



EASME

Executive Agency for Small and Medium-sized Enterprises

GEO CRADLE

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**Kick off meeting
19 February / Athens**

Content

1. EASME
2. Horizon 2020 – project implementation
 1. Societal challenges
 2. Innovation and IPR
 3. Standardisation
 4. Open Access
 5. Communication
 6. Ethics

EASME

One of the 6 Executive Agencies of the European Commission

EASME is managing 5 EU programmes:

- CIP Eco-Innovation
- COSME - Competitiveness of Enterprises and SMEs
- LIFE - Environment and Climate action
- EMFF - European Maritime and Fisheries Fund
- Energy (SC3) and Environment (SC5) parts of Horizon 2020



Horizon 2020 Innovation in SMEs actions € 7 M*

COSME the EU programme for the Competitiveness of SMEs
Enterprise Europe Network (EEN) @EEN_EU € 0.8 bn*

Horizon 2020 SME Instrument
@H2020SME € 3.1 bn*

Horizon 2020 Energy Efficiency
@H2020EE € 0.8 bn*

EU Sustainable Energy Week (EUSEW)
@euenergyweek

CIP Eco-innovation

Intelligent Energy Europe (IEE)

LIFE the EU Programme for the Environment and Climate Action
@LIFE_Programme € 2.3 bn*

EMFF the European Maritime and Fisheries Fund € 0.3 BN*

Horizon 2020 Climate action, resource efficiency and raw materials
@EU_ecoinno € 2.7 bn*

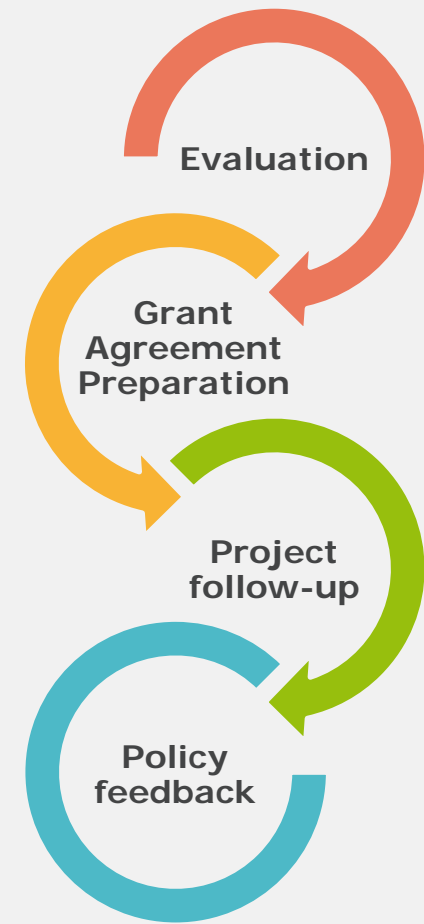
SILC II € 870,000*

Executive Agency for SMEs



EASME's role within the European Commission

- Managing EU programmes
- Feeding into the policy-making process with project outcome & success stories





HORIZON 2020

The EU Framework Programme
for Research and Innovation

2014-2020



Horizon 2020 -three priorities

*Excellent
science*

Science
sets the
agenda

Business
sets the
agenda

*Industrial
leadership*

*Societal
challenges*

Society
sets the
agenda





Health, demographic change and wellbeing	7 472
Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the Bioeconomy	3 851
Secure, clean and efficient energy *	5 931
Smart, green and integrated transport	6 339
Climate action, environment, resource efficiency and raw materials	3 081
Inclusive, innovative and reflective societies	1 310
Secure societies	1 695
<i>Science with and for society</i>	<i>462</i>
<i>Spreading excellence and widening participation</i>	<i>816</i>

* Additional funding for nuclear safety and security from the Euratom Treaty activities (2014-2018)



European
Commission

SC5 - Climate Action, Environment, Resource Efficiency and Raw Materials

- To achieve a **resource – incl. water - efficient and climate change resilient** economy and society,
- The protection and sustainable management of **natural resources and ecosystems**,
- A sustainable supply and use **of raw materials**, in order to meet the needs of a growing global population within the sustainable limits of the planet's natural resources and eco-systems
- **Harnessing Earth observation data- GEO**



