



ESOF

EuroScience
Open Forum
Manchester 2016

From Idea to Funding: Paving the Way

Speakers:

Aygen Kurt-Dickson (LSE) and Daniela Amadio (KCL)



Research Division
Research Development



Manchester 2016

This session:

- Purpose and context of research funding
- Exercise on “research question”
- Peer evaluation & pitching
- General tips
- Closing remarks/ Q&A

The Landscape

Global context

- Competition, new university model?

Brand

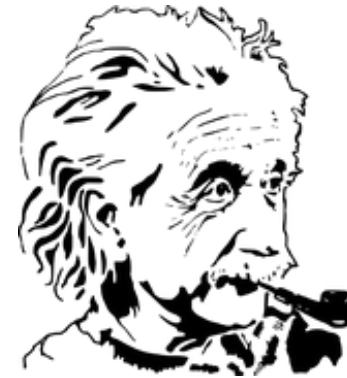
- Status, prestige, super-brand

Political arena

- Commodification, competition, resource reduction, research policy

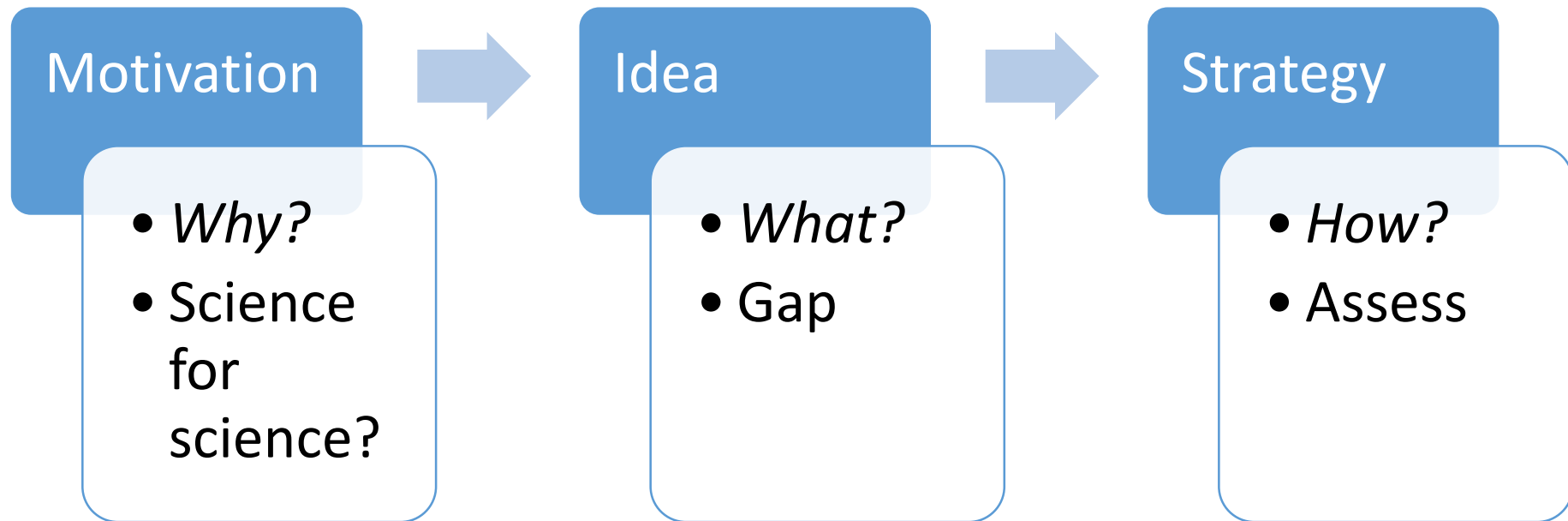
New phase (face?) of a researcher

- Responsibility
- Impact assessment
- Research excellence
- Specialist?
- Long-term vs short termism in research
- Research vs teaching vs market
- Inter-disciplinary

