

Horizon Europe – outlook into 2022

Laura Koponen

Why?
Why funding?
How much is there?

What?

How?

So what?

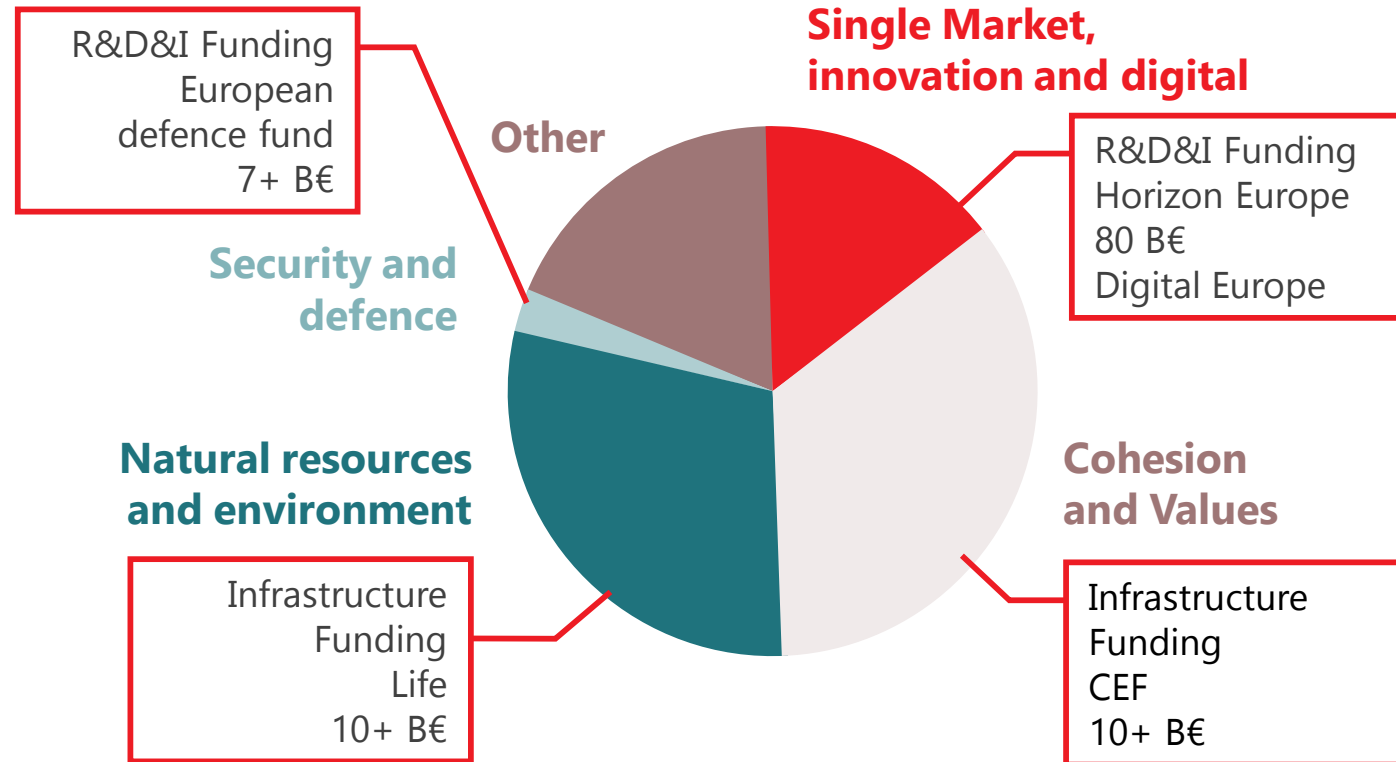


100 B€+ of funding relevant to you 2021-2027

What is your fair share?

