

ARTEMIS Information Day Paris, 9th March 2010

> Alun Foster Programme Manager, ARTEMIS-JU



Call 2010 Highlights



ARTEMIS-JU Funded Research Projects

- ARTEMIS = "Embedded Systems"
 - Virtually any programmed device that is not a PC or a network
 - ES have major potential:
 - Quality of life
 - Energy use / carbon footprint
 - Economic wellbeing
 - ...
- Everyone agrees that innovation is driven by ICT (= Embedded Systems) R&D, so the EC and 22 participating Member States have set up the ARTEMIS Joint Undertaking to finance R&D&I projects to make it happen
 - "Industry" define the Work Programme (via ARTEMISIA)
 - Funding is paid both by the ARTEMIS-JU and by the participating Member State
 - NFA uses local funding rules. Also set what is "eligible cost".
 - JU 16.7% of eligible costs



ARTEMIS JU Research: What it's all about

- The JU Research Agenda proposal considers the expectations of the JU and resulting projects:
 - "Think BIG"
 - = projects with appropriate critical mass and significant societal impact
 - "Socio-Economic Benefits"
 - = improved industrial efficiency "... to strengthen European competitiveness and allow the emergence of new markets and societal applications."
 - » i.e. a focus on key technical issues, solving high-visibility issues with commercially valorisable results
 - "Multi-national"
 - = considers national/regional strategic priorities
 - "Think Different"
 - = significant and complementary added-value over existing programmes

So, above and beyond the operational aspects, ...

This is the spirit of what ARTEMIS projects should achieve



ARTEMIS-JU Funded Research Projects

What do you need?

- An R&D project idea
 - ARTEMIS looks DOWNSREAM realistic and concrete impact within a few years
- Some friends to play with
 - Minimum 3 independent legal entities in three different participating Member States
- Passion wanting to make a difference



Call 2010 – Key features

- Two-step call (like Call 2009)
 - Mandatory, non-gating PO phase
 - > FPP phase

PO Phase

- Assessed by two external experts
- Feedback very important!
 - Call 2009 Evaluators' Comment:
 "Quality of FPPs was greatest when the feedback from PO phase was taken up"

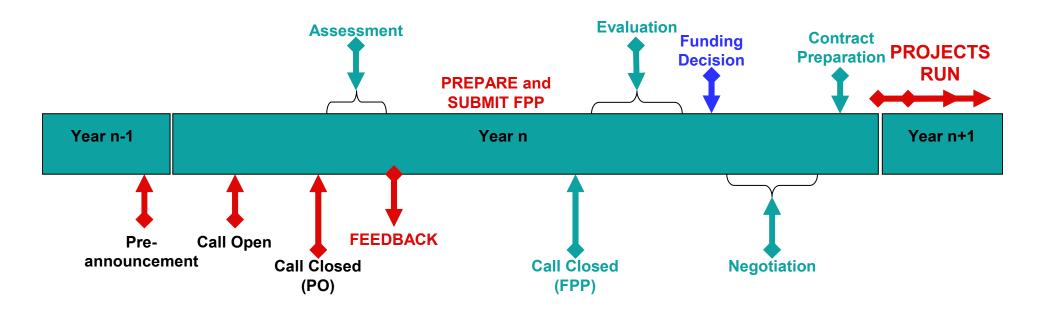
FPP Phase

- Evaluated by four external experts
 - Remote reading, followed by panel sessions
- Scores delivered to PAB for funding decision and mandate to JU for negotiations



ARTEMIS Calls - Timeline

- A generic timeline of the Call
 - Annual Call cycle
 - Projects typically 3 years in duration
 - (It's time to think ahead to your follow-on projects)!





The Electronic Proposal Submission System EPSS

- ARTEMIS-JU Call 2010 will use the EPSS (like FP7)
 - Very similar to the APS used previously
 - Web-based application
 - Tighter link to the evaluations and project management systems
 - Support the "PIC"
 - Central registry of partner's data ...
 - ... you don't have to re-enter it each time...
- Two (or 3) parts:
 - > Part A. Filled in on-line. Collects info about the partners.
 - Part B. The proposal (templates available for PO and FPP)
 - Part C. Only needed in certain countries



Call 2010 Time Line

- Call publication date: 26th February 2010
- Deadline for Project Outlines: 26th March 2010
 - Formal feedback ~ end May
- Deadline for Full Project Proposals: 1st September 2010
 - Formal feedback end October
 - Negotiations completed by end December
 - Projects can start early 2011
- Support documentation augmented to help you further
 - See the ARTEMIS-JU Web-site for the Call www.artemis-ju.eu/Call2010

