

# Last Call for FP7 - Focus on KBBE

## THREE DAY PROGRAMME

### Successful Planning and Implementation of FP7 Projects

Tuesday 23rd – Thursday 25th October 2012

Location: MAI, Maison des Associations Internationales  
40 Rue Washington, 1050 Brussels, Belgium

# Successful Planning and Implementation of FP7 Projects

**This interactive workshop-style seminar combines theory, case studies and group work to provide both the “big picture” view and practical hands-on planning and implementation for FP7. The seminar covers the full project life cycle from proposal initiation and preparation through to design of reporting structures, communication and IPR issues.**

## Seminar objectives and target group

The three-day seminar comprises three one-day courses designed for researchers and research management who are planning to submit in the final round of FP7 and/or those implementing a project.

Typically an FP project becomes an “add-on” to your everyday job and researchers often “fall” into the roles of proposal writer, project manager and/or task leader/contributor in dissemination and exploitation. This seminar comprises three one-day courses on:

- **Project Development** – from the call analysis through to full proposal preparation
- **Consortium Management** – the specifics of managing an FP project
- **Dissemination and Exploitation** – communicating science and managing IP

These aspects are the essential “non-scientific” issues in successful collaborative projects – from planning and organisation through to design and implementation. The courses are designed as “stand-alone” days, which can be booked individually, but the real value is in participation of all three. There will be case studies and group work based on real life examples and topics from the current KBBE call.

## Focus on KBBE – but applicable for all

The FP7 KBBE (Knowledge-based Biotech Economy) Programme covers a wide spectrum of sustainable development issues from agriculture, fisheries and forestry through food processing, safety and consumers issues to other non-food biotechnology sectors. It offers participation for universities, research institutes and public bodies, but has special emphasis on the roles and benefits for industry and SMEs (Small and Medium sized Enterprises). KBBE has one of the final FP7 submission deadlines on 5th February 2013, so this event is timed to meet this deadline and prepare for Horizon 2020 (H2020), which will launch its first call in autumn 2013.

This seminar will use case studies from recent KBBE projects and the current KBBE call, but is applicable to and relevant for all collaborative projects and non-research projects such as Coordination and Support Actions and Networks of Excellence.



# Successful Planning and Implementation of FP7 Projects

## About the trainers



### **Dr. Stephen Webb MSc, MBA - CEO, RTD Services**

Masters in Engineering Geology and Business with PhD in Environmental Risk Management, and more than 15 years experience in Framework Programme proposal writing and project collaboration (partner & coordinator since FP4). Stephen is co-founder and managing partner of RTD Services, which is currently participating in 8 FP projects, two of which as coordinator.



### **Daniel Spichtinger - Policy Officer, DG Research, European Commission**

Master degrees in European Studies, English and Media Science. 5+ years experience in EU Project Dissemination Management and proposal preparation. Currently working as DG Research policy officer at the European Commission with focus on open access to research results.



### **Ellen Fethke - Dissemination Manager, RTD Services**

Masters in Business Administration focusing on Marketing and Business Start-ups, Ellen was Project Manager and Head of Marketing and PR for the realization of Austria's first Science Centre, project manager for the technical exhibitions and conferences at Digital Media, and an EU Project Coordinator (coordinating and support action) and participant in other EU-funded projects. She is currently dissemination manager of two Integrated Projects at RTD Services.



### **Dr. Sian Astlely - Training and Communications Manager, EuroFIR AISBL**

Bachelors in Cell and Molecular Sciences, Masters in Clinical Medicine and PhD in Nutrition, Siân is author of more than 300 popular science articles and was awarded a Diploma in Science Communication in 2009 (Birkbeck University of London). After 14 years as a bench-scientist and coordinating an FP5 Concerted Action, Siân became Communications Manager for NuGO, and is currently the Training and Communications Manager for EuroFIR AISBL.

## About us

### **EuroFIR AISBL**

[www.eurofir.org](http://www.eurofir.org) is a non-profit association based in Brussels, which aim to develop, manage, publish and exploit food composition data, and promote international cooperation and harmonise activities globally by improving data quality, database interrogation and standards. Since 2009, EuroFIR has been involved with six FP6 and FP7 funded projects with an increasing focus on training, dissemination and stakeholder engagement. The Association has ca. 70 members (academia, research organisations and SMEs) in the food and health sectors, which have considerable expertise in running and participating in EU-funded projects.