1 EU Multiannual Financial Framework

in total 1000 B€ (2018 prices)



2

Next Generation EU

750 B€

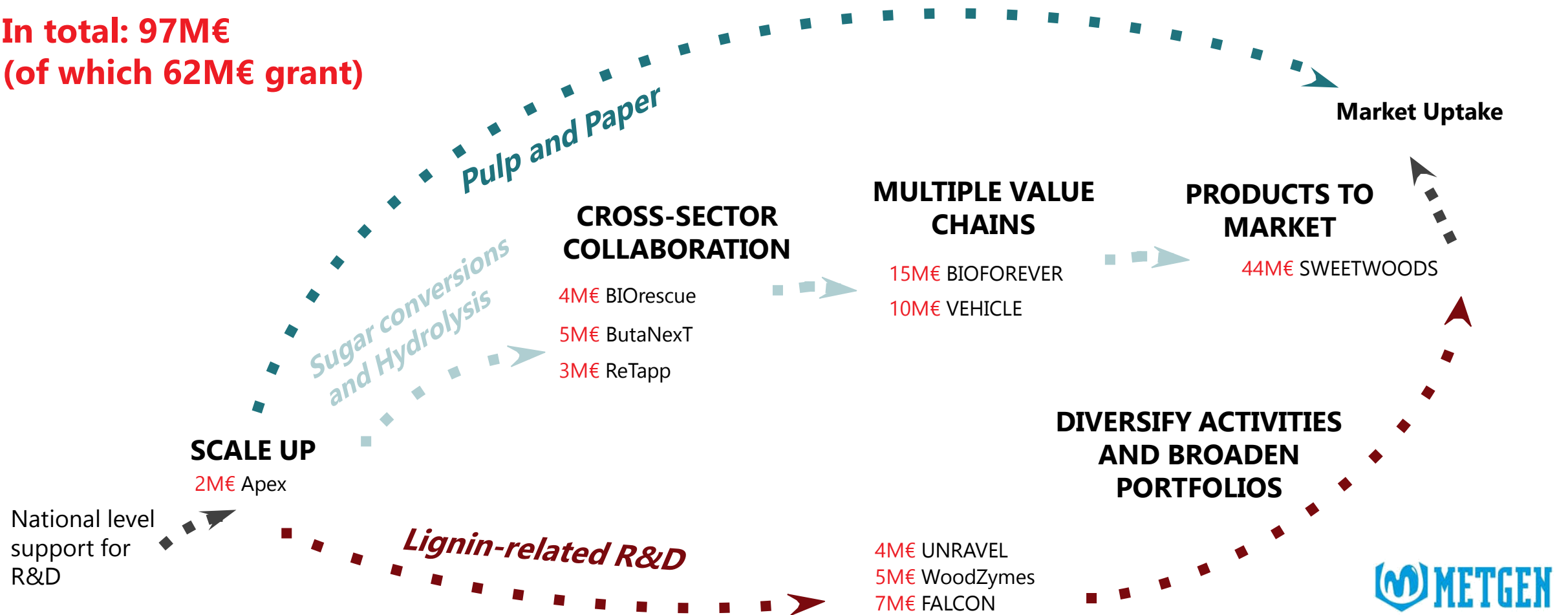
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Innovation Fund

10 B€

Case example of strategic thinking METGEN by AND PUBLIC FUNDING

In total: 97M€
(of which 62M€ grant)



Horizon Europe Benefits

Externally funded projects are not only about the funding

Your future products

- Horizon Europe is based on roadmaps, signals and industrial lobbying
- The Calls may provide a hint where your competitors are going

Partners

- Working with the best partners in Europe
- Engaging and assessing your future dream partners

R&D sites & Pilots

- Access to publicly funded R&D sites
- Collaboration with Pilot facilities

Longer term, wider view

- Collaborate to study for higher risk, longer term opportunities

Positive PR

- Solving bigger challenges
- Having a greater socio-economical impact

Regulation

- Influencing regulatory and standardization aspects

Markets

- Finding new customers
- Creating new markets

Funding

- Public funding for you and your partners
- Funding for things you might not afford otherwise



