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Succeeding in H2020 at UNIZA: the MoTiV experience

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*Smart, Green and Integrated Transport Info Day
Horizon 2020, Slovakia – Žilina, 28 February 2018*

Why I am here today

- **ERAdiate team awarded with H2020 project “Mobility and Time Value” (MoTiV), the only H2020 Research and Innovation Action (RIA) in Slovakia managed by an academic institution**
- **Share my experience with you**
- **Hear your views and expectations**



My Professional “journey”



Professional Experience: Helsinki, Brussels and Žilina



- Born in Camerino (Italy)
- Graduated in Computer Science at the Univ. of Bologna (Italy)
- PhD in Cognitive Science at the Univ. of Jyväskylä (Finland)
- Professional experience in Helsinki (10 years), Brussels (5 years) and Žilina (1,5 year, so far)
- Research from academic, business and administrative perspectives



Succeeding in H2020: the MoTiV Experience

Pre-requisites for Excellent Research



Talking about “Ingredients”: recipe for success



1. Be creative
2. Enjoy learning
3. Be organized
4. Be connected
5. Be persistent
6. Don't be afraid of failure



Sharing with you my experience with the H2020 MoTiV project

The Idea



Getting a project...where do I start?

- In my case, the ERAdiate project in ITS provides a well-defined, but also very broad context
- **The strategy I adopted**
 - Understand the whole H2020 programme (as purpose, structure etc)
 - Search for areas to connect ERAdiate with my expertise and interests
 - Analyse selected Work Programmes and Calls
 - Consider what it is feasible in the given timeframe, both as a single team member and as a team (e.g. 2-3 calls to be addressed in 1 year)
 - Focus on a specific call and start working on it



H2020 Programme and ERAdiate

- **Identify H2020 Work Programmes relevant to ERAdiate:**

1. “Smart, Green and Integrated transport”;
2. “ICT”;
3. “Energy”.

My focus: 1. and 2.

- **Analysis of topics and calls.** In my case, I selected two:

- [MG-8-5-2017](#): “Shifting paradigms: Exploring the dynamics of individual preferences, behaviours and lifestyles influencing travel and mobility choices” (1-stage RIA, deadline: 1/2/2017)
- [ICT-11-2017](#): “Collective Awareness Platforms for Sustainability and Social Innovation” (1-stage CSA/IA, deadline: 25/4/2017)

- **N.B.** I joined ERAdiate on 1/9/17 and spent 1 month to “get started”. Therefore, choice above was quite ambitious (and risky) as there were only 4 months to the deadline of the first selected call!



Personal Assessment of MG-8-5-2017

- **Very interesting topic**, which would allow me to explore perception and experience of time at a European scale, from an interdisciplinary and cross-cultural perspective.
 - Personally, no publications and experience in “value of travel time” research although I had an interest at some point for “Time Use” surveys (from viewpoint of how ICT could enhance personal time use)
- **Requirement for a strong and interdisciplinary team at UNIZA to Coordinate**
- **No expert at UNIZA** with strong background / publication track record on “value of travel time”. However, ERAdiate team member Dr. Dietrich Lehis fulfilled this requirement.
 - If project granted, excellent opportunity to develop research area at UNIZA



