



Connecting Authorities for Safer Heavy Goods Traffic in the Baltic Sea Region

BUSINESS PLAN FOR IMPROVED CROSS BORDER RESEARCH AND DEVELOPMENT COOPERATION WITH HGV CONTROL EQUIPMENT USERS, MANU- FACTURERS AND TECHNOLOGY AGENCIES

Applying for FP7/Horizon 2020

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1 INTRODUCTION

This study is part of the C.A.S.H. project - Connecting Authorities for Safer Heavy Goods Traffic in the Baltic Sea Region. The C.A.S.H. project is part-financed by the European Union (EU) (European Regional Development Fund) through the Baltic Sea Region Programme 2007-2013. To find out more about the programme, visit <http://eu.baltic.net/>.

In the following, the project and its regional partners will be described.

1.1 Project introduction – C.A.S.H.

The C.A.S.H. (Connecting Authorities for Safer Heavy Goods Traffic in the Baltic Sea Region) project aims at developing practical solutions to make international road freight transport safer, more predictable and affordable in the Baltic Sea Region (BSR). The project intends to do this by:

- improving cooperation between authorities
- harmonizing training of inspection officials
- testing safety equipment and IT systems to be used by relevant authorities

The C.A.S.H. project is due to run for three years, from September 2009 to September 2012. The project will benefit not only the authorities inspecting the traffic through harmonized practices, but logistics business as a whole. The project is co-ordinated by Turku School of Economics in Finland, as part of University of Turku.

The C.A.S.H. project partnership is made up of 13 organisations in eight countries around the BSR (Figure 1), including:

- police and other authorities dealing with road traffic safety
- regional councils
- research institutes



Figure 1 The locations of the C.A.S.H. partner organisations and countries

With about one million road haulage companies in Europe and over 560,000 million tonne kilometres of goods transported annually on the roads of the BSR, road freight transport is big business.

Despite similar regulations, authorities in European countries may apply different practices and equipment to inspect the traffic. This puts additional pressure on road haulage companies which have to comply with regulations when they are already facing the challenges of a very competitive market.

In addition, more than 1,300 fatalities involving a heavy goods vehicle took place in the BSR in 2007, equal to 10 % of all accidents.

This is why 13 organisations from eight countries in the Baltic Sea area created the C.A.S.H. project. The project brings together police officers and other authorities inspecting Heavy Goods Vehicles (HGV) in the Baltic Sea area in order to spread good inspection practices across the region.

To find out more about the project and the different work packages, as well as a list of the participating countries and organisations, please visit the project website www.cash-project.eu.

1.2 Regional partner introduction

- *Danish National Police, National Traffic Center, Denmark*
- *Hamburg University of Technology (TUHH), Germany*
- *Hamburg Waterways Police, Germany*
- *Latvian Transport Development and Education Association, Latvia*
- *National Police Board, Sweden*
- *Norwegian Mobile Police Service, Norway*
- *Personal Protection and Law Enforcement Police / Traffic Supervision Division, Estonia*
- *Police of Finland, Finland*
- *Regional Council of Kymenlaakso, Finland*
- *Regional Council of South Karelia, Finland*
- *Regional Council of Southwest Finland, Finland*
- *Turku School of Economics (University of Turku), Finland*
- *University of Turku, Finland*
- *Vilnius Gedimino Technical University (VGTU), Lithuania*

2 BUSINESS PLAN

At first, the purpose of this business plan is explained. Then, FP7 and Horizon 2020 are described. Finally, the process is presented how to start the cooperation aiming at applying for a call of the FP7/Horizon 2020 program part-financed by the European Union.

2.1 Purpose of this business plan

The purpose of this business plan is to help researchers, HGV control equipment users, manufacturers and technology agencies to improve cross border research and development (R&D) cooperation. The cooperation could for example lead to concrete projects that might be funded by national or EU funds (such as the 7th Framework Programme for Research and Development (FP7) or Horizon 2020) and may also represent follow-up projects to the C.A.S.H. project.