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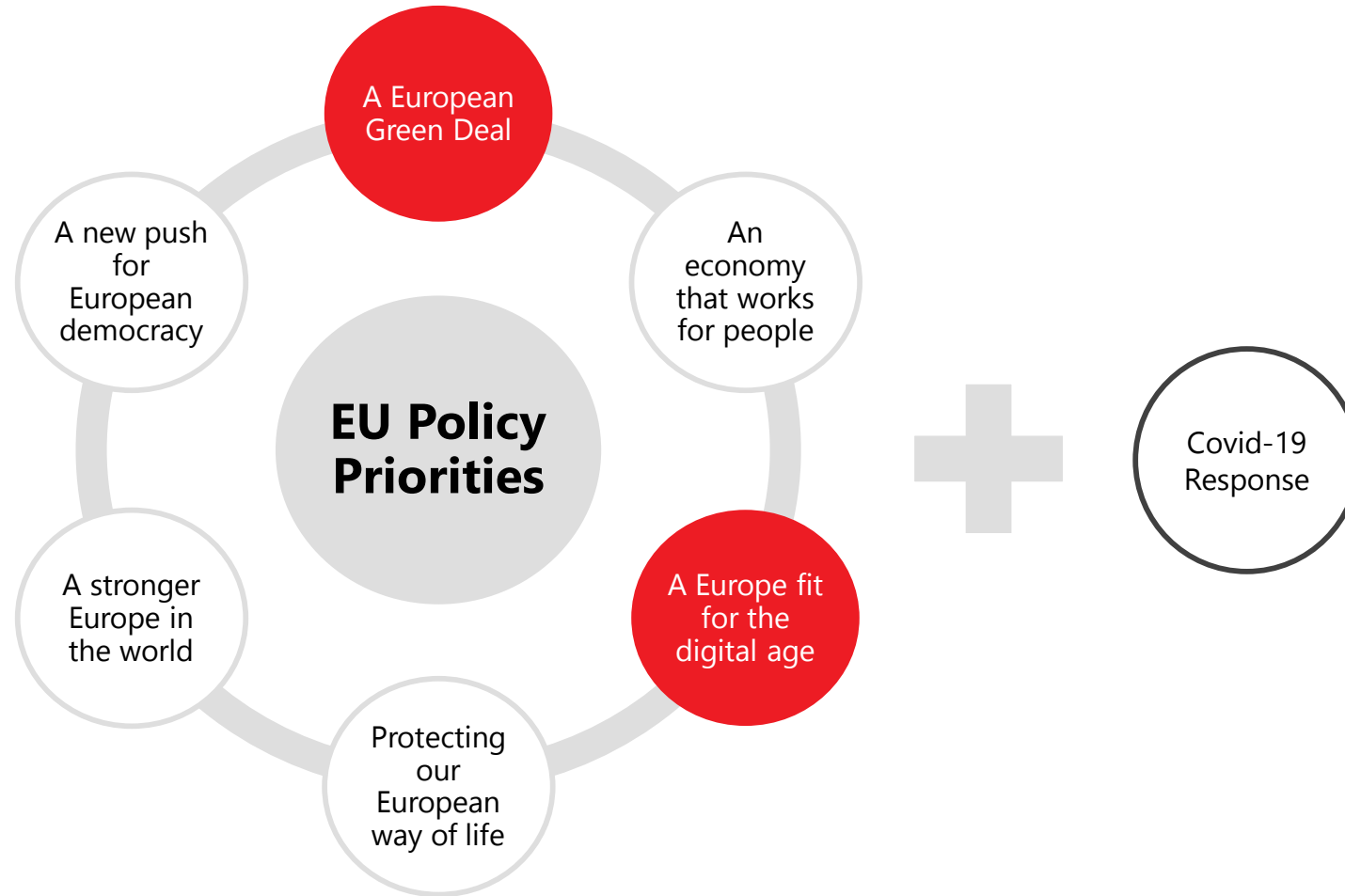
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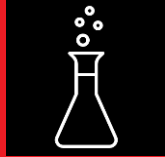


Political Guidelines that Affect Everything

Building and leading industry driven open innovation projects are based on 6 key elements



In a nutshell: What can you get funding for? Technology Readiness Level Perspective



