Audencia
BUSINESS SCHOOL

Matinée d'information et de réseautage

01/07/2021

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MARKETING

EFMD EQUIS ACCREDITED
AACSB ACCREDITED
ASSOCIATION AMBA ACCREDITED

1/ Participant Projet H2020

SU-DS03-2019-2020: “Digital Security and privacy for citizens and SMEs”, Sub-topic (a) “Protecting citizens' security, privacy, and personal data

SOTERIA
DIGITAL SECURITY AND PRIVACY

uSer-friendly digiTal sEcured peRsonal data and prIvacy plAtform

3/ Expert Moniteur

TYPES
Towards

ABOUT TYPES | PARTNERS | TOOLS | DELIVERABLES

TYPES
TRANSPARENCY AND PRIVACY FROM END-USERS TOWARDS ONLINE ADVERTISING ECOSYSTEM

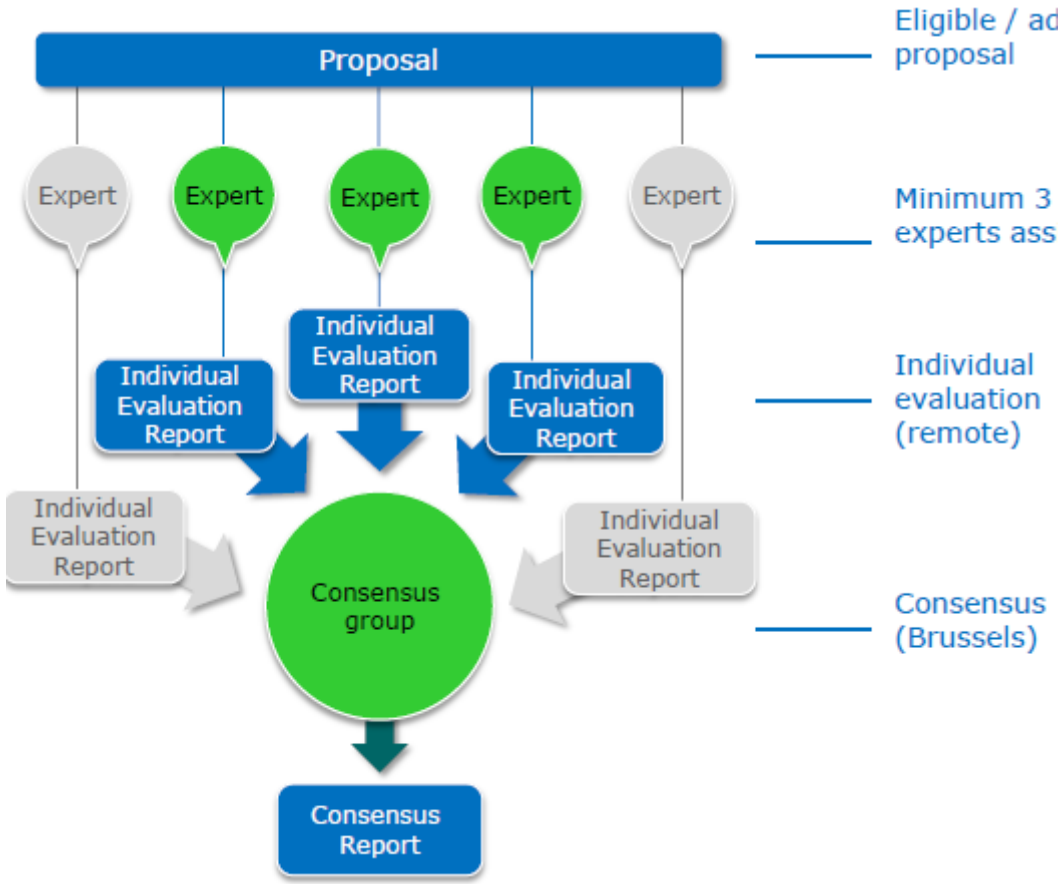
2/

Expert Evaluateur (SSH)

- H2020 DS 2014
- H2020 DS 2015
- H2020 CEF TC 2016
- H2020 DS-08 2017
- H2020 SC6 - DT Transformations 02-2019
- H2020 SC6 – DT Governance 05-2020

