

ARTEMIS JOINT UNDERTAKING

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



ARTEMIS

**ARTEMIS Information Day
Madrid, 18^h March 2010**

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Advanced Research & Technology for Embedded Intelligence and Systems



ARTEMIS / PROMETEO Information Day Madrid, 18th March 2010

■ Overview

- The ARTEMIS Programme in a nutshell
- What makes a good ARTEMIS Project?
- Call 2010 highlights

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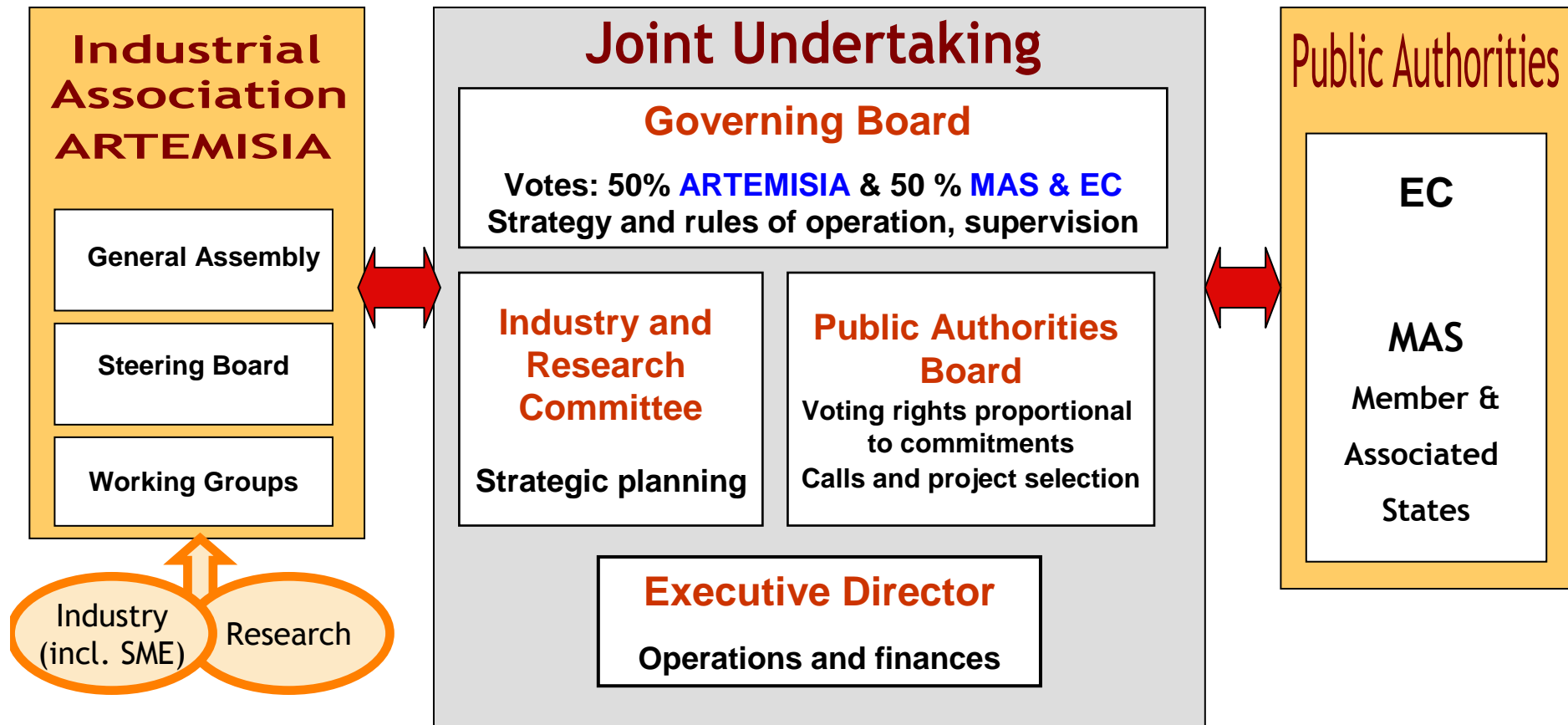
ARTEMIS