R&D Collaboration

Focus: Gaining new skills and ideas working with Universities and RTOs

Instrument: Horizon

Number of partners: 5-10

Led by RTOs and Universities



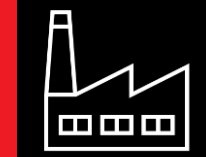
Product Development

Focus: Co-creation with your customers and subcontractors

Instrument: Horizon, CEF, Life

Number of partners: 5-10

Led by the partner in the middle of the value chain



Industrial Scale-up

Focus: Funding for final phase of new commercial product / industrial investment

Instrument: Innovation Fund, Horizon Partnerships, CEF, Digital Europe

Number of partners: 1-10

Led by the investing partner

Project size (M€): Increases, Funding rate: Decreases

Note! All attributes are typical ones, most often small and bigger ones are possible

If you are an SME – there are even more opportunities



Innovation to Market

Focus: Finalizing R&D with partners and/or customers. Demonstration projects

Instrument: Eurostars

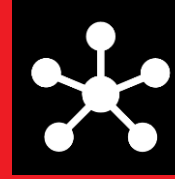
Number of partners: 2-4

Project size: 0.5-6 M€, for you 100k€-2M€

Funding rate: 50-100%

Project duration: 1-3 years

Led by innovative, R&D performing SME



Scale-up

Focus: Development, demonstration and scaling-up of high-risk ideas

Instrument: EIC Accelerator

Number of partners: 1

Project size: 2.5 M€ + optional equity up to 15 M€

Funding rate: 70% (on grant)

Project duration: 1-2 years

Led by innovative, high growth SME



Growth Acceleration

Focus: Non-dilutive funding, post series B/C to accelerate growth

Instrument: EIB Venture Debt

Number of partners: 1

Ticket size: 7.5-50 M€

Funding rate: 50% total investment costs

Project duration: 4-6 years

Led by the investing partner

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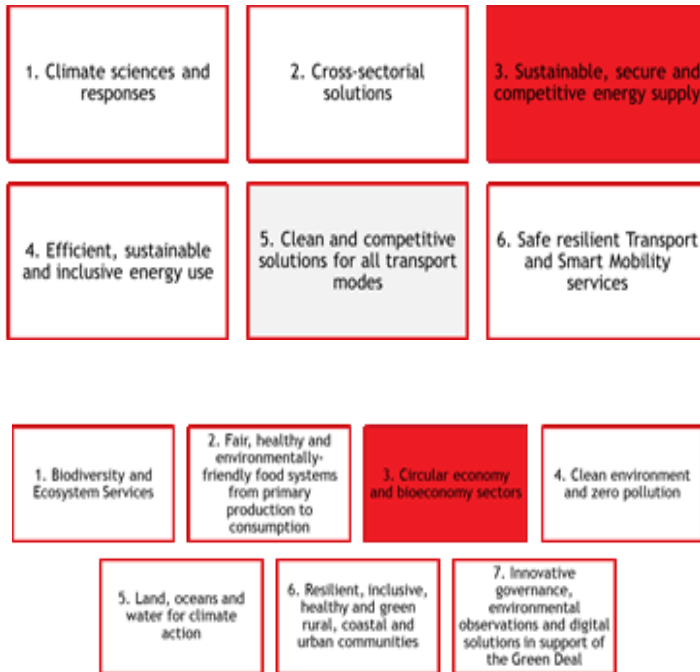


Process from R&D to product utilising EU funding



How do I know what is funded?

Political themes



Work programme lists the themes and the related open calls



Call for tender

- Innovative solutions to over-packaging, single use plastics, and microplastic pollution
- Digitalisation of battery testing, from cell to system level....
- Increasing the circularity in textiles, plastics and electronics...
- Unleashing the innovation potential of public transport as backbone of urban mobility
- Innovative biomethane production as an energy carrier & a fuel
- Coupling off-grid wind energy with power-to-X
- 100% renewable heating, cooling and power in buildings
- Large scale thermal energy storage for district heating and cooling
-

How do I find funding?



