***Knowledge Transfer Community to bridge the gap between research, innovation and business creation***

**How to make ready a EoI – Expression of Interest**

#

# Abbreviations:

EC – European Commission

EU – Europe Union

IP - Intellectual Property

IPR - Intellectual Property Rights

EoI – Expression of Interest

KTOs - Knowledge Transfer Offices

KTT - Knowledge and Technology Transfer

TTI – Technology Transfer and Innovation

TO – Technology Offer

TR – Technology Request

EoI – Expression of Interest

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# Introduction

This Deliverable aims develop a Form and a methodology for “EoI – Expression of Interest” with the aim to present the partner that search partnerships in a specific call, to know better each other, to understand the expertise and experience of the potential partners for research, innovation, knowledge and technology transfer, partnerships for internationals projects.

The form and the Methodology contribute to establish partnerships for new calls or for new proposal projects for research and development and innovation, for the knowledge transfer between public research and industry in the societal challenge secure, clean and efficient energy, to bridge the gap between research, innovation and business, based on EU experience and on a survey conducted among the stakeholders.

Each call gives more precise information on the questions that the Commission would like you to address in your proposals. All calls can be found in the EU’s [Official Journal](http://publications.europa.eu/official/index_en.htm) – the official source for all EU documents – as well as on the Participant Portal.

# The possibility to cooperate at international level

Many calls require a team of at least three partners. If you need help to identify a potential partner with particular competences, facilities or experience, use the partner search options and the EoI – Expression of Interest form.

Are you looking for partnership with a specific skill? For a specific call? In a University or Research Center? In a cluster? In a particular country? Who speaks a certain language?

The EOI form can help you! You can search all Network partners based on the criteria above. There are a large number of areas of expertise to search, from technical skills, finance and funding to intellectual property and partnerships.

This methodology must be the one at international level, not only a local level. In the near future we will present our interest (new equipments, tools, systems, services, etc) and the methodology to promote our interests must to be understood by others in different countries.

**Taking part in an EU-funded research project is a great way to boost your company's competitiveness. The Network helps you get there. Our experts will help you identify your needs and potential and connect you with the right partners for successful projects.**

We don't fund any projects ourselves, but we'll help you to tap into the EU's Research Framework Programme (Horizon 2020). Funding opportunities under Horizon 2020 are set out in multiannual work programmes, which cover the large majority of support available.

Horizon 2020 is the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014 to 2020) – in addition to the private investment that this money will attract. It promises more breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market.

Horizon 2020 is the financial instrument implementing the [Innovation Union](http://ec.europa.eu/research/innovation-union/index_en.cfm), a [Europe 2020](http://ec.europa.eu/europe2020/index_en.htm) flagship initiative aimed at securing Europe's global competitiveness.

Seen as a means to drive economic growth and create jobs, Horizon 2020 has the political backing of Europe’s leaders and the Members of the European Parliament. They agreed that research is an investment in our future and so put it at the heart of the EU’s blueprint for smart, sustainable and inclusive growth and jobs.

By coupling research and innovation, Horizon 2020 is helping to achieve this with its emphasis on excellent science, industrial leadership and tackling societal challenges.

The goal is 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.

Horizon 2020 is open to everyone, with a simple structure that reduces red tape and time so participants can focus on what is really important. This approach makes sure new projects get off the ground quickly – and achieve results faster.

Two year work programmes announce the specific areas that will be funded by Horizon 2020. Look out for them on the online [Participant Portal](http://ec.europa.eu/research/participants/portal/desktop/en/home.html) as they can be used as a calendar for the calls for proposals (‘calls’), to be published during the year.

If you wish to respond to a call, you must submit a proposal before the deadline. The Participant Portal has clear instructions to guide you through the process.

The system is simpler than ever – no more paper! All proposals are submitted online.

The Participant Portal is your entry point for electronic administration of EU-funded research and innovation projects, and hosts the services for managing your proposals and projects throughout their lifecycle.

First of all you need a convincing idea and a good team.

**Find your partners**. Most of the EU funded projects are collaborative projects with at least 3 organizations from different EU Member States or Associated countries.

Various [partner search services](http://ec.europa.eu/research/participants/portal/desktop/en/funding/index.html) help you to find organizations that would like to participate in the proposals.

You can also post your collaboration offers there. If you need help to identify a potential partner with particular competences, facilities or experience, use the [partner search services](http://ec.europa.eu/research/participants/portal/desktop/en/funding/index.html) and EoI form.

H2020 also aims to enhance EU [international research cooperation](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/international-cooperation_en.htm) so there are more [opportunities](http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/ftags/international_cooperation.html#c,topics=flags/s/IntlCoop/1/1&+callStatus/asc) for cooperation with and participation by researchers from non-EU countries.

How to participate. The first steps to prepare your proposal and apply for EU research funding. Learn how to find a suitable Call for proposals or project partners and how to submit your proposal.