GEO-related projects from H2020 WP 2014-2015

- SC5-16-2014: Making EO and Monitoring Data usable for ecosystem modelling and services: **ECOPOTENTIAL, SWOS**
- BG-8-2014: Developing in-situ Atlantic Ocean Observations for a better management and exploitation of the maritime resources—**AtlantOS**
- SC5-18a-2014: Coordinating European Observation Networks to reinforce the knowledge base for climate, natural resources and raw materials – **ConnectinGEO**
- SC5-15-2015: Strengthening the European Research Area in the domain of EO **ERA-PLANET**
- SC5-18b-2015: Integrating North African, Middle East and Balkan Earth Observation capacities in GEOSS – **GEOCRADLE**
- SC5-17-2015: Demonstrating the concept of 'Citizens' Observatories' **GROW, SCENT, LANDSENSE, GROUNDTRUTH2.0**

GEO-related topics in H2020 WP 2016-2017

- SC5-18-2017: Novel in-situ observation
- SC5-19-2017: Coordination of citizen observatories initiatives
- **SC5-20-2016: European data hub of the GEOSS information system (Data access)**
- SFS-43-2017: EO services for the monitoring of agricultural production in Africa
- **BG-09-2016: An integrated Arctic observation system**
- **BG-12-2016: Towards an integrated Mediterranean Sea Observing System**
- **SMEinst-11-2016-2017: Boosting the potential of small businesses in the areas of climate action, environment, resource efficiency and raw materials (inc. EO)**

10th GEO European Projects Workshop 2016



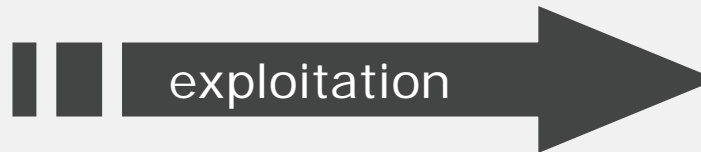
[More information on the EASME website](#)

Horizon 2020 Innovation

INNOVATION: The successful exploitation of new ideas to produce **tangible benefits**, satisfying **needs** and **wants**



Invention



Innovation

Invention IS NOT Innovation

Integration of users in the project is crucial

Horizon 2020 Innovation

Innovation management: managing the process from invention to innovation

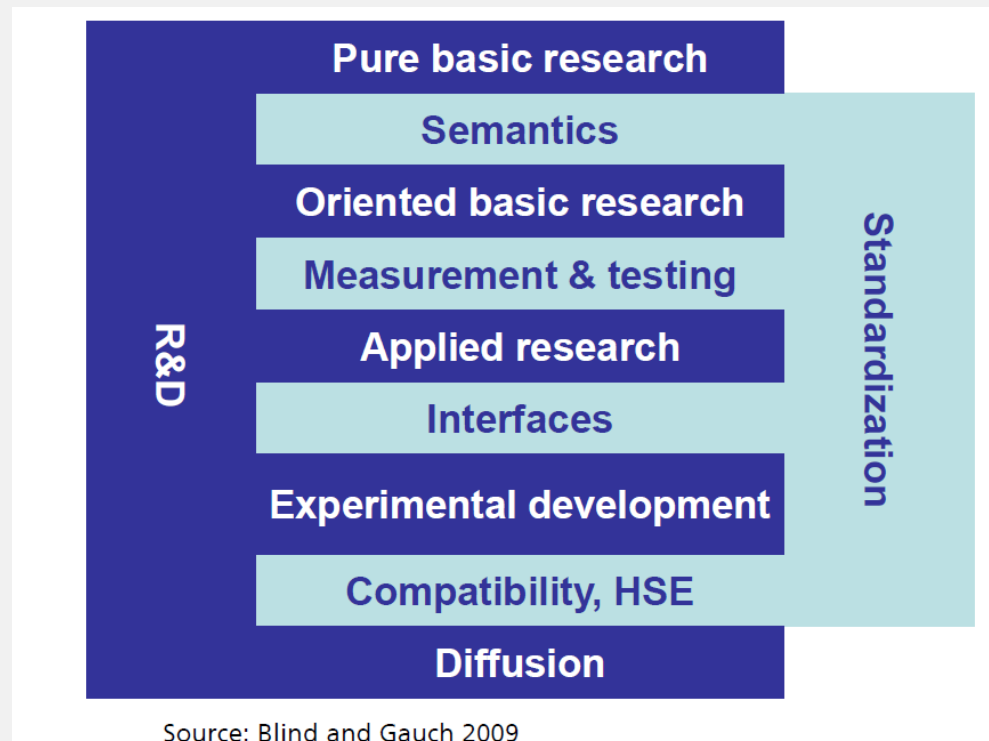
- Identifying high impact novelties produced by the project
Ownership of IP rights, Review of alternative technologies
Assessment of market opportunities, ...
- Capturing and documenting these inventions
publications, patents, secrets, standards,
- Disseminating and support exploitation of the novelty

