



Research and Innovation Opportunities in Converging Media and Content

***Thomas Küpper
Converging Media and Content Unit
DG CONNECT***

Disclaimer: The contents of this presentation are for informal guidance and discussion purposes only. These slides do not replace any formal legal or guidance texts published by the European Commission.



European
Commission

Funding?

Horizon 2020

Work Programme 14-15

*5. Leadership in enabling and
industrial technologies*

*i. Information and
Communication Technologies*



Call Deadline: 14 April 2015

ICT 19 – 2015: Technologies for creative industries, social media and convergence.

ICT19.a Research & Innovation actions: 18 EUR million

Technologies and tools to support creative industries in the creative process from idea conception to production.

ICT19.b Innovation actions: 21 EUR million

Facilitate convergence and integration between broadcasting

ICT 19.c Coordination and Support Actions 2 EUR million
on Convergence and Social Media



European
Commission

Innovation

Goal?

*Tightly couple research with
innovation*

How?

- *Support Research and Innovation from lab to market*
- *Encourage incremental and disruptive innovation*
- *Promote a closer relationship between research and entrepreneurship*
- *Put SMEs in the lead in delivering innovations to the market.*
- *Use more evaluators from the business and investor domains involved in the selection process*
- *Provide greater access to risk capital for innovative SMEs & midcaps*
- *Ensure a clear emphasis on innovation in the selection of projects*

The result?

*Support for innovation is
mainstreamed in Horizon 2020*

'Research & innovation' actions

Projects selected for funding...

- *Will establish new knowledge ("that has innovation potential")*
and/or
 - *Will explore the feasibility of a new or improved technology, product, process, service or solution.*
 - *May include basic and applied research, technology development and integration, testing and validation on a small-scale prototype in a laboratory or simulated environment.*
 - *May contain closely connected but limited demonstration or pilot activities aiming to show technical feasibility in a near to operational environment.*
 - *Will be funded at 100%*
-
- ✓ **Type of activity is specified in WP**
 - ✓ **Bulk of activity expected to be in "innovation-aware" mid-term R&D**
 - ✓ **Small-scale innovation-type activities are expected**

'Innovation' actions

Projects selected for funding...

- *will primarily consist of activities directly aiming at producing plans and arrangements or designs for new, altered or improved products, processes or services.*
- *may include prototyping, testing, demonstrating, piloting, large-scale product validation and market replication.*
- *are expected to demonstrate that innovations they develop meet the needs of European and global markets; and,*
- *address the delivery of such innovations to the markets*
- *may include limited research and development activities.*
- *will be funded at 70% (except for non-profit orgs)*

How is innovation taken into account in the evaluation of proposals?

Evaluation criteria

- Different aspects of innovation are embedded in **each** of the 3 evaluation criteria used for selecting projects
- The same criteria will be used to evaluate:
 - 'Research and Innovation' actions (100% funded)
 - 'Innovation' actions (70% funded)
 - SME actions (70% funded)
- Investors (VCs, BAs) and market experts will be secured for panels evaluating proposals.

Criteria will be interpreted by evaluators within the context of the topic addressed by the proposal, taking into account the WP text, the type of action and the nature of the proposed activities.

In concrete terms....

'Excellence' criterion *(excerpt)*

- *Extent that proposed work is ambitious, **has innovation potential**, and is beyond the state of the art*

'Impact' criterion *(excerpt)*

- *Enhancing **innovation capacity** and integration of new knowledge;*
- *...developing **innovations meeting the needs of European and global markets**; and, where relevant, by **delivering such innovations to the markets***

'Quality & efficiency of the implementation' *(excerpt)*

- *Appropriateness of the management structures and procedures, including risk and **innovation management**.*

Note: For 'Innovation' actions the score for 'impact' will be **weighted by a factor of 1.5**



H2020 Definition of Innovation Management

"Innovation management is a process which requires an understanding of both market and technical problems, with a goal of successfully implementing appropriate creative ideas. A new or improved product, service or process is its typical output. It also allows a consortium to respond to an external or internal opportunity."

(ref. p 7 of H2020 Research & Innovation and Innovation actions proposals template - <http://tinyurl.com/innov-mgmt3>)

Less is more...

Page limits to encourage clarity in proposals

- SME instrument:
 - 10 pages for phase 1
 - 30 pages for phase 2
- Support actions: 50 pages
- 'Innovation' / 'Research & Innovation' actions: 70p
- PCP / PPI proposals: 90 pages

***Draft Horizon 2020 Work
Programme 2014-2015***

General Annexes

→ Chapter H. Evaluation

If necessary priority order for proposals

*(i) Proposals that address **topics not covered** ...*

*(ii) ... **criterion excellence***

*In the case of Innovation actions **impact**, and then
excellence.*

... further prioritisation

***size of budget allocated to SMEs** ...*

***gender balance** among the personnel named.*



Thank you!

**General questions on research
converging media and content unit**
CNECT-G1-RESEARCH@ec.europa.eu

Thomas Küpper

phone +32 2 29-88066

mail thomas.kuepper@ec.europa.eu