The Mechanics of the ARTEMIS Programme

Advanced Research & Technology for Embedded Intelligence and Systems



ARTEMIS JTI is implemented as a Joint Undertaking





The ARTEMIS Programme in a nutshell

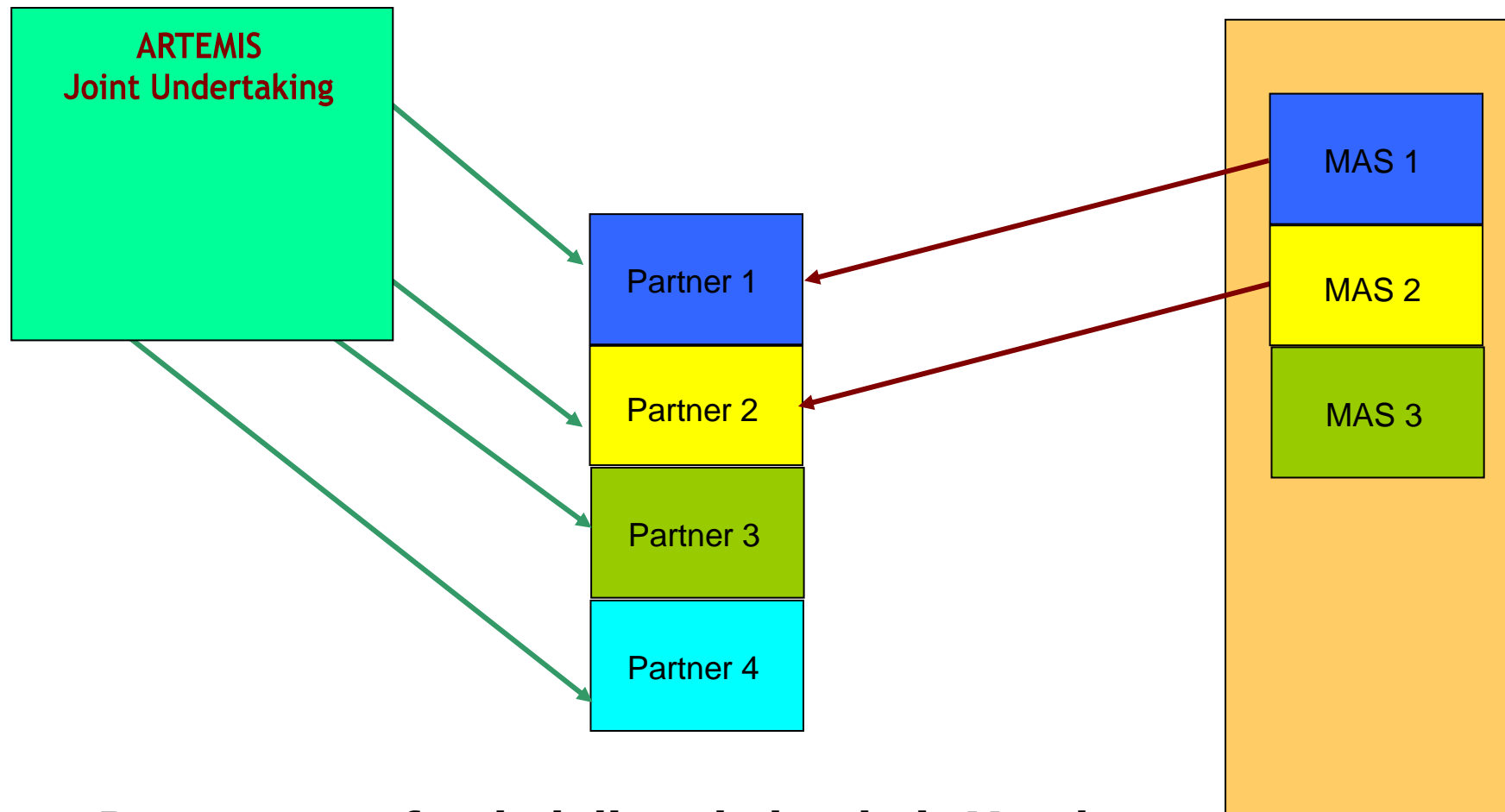
- **Technical Research Programme and Strategy**
 - Proposed by **ARTEMISIA**, in the name of “Industry”
 - “Industry” = enterprises (large & small), Research institutes and universities
 - Accepted by the ARTEMIS Member States and the EC

