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I bandi Marie Skłodowska-Curie RISE di Horizon 2020: cosa sono, come funzionano, come presentare una proposta competitiva



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19 febbraio 2016 Università degli Studi di Milano

Agenda



- Le Azioni Marie Skłodowska-Curie (MSCA): Struttura e regole di partecipazione
- Research and Innovation Staff Exchange (RISE):
 - cosa sono,
 - come funzionano,
 - come presentare una proposta competitiva



Horizon 2020

Excellent science

- European Research Council
- Future and Emerging Technologies
- Marie Skłodowska-Curie actions
- European Research Infrastructures, including e-Infrastructures

Industrial leadership

- Leadership in enabling and industrial technologies
 - Information and Communication Technologies
 - Nanotechnologies, Advanced Materials, Advanced Manufacturing and Processing, and Biotechnology
 - Space
- Access to risk finance
- Innovation in SMEs
 - The SME Instrument
 - The Eurostars programme

Societal challenges

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- Health, demographic change and wellbeing
- Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy
- Secure, clean and efficient energy
- Smart, green and integrated transport
- Climate action, environment, resource efficiency and raw materials
- Europe in a changing world inclusive, innovative and reflective societies
- Secure societies protecting freedom and security of Europe and its citizens.

Fast Track to Innovation Pilot (2015-2016)

Spreading Excellence and Widening Participation

Science with and for Society

European Institute of Innovation and Technology (EIT)

10/11/2015

Euratom

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Keywords

entrepreneurial innovative joint research training Innovative Training Networks (ITN) doctoral training early-stage researchers

researchers innovation staff cross-sector enhancing the skills mobility knowledge-exchange opportunities public engagement **Marie Skłodowska-Curie Actions** new knowledge cross-border secondments knowledge inter-sector diversify restart **Research and Innovation Staff** reintegration **Individual Fellowships** Exchange (RISE) synergies international skill acquisition new knowledge



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MSCA Objective



Ensure the optimum development and dynamic use of Europe's intellectual capital in order to generate new skills, knowledge and innovation

Budget 2014-2020: 6 162 million €



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Definitions

Participants are organisations from the academic or the nonacademic sector. These two sectors are defined as follows:

Academic sector public or private **HEI** awarding academic degrees, • public or private non-profit research inter-sector organisations, collaboration international European interest organisations

Non-academic sector

• any socio-economic actor not included in the academic sector definition



Definitions



Beneficiaries

Beneficiaries are the legal entities that **sign the grant agreement** and have the responsibility for the proper implementation of the action. They contribute directly to the implementation of the research, transfer of knowledge and training activities.



Partner organisations

Partner organisations are institutions that provide additional training and host the researcher during secondments. The partner organisations do not recruit any researchers and **do not sign the grant agreement**. As such partner organisations **cannot directly claim any costs** from the action





Early-stage researchers (ESR)

≤ 4 years *full-time equivalent* research







or ≥4 years *full-time equivalent* research experience

Full-time equivalent research experience is measured from the date when a researcher obtained the degree which would formally entitle him or her to embark on a doctorate



Bottom-up approach

Research fields are freely chosen by the applicants, except:

- research activity aiming at human cloning for reproductive purposes
- research activity intended to modify the genetic heritage of human beings which could make such changes heritable
- research activities intended to create human embryos solely for the purpose of research or for the purpose of stem cell procurement, including by means of somatic cell nuclear transfer
- areas of research covered by the EURATOM Treaty



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ITN- Innovative Training Network

Early-Stage Innovative networks supporting early-stage training (Including Industrial doctorates & Joint doctorates)

IF- Individual Fellowship

Experienced Individual fellowship supporting experienced Researchers researchers undertaking mobility

RISE- Research Innovation Staff Exchange Exchange International and inter-sector cooperation through

of Staff research and innovation staff exchange

COFUND Co-funding

Co-funding of regional, national and international programmes funding doctoral and postdoctoral researchers





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Research and Innovation Staff Exchange (RISE)

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Research & Innovation Staff Exchange (RISE)

Objective

 ✓ promote international and inter-sector collaboration through research and innovation staff exchanges
 ✓ foster a shared culture of research and innovation

Scope

 International and inter-sector transfer of knowledge and sharing of ideas

Common research and innovation project

Highly skilled research and innovation staff

Within Europe: only inter-sector secondments

Expected Impact

✓ strengthen the interaction between organisations in the academic and non-academic sectors, and between Europe and third countries

RISE partnership

A RISE partnership shall be composed by at least three independent participants established in three different countries and must respect one of the following two conditions:

 two organisations are located in two different Member State (MS)/Associated Country (AC) and one organisation is located in a Third Country (TC), independently from the sector they belong to,



 if all three independent organisations are from MS/AC, at least one organisation should be from the academic sector and one from the nonacademic sector.

