

*either*

- ✓ 2 out of 3/4 partners = private-for-profit
- ✓ or 3 out of 5 partners = private-for-profit

*or*

- ✓ 60% of the budget of the proposal (=total estimated eligible costs) is to be allocated to private-for-profit entities
- ... but can be composed of partners of any type of legal entity ( industry, SMEs, first-time applicants...)



# Domain covered

- Proposals shall relate to **any field under the specific objective** 'Leadership in enabling and industrial technologies' and/or to any of the specific objectives under the priority 'Societal challenges'.

# Work supported:

- Advanced and specific research and development activities
- Standard setting and advanced performance testing / piloting / demonstration activities
- Validation of solutions in real working conditions / certification
- Business model validation



- TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 7 – system prototype demonstration in operational environment
- TRL 8 – system complete and qualified
- TRL 9 – actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space)



# Maturity

- The solution or innovation proposed must be relatively mature / **close-to-market already!**
- Time-to-market: **36 months or less** (from the moment of the start of the FTI pilot action!)
- **Level of development** ~ TRL 6 (for technological innovations), and similar level of maturity for the non-technological ones
- Further development (up to TRL 9 or equivalent for non-technological innovations) possible in a relatively limited amount of time, and underpinned by a technical and a commercial planning
- Ultimate objective: significant value creation at the EU level (and beyond) / hit the market sooner
- **A proposal shall include a business plan**

# How much?

- The maximum EU contribution per project is EUR 3 million.
- ....but .....
- The indicative EU contribution per project is expected to be between EUR 1 million and EUR 2 million.

EU funding sought cannot exceed EUR 3 million; 70% of funding for private-for-profit entities (//innovation actions)



\* A list of Horizon 2020 associated countries is available via [this link](#).

# Evaluation

The criterion '**Impact**' will be evaluated first, followed by 'Excellence' and 'Implementation'.

For ex-equos:

- value of 'Impact' criterion;
- size of budget allocated to SMEs;
- number of first-time industry applicants;
- number of industry participants;
- gender balance among the personnel named in the proposal as primarily responsible for carrying out the research and/or innovation activities.

\* A list of Horizon 2020 associated countries is available via [this link](#).

# IMPACT

- Fast development, commercial take-up and/or wide deployment of sustainable innovative solutions (products, processes, services, business models etc.) in enabling and industrial technologies and/or for tackling societal challenges.
- Time to initial market take-up no later than 3 years after the beginning of the FTI project. In very well-justified cases linked to the specific characteristics of a particular innovation field or industry sector, the time to initial market take-up could be longer.
- Enhanced competitiveness and growth of business partners in the consortium, measured in terms of turnover and job creation.
- Increased industry participation, including SMEs, and more industry first-time applicants to Horizon 2020.
- Leveraging more private investment into research and/or innovation.
- Where appropriate, addressing transnational value-chains and/or EU-wide or global markets.

\* A list of Horizon 2020 associated countries is available via [this link](#).

# Ranking

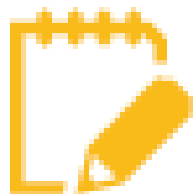
- Thresholds: overall 12/15; score for "Impact" needs to be 4/5 or higher!
- Proposals with an overall initial score lower than 12/15 will not be ranked
- Proposals with an initial score lower than 4/5 for impact will not be ranked
- Marking will be refined, will allow for bulk of selection decisions
- Criteria for further differentiation will be:



- ✓ Value of 'Impact' criterion
- ✓ Size of budget allocated to SMEs
- ✓ Number of first-time industry applicants
- ✓ Number of industry participants
- ✓ Gender balance of consortium staff performing the proposed action

# Check List

- Max. 30 pages for technical annex (sections 1,2,3)
  - ✓ Impact !
  - ✓ Excellence
  - ✓ Implementation
- **Business plan-logic**
  - ✓ Market relevance and positioning / exploitation strategy (IPR?!)
  - ✓ Financing needs / framework conditions
  - ✓ Return on investment?
- EU added value at another level than the prospective economic one also important
- Solution should be described in a way that it is clear that it will go beyond the current state-of-the-art in its field
- Resources: complementary & cost-effective



# Implementation Timeline for 2016

- Open for submission:
  - **2 December 2015**
- intermediary call deadlines:
  - **15 March 2016**
  - **1 June 2016**
  - **25 October 2016**
- **+ 3 Months => Information on the outcome of the evaluation**
- **+ 6 Months => signature of grant agreement**



# Questions?

"H2020 FTI wp16-17"





The EU Framework Programme for Research and Innovation

**HORIZON 2020**

**SC6**

**CULT-COOP-08-2016**

**Virtual Museum**



**Albert GAUTHIER**

DG Connect Unit G2 Luxembourg

# Reminder

*The purpose of the following slides are to elicit interest from the public.*

*The reader is reminded that decisions and actions should solely be based on the legal reference documents.*

*The author, presenter and the European Commission should in no case be taken responsible for any mistake in or misinterpretation of this document.*