- **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



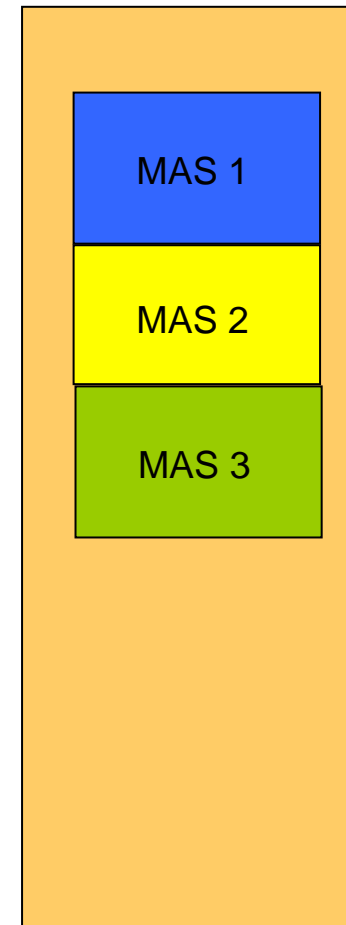
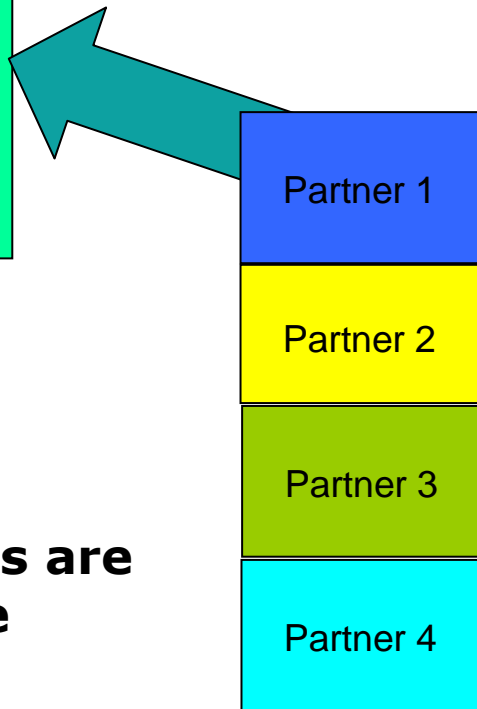
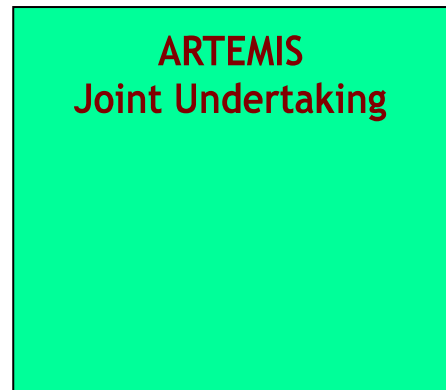
ARTEMIS Project Funding



Partners are funded directly by their Member State (if so) *and* by the ARTEMIS-JU (16.7% of costs)