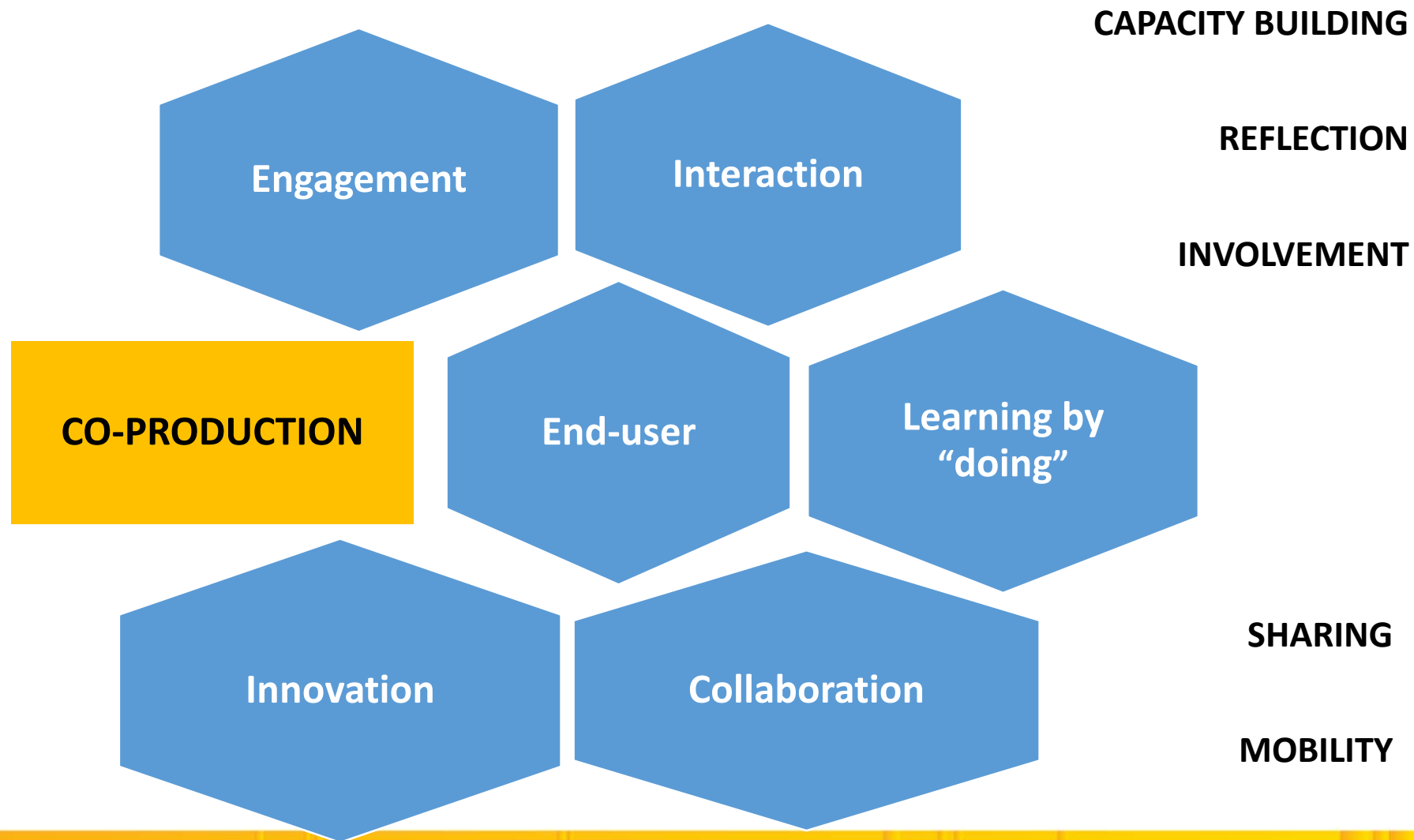


On the way to your funding application

(Jansen 2013).



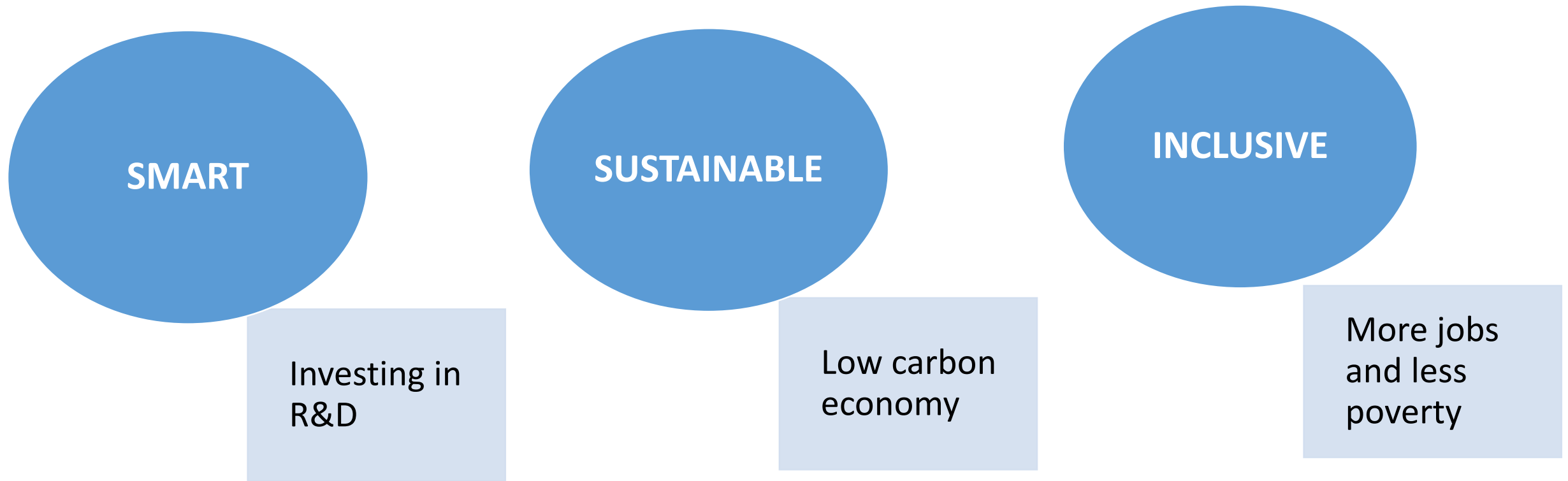
What is the landscape like?