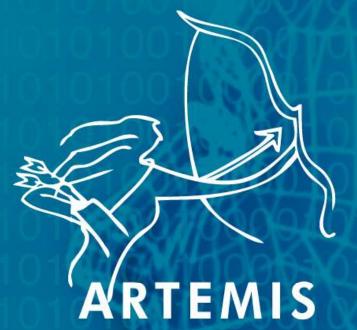


Call 2010 – Criteria for an Excellent Project Proposal

Selection criteria

- > The same as Call 2009:
 - 1. Relevance to the Call
 - R&D Innovation and Technical Excellence
 - 3. S&T approach and work-plan
 - 4. Market Innovation and Impact
 - 5. Quality of consortium and management
- JU offers explanatory text in the "Guide to Applicants"
 - For evaluators AND PROPOSERS
 - » to harmonise interpretations
 - Remember the 2x weighting of Criterion 4 ("Market Innovation and Impact")

ARTEMIS JOINT UNDERTAKING The public private partnership for R&D in the field of ARTEMIS



Thank you for your attention

The public private partnership for R&D in the field of ARTEMIS



What makes a good project proposal?



Ab initio...

INNOVATION

- Technology in the service of business
- Technology in the service of citizens
- New technology, existing business
- Existing technology, new business

IMPACT

- Really makes a difference
 - To your business, and that of your partners
 - To social well-being ("societal concerns")
- Builds a community of partners
 - Outlives the project/consortium life-span
 - Seeds a "Self sustaining ecosystem" around the core technologies

BELIEVE IN IT

If you don't, how can others?



"The IDEA"

Your idea?

- > Think about how it fits the ARTEMIS objectives
 - How it fits into the programme
 - How it contributes to the ARTEMIS culture of "Ecosystems"
 - How can it show the taxpayer "value for money"
- What parts are missing?
 - What partners do you need?
 - » What technologies?
 - » Know-how?

Existing proposal?

- How can you contribute to it?
 - What value can you add?
- > What is in it for *you*? What is in it for *them*?



"The Content"

"Innovation" => "State of the Art"

- State of the Art in (industrial) reality
- Bringing new technologies to a "pre-Application ready" state

Balance of "R" and "D"

- New research ideas, coupled to a clear and plausible application vision
- New developments around existing (but immature) technologies

The full story

- Aim as far "downstream" as is feasible in a realistic time.
 - Project = 3 years typ, market 2 years after that



"The Consortium"

Minimum requirement

"Three independent entities from three participating ARTEMIS Member States"

All bases covered

- Competence
 - Known players in the target sector
 - » track record
- Balance:
 - Technology Development
 - Application Development
 - Business impact Large and Small companies
 - Demonstration / Dissemination
- Relevance
 - Clearly a part of the story: want to belong to the community
 - · co-believers!



Evaluation Criteria

- 1. Relevance to the Call
- 2. R&D Innovation and Technical Excellence
- 3. S&T approach and work-plan
- 4. Market Innovation and Impact
- 5. Quality of consortium and management
- Explanatory text in the "Guide to Applicants"
 - For evaluators AND PROPOSERS
 - to harmonise interpretations
 - Remember the 2x weighting of Criterion 4 ("Market Innovation and Impact")



Writing the proposal

TEMPLATES are provided

- > PO and FPP use the right one!
- Templates follow the "evaluation criteria"
 - Reading and understanding the criteria will increase your chances

Describe your project SUCCINTLY

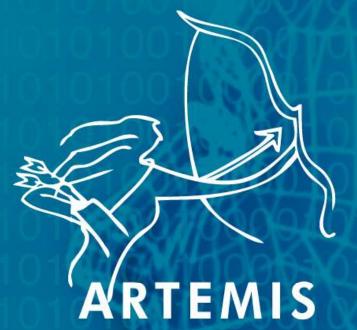
- Respect the advised size of each section
 - Avoid long, jargon-ridden explanations of the obvious
 - » (... you'd be surprised!)
- > Be convincing about the real application / benefits of the work
 - ARTEMIS = IMPACT
 - Think of it as a BUSINESS PLAN
 - » The Intel business plan was one page of "Letter" paper!
- Acid tests:
 - 1. describe your project to a non-expert. If they understand, it's good
 - 2. can you tell a logical story? If yes, it's good.