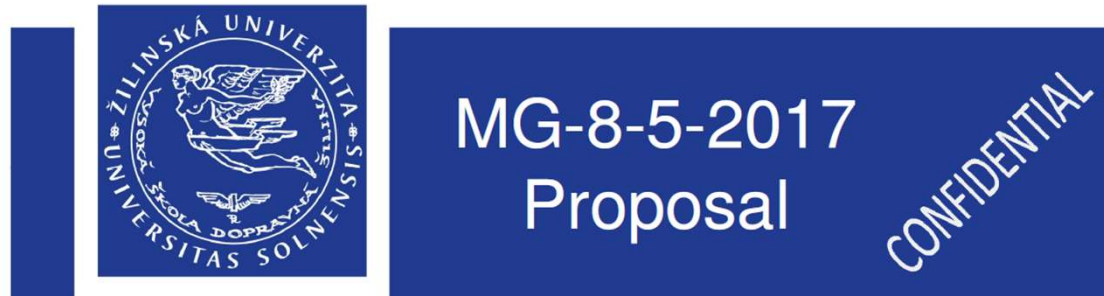
Step 1: discussions within the Team

- In a team meeting in October 2016 I presented the idea of preparing a proposal for MG-8-5-2017 with UNIZA as Coordinator
- Focused discussions with Dietrich Leihs, refining initial ideas to build on existing literature and stay within the Topic
- **Tip:** Be creative in this stage, but keep an eye on the Topic to be addressed



Step 2: Developing the Idea

- Having worked on “virtual currencies” and “communities”, my idea was to go beyond a purely economic view of travel time by extending it with the idea of “time banking”



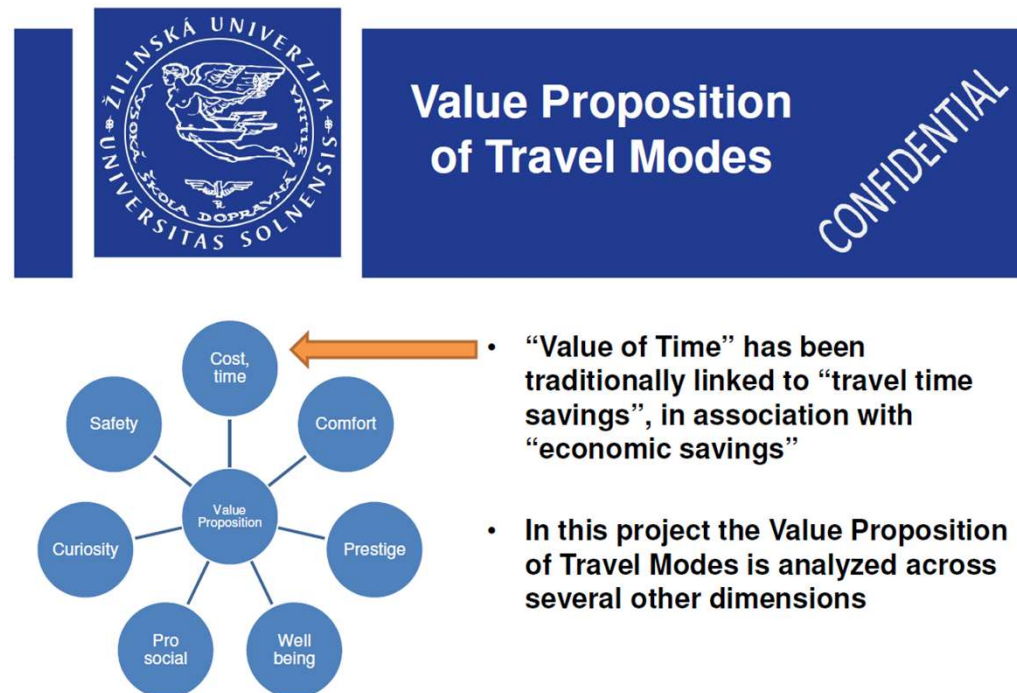
Time Banking for Sustainable Urban Mobility:

