

# SME Training day

## Evaluator comments

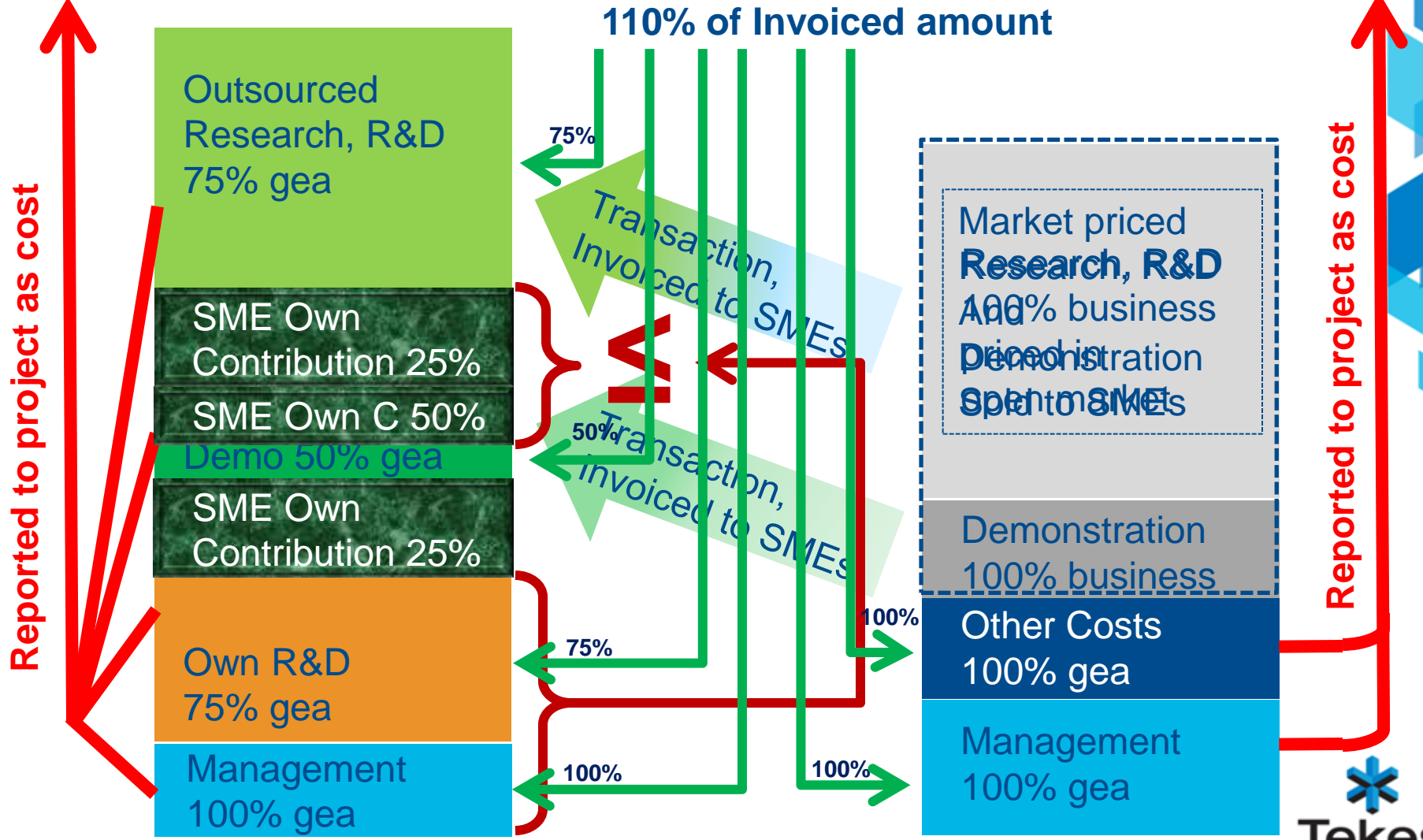
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# Research for the benefit of SMEs

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# Research4SMEs project budget concept

Project distributes the Grant (calc. by GA) according to the Consortium Agreement