Proposal submission

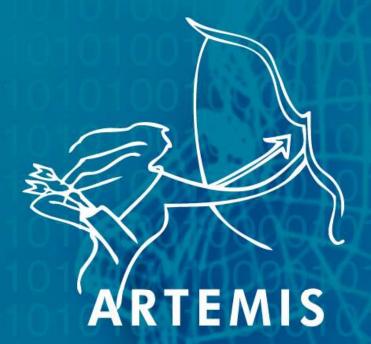
- The deadline is VERY STRICT!
 - > 17h00:00.000!
- SUMBIT your proposal frequently!
 - New submissions over-write the previous ones
 - The submission that was in place at the DEADLINE is taken to evaluation
 - > DO NOT START SUBMITTING TOO LATE!
 - Register on the system immediately!
 - » Call is open NOW.
 - AVOID a Last-minute rush
 - » Communication breakdowns / Internet gets slow, ...
 - Aim to submit at least a week in advance

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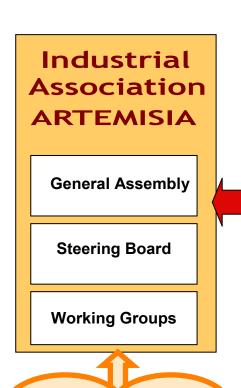




The Mechanics of the **ARTEMIS Programme**



ARTEMIS JTI is implemented as a Joint Undertaking



Research

Joint Undertaking

Governing Board

Votes: 50% ARTEMISIA & 50 % MAS & EC Strategy and rules of operation, supervision

Industry and Research Committee

Strategic planning

Public Authorities Board

Voting rights proportional to commitments

Calls and project selection

Executive Director

Operations and finances

Public Authorities

EC

MAS

Member &

Associated

States

Industry

(incl. SME)



The ARTEMIS Programme in a nutshell

Technical Research Programme and Strategy

- Proposed by ARTEMISIA, in the name of "Industry"
 - "Industry" = enterprises (large & small), Research institutes and universities
 - Accepted by the ARTEMIS Member States and the EC

Financing the R&D

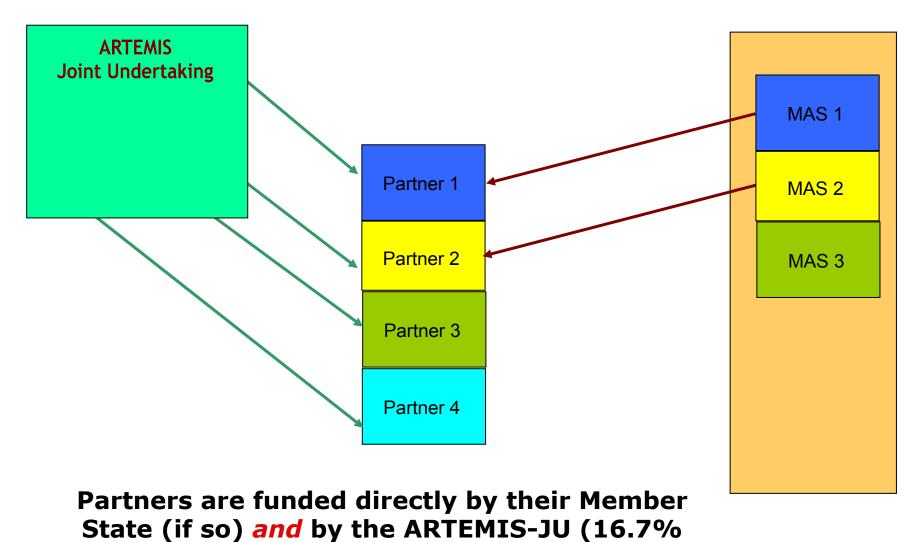
- > ARTEMIS Member States propose a budget
 - For each yearly Call
- > EC (via the ARTEMIS-JU) matches this at 55%
 - Example: MAS -> 100M€ funding = JU -> 55M€ funding TOTAL -> 155M€ FUNDING AVAILABLE for the Call.
 - See www.artemis-ju.eu/Call2010 for actual figures

Programme execution is managed by the ARTEMIS-JU Office

- > Runs the Calls (evaluations, ...)
- Negotiates the projects, selected by the PAB...
- Monitors the resulting projects (receives reports, periodic reviews, ...)
- Ensures payment of the ARTEMIS-JU funding