Estimating Travel Time Value
via an Opportunity Cost Approach



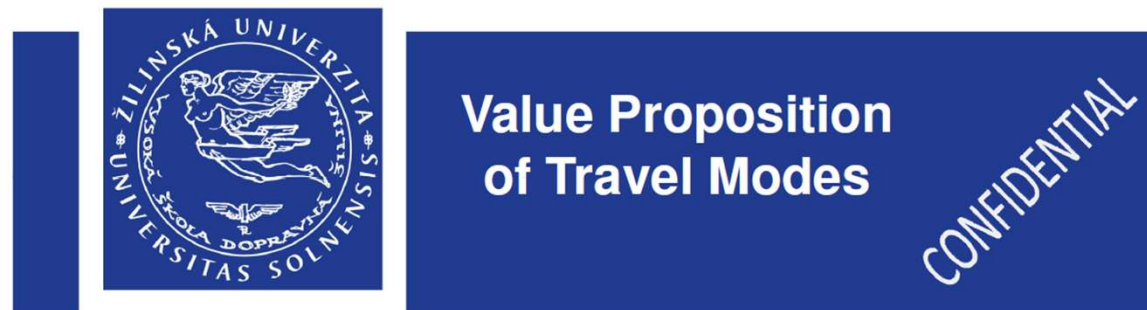
Step 2: Developing the Idea

- Even before writing any 1-pager of the proposal, together with Dietrich we tried to visually illustrate some conceptual “building blocks” of the proposal (e.g. “Value Proposition of mobility”)



Step 2: Developing the Idea

- **The “Paradigm Shift”:** From value of travel time seen as a component of the “economic system” to “personal time value”



The core thesis



- A certain mode of travel is chosen because it promises a personal value for the traveller
 - “I bike because it is healthy”
 - “I use public transport to commute because it is fast”
 - “I drive because it decreases the risk of catching seasonal viruses”
- By gaining knowledge on the perceived value proposition associated to single travels, we can estimate the value of time associated to the travel

Step 2: Developing the Idea

- **How to demonstrate / measure “personal time value”?** Need to include European-wide data collection with mobility/activity survey
 - Data collection via a smartphone app (i.e. state-of-the-art)



The approach:
understanding user
behaviour, attitudes
and preferences

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Data Collection

- When, Where, for how long
- Reason(s) for the travel
 - o Leisure
 - o Go to school
 - o Commute to work
 - o Shopping
 - o Visit friends
- Used Transport mode(s)
- Associated perceived value of each transport mode (see table)

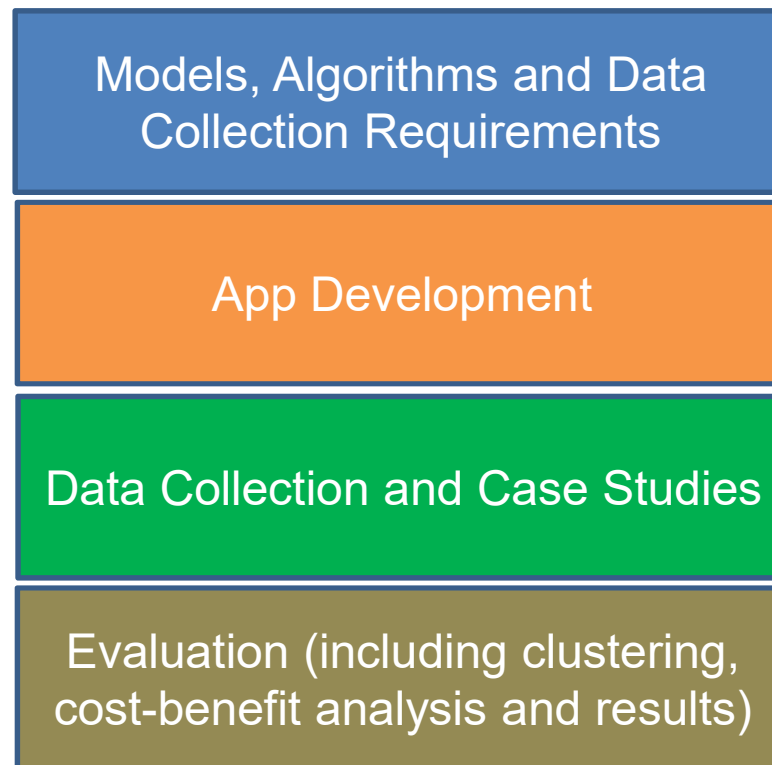
	1. Not Important At All	2. Not So Important	3. Quite Important	4. Most Important
Comfort		X		
Curiosity	X			
Prestige	X			
Well being			X	
Pro-social				X
Safety		X		
Cost time			X	