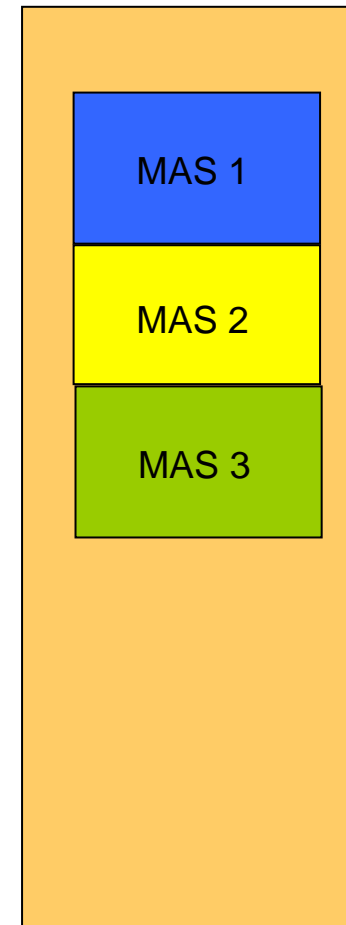
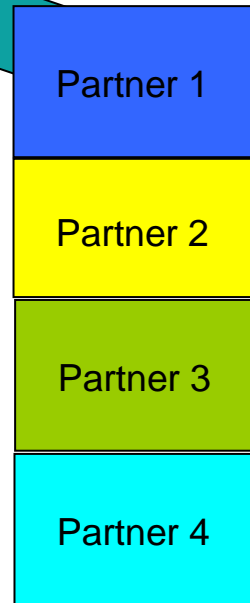
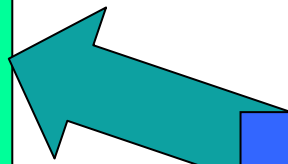
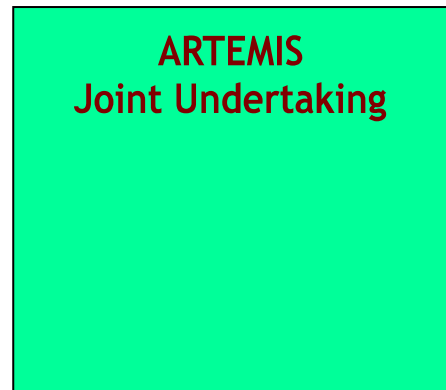
ARTEMIS Project Proposal



Call:
Project Proposals are sent **ONLY to the ARTEMIS-JU, for evaluation.**
Member States decide on funding allocation, based on this one analysis (taking National criteria into account).