- EU policies might seem complicated with all the different programmes and strategic plans. Luckily, those are not relevant for you when you are looking for EU funding for your company.
- You need to focus on finding the suitable funding call. The Horizon Europe and Innovation Fund calls are presented in [Funding and Tenders portal](#) where you can also start the application process.
- [Spinbase](#), an AI-based search tool can help you to search through and identify the right opportunities for your company.
- Some of the calls, e.g. EIC Accelerator, are free in topic and your innovation can be anything at all but others, e.g. Innovation Action, have a pre-set scope that you have to meet in order to apply.

How to read the Call text?

The Call text defines e.g.

- Requested activity and results:
 Specific challenge, Scope, Expected impacts
- Max grant for your project (typically 3-15 M€)
- Funding rate; 100%+25% or 70%+25%
- TRL, i.e., how close to market you are
- Consortium requirements: Typically 3 countries
- Duration; typically 36 months
- Single stage or two stage proposal process
- Deadline!

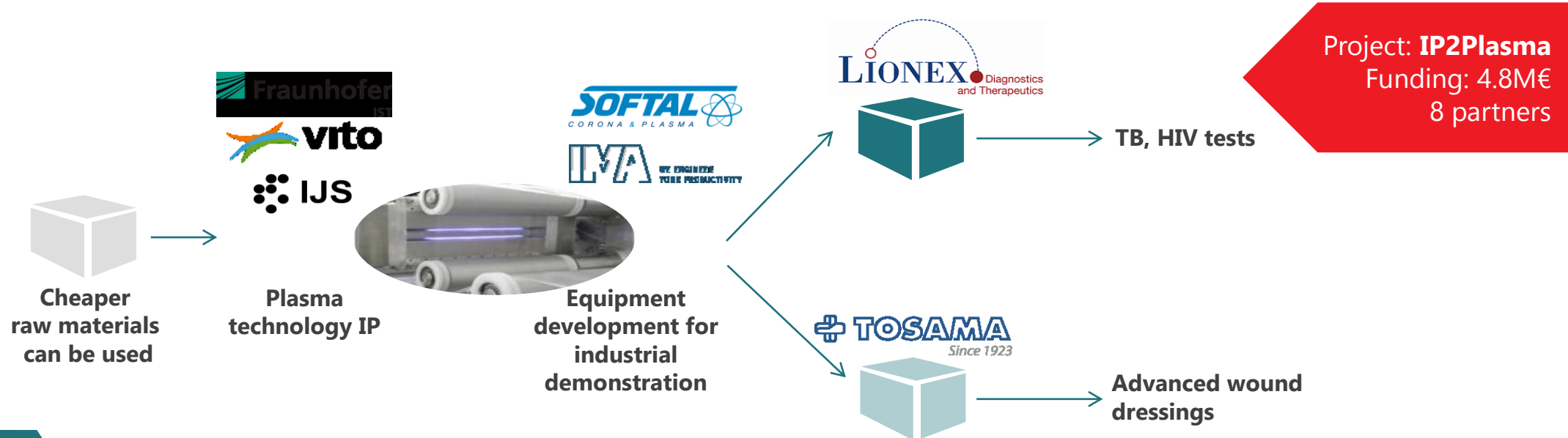
What's essential in it?

- The proposal needs to respond in ALL the text. If something is missing, you're out.
- Remember to check Topic updates, Call updates and FAQs!
- Make decisions and kick off 4-6 months before DL!

Technology Readiness Level

1 Basic research	2 Technology formulation	3 Applied research	4 Small scale prototype	5 Large scale prototype	6 System prototype	7 Demonstration	8 First commercial prototype	9 Full commercial product
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Example time: Brining a technology or several to market