Example - Pro social: bike to contribute to decrease GHG emissions



Step 2: Developing the Idea

- Based on discussions, an overall idea of the pillars of the project (to be translated into Work Packages) was already there



Step 3: Going Back to the Topic

- To make a good idea fit to the Topic, it is important to consider it in the context of the Topic to see if **something was missed, or should be added or skipped**
- In our case, the idea of “**Personal Time Banking**” was very interesting, but it could have led evaluators out of track. Its use was **dropped** (as terminology, not meaning)
- Other strategic choices were to make **use of rather “traditional” terminology, but to extend its scope and applications** based on “behavioral patterns” found with the analysis of the data
- A controversial issue was on **how to account for ICT** (infrastructure, services) **including “shared mobility”** in the analysis. Solution was found to study “mobility within activities”, and “activities within mobility”



Step 4: Shaping Impact based on Idea

- Before developing the scientific part (“Excellence”), shaping Impact is helpful to “frame” the project



Time Banking for Sustainable Urban Mobility

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EXPECTED IMPACT

1. Deliver a comprehensive overview about preferences, behaviours and lifestyles that influence the urban travel mode choice, the time spent for travel preparation and travelling as well as the value proposition of the travel time. This will enable a cost-benefit assessment of individual mobility behaviour.
2. Identify the influence factors for mode choice and travel time value perception in the context of life style and personal values. The influence factors will be translated to a broader socio-economic and environmental gains such as energy savings and emission reductions for the short-medium term in line with relevant EU policies and strategies.
3. Establish a method to estimate the value of time in mobility contexts, considering different geographical, cultural and economic factors. The findings will contribute to the development of key aspects of sharing economy, such as business models incorporating time banking.
4. Provide evidence to policy decision makers of all levels and mobility solution providers about long term improvements (e.g. on route layouts, schedules, and capacity) in the context of sustainable mobility by creating mobility value propositions.



Getting the right partners on-board



Where to find the “right people”?

- **To identify potential Consortium Partners, one should start from own international contacts and networks** (with experience in the area)
 - Easier to identify partners among them due to already established “trust” relationship
- **Additionally, it is important to attend networking events that give an opportunity to present project ideas**
 - In my case, I decided to attend the “ICT Proposers Day 2016”, and the “Social Science and Humanities” (SSH) events, both organized by the European Commission in Bratislava



How much should I disclose about my project idea?

- In brokerage events and other opportunities to present project ideas, a challenge is to find the right balance in information disclosure
- Sharing an idea is much less “critical” than sharing a draft proposal, therefore openness is encouraged
- **Tip:** At these events, the key is not really “selling an idea”, but rather establishing oneself as a trusted partner



Follow-ups

- With each potential partner there is need of follow-up discussions to find “common ground” for collaboration
- These discussions are essential, although very time-consuming
- At some point, it is necessary that a potential partner commits and a niche of contribution to the proposal is agreed

Bilateral or Group Discussions?

- During proposal development, there will be need of keeping partners informed of important issues (e.g. including sharing drafts, requesting contributions)
- There is no general rule, but we have found more effective to privilege bilateral discussions than group discussions at this stage (e.g. feasible when consortium is rather small)

MoTiV Consortium Requirements

- **It must be diversified, complementary and tailored to the Topic that it addresses**
- In MoTiV, need to demonstrate scientific and technological competence, potential for involving end users (data collection) and other key stakeholders (policy), as well as business potential (companies)
- Result: 2 research-oriented partners (UNIZA and Eurecat), 2 technology-oriented partners (INESC-ID and TIS), 2 companies (CoReorient, routeRANK), 1 umbrella organization reaching European end-users (ECF)