Above these minimum requirements additional organisations established in MS/AC and/or in other third countries can participate

Therefore, the partnerships in RISE can be set up along either an international or an intersectoral dimension or a combination of both.



RISE partnership

Example no.1

The international dimension does not exclude exchanges within the same sector **Academic Sector** Academic Sector or Non-Academic Sector The European dimension allows only intersectoral secondments enteror europ Non-Academic Sector www.apre.it

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RISE partnership

Example no.2





Eligibility of the partnership

Beneficiaries (= legal entities established in MS/AC) **Partner Organisations** (= legal entities established in TC)



Secondments from an organisation located in a TC to a MS/AC (international) on the condition that the TC is eligible for funding, as specified in the **Annex A** to the Work Programme



Secondments

Duration of support: 1-12 months

Secondments may be split into several stays not exceeding 12 months in total and not going beyond the project duration. The splits must be justified and considered beneficial for the transfer of knowledge activities.

The exchanged staff members* should be guaranteed full reintegration into the sending institution thus maximising the impact of the action for knowledge sharing and long-term collaboration.

Reading the Guide for Applicants:



* **Staff members** in RISE are researchers (ESR and ER), innovators, administrative, managerial and technical staff supporting the research and innovation activities of the project. They shall be actively engaged in or linked to research and/or innovation activities for at least six months (full-time equivalent) at the sending institution prior to the first period of secondment. Secondments in RISE are not subject to the mobility rules.

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Eligible Researchers

The seconded staff member shall be devoted **full-time** to the project during the secondment period. The beneficiary and the staff member cannot be bound by other contractual arrangements which prevent the fulfilment of this obligation.





Secondments



Support for the exchanges between institutions in the EU Member States and Associated Countries covers only inter-sector secondments.



Exchanges with institutions from third countries can be inter-sector secondments as well as secondments within the same sector.



No secondments between institutions located in third countries or within the same EU Member State or Associated Country can be supported



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Eligibility of the secondments

A secondment is eligible if the maximum duration of a secondment is 12 months and the minimum duration is 1 month for an individual staff member.

However, a secondment may be split into several stays (by the same staff member from the same sending organisation to the same host organisation) as long as the sum of the duration of all splits is at least 1 month (30 days) and not longer than 12 months and within the duration of the project.

Example (without split):

One researcher is seconded from the beneficiary A in France to the partner C in Argentina for 3 months, to the partner D in Morocco for 7 months and to the beneficiary B in Romania for 6 months. In this case 4 months of secondment will not be eligible for funding since it is beyond the maximum limit of 12 months. **Example (with split)**:

One researcher is seconded from the beneficiary A in France to the partner C in Argentina for 15 days. This secondment will be eligible for funding only if the same researcher is seconded for at least 15 supplementary days from the beneficiary A in France to the same partner C in Argentina. A secondment of 45 days of the same researcher from the beneficiary A in France to the partner D in Morocco will itself be eligible for funding but cannot be added to the secondment (initial 15 days) in Argentina to reach the minimum duration of one month.



Ineligible secondments



- [...]
- Secondments between organisations which are not independent from each other;
- Secondments of staff members who do not have the relevant profile for carrying out the activities mentioned in the Part B;
 - Secondments not linked to the implementation of the action;
- Secondments which are not executed full-time.
- Secondments of staff that benefit from another MSCA grant during the period of exchange:
 - Example: A staff member seconded in RISE while recruited and working in an on-going IF or ITN project;
- Secondments reimbursed by other EU funds (i.e. double funding of same cost items).



Ineligible secondments



If a person is a staff member of two or more organisations, which are participants in a RISE project, this person can only be seconded by one of these organisations during the duration of the project. S/he can also only be seconded to organisations that s/he is not affiliated with.

Example: An experienced researcher is both professor at the university and CEO of its own SME and both organisations are involved in a RISE project. This experienced researcher can be seconded only from one of the two organisations to a third organisation that s/he is not affiliated with.









Financial modalities for RISE

The financial contribution to a Marie Skłodowska-Curie RISE project is calculated on the basis of **unit costs**.

A unit cost is a fixed amount per person-month of secondment. The EU contribution is calculated by multiplying the unit costs by the number of completed person-months.