The business plan is directed to researchers and to representatives from industry and public authorities.

2.2 FP7 and Horizon 2020

FP7 is targeted on safeguarding jobs and competitiveness as well as maintaining Europe's leading role in the knowledge economy. With a budget of more than €50 billion for the years 2007-2013, the programme exceeds the previous Framework Programme by far. The Framework Programmes for Research aim at strengthening both the scientific and technological base of European industry as well as encouraging its international competitiveness, at the same time promoting research which supports EU policies. As a requirement, research funded by FP7 must create "European Added Value" (see http://ec.europa.eu/research/fp7/understanding/fp7inbrief/what-is_en.html).

Numerous organisations and individuals may participate in FP7, e.g. research teams at universities or research institutes, small and medium-sized enterprises, public authorities or governments, compa-

nies intending to innovate or international organisations. In general, EU Member States as well as countries associated to FP7 like Norway, Turkey and Switzerland have the broadest right and access to funding. In case a required minimum number of participants from the above-mentioned countries is reached, the same conditions apply to International Cooperation Partners such as Russia (see http://ec.europa.eu/research/fp7/understanding/fp7inbrief/who-apply_en.html).

The specific programmes of FP7 concern five areas: “Cooperation” represents two thirds of the budget, covers ten topics and includes transport as one of them. Furthermore, “Ideas” supports “Frontier Research”, while “People” fosters researcher mobility and career development through Marie Curie actions. “Capacity” is targeted on sustaining research capacities, whereas “Nuclear Research” bundles the activities in the specific field (see http://ec.europa.eu/research/fp7/understanding/fp7inbrief/structure_en.html).

Funding schemes comprise collaborative projects, networks of excellence, coordination and support actions, individual projects, support for training and career development of researchers as well as research for the benefit of specific groups, in particular small and medium-sized enterprises. In FP7, funding works through co-financing, which means grants are given to projects. The maximum reimbursement rates depend on the funding scheme, legal status of participants and type of activity ranging from 50% to 100% of the eligible costs (see http://ec.europa.eu/research/fp7/understanding/fp7inbrief/funding-schemes_en.html).

In order to implement the specific programmes, the European Commission proclaims annual work programmes which encompass schedules of the calls for proposals during a year. The calls are then published in the EU’s Official Journal (see http://ec.europa.eu/research/fp7/understanding/fp7inbrief/how-apply_en.html).

While FP7 is currently in process, the programme Horizon 2020 is planned to run from 2014 to 2020 in order to stimulate growth and jobs in Europe. It will aim at bundling the three EU research and innovation funding initiatives FP7, Competitiveness and Innovation Framework Programme and the European Institute of Innovation and Technology. The budget is supposed to amount to €80 billion (see <http://europa.eu/rapid/pressReleasesAction.do?reference=MEMO/11/848&format=HTML> and <http://ec.europa.eu/research/horizon2020/pdf/press/horizon2020-presentation.pdf>).

Horizon 2020 will focus on the three objectives “excellent science”, “industrial leadership” and “societal challenges”. The rules for participation are announced to be simplified, e.g. with a single set of simpler rules, only two funding rates, calculating overhead with a single flat rate and reducing the average time to grant by 100 days (see <http://ec.europa.eu/research/horizon2020/pdf/press/horizon2020-presentation.pdf>).

2.3 The application process

In the following, the different steps of the application process for an FP7/Horizon 2020 call will be described. Figure 2 illustrates the main steps.