MoTiV – from Idea to Proposal



Drafting the Proposal

- Once the conceptual building blocks of the proposal and the Consortium are established, it is time for a “deep dive” into Proposal writing
- In the case of MoTiV, this has happened over 2 months (December and January). Normally, at least 4 months should be allocated to this activity
- While writing the proposal, it is important to **consider how it would be implemented if successful**



Follow the Proposal Template

- To maintain focus, it is essential to **follow the Proposal Template** (Word doc gradually filled in with relevant information)

Proposal Working Draft MG-8-5-2017 - Confidential

Time Banking for Sustainable Urban Mobility:

Estimating Travel Time Value via an Opportunity Cost Approach

1. Excellence

Your proposal must address a work programme topic for this call for proposals.

This section of your proposal will be assessed only to the extent that it is relevant to that topic.

1.1 Objectives

Describe the specific objectives for the project, which should be clear, measurable, realistic and achievable within the duration of the project. Objectives should be consistent with the expected exploitation and impact of the project (see section 2).

The overall objectives of the project is outlined as follows:

i) **The consortium wants to gain knowledge about the traveller's perceived value of time in the context of urban mobility.** Traveller's choice on when and how to move depends on various factors, such as the purpose of the travel (e.g. commuting, accompanying children to school, get merchandise or leisure travelling) but also on soft factors (e.g. curiosity, comfort, safety & security, cost, time saving, etc.); the latter ones can be subsumed as "value propositions" of a certain travel mode. Particularly the value proposition in relation to mobility are under-researched and affect not only the travel itself but also the travel preparation and personal schedules.

ii) **The consortium wants to gain an understanding of traveller's personal context that lead to a certain mobility behaviour due to the perceived value proposition of mobility.** Eventually

GL

Giuseppe Lugano December 15, 2016
Different Working Title to be found (including acronym).

Keywords from "Objectives" section (such as "Value Proposition") should appear in the title. Currently, "Time Banking" and "Opportunity Cost" are part of the Methodology, but not described in the "Objectives".

 Reply  Resolve



Get to Know the EC Participants Portal

The screenshot displays the EC Participants Portal interface. At the top, the European Commission logo and the text 'RESEARCH & INNOVATION Participant Portal' are visible. The navigation bar includes links to 'MY AREA', 'HOME', 'FUNDING OPPORTUNITIES', 'HOW TO PARTICIPATE', 'EXPERTS', and 'SUPPORT'. A search bar and a user profile dropdown for 'GIUSEPPE LUGANO' are also present.

The 'MY AREA' dropdown menu is open, showing options: 'My Organisation(s)', 'My Proposal(s)', 'My Project(s)' (highlighted), 'My Notification(s)' (with a red badge showing '5'), 'My Formal Notification(s)', and 'My Expert Area'.

The 'My projects' section features buttons for 'FP7 REF. DOCS', 'H2020 ONLINE MANUAL', and a green 'HOW TO' button. Below this, a text block explains that the page enables access to all EU projects managed via the Participant Portal. It lists tasks users can perform based on their roles:

- [Prepare and sign your grant agreement](#)
- [Submit amendments to your grant agreement](#)
- [Manage your scientific and financial reports](#)
- [View or manage roles and access rights in your projects consortia](#)

A yellow information box states: 'If you are LEAR and want to see the full list of your organisation projects, please go to **My Organisations** and click on the action button **VP**. LEAR can only view the list of projects in which their organisation is involved. If you want to see project details, your organisation main contact for this project or the project Coordinator has to give you access rights. For more details see the [H2020 online manual](#).'

The 'Legend' section defines various project-related actions with color-coded icons: AA (Access Amendment), GP (Grant Preparation), MP (Manage Projects), FR (Financial Reporting), PR (Periodic Reporting), RD (Reporting & Deliverables), PC (Project Consortium), and VP (View Proposal).