Marie Skłodowska-	Staff member unit cost	Institutional unit cost [per person-month of secondment]	
Curie Action	[per person-month of secondment]	Research, training and networking costs	Management and indirect costs
Research and Innovation Staff Exchange	2000	1800	700



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Award criteria: RISE

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Excellence	Impact	Quality and efficiency of the implementation
Quality and credibility of the research/innovation project; level of novelty and appropriate consideration of inter/multidisciplinary, intersectoral and gender aspects	Enhancing the potential and future career perspectives of the staff members	Coherence and effectiveness of the work plan, including appropriateness of the allocation of tasks and resources
Quality and appropriateness of knowledge sharing among the participating organisations in light of the research and innovation objectives.	Developing new and lasting research collaborations, achieving transfer of knowledge between participating organisations and contribution to improving research and innovation potential at the European and global levels	Appropriateness of the management structures and procedures, including quality management and risk management
Quality of the proposed interaction between the participating organisations	Quality of the proposed measures to exploit and disseminate the project results	Appropriateness of the institutional environment (hosting arrangements, infrastructure)
	Quality of the proposed measures to communicate the project activities to different target audiences	Competences, experience and complementarity of the participating organisations and their commitment to the project
50%	30%	20%
	Weighting	

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Letters of commitment

- for each partner organisation established in a Third Country
- an up-to-date letter of commitment,
- signed by its legal representative,
- to demonstrate their real and active participation in the proposed network.

Reading the Guide for Applicants:



There will be no possibility to submit the missing letter of commitment at a later stage. Therefore it is essential for the applicants to collect these letters of commitment in due time and well before the call deadline.

If the proposal is still retained for funding after the evaluation the budget linked to the secondments of the TC organisation lacking the letter of commitment will be rejected and the total budget of the will be proposal reduced accordingly.



Call deadlines 2016



Opening date(s), deadline(s), indicative budget(s):⁸

Topics (Type of Action)	Budgets (EUR million)	Deadlines	
	2016		
Opening: 08 Dec 2015			
MSCA-RISE-2016 (MSCA-RISE)	80.00	28 April 2016	
Overall indicative budget	80.00		



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Indicative timetable for this call

Publication of call	08 December 2015
Deadline for submission of proposals	28 April 2016 at 17:00:00, Brussels local time
Evaluation of proposals	June 2016
Information on the outcome of the evaluation	August 2016
Indicative date for the signing of grant agreements	November 2016

Indicative budget 2016: EUR 80.00 million



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Come presentare una proposta competitiva ?



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Eligibility conditions

- A proposal will only be considered eligible if it meets all of the following conditions:
- ✓ It is received by the Commission or by the Research Executive Agency before the deadline given in the call text.
- ✓ It involves at least the minimum number of participants according to the eligibility conditions for participants.
- ✓ It is complete (i.e. both the requested administrative forms and the proposal description are present).





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

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R	ESEARCH & INNOVATION
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an Commission> Research & Innova	ition> Participant Portal> Opportunities
HOME FUNDING OPPORTU	INITIES HOW TO PARTICIPATE EXPERTS SUPPORT - Search PP Q
J Programmes 2014-2020 Search Topics	Call budget overview Call: MARIE SKŁODOWSKA-CURIE RESEARCH AND INNOVATION STAFF EXCHANGE
Updates 🔲 🔯	Publication date: 14 October 2015
Calls 🔲 🔯	
H2020	Horizon 2020 H2020 website > Excellent Science
Research Fund for Coal & Steel	
3rd Health Programme	Call updates + More
Promotion of Agricultural Products	08 December 2015 00:30 The submission session is now available for: MSCA-RISE-2016(MSCA-RISE)
Consumer Programme	
COSME	Topics and submission service
Justice Programme	To access the Submission Service , please select the TOPIC of your interest and then open the Submission Service tab. To access exis ting draft proposals , please login to the portal and select My Proposals from the My Area menu.
7 & CIP Programmes 2007- 113	Status Forthcoming Open Closed
Calls	Sort by O(Planned) opening date ODeadline OTopic title OTopic identifier
	Topic: MSCA-RISE-2016:Research and Innovation Staff Exchange Open Publication date: 14 October 2015 Open
Other Funding Opportunities	
Other Funding Opportunities	Types of action: MSCA-RISE RISE DeadlineModel: single-stage Deadline: 28 April 2016 17:00:00 Opening date: 08 December 2015 Time Zone : (Brussels time)

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To access existing draft proposals for this topic, please login to the Participant Portal and select the My Proposals

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To access the Electronic Submission Service of the topic, please select the **type of action** that is most relevant to your proposal from the list below and click on the **'Start Submission'** button. You will then be asked to confirm your choice of the type of action and topic, as these cannot be changed in the submission system. Upon confirmation you will be linked to the correct entry point.