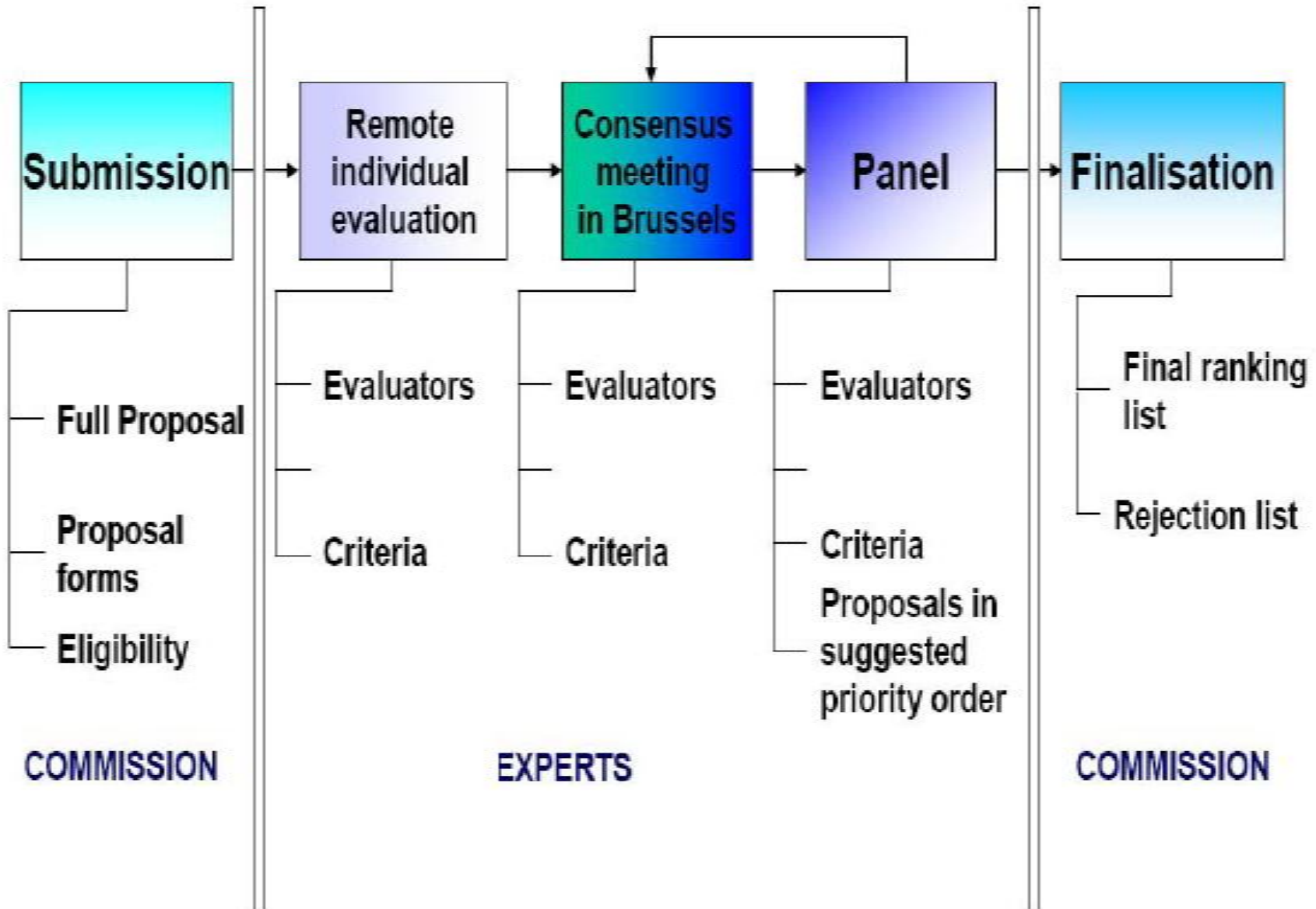
SMEs

RTDPs 08-2011



# The Evaluation Procedure know it to adapt the Proposal accordingly

# Overview Evaluation Process



# The Evaluation Process

- **Stage 1. Individual readings**
- Experts are assigned to each proposal by the panel coordinator.
- Each proposal is **read independently by three experts (IPs, NoEs – five experts)**
- Each expert prepares an **Individual Evaluation Report (IER)** on that proposal and submits it online
- The expert should apply the **same standard of judgment to all proposals**
- The expert evaluates the proposal only **as submitted. No** additional assumptions or reading between the lines.
- The Evaluator chosen as Rapporteur prepares a Consensus Report (CR)

[http://www.iserd.org.il/images/public/Cooperations/ICT/Presentations/ICT\\_Open\\_day\\_Shavit+bivas.pdf](http://www.iserd.org.il/images/public/Cooperations/ICT/Presentations/ICT_Open_day_Shavit+bivas.pdf)

# The Evaluation Process

- Evaluators have less time pressure and a friendlier environment
- Evaluators can check all references and verify information
  - Find inaccuracies
  - Find previous related work
  - Find your web site/ previous publications
- Still, the proposal must be self-contained
- The Commission directs:
- Assess the proposals in terms of all 3 evaluation criteria.
- Each criterion is more fully defined by descriptive “bullet points”, adapted to the instrument type. These are shown on the evaluation forms.
- Provide a relevant comment on each of the “bullet points” These sub-criteria are not scored individually or separately.