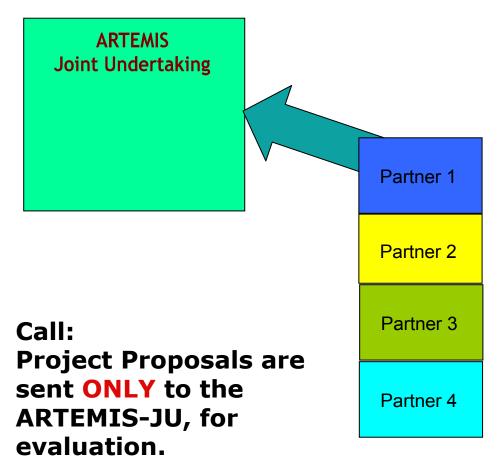
ARTEMIS Project Funding



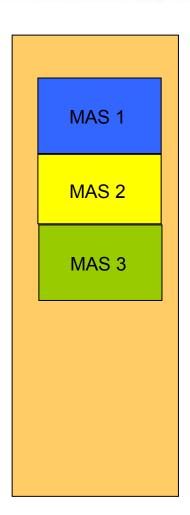
of costs)



ARTEMIS Project Proposal

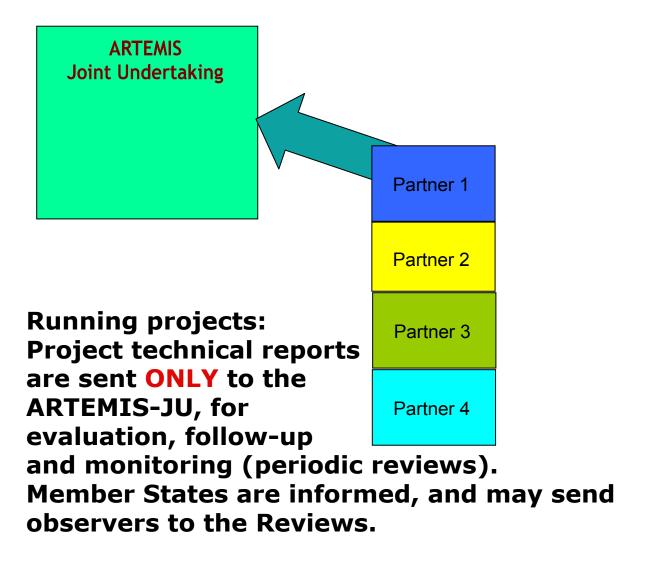


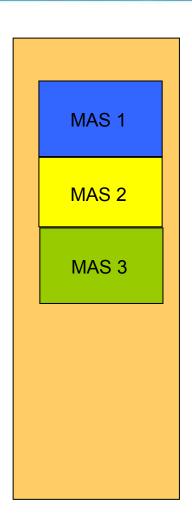
Member States decide on funding allocation, based on this one analysis (taking National criteria into account).