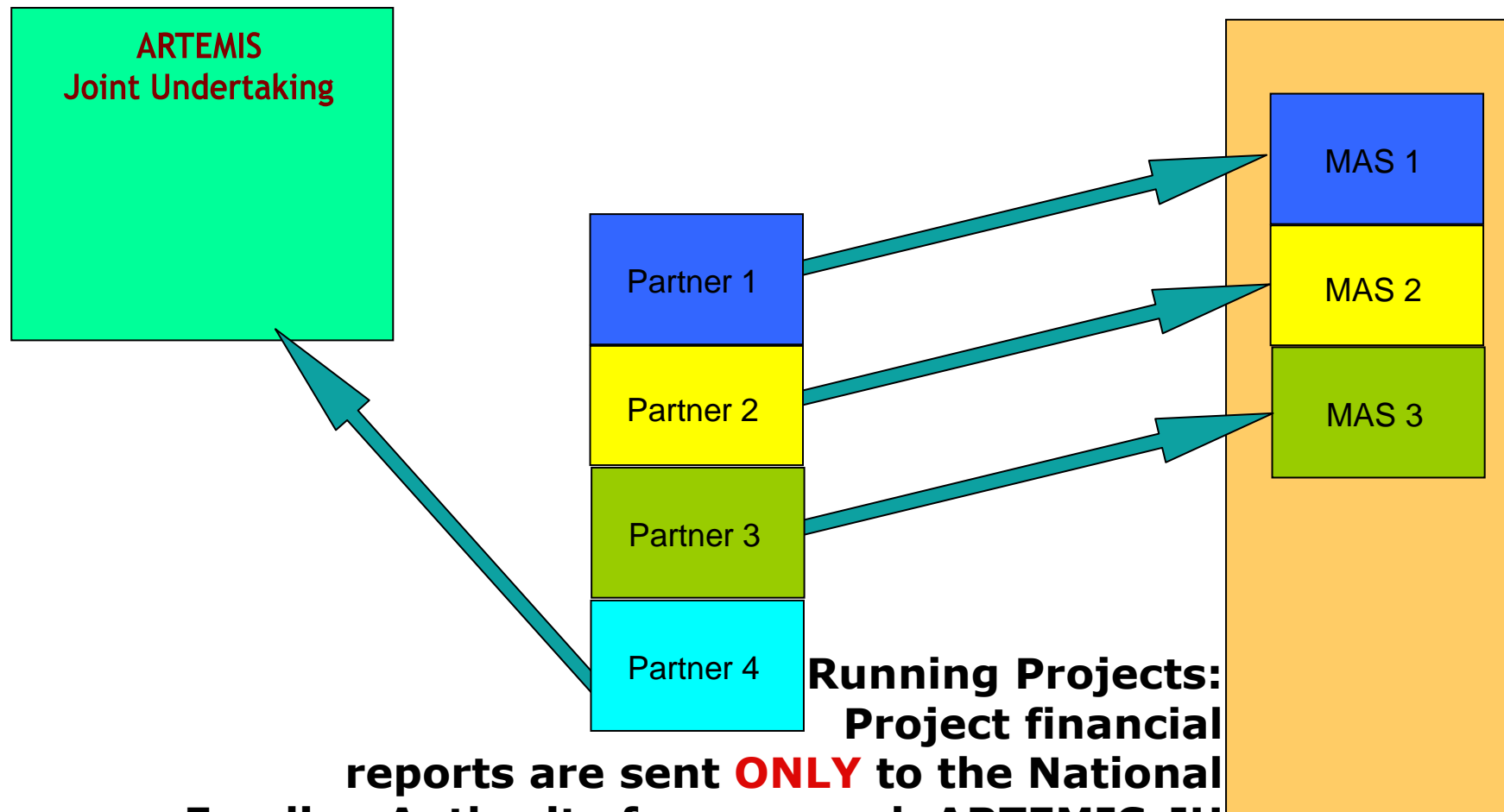
ARTEMIS Project Technical reporting



**Running projects:
Project technical reports
are sent **ONLY** to the
ARTEMIS-JU, for
evaluation, follow-up
and monitoring (periodic reviews).
Member States are informed, and may send
observers to the Reviews.**