Process

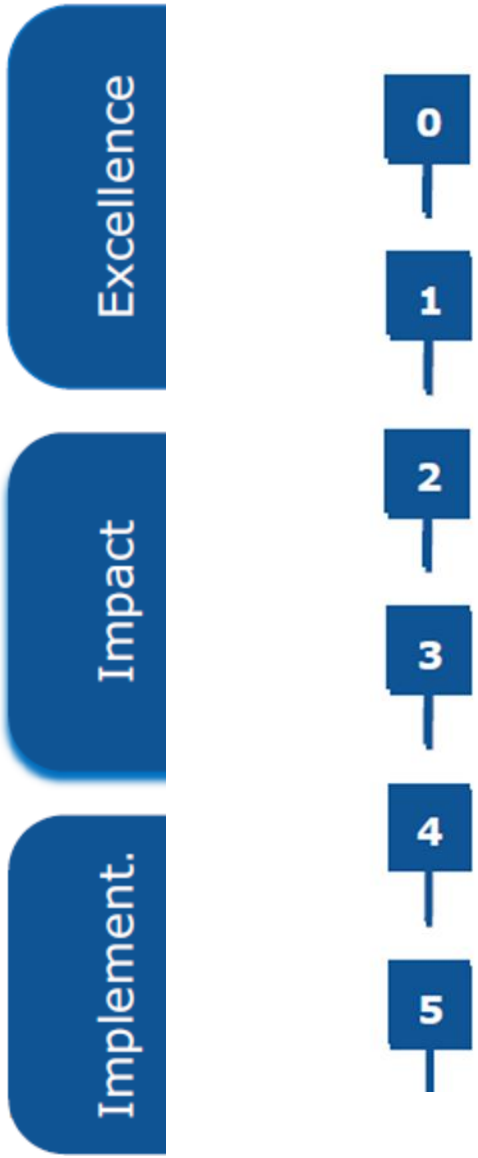
Individual Evaluation (IER) → Group Evaluation (CR) → Panel Meeting



Experts

- Expertise
  - Practitioners or Academics
  - With different Backgrounds / Expertises
    - IT/Computer Sciences/Security
    - SSH: Legal, Psychology, Management, etc …
- You should convince all of them
- You should be pedagogic
  - Have enough information for experts who are looking for details
  - Ensure those who don’t know what you are talking about don’t get bored/ confused

Evaluation Criteria



The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.

Poor. The criterion is inadequately addressed, or there are serious inherent weaknesses.

Fair. The proposal broadly addresses the criterion, but there are significant weaknesses.

Good. The proposal addresses the criterion well, but a number of shortcomings are present.

Very Good. The proposal addresses the criterion very well, but a small number of shortcomings are present.

Excellent. The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

The Proposal

- Respect the page limits
  - What is over won’t be read!
- Ensure you cover each criteria and sub-criteria
  - With enough details but not too many (to ensure you are understood)
  - Use KPIs as much as possible but remember it gives you commitments
- Preparation before Submission
  - Make your draft proposal read by people in the field and out of the field to get their feedback
- Excellence
  - You should not only be Good, you should be Excellent
  - And you should be better than the others
  - You should be Excellent in all parts
    - If you get two ‘5’ and one ‘3’, you won’t make it!

What is a Good Proposal?

- Waouh Effect
  - Good and innovative idea /concept
  - Going beyond the State-of-the-Art
  - Has a strong Societal and Economic Impact
- Focus
  - Not too Technically-Oriented but User-Centric
  - Ensure Regulatory and Ethical Compliance
- Important Aspects
  - Impact is usually key; you should ensure your proposal has some important impacts
    - Those mentioned in the work program
    - Those outside the work program (Societal Impact is more and more important)
  - Quality of Exploitation, Dissemination and Communication plans

What is a Good Consortium?

- Repartition
  - Practitioners and Research Institutions
  - Public Bodies and NGOs
  - Complementary Expertise
    - Computer Sciences, Legal, Management / Marketing, HCI, Psychology, etc …
- Interdisciplinarity
  - Complementarity is Key
  - Have all the necessary expertises to implement the project
  - Good to have partners with previous Experience in EU-funded projects


THANK YOU
FOR YOUR ATTENTION


Any
Questions

Panel Review

- *Consists of experts from the consensus groups and/or new experts*
- *Ensures the consistency of comments and scores given at the consensus stage*
- *Resolves any cases where a minority view is recorded in the CR*
- *Endorses the final scores and comments for each proposal*
  - **Any new comments and scores (if necessary) should be carefully justified**
- *Recommends a list of proposals in priority order*
- *Prioritises proposals with identical total scores*