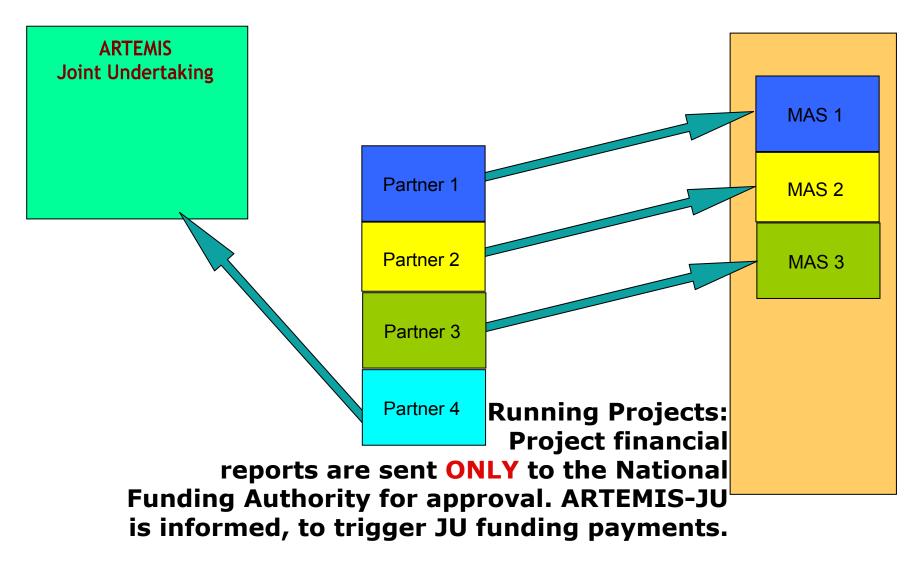
ARTEMIS Project Technical reporting





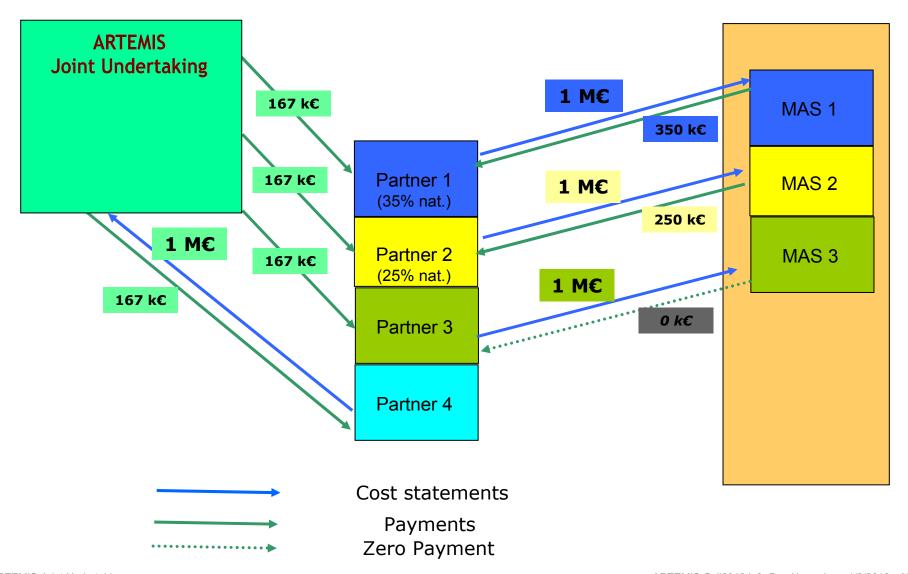


ARTEMIS Project Financial reporting





Cost statements and payments: general flow





The ARTEMIS-JU Office

 To keep project partners' life a simple as possible, ALL of these operational steps are managed and executed by the

ARTEMIS-JU Office Staff



ARTEMIS JU Operations

- ARTEMIS-JU is established since 7 February 2008
 - ➤ The European Commission was responsible for the running of the ARTEMIS-JU, until the Office had "operational capacity to implement its own budget"
- ARTEMIS-JU became autonomous in October 2009
 - Office location set up on 1/9/2009
 - Programme, Legal and Administrative staff in place
 - > JU Programme Officers were involved in the handover:
 - Worked with EC PO's during Call 2009 evaluations
 - Managed Call 2009 selected project negotiations autonomously
 - Autonomy achieved on October 26th 2009



The ARTEMIS Joint Undertaking Staff

















Finance and Administration







ADMINISTRATION: the JU Office

- The ARTEMIS JU Office is implied in all of the administrative steps that allow ARTEMIS Projects to happen:
 - Calls, Proposal intake, Evaluation and Selection, Contract set-up, Project monitoring, JU Funding payments, ...
- We are SERVICE MINDED
 - We do all we can to simplify the life of the project partners!
 - We are there not only to monitor the project and allow payments
 - > We are there also to help let the projects run smoothly
 - PROJECT RESULTS are the most important output of ARTEMIS!

Not Only A A A A A A A





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- Front Office Four Programme Officers
 - Your primary contact for any project related issues
 - have about 95 years total industrial experience at your disposal!
- In-house Legal Officer, secretariat Assistant
- Back-Office administration



The ARTEMIS-JU Office Location

- ARTEMIS-JU has a home in the "Covent Garden" building in central Brussels
- Convenient location
 - Close to main-line railway station
 - Direct Connection to/from Brussels Airport
 - Public transport
 - Car-park





ARTEMIS Call2010 Info Day Nuremberg 1/3/2010 - AF 34



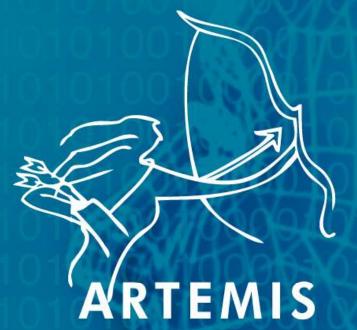
Who pays for the JU Office?

- ARTEMIS JU Office is set up under a Council Regulation that says (in brief, for the whole life of ARTEMIS):
 - Costs will be financed by the EC up to a maximum of 10 M€
 - Costs will be financed by ARTEMISIA up to a maximum of 20 M€
 - > Agreement that:
 - ARTEMISIA pays 2/3 of the running costs
 - EC pays 1/3 of the running costs



- ARTEMISIA asks their members to pay a "variable fee" to let them meet this obligation
 - Non-Members are asked to sign a Declaration of Acceptance (DoA), where they agree to pay this fee also.
 - > The is no legal obligation to do this, but...
 - All partners benefit from the Programme, so there is a moral obligation to share the costs fairly among all players
 - Remember the ARTEMIS Community Spirit!
 - We strongly recommend that all partners join ARTEMISIA (also for its other benefits!), or at least sign the DoA

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