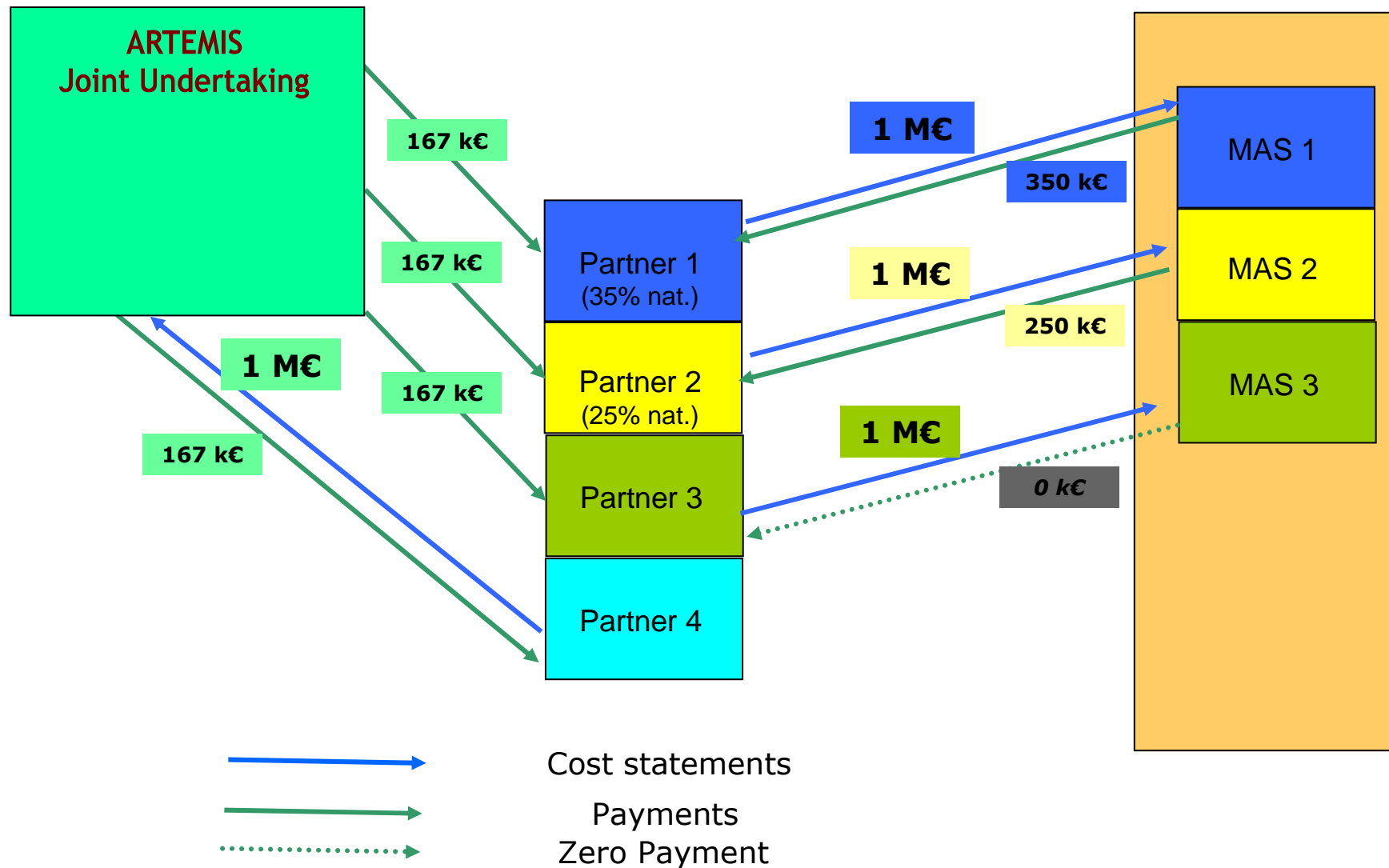
ARTEMIS Project Financial reporting



**Running Projects:
Project financial
reports are sent **ONLY** to the National
Funding Authority for approval. ARTEMIS-JU
is informed, to trigger JU funding payments.**