# The Evaluation Process

- **Stage 2. Consensus Group I**
- The three/five experts who read the proposal **meet together in Brussels to come to a consensus view.**
- The group is supported by a **Commission Moderator**
- The Consensus group discusses the proposal **until a decision is reached on scores and comments to** which all agree, this might take a while ;-)
- The **Commission Moderator chairs the group, ensures that all voices are heard and all issues discussed** – but he/she has no opinion on the proposal
- The group rapporteur finalises the **Consensus Report CR**

# The Evaluation Process

- **Stage 3. Panel meeting**
- Requested experts meet together as a panel to review the Consensus report of the proposals (corrections, matching scores, fairness)
- Output: an **Evaluation Summary Report (ESR)**
- **Above-threshold proposals are listed, per instrument, in order of overall score. The panel prioritizes any with tied scores**

# The scoring scale

- **0** The proposal fails to address the criterion under examination or cannot be judged due to missing or incomplete information
- **1 Very poor** - The criterion is addressed in a cursory and unsatisfactory manner.
- **2 Poor** - There are serious inherent weaknesses in relation to the criterion in question.
- **3 Fair** - While the proposal broadly addresses the criterion, there are significant weaknesses that would need correcting.
- **4 Good** - The proposal addresses the criterion well, although certain improvements are possible.
- **5 Excellent** - The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor

# More tips

- Two other aspects to consider are that;
- the evaluator is not able to infer anything that is not presented clearly in your proposal and;
- your proposal is in direct competition with other proposals and as such needs to be a more convincing sales document than a scientific paper.
- Remember that you need to convince EACH evaluator in every section of your proposal in order to have a positive evaluation.

<http://www.fp7-proposal-checker.eu/FP7-Evaluation-Process>

# Be an evaluator – list yourself as an expert

- Expert database :
- <https://cordis.europa.eu/emmp7/index.cfm>
- Or type in google: cordis expert database
- People with understanding of SME's are needed
  
- Get a historic salary of € 450 / day (stayed the same since 1992)
- Daily allowance of around €149 (need to pay room and board)
- Get to see a modern office complex in a historic city

# About the Evaluators

- [http://cordis.europa.eu/fp7/who\\_en.html](http://cordis.europa.eu/fp7/who_en.html) a page with a link to
- [http://cordis.europa.eu/fp7/experts\\_en.html](http://cordis.europa.eu/fp7/experts_en.html) where FP7 evaluators are listed
  
- Finns amongst evaluators
  - 2008: 11/351 people, 367+592 proposals, 8,2 to read
  - 2009: 6/146 people, 660 proposals, 13,6 to read
  - 2010: 7/279 people, 144+742 proposals, 9,5 to read
- 2008 only 4 experts from finnish companies, of them only one possible SME participant. -09 and -10 none. In 2010 a finn who has a company in Belgium.
- Enquiry of feedback: [ftp://ftp.cordis.europa.eu/pub/fp7/docs/survey-evaluators-2008\\_en.pdf](ftp://ftp.cordis.europa.eu/pub/fp7/docs/survey-evaluators-2008_en.pdf)

## Abstract -example:

GREASOLINE is a process to convert waste fats to high-quality, fossil-fuel-like diesel and kerosene fuel, aiming at a commercial potential of 173 million € for SMEs during the first 5 years. 6 SMEs from 4 European countries and 2 highly recommended RTD providers will advance the process concept and build a small technical scale plant for prototype operation.

Far more than 3 million tons of waste fats arise annually within the EU. The use for animal feed is prohibited due to BSE, and other ways of utilization have not been developed. The most advanced utilisation product is biodiesel-type, which is highly corrosive and faces a limited acceptance. For the by-product glycerol, a lowbudget thermal use has to be chosen. Following a patent applied by one of the RTD performers and adding process-internal catalytic upgrading, the GREASOLINE process generates a diesel-like fuel that meets fossil-fuel standards. Glycerol is converted to propene to be either used for chemical or process-internal heating. Other processes have been developed to produce diesel from waste fats, but did not manage a breakthrough at the market. GREASOLINE introduces a new catalyst: activated carbon! It displays advantages concerning applicability, structure and regeneration possibilities. Activated carbon has a inherent resistance against ageing effects, and it is a well-proven support material for upgrading catalysts.