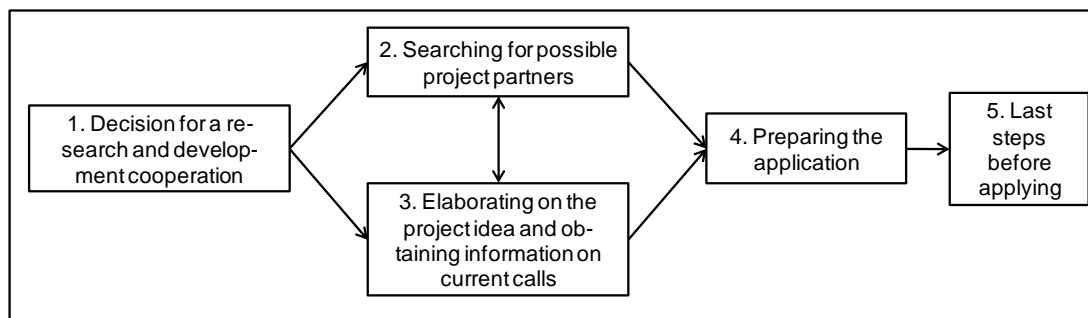


Figure 2 Main steps of an application process

2.3.1 Decision for a research and development cooperation

At the beginning, the need for a collaboration between different partners must be identified, i.e. an initial project idea. Furthermore, the partners have to make sure that they are able to bring up the necessary co-payment within the EU program.

2.3.2 Searching for possible project partners

There are different possibilities to search for possible project partners:

- 1) First of all, check what kinds of contacts already exist within your own organization.

- Are there any research or industry partners who are already involved in a common project?
 - Would it be possible to integrate them into an FP7/Horizon 2020 call?
 - Do they have the necessary human and financial resources available (esp. small and medium-sized enterprises)?
 - Do you have an EU office at your institution that might help you during the application process?
- 2) You should visit national and international conferences to expand your network. Information events, for example information events to recent FP7 transport calls organized by the National Contact Point (NCP) for Traffic in FP7 (<http://www.nks-verkehr.eu/>) or individual events organized by regional or local institutions, can be visited (<http://www.frp.nrw.de/frp2/en/>). At these events, the latest information and services are presented and best practices can be shared.
- 3) Have a look at the existing project databases, such as CORDIS (http://cordis.europa.eu/projects/home_de.html) or Ideal-ist (www.ideal-ist.eu). Here you can find for example a description of EU-funded projects since 1990 and the profiles of more than 9,000 possible project partners.
- 4) Visiting conferences which are organized for your special target group, such as the fair “Traffex” for equipment users and technology agencies, might help you to expand your network.
- 5) You should also inform the relevant NCP about your project intentions. They can establish new relations to other interested partners.

2.3.3 Elaborating on the project idea and obtaining information on current calls

After thinking about possible project partners, you must define a project idea. This should contain:

- a problem analysis,
- a potential analysis,

- a rough planning,
- a declaration of intention as well as
- a detailed formulation of the project order.

As a second step, you should organize a workshop together with the identified potential partners, e.g. from HGV control equipment users, manufacturers and technology agencies to concretize your project ideas. During the workshop, you should discuss the above-mentioned project idea as well as its subcategories and build up a potential project consortium.

Apart from the effect of receiving money for research, the advantages and disadvantages of applying for EU funding, national or industry funding should be considered thoroughly.

Taking part in an EU project in the FP7/Horizon 2020 program is connected with an administrative effort for the whole institution because of its complexity. In addition, handling an international and interdisciplinary project requires highly elaborated management skills of the coordinator.

After the decision to apply for funding in the FP7/Horizon 2020 program, research should be conducted to find information on open calls. These calls should be compared with each other by using different kinds of criteria. For an FP7 call, possible criteria could be for example:

- funding budget,
- deadline,
- methods,
- topic (top-down, bottom-up approach),
- minimum number of partners,
- eligible cost,
- equipment needed.

A list with all pros and cons of the call with regard to the institution involved and a possible proposal, in this case applying for a call under the FP7 cooperation program, should be developed. The results of the different criteria should be compared with each other.

The following list shows some examples of pros and cons of an FP7 call in the thematic area transport of the specific program "Cooperation" in FP7. This list could also be used as a basis for discussions with possible partners.