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Submission Service

To access the Electronic Submission Service of the topic, please select the **type of action** that is most relevant to your proposal from the list below and click on the **'Start Submission'** button. You will then be asked to confirm your choice of the type of action and topic, as these cannot be changed in the submission system. Upon confirmation you will be linked to the correct entry point.

To access existing draft proposals for this topic, please login to the Participant Portal and select the My Proposals page of the My Area section.

Type of Action		wska-Curie Res SE) [MSCA-RISE	earch and Innovation St	AFF START SUBMISSION
Торіс	Research and In	novation Staff Exe	change - MSCA-RISE-2016	
Guidance on propo IT Guidance:	sal submission:	H2020 ONL	INE MANUAL	
Get support <u>H2020 Online Manu</u> grant.	<mark>al</mark> your online guide	on the procedure	es from proposal submission	+ More








LOGIN	FUNDING SCHEME	CREATE DRAFT	PARTIES	EDIT PROPOSAL	SUBMIT Promozione						
Step 3		Create a Draft Proposal			ca Europea						
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TYPE OF MSCA-RIS		Call requires at least 3 participant(s) f participant(s) from different EU memb Min number of participants is not pres	er states/associated countries	s/associated countries; or at least 2 and at least 1 participant from third cour	ntries.
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.ogin		CREATE DRAFT	PARTIES	EDIT PROPOSAL	
Step 5		Edit Proposals' Forms		_	^
dit Propos	al	In this step you can edit the a	administrative forms and u	pload the proposal itself. 🧯	
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TYPE OF MSCA-R	F ACTION ISE	edit	t forms view history	print preview	
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In Part A you will be asked for certain administrative details that will be used in the evaluation and further processing of your proposal. Part A constitutes an integral part of your proposal.

Details of the work you intend to carry out will be described in Part B





Part A of the Proposal

Table of contents

Section	Title	Action
1	General information	Show
2	Participants & contacts	Show
3	Budget	Show
4	Ethics	Show
5	Call-specific questions	Show



Proposal ID 8EP-210	1333976 Acrony	vm test	Go to		
1 - Genera	l information			?	
Topic	MSCA-RISE-2016		Type of action	MSCA-RISE	
Call Identifier	H2020-MSCA-RISE-201	6	Acronym	test	
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Duration in months		ation of the project in full mor	iths - typically 48 mor	nths.	
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Descriptor 1			- A	dd	
Free keywords	You may enter a numbe your proposal. There is a	r of keywords that you consi: a limit of 200 characters.	ler necessary to char	acterise the scope of	
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First name		-	Last name			
E-Mail						
osition in org.	Please indicate the po	sition of the Contact Pe	aint above in the organisation	on.		
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Street					Same Same	e as organisation
Town			Post code		addi	
Country				v		
Website						





Save And Close

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European Commission Research & Innovation - Participant Portal Proposal Submission Forms

Proposal ID	SEP-210333976
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Acronym test

Validate Form

Go to

Table Of Contents

3 - Budget

Table A3.1 – List of secondments

St	taff Mem	nber	Sending Org	anisation	_	-	Seconded to Organisation			Work Package	Secondment Starting	Secondment	Ð	
ID) F	Profile	Short Name	Country	Region	Academic Sector	Short Name	Country	Region	Academic Sector	Number	Month	(Researcher- Months)	
		•	·				·					•	-	•

Table A3.2 – Summary of secondments per participant (Beneficiaries + Partner Organisations)

						Estimated budget support (whole duration of the project)				
Participant Number	Organisation Short Name	Country	Academic	Number of secondments	Person-months	Staff member costs	Research, training and networking costs	Management and indirect costs	Total	Requested EU contribution/€
1	Beneficiary 1	UK	no	1	5	10000,00	9000,00	3500,00	22500,00	22500,00
Total				1	5	10000,00	9000,0 0	3500,00	22500,00	22500,00

Table A3.3 – Summary of secondments per EU Beneficiary

						Estimated	Estimated budget support (whole duration of the project)				
Participant Number	Organisation Short Name	Country	Academic	Number of secondments	Person-months	Staff member costs	Research, training and networking costs	Management and indirect costs	Total	Requested EU contribution/€	
1	OXFORD ECONOMICS LIMITED	UK	no	D	0	0,00	0,00	0,00	0,00	0,00	
Total				D	O	0,00	0,00	0,00	0,00	0,00	