GREASOLINE-derived fuel does not contribute to the greenhouse effect and will help to reduce fossil CO<sub>2</sub>-emissions due to the Kyoto protocol. GREASOLINE will open the fossil-fuel market for SMEs.

Funding will help European SMEs to overcome the remaining technical barriers and enable them to put a innovative, commercially promising technology into operation. They will collect the waste fats and operate the plants. A strong impact on Europe's ecology and competitiveness will be ensured, resulting even in an export of the technology beyond EU's borders.

In two sentences: What is to be done, Who are involved, the commercial potential

The problem, background and technical solution

Impact on global goals

Impact on SME competitiveness

# 1. Scientific and/or technological excellence, relevant to the topics/activities addressed by the call

- 1.1 Sound concept and quality of objectives
- 1.2 Innovative character in relation to the state-of-the-art
- 1.3 Contribution to advancement of knowledge / technological progress
- 1.4 Quality and effectiveness of S/T methodology and associated work plan

## 2. Implementation

- 2.1 Quality of the Consortium as a whole
  - 2.1.1 Description of project management structure and procedures
  - 2.1.2 Description of the consortium
- 2.2 Appropriate allocation and justification of the resources to be committed

## 3. Impact. The potential impact through the development, dissemination and use of project results

- 3.1 Contribution, at the European [and/or international level], to the expected impacts listed in the work programme under the relevant activity
- 3.2 Appropriateness of measures envisaged for the dissemination and/or exploitation of project results, and management of intellectual property
  - 3.2.1 Project results and IPR
  - 3.2.2 Dissemination and Use

# 1. S/T QUALITY: Scientific and/or technological excellence (relevant to the topics addressed by Mark : 2,5

- Although the global objectives are clearly stated, they lack quantification and are not measurable from a technological point of view. The work plan is well structured with a clear and logical methodology however, the level of detail in the task descriptions is generally poor making it impossible to judge the appropriateness of the resources allocated.
- The specific objectives and deliverables are not quantified and monitoring of actual technical progress would not be possible as no specifications or target performance parameters have been established in the proposal.
- The state of the art provides a thorough review of the many other projects and products in the area however these are not analysed in terms of why they have not been successful in the market and therefore the proposal fails to convince why the proposed approach would be more likely to succeed and offer significant breakthroughs in the field. The level of innovation also seems low since there is a wealth of similar prototype systems already available .
- The S&T methodology is very general and there are no clear routes of how the specific tasks will be executed. There is a large number of deliverables in WP3 and 4 which do not seem feasible within the specified time.
- Moreover technical limitations and risks are not adequately addressed and no contingency plan is provided.

## 2. IMPLEMENTATION: Quality and efficiency of the implementation and the management.

Mark : 3

- The coordinating organisation states experience of coordinating programmes at the international level and the overall management structure is clearly presented. However, the experience of the coordinator does not appear in the staff descriptions. The required management issues are addressed, however they are generalised, lacking in specific detail and not adequately focused onto the needs of this project.
- The progress monitoring is poorly presented with no definition of how the milestones will be evaluated.
- The partnership is of high quality and is consistent with the subject area of the proposal and the potential dissemination and exploitation of the project results. There is a detailed description of each partner but there is no clear link with the proposal. The specific role of the participants is not sufficiently described, particularly for xxx.
- The overall resources are not adequately justified in terms of the work programme and deliverables since there is insufficient detail presented in the text.
- There is concern about the budget distribution as 78% is allocated to RTD and very little to demonstration activities which are very important considering the targeted field

### 3. IMPACT: The potential impact through the development, dissemination and use of project results Mark : 2,0

- The potential impact of a successful project is limited as the proposed technology will enter the market many years after current products.
- Moreover the proposal does not adequately demonstrate a clear economic impact for the involved SME partners, whereas the potential impact on EU policies and community societal objectives are demonstrated.
- Management and distribution of rights for protection of foreground are developed, but they are not sufficiently detailed as they refer to the consortium agreement which has not yet been developed. Key IPR issues should be already defined at the proposal level.
- The proposal raises doubts about the possible financial return for the SMEs.
- While project results table states SMEs will acquire ownership of the results, in the text it is stated that IPR remains property of the partner which carries out the work (probably RTDs, as the amount of subcontracts to RTD performers is exactly equal to the total amount spent in RTD/innovation) and SMEs will even be charged with a "fair and reasonable royalty" to commercialize products developed in the project, while RTDs will be free to use resulting IP for carrying on their researches. The IPR share in favour of the RTD performers is not correctly reflected in the transaction.

# Thank You!

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