The following guidance services facilitate your participation:

* [H2020 Online Manual](http://ec.europa.eu/research/participants/portal/desktop/en/funding/guide.html)**:** step-by-step online guide through the Portal processes from proposal preparation and submission to reporting on your on-going project
* [Reference Documents](http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html)**:** library of legal documents, guidance notes, and additional reference material for H2020 and FP7
* [Beneficiary Register](http://ec.europa.eu/research/participants/portal/desktop/en/organisations/register.html) search for already registered organizations and their **PICs**
* [Financial Viability Self-Check](http://ec.europa.eu/research/participants/portal/desktop/en/organisations/lfv.html) **tool** allows you simulating the financial viability check of your organization
* [SME Participation](http://ec.europa.eu/research/participants/portal/desktop/en/funding/sme_participation.html)**:** dedicated H2020 guidance page for SME

For guidance refer to the How to participate and Support menus which include:

* [H2020 online manual](http://ec.europa.eu/research/participants/portal/desktop/en/funding/guide.html) leads you through all the processes starting from the proposal preparation and through the entire project lifecycle
* [Reference documents](http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html) page gives you access to the work programmes, legal and guidance documents
* search for your [National Contact Points (NCPs)](http://ec.europa.eu/research/participants/portal/desktop/en/support/national_contact_points.html) or contact additional support networks and helpdesks
* check out the frequently asked questions ([FAQ](http://ec.europa.eu/research/participants/portal/desktop/en/support/faq.html))

**Helpdesk.** If you have questions about any aspect of European research in general and the EU Research Framework Programmes in particular, send them to [Horizon 2020 Helpdesk](http://ec.europa.eu/research/index.cfm?pg=enquiries).

You need to use a contact form on their page selecting the most relevant subject area of your question. It assures that the competent person receives directly your question in Horizon 2020 Helpdesk (previously called Research Enquiry Service) and can deal with it quickly.

Any IT-related problems that you have on the Participant Portal must be addressed to the [IT Helpdesk](http://ec.europa.eu/research/participants/portal/desktop/en/support/research_enquiry_service.html).

At the Network, we can:

* assess your technology to identify your potential, needs and funding opportunities;
* help you to formulate project ideas;
* find you partners;
* increase your proposal-writing and project management skills;
* help you to reach cooperation agreements.

# EoI – Expression of Interest; Partnering Opportunities - aim

**The EoI** – **Expression of Interest**, stage is one of the underrated steps of the partnership process, but it is essential in order to establish a first contact with potential partners.

The message to give to our clients is that we bring them into contact with good potential partners. So it is our responsibility to do a first quality check of our EoI clients.

This starts with the way we organize the dissemination of the partnership profiles.

We must send the message that companies that are interested in those profiles have to deliver a minimum amount of information about themselves and their activities.

They must explain why they are interested in the profiles (or why they want to fill in an EoI form).

A good company with real interest in a profile will see it as an advantage to provide this information because it wants to come into contact with the profiled company.

The assessment by Network partners of an EoI client and the content of an EoI form is as important as the assessment of clients publishing a partnership profile.

Taking the above mentioned considerations into account, a procedure has been designed to manage an expression of interest in an efficient manner.

Following the promotion of profiles by website, newsletter, company visits or seminars, you and other Network partners will receive EoIs from local companies and R&D centers.

It is your responsibility to check the quality of the company and the relevance of the EoI that you receive.

It is also your responsibility to ensure, if appropriate, that this company makes contact with the company behind the partnership profile.

The EoI must contain:

* The reference number of the partnership profile that the company is interested in. The title or the summary of the profile may be added to make sure that the reader knows which profile the company is interested in;
* The contact details of the company that is making the EoI, including the name of the company, contact person, address, telephone number, e-mail and website;
* The keywords that describe yours intention, proposals as partner according the call and yours expertise
* A summary of your proposal base on your expertise and experience, according the objectives of the call will be presented.
* The activities of the company behind the EoI;
* An explanation of what the company is offering or what it is looking for. Explain the motivation of the company behind the EoI and how this company is able to satisfy the needs of the company receiving the Expression of Interest.
* Describe your expertise in the field of the proposed project (correlated with the call). Insert objectives (according the call) and actions that you propose. Actions foreseen within the call for proposals include some topics

You must to convince the potential coordinator and partners that:

* you have a very good idea, according the call
* you have experience and relevant expertise in the field
* you can be a very good partner and coordinate some WP (please argument witch – Dissemination / Development of the experimental model / Basic research /….
* the EoI must to be very clear with a clear message: I’m the best choice in this field, relevant for the call, objectives and for the sustainability of the project

The a) and b) formats are dedicated to specific calls - that means a company can present more forms for more calls.

The c) format is not dedicated to a specific call. In this format you can present the company or the entity, aiming to find strategic partners for long time calls.

For this format you can present only one form for a entity / company.

# References

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2. Innovation Union, <http://ec.europa.eu/research/innovation-union/index_en.cfm>
3. Commercializing Public Research, new trends and strategies, <http://www.oecd-ilibrary.org/science-and-technology/commercialising-public-research-new-trends-and-strategies_9789264193321-en>
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5. Enterprise Europe Network - Partnering Opportunities, <http://een.ec.europa.eu/tools/services/SearchCenter/Search/ProfileSimpleSearch?shid=32db25cb-726f-43b0-8b5f-7742d0935799>
6. Network help other companies access EU funds – Success Stories

<http://een.ec.europa.eu/success-stories/list?field_network_countries_nid=All&field_success_action_type_value_many_to_one=funding&field_sector_group_nid=All>

1. EoI – Expression of Interest, Partnering Opportunities – database

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1. What is Horizon 2020 <http://ec.europa.eu/programmes/horizon2020/en/what-horizon-2020>
2. Horizon 2020 – find your idea, <http://ec.europa.eu/programmes/horizon2020/en/find-your-area>
3. Horizon 2020 - how to participate, <http://ec.europa.eu/research/participants/portal/desktop/en/funding/index.html>
4. Partner Search <http://ec.europa.eu/research/participants/portal/desktop/en/funding/index.html>