Cost statements and payments: general flow





The ARTEMIS-JU Office

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

ARTEMIS-JU Office Staff



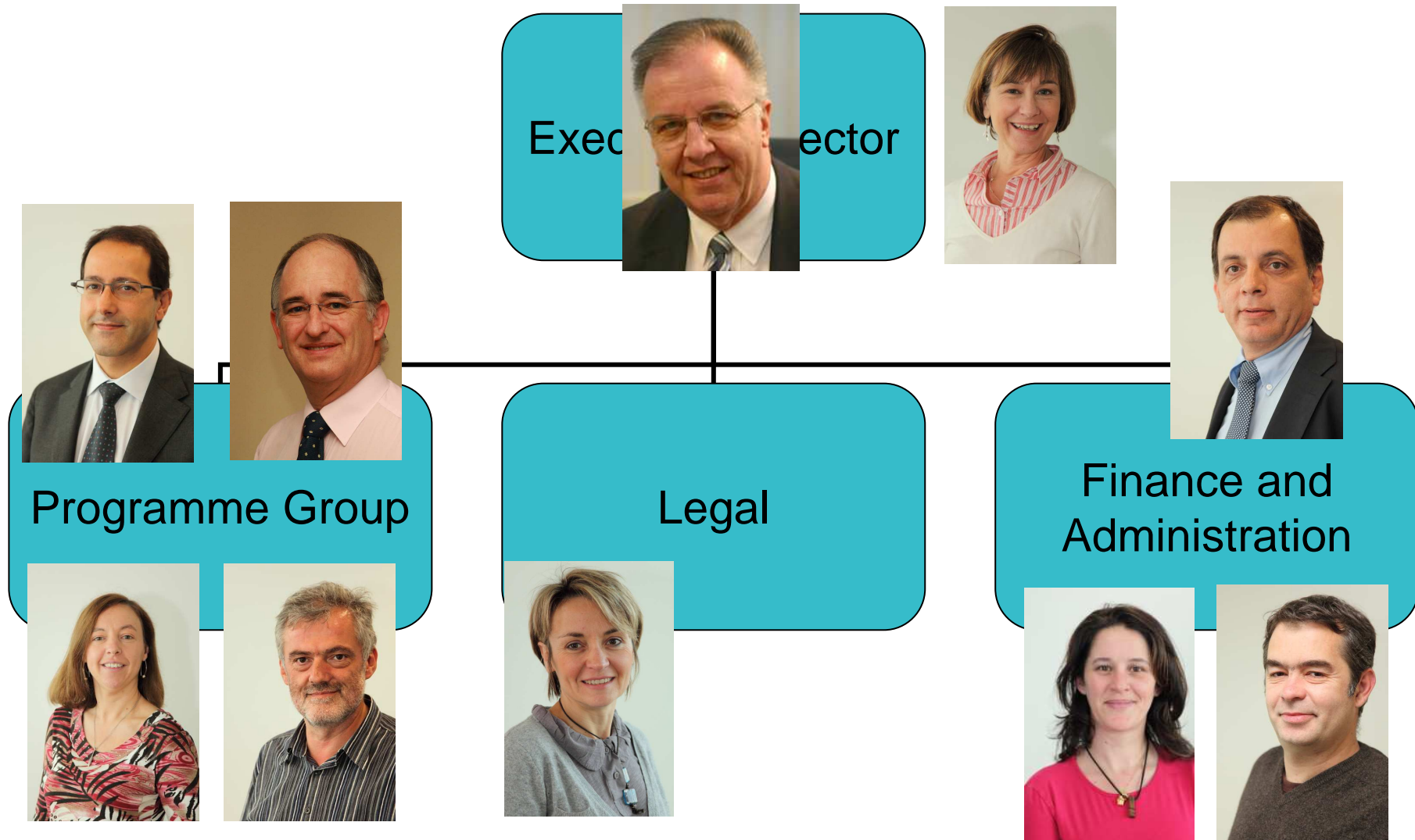
ARTEMIS JU Operations

- **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





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



.....

But Also





ARTEMIS JU Programme Officers

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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

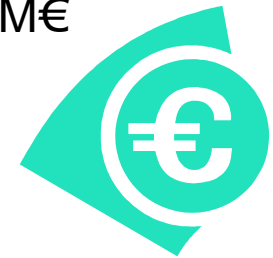




Who pays for the JU Office?

- **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.
 - There 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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ARTEMIS

**What makes a good project
proposal?**

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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

This is the spirit of what ARTEMIS projects should achieve



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!



“The Criteria”

- **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 !

- **SUBMIT** 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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Call 2010 Highlights

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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

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 - **“Think BIG”**
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 - » 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



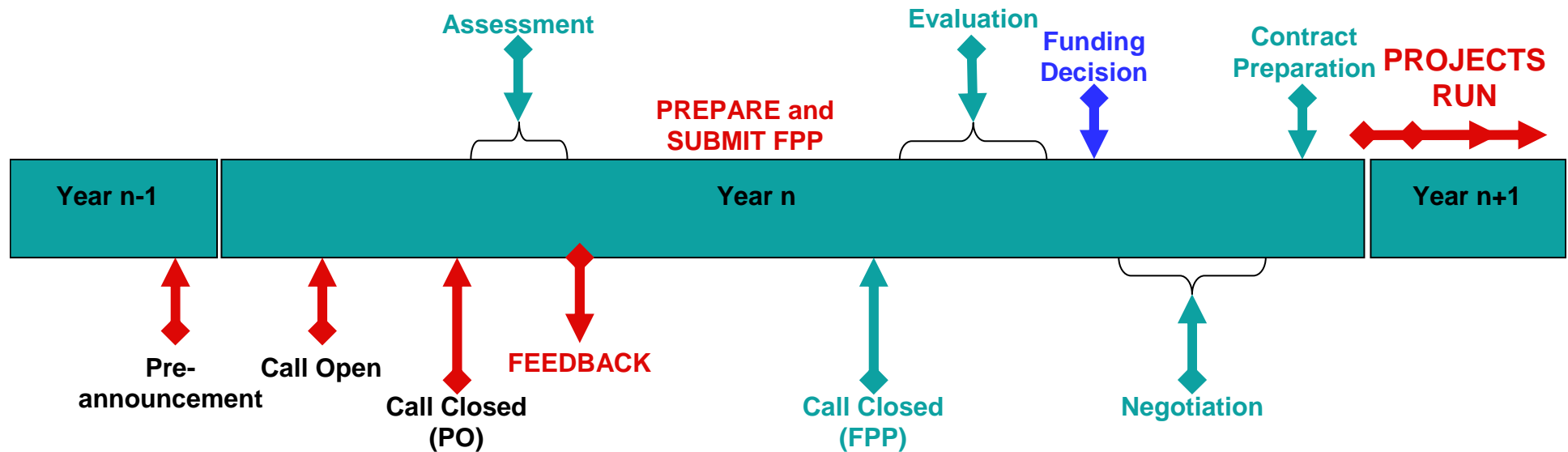
Call 2010 – Key features

- **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
 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

- JU offers explanatory text in the “Guide to Applicants”
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