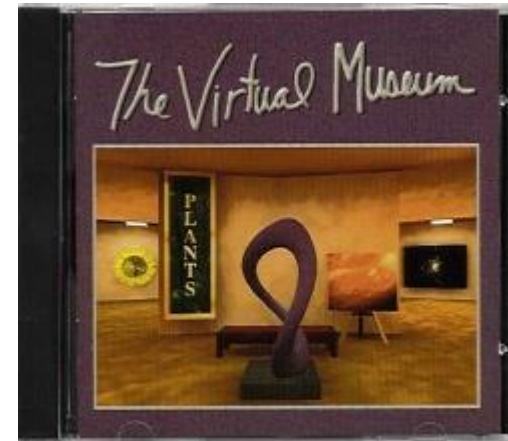
# WHY DO WE NEED VIRTUAL MUSEUM ?

- **Accessibility (+/- 20%)**
- **Conservation**
- **Usage**
- **Re-use**
- .....





# NEW ? Not really...



**APPLE**  
**Siggraph 1992**



**CULT-COOP-08-2016: Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction.**

**PROGRAMME AVAILABLE AT**

**[http://ec.europa.eu/research/participants/data/ref/h2020/wp/2016/2017/main/h2020-wp1617-societies\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/wp/2016/2017/main/h2020-wp1617-societies_en.pdf)**



## **CULT-COOP-08-2016: Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction.**

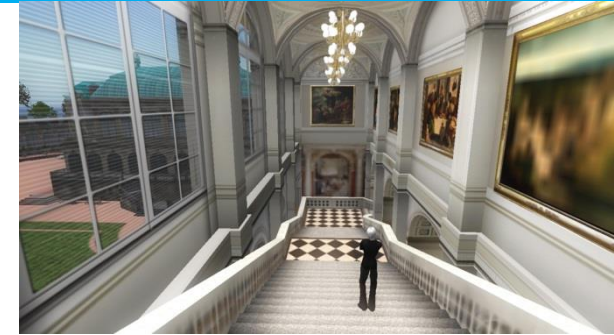
**The Virtual Museum (VM) is not a real museum transposed to the web, nor an archive or a database of virtual digital assets but a provider of information on top of being an exhibition room.**

**VM provide opportunities for people to access digital content before, during and after a visit in a range of digital 'encounters'. Virtual museum is technologically demanding especially in terms of virtual and augmented reality and storytelling authoring tools which must covers various types of digital creations including virtual reality and 3D experiences, located online, in museums or on heritage sites.**

**The challenge will be to give further emphasis on improving access, establishing meaningful narratives for collections and displays and story-led interpretation by the development of VM. It will also address the fundamental issues that are required to make this happen e.g. image rights, licencing and the ability of museums to support new ICT technology.**

## CULT-COOP-08-2016

a)



The real potentiality of a virtual museum is in the creation of a personalized, immersive, interactive ways to enhance our understanding of the world around us. The audio-visual narrative is one of the best means to effectively communicate about objects in a museum to the ordinary visitor.

**Therefore, actions will focus on the development of highly innovative technologies, methods and ICT tools to significantly improve the 'digital encounter' including quality of images, sonic narratives, the display and interactivity with digital objects. Besides, actions should research and create new ways of personalised storytelling, interactivity and adaptive guidance, bridging the physical and the digital world.**

The technology resulting from the research should be validated in real life environments. During test and validation phases, due attention has to be paid to scalability, portability, transmedia and interoperability of the technologies proposed and the support needed when implemented. Furthermore, social media tools should be integrated into the VM platform in order to facilitate exchange of information among users.



## CULT-COOP-08-2016



**b)**

**The scope of this action is to develop and maintain a sustainable platform engaging a large number of key actors, stakeholders and communities of practices on how to improve the collaboration and comprehension among the entire community, in order to build up a common roadmap for future activities and explore how these new encounters can be evaluated to understand the models.**

The platform should engage - and be open to all - practitioners and stakeholders wishing to contribute to decision making processes, agree on objectives and priorities, share experiences, policies and practices. **Partnership and collaboration between public and private stakeholders should be encouraged.**

**The platform will concretise its action through the organisation of workshops, conferences or any other awareness-raising actions.**

## CULT-COOP-08-2016

### Expected Impact



**Virtual Museums and Social Platform are accessible for everyone, breaking the restrictions of geography and time.** VM & SP will help to increase European citizens' curiosity for art and their understanding of cultural heritage. VM & SP will support access to culture and citizens' engagement with culture in less developed regions.

Researchers and scholars will benefit from the new possibilities to shape, access and study European Culture.

**Synergies between virtual and traditional museums and cultural institutions will support the economic growth of the sector as measurable impacts will be achieved beyond the beneficiaries of the funded projects.**

## **CULT-COOP-08-2016**

**a) Research and Innovation actions. 10M€ (2,5M€)**

**b) Coordination and Support actions. 1 M€**

**CALENDAR CULT-COOP-08-2016**

**Publication date: 27/10/2015**

**Deadline: 04/02/2016**





# Thank you!

## How to keep in touch:

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