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Digital Cultural Heritage as a lab for fostering win-win collaboration between the public and the private sector

Santa Mònica Art Centre
Barcelona 12 June 2018

**EU funding digital cultural heritage:
how to succeed in a European project**

Antonella Fresa

- EC Programmes funding digital cultural heritage
- Excellence, Impact and Implementation
- Timing as a key factor for the success

EC PROGRAMMES FUNDING DIGITAL CULTURAL HERITAGE

The **Participant Portal**: a precious source of information about the EC funded programmes

<http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

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Funding Opportunities

[H2020 ONLINE MANUAL](#)

Find the European Union funding opportunities and search for new or closed calls of the programmes described on this page.

See the full list of the Commission funding programmes.




Horizon 2020

Horizon 2020 is the new EU funding programme for research and innovation running from 2014 to 2020 with a €80 billion budget. H2020 supports **SMEs** with a new **instrument** that runs throughout various funded research and innovation fields, enhances EU **international research** and Third Country participation, attaches high importance to integrate **social sciences** and **humanities** encourages to develop a **gender dimension** in project.

Cosme

Programme for the Competitiveness of Enterprises and SMEs (COSME) will run from 2014 to 2020, with a planned budget of €2.3bn. It will facilitate SME access to finance, create supportive environment for business creation, help small businesses operate outside their home countries and improve their access to markets.



MAIN PROGRAMMES FUNDING DIGITAL CULTURAL HERITAGE

- Horizon 2020
- Connecting European Facilities (Europeana)
 - ✓ Generic Services, 75% funding
- Creative Europe, in particular for cultural sector and media
- Interreg, in particular for public administrations
- COSME, in particular for SMEs

3 pillars:

- Excellent Science
- Industrial Leadership
- Societal Challenges

After 2020: Horizon Europe (FP9)

- *7 years (2021-2027)*
- *EC proposal: 100 B€*
- *Under negotiation with EU Council and Parliament*

SOCIETAL CHALLENGES

1. Health
2. Food
3. Energy
4. Transport
5. Environment
6. Social Challenge 6: Europe in a changing world - inclusive, innovative and reflective societies
7. Security

BUDGET 2019 in SC6

Call open on 6/11/2018 – close on 14/3/2019

Transformations-08-2019 (RIA)	3 Prop @ 3M	<u>The societal value of culture and the impact of cultural policies in Europe</u>
Transformations-03-2019 (RIA)	2 Prop @ 3M	<u>Innovative solutions for inclusive and sustainable urban environments</u>
DT-transformations-07-2019 (CSA)	1 prop @ 1.5M	<u>The impact of technological transformations on children and youth</u>
Transformations-13-2019(CSA)	1 prop @ 1.9M	<u>Using big data approaches in research and innovation policy making</u>
DT-transformations-07-2019 (RIA)	3 prop @ 3M	<u>The impact of technological transformations on children and youth</u>
DT-transformations-11-2019 (RIA)	3 prop at 4M	<u>Collaborative approaches to cultural heritage for social cohesion</u>
Transformations-04-2020 (RIA+IA)	3 prop @ eM	<u>Innovative approaches to urban and regional development through cultural tourism</u>
DT-transformations-02-2020 (RIA)	2 prop @ 3.5M	<u>Transformative impact of disruptive technologies in public services</u>

EXCELLENCE, IMPACT AND IMPLEMENTATION

3 criteria used for the evaluation of the H2020 proposals

In the case of H2020, these correspond to the 3 chapters of the proposal

For the other EU programme they are still valid and maybe should be complemented with specific criteria that apply in those cases (e.g. alignment with Europeana in CEF and creative sector participation in Creative Europe)

- Clarity and pertinence of the objectives
- Soundness of the concept, and credibility of the proposed methodology
- Extent that proposed work is beyond the state of the art, and demonstrates innovation potential
- Appropriate consideration of interdisciplinary approaches

- The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the call
- Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity, create new market opportunities, strengthen competitiveness and growth of companies, bring other important benefits for society
- Exploitation and dissemination of project results (including management of IPR)

DISSEMINATION AND COMMUNICATION

- Dissemination is a key factor for the delivery of impact
- It is important to use all the available channels: online, conferences, publications
- Social media play an important and critical role
- Please, note the new H2020 social media guide for EU funded R&I projects published in April 2018:

http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

- Quality and effectiveness of the work plan
- Management structures and procedures, including risk and innovation management
- Complementarity of the participants and necessary expertise
- Allocation of tasks, role and resources

TIMING AS A KEY FACTOR FOR THE SUCCESS

Preparing a proposal is a complex task that requires time to be accomplished

Start as early as possible

My experience is: minimum 2 months if you already have concept and consortium

Consider more, if you still need to develop concept and consortium composition

1ST STEP: CORE PARTNERS & CONCEPT

To establish the **multidisciplinary** core group of partners.

They will elaborate the **concept** of the proposal, in alignment with the **priorities** indicated in the EC call.

Hints:

- Physical meeting, for effective brainstorming
- The Coordinator should prepare the meeting with a note including the text of the call and distribute rapidly the minutes of the meeting

2ND STEP: THE CONSORTIUM

To establish the **consortium**.

This will discuss the concept elaborated by the core partners adding **details** and sharing **responsibilities**

Hints:

- Invite only partners that bring the expertise necessary for the project, avoid unnecessary partners and duplication of roles
- A good geographic coverage helps to achieve wider impact
- Include users for validation activities

3RD STEP: BUSINESS/EXPLOITATION

Business/exploitation plans have a fundamental role to demonstrate real **commitment** to make **sustainable** the project's results after the end of the EU funding period.

Hints:

- Target audience(s) / target market(s)
- List exploitable outputs
- Associate each output to at least one partner that has a stake in that sector

4TH STEP: IMPLEMENTATION

Implementation is based on very concrete elements. Mainly: **workplan**, project **management**, **risks** planning, **budget**

Hints:

- Be precise and clear in the allocation of roles
- Resources should be carefully measured: not too few, because it cannot work, not too much, because you get penalised in the evaluation

ADDITIONAL CONSIDERATIONS

- Data management plan
- Ethical issues
- Innovation potential and impact on SMEs

CONCLUSIONS:

Preparing a proposal is costly

Submitting low quality proposals is not worth

A good proposal, even if not successful in getting EU funding once, it is worth for future re-elaboration and collaborations

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**Thank you
very much!**

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Official Media Partner

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