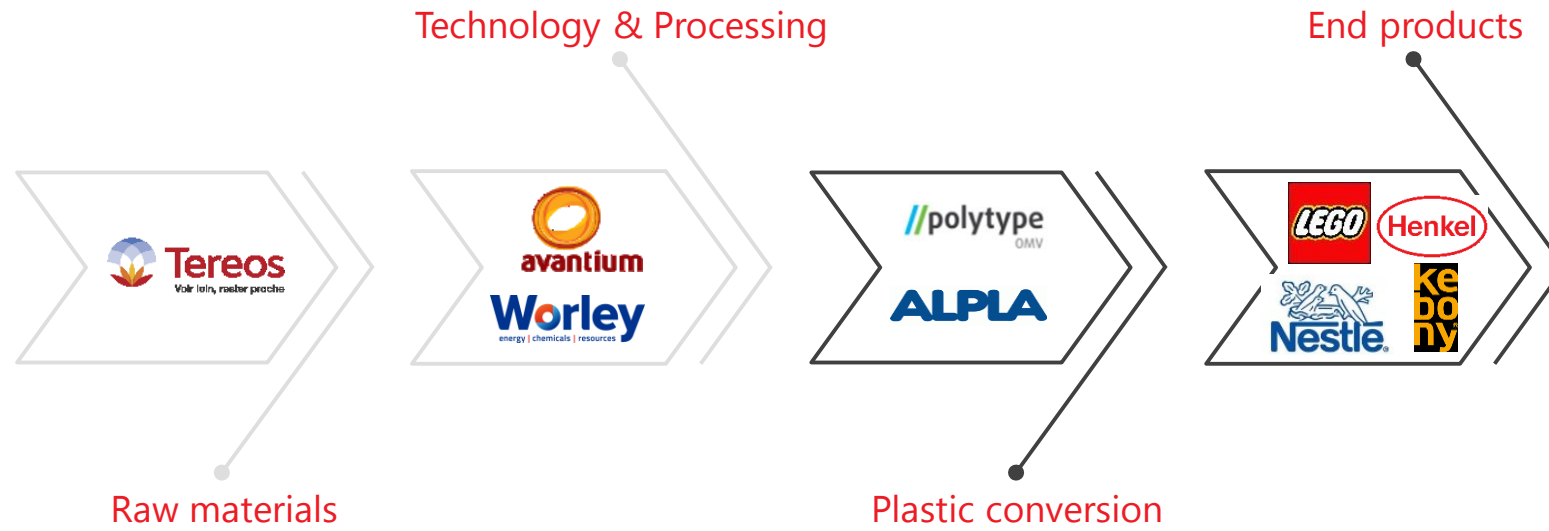
Challenge:
How to Developing tuberculosis tests with diagnosis within minutes & costs of 1€ per test

2 **B** LCA comparison with existing solutions

SPINVERSE Business planning



Building a value-chain to build a new business while also get funding for first of kind biorefinery