= IP management, H2020 IPR helpdesk:

<https://www.iprhelpdesk.eu/>

Standards

A major driver of innovation+ greater effect on economic growth than patents or licenses + create markets, make project output sustainable



Source: Blind and Gauch 2009

Open Access

Open access to scientific publications (GA Article 29.2)

- Each beneficiary must ensure open access (free of charge, online access for any user) to all **peer-reviewed scientific publications** relating to its results
 - Self-archiving: in online repository (depositing)
 - Open access publishing
- Support: www.openaire.eu

Open Access

Open access to research data (GA Article 29.3)

➤ H2020 Open Research Data Pilot

- Applies to 2 types of data:
 - (i) data and metadata needed to validate the results presented in scientific publications;
 - (ii) other data as specified in the 'data management plan'
- Requirements in GA:
 1. deposit data in a research data repository
 2. take measures to make it possible for third parties to access, mine, exploit, reproduce and disseminate — free of charge for any user
 3. provide information about tools and instruments at the disposal of the beneficiaries and necessary for validating the results

Open Access

Open access to research data (GA Article 29.3)

- data management plan (DMP): deliverable month 6
 - What data will be collected/generated (methodology, standards)?
 - How will data be handled?
 - How will data be shared and made open?
- *Support: Guidelines on Data Management in Horizon 2020 on the Participant Portal*
http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-data-mgt_en.pdf

Communication

Obligation to promote projects (Art. 38.1.1)

- The **beneficiaries must promote the action and its results**, by providing **targeted** information to **multiple audiences** (including the media and the public) **in a strategic** and effective manner". [...]
- Before engaging in a communication activity expected to have a **major media impact**, the beneficiaries must inform the Agency (see Article 52).
- **Inform the Agency** about your communication activities, we can help you spread the word (eg @EU_ecoinno)

Find out more: "Communicating EU Research & Innovation - Guidance for project participants"

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf



Communication

Acknowledgement of EU funding (Art. 38.1.2)

Use EU emblem

High-resolution emblems are available here:
<http://europa.eu/about-eu/basic-information/symbols/flag/>

Use text as indicated in GA

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [number]."

Ethics (GA Article 34.1)

Obligation to comply with ethical principles

- The beneficiaries must carry out the action in compliance with:
 - (a) ethical principles: research integrity (European Code of Conduct for Research Integrity) avoiding fabrication, falsification, plagiarism or other research misconduct) and
 - (b) applicable international, EU and national law
- Funding will not be granted for **activities carried out outside the EU** if they are prohibited in all Member States.
- Ensure that the activities under the action have an **exclusive focus on civil applications.**

Ethics (GA Article 34.1)

How to deal with ethical issues?

- **Surveys – interviews**

- methods of recruitment, inclusion and exclusion criteria for participants
- draft of the informed consent

- **Personal data (GA Art 39)**

- Comply with national and EU legislation (Directive 95/46/EC) requirements, ask for authorisation when necessary
- draft of the informed consent

- **Non-EU countries**

- Confirmation that the research could be legally carried out in EU
- Benefit-sharing with lower or lower-middle income countries



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THANK YOU FOR YOUR ATTENTION

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