Turn your **idea** into a “fundable” **research question**



EU funding policy



Europe 2020 = growth strategy

Europe 2020 targets

1. Employment
2. R&D
3. Climate change and energy sustainability
4. Education
5. Fighting poverty and social exclusion

Flagship Initiatives



SMART

- Digital agenda
- **Innovation Union**
- Youth



SUSTAINABLE

- Resources
- Global



INCLUSIVE

- More skills/jobs
- Less poverty

What is HORIZON 2020?



...to ensure Europe produces **world-class science**, **removes barriers** to innovation and makes it easier for the public and private sectors to work together in **delivering innovation...**

Focus on **Research AND Innovation**

“There is no one single definition. But innovation as described in the Innovation Union plan broadly means change that speeds up and improves the way we conceive, develop, produce and access new products, industrial processes and services. Changes that create more jobs, improve people's lives and build greener and better societies” Turning Europe into a true Innovation Union, European Commission -MEMO/10/473 06/10/2010

What EU funding wants

- Objectives: Clear, measurable, realistic and achievable
- Interdisciplinary
- Links with existing activities
- Impact
- Innovation management
- Dissemination vs. exploitation

Exercise (20 mins) – see Project Summary Form:

- 1) In groups of 4 people max. Work out a “research question” that
 - responds to the challenge
 - linked to solving the problem
 - reflects each group member’s research/innovation expertise
- 2) If you have time left, try to address the **IMPACT** and **IMPLEMENTATION** aspects of your question.
- 3) Choose one rapporteur to pitch group’s project to others in 3 minutes

Choose between these two topics:

1) Personalised coaching for well-being and care of people as they age

2) Protection of all road users in crashes

PITCHING your fundable question idea to your peers...

2 groups only – 3 mins each

Feedback

What works and what doesn't?

Some examples - Do's

*...This is an excellent proposal with **objectives that are clear and pertinent to the call.***

*....The design is presented with high **quality evidence-based argumentation and methodology.***

*....**Gender and sex differences** and roles are taken into consideration and mainstreamed into the project....*

...All the estimated impacts are in line with those defined by the work programme....

*....If successful **the project will strengthen company competitiveness and growth** at European and global levels....*

*....The **routes to exploitation** via the various partners and the links to standards bodies are very well thought out and convincing..*

*....the **planned IPR activities are appropriately** detailed to expect an effective dissemination and exploitation of the project results...*

*...The work packages are **described in adequate detail and include partner contributions per task. Resources** are allocated appropriately to tasks according to partner specialities and roles....*

Some examples - Don'ts

*...The Wps and most of the application **lack coherence**....*

*...**No evidence** for robust use in clinical routine is available....*

*...The technology readiness level of the results is low and the consequences for achieving the expected **innovation potential are not adequately explained**....*

*...the **description of the deliverables is often generic** and not clearly traceable to the work that delivers them....*

*...The management structures and processes are appropriate but **lack sufficient detail** in some areas....*

*...An initial risk register is provided, but there is **no sufficiently detailed description of a risk-management process**, e.g. for mitigation....*

*...Ongoing EU funded projects addressing similar issues should be taken into account, so that **duplication of efforts could be avoided**....*

FINAL REMARKS

Some believe that... (Wakeford 2015)

- The best research will be funded
- Funders will just fund gurus
- I know what should be funded
- It is best to keep it to myself
- Some academics find writing easy
- I will write a bid over the holiday
- I must use all the words/space allowed
- The Research Office only delays it...
- The evaluators will read all of your bid



Finally....

What will anybody miss if your research project didn't exist?...and not funded?

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**Thank you.
Happy bidding!**

This presentation was prepared by Aygen Kurt-Dickson and Daniela Amadio in their personal capacity. The opinions expressed are the authors' own and do not reflect the view of the European Union, or London School of Economics and Political Sciences, or King's College London.

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