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European Commission - Research - Participants Proposal Submission Forms		
Research Executive Agency Table Of Contents	Validate Form	Save And Close
Proposal ID SEP-210134154 Acronym test	Participant	
4 - Ethics		?
1. HUMAN EMBRYOS/FOETUSES I		Page
Does your research involve Human Embryonic Stem Cells (hESCs)?	🔿 Yes 💿 No	
Does your research involve the use of human embryos?	⊙Yes ⊚No	
Does your research involve the use of human foetal tissues / cells?	Yes No	
2. HUMANS		Page
Does your research involve human participants?	○ Yes	
Does your research involve physical interventions on the study participants?	○ Yes	
Does it involve invasive techniques?	OYes €No	
3. NUMANCELLS / TISSUES		Page
Does your research involve human cells or tissues? If your research involves human embryos/foetuses, please also complete the section "Human Embryos/Foetuses" [Box 1].	Yes (No	
A PROTECTION OF PERSONAL DATA		Page
Does your research involve personal data collection and/or processing?	⊙Yes ⊚No	
Does your research involve further processing of previously collected personal data (secondary use)?	€Yes €No	
S. <u>ANIMALS</u> III		Page
Does your research involve animals?	OYes €No	

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Part B of the Proposal



Please note that this call will be a single-stage proposal submission and evaluation procedure. An **RTF (rich text format)** version of the submission template can be downloaded from the Electronic Submission Service.



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New!

<u>NEW:</u> For the 2016 call, applicants must submit Part B of their proposal as <u>two separate documents</u>:

<u>Document 1:</u> must comprise the Start Page and then Part B sections 1-3. The maximum total length for this document is 31 pages. The Start Page must consist of 1 whole page. Of the maximum 30 pages applied to sections 1, 2 and 3, applicants are free to decide on the allocation of pages between the sections. However, the overall page limit will be strictly applied and applicants must keep the proposal within the limits. Experts will be strictly instructed to disregard any excess pages above the 31 page limit.

Document 2: must consist of Part B sections 4-7. No overall page limit will be applied to this document, but applicants should respect the instructions given per section (e.g. in section 5, a maximum of one page should be used per participant (beneficiary and partner organisations)).

Note that applicants will not be able to submit their proposals in the submission system unless both documents 1 and 2 are provided.



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Part B of the Proposal

Reading the Guide for Applicants:



The **minimum font** size allowed for the main text is **11** points. The page size is A4, and all **margins** (top, bottom, left, right) should be at least 15 mm (not including any footers or headers). Ensure that the font chosen is clearly readable (e.g. Arial or Times New Roman). As an indication, such a layout should lead to a maximum of between 5,000 and 6,000 possible characters per page (including spaces). For the **tables**, the font size chosen must be clearly legible by the expert evaluators. The minimum font size is therefore 8 points. All footnotes will count towards the page limit.





Part B of the Proposal

Literature references should be listed in the dedicated section 4.

Reading the Guide for Applicants:



Part B of the proposal carries as a header to each page the proposal acronym and the scheme. All pages should also be numbered in a single series on the footer of the page to prevent errors during handling. It is recommended to use the numbering format "Part B -Page X of Y".

The final version of Part B must include the letters of commitment.

These letters should be signed by the organisation's legal representative, or someone of equivalent authority



Letters of Commitment

Reading the Guide for Applicants:



Each partner organisation established in a Third Country must include in the proposal an up-to-date letter of commitment, signed by its legal representative, to demonstrate their real and active participation in the proposed network. These letters should be included in Section 7 of the part B, which does not count towards the page limit. There is no official template for the letters of commitment.

•The experts will be instructed to disregard the contribution of any partner organisations for which no such evidence of commitment is submitted.





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PROPOSAL ACRONYM

Table of Contents

In drafting PART B of the proposal, applicants <u>must follow</u> the structure outlined below.