PROS

- Research and development is possible on a European level
- Increasing the knowledge network
- High funding rates
- ...

CONS

- Low success rates during the application process
- Administrative burden for the whole institution
- No full funding, in case contribution is needed
- Depreciation rates for equipment
- ...

Colleagues and possible project partners who already took part in FP7 projects should be asked for their experiences and project reports as well as for further information.

At the end of this step, a lot of information on the application process should be gathered.

After elaborating on the project idea and preparing a project consortium, the need to apply for EU funding must be identified. Therefore, you should search for a suitable call within the FP7/Horizon 2020 program. Please take the necessary program-specific requirements into account.

2.3.4 Preparing the application

In a next step, the application should be prepared. Therefore, potential partners and a coordinator have to be identified and approached. Furthermore, the project idea has to be prepared and discussed with the thematic NCP with regard to transport in order to make sure that the consortium and the project idea meet the conditions laid down in the annual thematic work program for the respective call, in this case Work Programme 2012 Transport.

After finding the partners and elaborating on the project idea, an eye has to be kept on the right budgeting of the project. Therefore, it is necessary that your project idea and budgeting comply with the guide for applicants of the respective call and the information to be found in

the Financial Guide for FP7 projects. This is important to allocate the appropriate budget to each partner and in order to avoid underfinancing of a project.

2.3.5 Last steps before applying

In addition, a consortium meeting of all partners should be organized before finalizing the application. During this meeting, all open questions can be answered. Sometimes, additional challenges depending on the method used, partners, budget etc. will arise during the application process and the list of advantages (pros) and disadvantages (cons) can then be detailed further or be extended by new criteria.

For the proposal check, it might be advantageous to invite colleagues with FP7 experiences from other departments to go through the proposal. Moreover, the proposal can be sent to the thematic NCP for a pre-check. Last, if applicable, all partners should talk to their specialized department within their institutions (i.e. EU office of a university) to recalculate the budget and to check the formalities.

3 CONCLUSION

The aim of this business plan was to support researchers, HGV control equipment users, manufacturers and technology agencies to improve cross border research and development (R&D) cooperation. The cooperation could for example lead to concrete projects which might be funded by national or EU funds (such as FP7 or Horizon 2020) and may also represent follow-up projects to the C.A.S.H. project. The business plan was described in detail so that researchers and representatives from industry and public authorities know which steps to bear in mind when starting the cooperation and aiming at applying for a call of the FP7/Horizon 2020 program part-financed by the European Union.

The application process explained in this business plan encompasses the following steps: decision for a research and development cooperation, searching for possible project partners, elaborating on the project idea and obtaining information on current calls, preparing the application as well as last steps before applying.

C.A.S.H. PUBLICATION SERIES

- 1:2010 Compliance and Enforcement of Regulations of International Road Haulage – Explorative Findings in the Baltic Sea Region in 2009
Authors: Eduardo Alvarez-Tikkakoski, Tomi Solakivi, Lauri Ojala, Harri Lorentz, Sini Laari
- 1:2011 The Impact of Market Structure on International Road Freight Safety: A Cross-Case Analysis of Finnish Firms and Finnish and Estonian Competent Authorities in 2010-2011
Authors: Eduardo Alvarez-Tikkakoski, Tomi Solakivi, Lauri Ojala, Harri Lorentz
- 2:2011 The Market Structure Analysis for International Road Freight Transport in Latvia
Authors: Igor Kabashkin, Irina Yatskiv, Yevgeny Kryukov, Alexander Medvedev
- 3:2011 Analysis of Transport Risks – Empirical Results from the Baltic Sea Region in 2010/2011
Authors: Wolfgang Kersten, Meike Schröder, Carolin Singer, Max Feser
- 1:2012 Business Plan for Improving Cross-Border Cooperation in Procurement of HGV Control Equipment - The example of an infrared camera.
Authors: Wolfgang Kersten, Meike Schröder, Carolin Singer, Max Feser

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