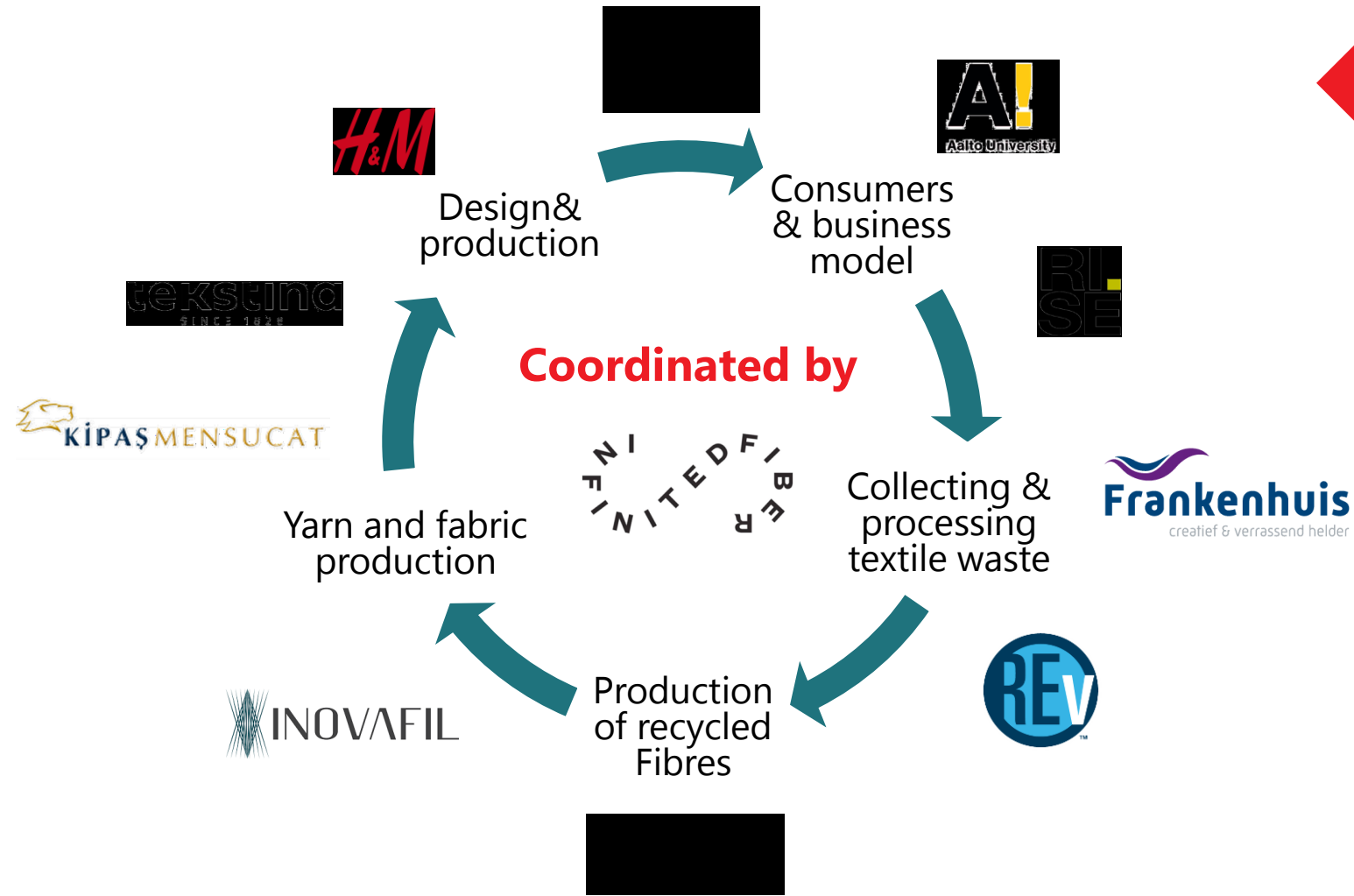
Project: **Preference**
Funding: 25M€
11 partners

Challenge:
How to replace plastics with new more environmentally friendly materials



Scale-up of technology and building new business models around the whole life-cycle

Project:
New Cotton
Funding: 7M€
10 partners



Challenge:
Apparel consumption will rise to 102 Mt by 2030. Existing solutions cannot recycle the growing piles of discarded textiles



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What is in the Horizon application?

The application is a detailed plan of a multi-annual large-scale, usually collaborative innovation project

You need to take your time to plan it

Your application will be evaluated by ~3-5 independent evaluators

Application includes

Excellence: Why am I the best in Europe to do this

Impact: If I get funding for part of the work, what is the ROI for the owners of the company and the EU (business, stronger Europe, grand challenges)

Implementation: How am I going to do this

Answers to FAQ

Your budget is what you define in your application

Personnel costs are usually the largest share of the budget

You don't have to do everything yourself, subcontracting is allowed

Purchases and depreciation of some investments is OK

Travel costs are allowed

The grant is paid against accumulated costs occurred during the project

Usual company practices apply but e.g. worktime needs to be tracked

Funding cannot be used to fund commercial activities



There are also reasons why not to apply...

Your project idea is not new or unique

Your investment project is not innovative: get a loan instead

You are not ready for international collaboration

EU funding is for long-term innovative projects.
Do not apply if...

Your idea or project is too small or immature

You or your partners do not own the innovation and its IPR

Your project is only of national interest



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Horizon Europe: Now is the time to act – beat your competitors

Let us help you define which of your strategic projects could get funding?

We know what kind of things will be funded during the next 3 years



More time to prepare and scope the projects



More time to discuss and engage with partners



Prepare more interesting projects and improve your success rates



Final guidance:

Use professional help if you are doing it for the first time.

**Also, good tips at
eufundingplaybook.fi**



QUESTIONS?