Below the legend, a table displays project entries. The table has columns for 'ACRONYM', 'CALL', 'PROGRAM', 'PROJECT', 'PHASE', and 'ACTIONS'. One entry is shown:

ACRONYM	CALL	PROGRAM	PROJECT	PHASE	ACTIONS
MoTiV	H2020-MG-2017-SingleStage-INEA	H2020	770145	Active	PC VP MP

At the bottom, it says 'Showing 1 to 1 of 1 entries.' and includes navigation buttons for 'PREVIOUS', '1', and 'NEXT'.

The footer contains the text: 'HORIZON 2020 RESEARCH ON EUROPA HORIZON 2020 & FP7 PROJECTS & RESULTS OLAF'.



Collecting Input from Partners

- **Be specific in the input needed from each partner**
 - Section 1-3 (Excellence / Impact / Implementation)
 - Section 4-5 (Consortium Members / Ethics and Security)
- **Coordinator should ensure coherence** of the whole text, hence adapting collected inputs as necessary
- **Request and consider partners feedback**, but keep in mind overall aim, pillars and structure



Collecting Input from Partners - 2

- Apart from specific proposal content, **discuss with each partner also the following:**
 - WP / Task Leadership (proposal by Coordinator)
 - Estimation of contribution in terms of tasks (PMs)
 - Partner hourly rate, to calculate budget share
 - Other costs envisaged by the partner
 - Any special needs / requests from the partner
- **Coordinator should keep overview**
 - Excel sheets with WPs, Tasks, PM estimation, budget, timeline (Gantt chart)
- **Be ready to face criticism and doubts in diplomatic, but firm manner**

Dealing with Problems

- **Dietrich Leihs, key contributor to MoTiV proposal, left the ERAdiate team in December 2016**
- Although much conceptual work was done, major parts of the work had to be done and the team had no “backup” for the experienced member
- I took the responsibility to finalise and submit the proposal, setting this as the only priority at work and allocating to it 100% (and more) of my working time



National Contact Points (NCP)

- Do not hesitate to contact NCPs for guidance
 - For Slovakia, CVTI

The screenshot shows the website of the National Contact Points (NCP) for Horizon 2020 in Slovakia. The header includes the Horizon 2020 logo, the text "Národný koordinátor programu EÚ HORIZONT 2020", the logo of the Ministry of Education, Science, Research and Sport of the Slovak Republic, and a search bar. The main navigation bar has links for Home, Where we are?, and Contacts. A sidebar on the left lists various services: Partner Search offer in Horizon 2020, About HORIZONT 2020, National Contact Points (highlighted), Participant Portal, Calls, and Our events. The main content area is titled "National Contact Points" and provides an overview of the NCP network. It states that the network is the main structure to provide guidance, practical information and assistance on all aspects of participation in Horizon 2020. It also mentions that NCPs are established in many non-EU and non-associated countries ("third countries"). The text further explains that NCPs are national structures established and financed by governments of the 28 EU member states and the states associated to the framework programme. NCPs give personalised support on the spot and in applicants' own languages. Below this, there is a section titled "Basic Services" which lists several services: Guidance on choosing relevant H2020 topics and types of action, Advice on administrative procedures and contractual issues, Training and assistance on proposal writing, Distribution of documentation (forms, guidelines, manuals etc.), and Assistance in partner search. Further down, there is a section titled "National NCP Coordinator for Horizon 2020" which lists various research areas and technologies: Legal and Financial NCP, European Research Council (ERC), Future and emerging technologies (FET), Marie-Sklodowska-Curie Actions, Research Infrastructures, Information and communication technologies, Nanotechnologies, Space, Access to risk finance, Innovation in SMEs, 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 changing world - inclusive, innovative and reflective societies, and Secure societies - protecting freedom and security of Europe and its citizens.