### **RTD Services**

[www.rtd-services.com](http://www.rtd-services.com) specialises in the development and management of Research and Technological Development (RTD) and innovation projects serving universities and research institutes, industry, SMEs and public authorities. Most projects receive national and/ or international funding, typically from the EU Framework Programme. RTDS has a successful track record with 35 projects funded in FP6 and FP7, and 12 partnerships roles including two as coordinator.

# Successful Planning and Implementation of FP7 Projects

## Day 1 - Project Development (Rotonde Room)

### Programme

**08:30 Registration and coffee**

**09:00 Welcome and introductions**

**09:30 Introduction to FP7 Project Development**

- Overview of the proposal preparation process
- Drafts and background info
- Coordinator or partner?

**Call Analysis Techniques**

- Understanding the call
- Defining relevant objectives
- Real life example(s)

**10:30 Coffee Break**

**11:00 Work plan design**

- Linking objectives to WPs
- Work package structure
- Scaling the work plan
- Good deliverables & milestones

**Consortium building**

- The ideal consortium
- Partner types and roles
- Beat them or join them?
- Finding and securing partners

**12:30 Lunch Break  
(Rotonde Room)**

**13:00 Impact**

- Basics of socio-economics
- Stakeholder analysis
- Identification / sourcing of key policies
- Dissemination and Exploitation
- Open Access to research results

**Bonus Talk: "A glimpse of H2020" from DG  
Research Policy Officer Daniel Spichtinger**

**14:30 Coffee break**

**15:00 Group work**

- Call Analysis and S&T objectives definition based on KBBE topics
- Design work plan structure
- Define ideal consortium and justify choice of partners
- Define impact issues and key policies
- Perform basic stakeholder analysis

**16:00 Presentation and  
discussion of Pre-proposals**

**17:00 Planned Finish**



# Successful Planning and Implementation of FP7 Projects

## Programme

## Day 2 - Consortium Management (Commission 2 Room)

**09:00 Welcome introductions, overview**

**09:15 Designing FP Management**

- Management structures / scales
- DESCA & Co.
- Getting top points in Implementation

**Budget planning & implementation**

- Sections A and B - requirements
- Rules and eligible costs
- Basic partner budget data
- Requests and reality
- Audit preparation

**10:30 Coffee break**

**11:00 Group work**

- Project budget calculation
- Solution presentation, Q&A

**12:30 Lunch Break  
(Club Room)**

**13:00 Negotiation phase**

- Overall planning
- NEF, Portal, formalities
- SME Validation
- DoW finalisation and CA
- Communication

**13:45 Project Launch**

- The successful Kick Off
- Reporting structures and tools
- Activity planning
- Motivating the crew!

**14:30 Coffee break**

**15:00 Case studies and Group work**

- Solving management and communication issues

**16:00 Presentation / discussion  
of group work results**

**17:00 Planned Finish**

## Day 3 - Dissemination & Exploitation (Commission 2 Room)

**09:00 Welcome, introductions, overview**

**09:15 Definition & interpretation of key terms**

- What is communication, press, marketing, PR, dissemination – open brainstorming

**09:30 Planning & Achieving Impact**

- Understanding / using politics and policy

**From the DOW to the Dissemination Plan – D&E  
Planning and Reporting**

- Overview of a dissemination plan
- Deliverable Screening
- Stakeholder Analysis
- Communication / Dissemination Mix
- Dissemination & Exploitation (scheme)

**10:30 Coffee Break**

**11:00 Group work**

- Stakeholder analysis
- Communication / dissemination mix

**12:30 Lunch Break  
(Club Room)**

**13:00 One content, many audiences:**

**How to tell the right story to the right audience.**

- Defining key messages
- Storytelling
- Creativity techniques in text writing
- Lessons learnt in website design

**13:30 Press & Media**

- Media and Social Media Interaction
- Press interviews and Press releases
- Do's and don'ts

**14:00 Coffee break**

**14:30 Group work (to be selected)**

- Text writing, Creativity Techniques
- Interviews

**15:30 Presentation & discussion of results**

**17:00 Planned Finish**

# Successful Planning and Implementation of FP7 Projects

## Registration and Information

**Dates:** Tuesday 23rd (start 09:00) to Thursday 25th (finish 17:00) October 2012  
Registration from 08:30 am.

**Location:** Maison des Associations Internationales (MAI), Rue Washington 40, Brussels (BE)

**Programme:** 3-day seminar, individual day courses can be booked separately.

**Event Language:** English

**Participants:** Researchers and research managers from academia, public sector, industry and SMEs from a range of sectors including food and food processing, agriculture and forestry, energy, environment, fisheries etc.