DOCUMENT 1 (MAX 31 PAGES)

START PAGE (1 page)

START PAGE COUNT (MAX 30 PAGES SECTIONS 1-3)

- 1. EXCELLENCE (starting page 2)
- IMPACT
- 3. QUALITY AND EFFICIENCY OF THE IMPLEMENTATION

STOP PAGE COUNT (MAX 30 PAGES SECTIONS 1-3)

DOCUMENT 2 (NO OVERALL PAGE LIMIT APPLIED)

- 4. REFERENCES
- 5. CAPACITIES OF THE PARTICIPATING ORGANISATIONS
- 6. ETHICS ASPECTS
- LETTERS OF COMMITMENT OF PARTNER ORGANISATIONS END PAGE (1 page)

Please note that:

- Applicants must ensure that document 1 does not exceed the total page limit of <u>31 pages</u> (1 start page + 30 pages for section 1-3).
- No reference to the outcome of previous evaluations of this or any similar proposal should be included in the text. The expert evaluators will be strictly instructed to disregard any such references

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RISE - Marie Skłodowska-Curie Res	earch and Innovation Staff Exchange	
Excellence	Impact	Quality and efficiency of the implementation
Quality and credibility of the research/innovation project; level of novelty and appropriate consideration of inter/multidisciplinary, intersectoral and gender aspects	Enhancing the potential and future career perspectives of the staff members	Coherence and effectiveness of the work plan, including appropriateness of the allocation of tasks and resources
Quality and appropriateness of knowledge sharing among the participating organisations in light of the research and innovation objectives.	Developing new and lasting research collaborations, achieving transfer of knowledge between participating organisations and contribution to improving research and innovation potential at the European and global levels	Appropriateness of the management structures and procedures, including quality management and risk management
Quality of the proposed interaction between the participating organisations	Quality of the proposed measures to exploit and disseminate the project results	Appropriateness of the institutional environment (hosting arrangements, infrastructure)
	Quality of the proposed measures to communicate the project activities to different target audiences	Competences, experience and complementarity of the participating organisations and their commitment to the project
50%	30%	20%
	Weighting	
1	2	3
	Priority in case of ex aequo	



Impact

Reading the Work Programme MSCA 2016-17:





At staff member level:

- Increased set of skills, both research-related and transferable ones, leading to improved employability and career prospects both in and outside academia
- Increase in higher impact R&I output, more knowledge and ideas converted into products and services
- · Greater contribution to the knowledge-based economy and society

At organisation level:

- Enhanced cooperation and transfer of knowledge between sectors and disciplines
- Strengthening of international and intersectoral collaborative networks
- Boosting of R&I capacity among participating organisations

At system level:

• Increase in international, interdisciplinary and intersectoral mobility of researchers in Europe

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- · Strengthening of Europe's human capital base in R&I
- Increase in Europe's attractiveness as a leading destination for R&I
- · Better quality R&I contributing to Europe's competitiveness and growth

Type of Action: RISE

enterprise europe network







Outreach and Communication Activities in the MSCA under Horizon 2020

Guidelines

MSCA fellows are expected to engage in outreach activities as an integral part of their fellowship. Below is a non-exhaustive set of practical outreach activities that MSCA fellows could consider for their project.

Difference between communication and outreach

Outreach and communication activities are related, but are not the same and a good MSCA project should include a mix of both.

Outreach activities are meant to engage a large audience and to bring knowledge and expertise on a particular topic to the general public. Outreach activities can take several forms, such as school presentations, workshops, public talks and lab visits, etc. The objective of outreach is to explain the benefits of research to a large public (the tax payers who fund your research). Outreach implies an interaction between the sender and the receiver of the message, there is an engagement and a two-way communication between the researcher and the public.

Communication, on the other hand, only goes in one direction from the sender to the receiver. Communication refers to articles in *mainstream* newspapers and magazines, or on TV and radio channels. Successful communication requires a clear language and attractive scientific subject with outstanding results that can catch the media's attention.

The European Commission is aware that not every MSCA researcher is undertaking research of interest to the mass media. You can start small and attempt having your research published in your local newspaper. Researchers should be able to explain their project to the large public in *accessible language*: imagine having to explain what you do to fellow commuters on your daily trip to work.

Possible activities

In order to give visibility to MSCA projects, fellows could take part in outreach activities such as:

 Marie Skłodowska-Curie Ambassadors: Fellows acting as "Ambassadors" organise activities with the aim of promoting their research to all public audiences. MSCA researchers visit schools and universities or assist educators in



http://ec.europa.eu/research/mariecu rieactions/documents/documentation /publications/outreach_activities_en. pdf



Links



http://ec.europa.eu/research/participants/portal/desktop/en/ opportunities/h2020/index.html



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http://ec.europa.eu/programmes/horizon2020/en/h2020section/marie-sk%C5%82odowska-curie-actions









http://ec.europa.eu/programmes/horizon2020/en/newsroom/547



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Seguici







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