HORIZONT 2020 Národný koordinátor programu EÚ HORIZONT 2020 MINISTRY OF EDUCATION, SCIENCE, RESEARCH AND SPORT OF THE SLOVAK REPUBLIC SK Print Search text search

Home Where we are? Contacts

Partner Search offer in Horizon 2020
About HORIZONT 2020
National Contact Points
Participant Portal
Calls
Our events

Website navigation: HORIZONT 2020 > National Contact Points

National Contact Points

The network of National Contact Points (NCPs) is the main structure to provide guidance, practical information and assistance on all aspects of participation in Horizon 2020. NCPs are also established in many non-EU and non-associated countries ("third countries"). NCPs are national structures established and financed by governments of the 28 EU member states and the states associated to the framework programme. NCPs give personalised support on the spot and in applicants' own languages.

Basic Services

- Guidance on choosing relevant H2020 topics and types of action
- Advice on administrative procedures and contractual issues
- Training and assistance on proposal writing
- Distribution of documentation (forms, guidelines, manuals etc.)
- Assistance in partner search

National NCP Coordinator for Horizon 2020

Legal and Financial NCP

European Research Council (ERC)

Future and emerging technologies (FET)

Marie-Sklodowska-Curie Actions

Research Infrastructures

Information and communication technologies

Nanotechnologies

Space

Access to risk finance

Innovation in SMEs

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 changing world - inclusive, innovative and reflective societies

Secure societies - protecting freedom and security of Europe and its citizens



Internal Reviews

- When the proposal is almost ready, it is important to **carry out “internal reviews” to receive further feedback from colleagues** (reading the proposal from different perspectives)
- Each major version (“milestone”) of the proposal draft should be also **shared with Consortium Members**
 - Use online repository to upload and share proposal versions with partners



MoTiV Evaluation Report

- **Total score: 13.50 (threshold: 10)**

Criterion	Mark	Threshold
Excellence	4.50 / 5.00	threshold: 3/5;
Impact	5.00 / 5.00	threshold: 3/5;
Implementation	4.00 / 5.00	threshold: 3/5;

- **Results of MG-8-5-2017: 2 projects approved**

Proposal Acronym	Proposal Title	Duration	Coordinating Institution	Coordinator Country	Number of Participants	Budget Requested	Evaluation Score
MoTiV	Mobility and Time Value	30	ZILINSKA UNIVERZITA V ZILINE	SK	7	1,930,840.00 €	13.5
STARS	Shared mobility opportunities And challenges for European cities	30	POLITECNICO DI TORINO	IT	9	1,805,665.00 €	13.5

Success rate: 6,4% (30 submitted, 2 funded)



Project Implementation

- Succeeding in H2020 project is a reason for celebrating, but it is only the beginning!
- In short time, Coordinator has to address many issues such as:
 - Grant Agreement preparation
 - Consortium Agreement preparation
 - Addressing Ethics Requirements (if any)
 - Developing trusted relationship with EC Project Officer
 - Strengthening collaboration with Project Partners
 - Internal organization (e.g. budget allocation to partners, hiring staff as required, trainings, setup of IT tools)
 - Planning activities in detail, both from scientific and administrative/financial viewpoints
 - Promote the project nationally and internationally



Final Remarks



Final Remarks

- **Succeeding in H2020 requires** oneself and a whole team to undergo **a long journey**
- A brilliant idea may come to a single person, but **success (or failure) is a joint outcome**. Team-work is essential
- **Things are connected:** ideas, people, places, professional and personal experiences...
- Even in case of major challenges, do not give up and be ready to defend your idea creatively. **Make things happen.**
- Do not be afraid of competition. **Be ambitious.**



Thank You for your attention!



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ERAdiate
Enhancing Research and innovAtion dimensions
of the University of Žilina in intelligent transport
systems

Succeeding in H2020: the MoTiV Experience

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