**Certificate:** Participants will receive a certificate for the course days attended

**Seminar Fee:**

	1 day	2 days	3 days
<b>Standard Fee</b>	€495	€890	€1195

**MoniQA Assoc. or**

**EuroFIR AISBL**

**Member\* Fee**            €390    €695    €990

(\*applies to Ordinary Organisation membership only)

excl. 21% Belgian VAT where applicable

The fee includes the course documentation, coffee and tea during the breaks, and a lunch per day including soft drinks. No discount can be given when one or more of these functions cannot be attended.

EuroFIR must be informed of any cancellation in writing (fax or e-mail). **Cancellations received on or after 9th October 2012 and non-attendance** will be charged in full (see Terms and Conditions for details).

**Registration:** Places are limited and early booking is recommended. (see registration page).

Registration and payment before 30th September 2012 will receive a discount of €50.

**Methods of payment:** PAYPAL or Bank Transfer only

Payment to: EuroFIR AISBL

Bank (name, address): BELFIUS Bank, Rue de l'Amazone, 1050 Brussels, Belgium

IBAN: BE18068251301765

BIC: GKCCBEBB

Please quote "SUCCESSFUL PLANNING", company and name of the participant.

**Accommodation: The White Hotel, Avenue Louise, 212, 1050 Brussels (BE)**

T +32 (0)2 644 29 29, F +32 (0)2 644 18 78, [info@thewhitehotel.be](mailto:info@thewhitehotel.be)

20 rooms for single occupation (3 nights, 22nd to 25th October) have been reserved until 7th October 2012. Please quote "SUCCESSFUL PLANNING COURSE" when booking to secure the special rate (€125 per night including breakfast and wireless LAN). Please note that special booking conditions apply at this room rate: 50% cancellations charge after 1st October and 100% cancellations charge after 8th October. Please check with the hotel for details. Please contact EuroFIR for alternative accommodation options after these dates.

**The seminar room** is located in the Maison des Associations Internationales (MAI, [www.mai.be](http://www.mai.be)), Rue Washington 40, Brussels (BE) where EuroFIR AISBL is also based.

NB: workshop rooms may differ from day-to-day

**Please note: EuroFIR AISBL and RTD Services do not accept any responsibility for personal accidents or damage to private property.**

**Successful Planning and Implementation of FP7 Projects** is organised jointly by RTD Services and EuroFIR AISBL. EuroFIR AISBL members (Ordinary organization members only!) and MoniQA Association members enjoy a discount on the registration fee. The number of available places is limited, so early registration is recommended. The fee includes the documentation specifically prepared for this course.

For more information about registration, please contact Mrs. Menouch Solimani at EuroFIR AISBL ([secretariat@eurofir.org](mailto:secretariat@eurofir.org)). Up-to-date information and programme details are also available at:

[www.eurofir.org](http://www.eurofir.org) and [www.rtd-services.com](http://www.rtd-services.com)

# Successful Planning and Implementation of FP7 Projects

Registration form

I herewith register for “**Successful Planning and Implementation of FP7 Projects**” Course and accept the conditions concerning registration, payment and cancellation described in the “Terms and Conditions”.

Name: \_\_\_\_\_ First name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code/City: \_\_\_\_\_ Country: \_\_\_\_\_

Phone/Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

EuroFIR / MoniQA Association Member. Company: \_\_\_\_\_

Non-Member

**I register to the following days:**

**Day 1, 23rd Oct.**

Project  
Development

**Day 2, 24th Oct.**

Consortium  
Management

**Day 3, 25th Oct.**

Dissemination &  
Exploitation

**Payment of the registration fee (for total amount, see Registration Fee)**

Methods of payment: PAYPAL or Bank Transfer only

Payment to: EuroFIR AISBL

Bank: BELFIUS Bank, Rue de l'Amazone, 1050 Brussels, Belgium

IBAN: BE18068251301765, BIC: GKCCBEBB

Please quote “SUCCESSFUL PLANNING”, company and name of the participant.

Registration and payment prior to 30th September 2012 gives a discount of €50.

Registration and payment prior to 10th October 2012 guarantees participation.

**Cancellations received on or after 9th October 2012 or non-attendance** will be charged in full (seminar) and one night (hotel) if booked in advance.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Please complete this form and fax (+32 2 626 29 09) or email to [secretariat@eurofir.org](mailto:secretariat@eurofir.org)



# Successful Planning and Implementation of FP7 Projects

## Terms and Conditions

### 1. Purpose

These terms and conditions accompany the contractual relationship between seminar participants and EuroFIR AISBL [referred to hereafter as "EuroFIR"] for the seminar "Successful Planning and Implementation of FP7 Projects" held in Brussels on 23rd to 25th October 2012, which divided into three one-day courses which can be booked individually.

### 2. Registration / Confirmation of Application

Participants can register by post, fax or email. The registration is considered granted and legally binding if not rejected by EuroFIR in writing within seven (7) days after receipt of registration. Acceptance of registration will be sent via email and registration is confirmed upon receipt of payment as described in Point 4. below.

### 3. Seminar Fee and Delivery

The seminar fee covers the fee per participant and course(s) in EUR net, subject to current Belgium VAT unless the participant can be legally exempt from VAT. The seminar fee covers handout documents for each one-day course, a lunch meal/snack and refreshments during breaks as well as a participation certificate. EuroFIR has the right to change speakers/instructors and to modify the course programme if and when necessary while maintaining the overall nature of the course. All registered participants will be notified in case of a course cancellation due to force majeure, due to speakers' preventions, due to troubles at the chosen location or due to a low registration rate. Seminar / Course cancellation notification due to a low registration rate is issued no later than two (2) weeks before the course date. Course fees are reimbursed in the cases listed above. Any reimbursement of travel expenses are to be considered as an exceptional goodwill gesture and form no future general obligation.

### 4. Payment Date and Payment, Default of Payment

Eurofir will issue an invoice via email to the participant to confirm the acceptance of the participant. Payment of the seminar / course fee is payable immediately upon receipt of invoice. Where payment is not received or lacking clear assignment to a participant prior to commencement of the course, EuroFIR may refuse the relevant participant's participation in that course. Payment shall be made by bank transfer. Any incurred transaction costs are to be borne by the participant. Cash or cheques will not be accepted. EuroFIR is not liable for any loss of means of payment.

### 5. Participant Cancellation

Cancellations need to be issued in writing (email) by the participant to EuroFIR. Partial cancellations of a multi-day booking (e.g. 1 day course from a 2 or 3 day seminar) will not be reimbursed. Cancellation by the participant will be subject to cancellation charges as follows:

- 30 days or more prior to commencement of the course: service charge of €80 net, subject to current Belgium VAT, payable immediately, course fee will be reimbursed,
- Two (2) weeks to 30 days prior to commencement of the course: 50% of course fee net, subject to current Belgian VAT, payable immediately,
- Non-attendance or cancellation less than two (2) weeks prior to commencement of the course: 100% of course fee net, subject to current Belgian VAT, payable immediately
- Substitution of one 1-day course for another is possible upon prior arrangement in writing (email) one week before the first day of the seminar,
- In case of a cancellation if the substitute participant is registered at least three (3) days prior to the commencement of the course a substitute participant maybe nominated without additional costs.

### 6. Copyright

Seminar/course documents are protected by property rights and may not be duplicated, processed, amended, circulated or published in any other way without the written consent of RTD Services. RTD Services reserve all rights.

### 7. Liability

All seminars and courses are prepared and presented by qualified speakers and instructors. EuroFIR and RTD Services accepts no liability for the accuracy or completeness of the seminar documentation or the presentation of the seminars.

### 8. Applicable Law, Place of Jurisdiction, Place of Performance

All cases shall be governed and construed in accordance with BE law to the exclusion of the UN Sales Convention. As far as legally admissible, place of performance and place of exclusive jurisdiction shall be Brussels, Belgium.

### 9. Data Protection

EuroFIR protects personal data by taking appropriate protection measures. For the purpose of optimization of the product and service portfolio and according to the regulations of the data privacy laws, it stores and processes person-specific data on the training participants. All personal data will, in accordance with the law, be used for documentation requests, placed orders or other enquiries in order to send information out by post.