

## #206 Idea Development Workhop (3) – Building the Project Concept- Transcript

Speaker 1 1:10:51

Welcome to the grand the EU funding podcast now, Anna and I, we are on a roll here in this three episode mini series on idea development

Unknown Speaker 1:11:03

and Anna, welcome back.

Speaker 2 1:11:05

Hello everyone. I am back in the studio again.

Speaker 1 1:11:10

It's all artificial because we take we are recording these in a straight row. So it's, of course, just like this. And we, we are giving a treat to my listeners, right? We're given the treat of analyzing nicely a cold text, giving tips on how to analyze that. And we have, you have spilled your beans on how, how you work with your concrete model. It will be uploaded also on the episode side. In Episode Two, went through how you attack a call, text, which model you're using, which tools you're using, very concrete. And now in this episode, we're going to work with it, and this is the one I've been most excited about or weary about or curious about how we how we manage, because it's this is, but this was my motivation from the beginning to make a workshop in an actual we'll see how we see how it works. We'll see how it works now before, but before we do anything else, just two words about yourself.

Speaker 2 1:12:23

Well, hello, everyone. My name is Anna Maria Spitz Nagel, and I'm actually working with horizon projects for the last 13 years, and have been involved in the process of the development of proposals, but also the execution of the projects from different angles, from the business planning, from the exploitation, from the communication

Speaker 1 1:12:46

segment, classic strong grants consultant, building up your own company. Well done. Croatia, it's a new EU member state, and so it's a super

Unknown Speaker 1:12:59

new it's 10 years already,

Unknown Speaker 1:13:02

Yeah, but you're the latest one time flies

Speaker 1 1:13:06

in the year in the Euro Denmark is not where I'm from. No, and we will try to do this, and I'm just going to keep an eye on the time here. So let's try to see if we can do this in 30 minutes. We're going to to work. Work with your model,

Unknown Speaker 1:13:34

Take me in your hand

Unknown Speaker 1:13:35

and through the process.

Speaker 2 1:13:39

Okay, in the previous podcast or episodes, you could see, actually the key is in the simplicity, or trying to put the complex things in the simple manner. And the same approach is applied here. So you will see a couple of different slides, but

Speaker 1 1:14:04

remember to say that all slides, everything here, will be shared on on the episode side. So don't, don't do this when you're driving your car if you're listening. But this you can, if you are specifically interested in idea development, you will, of course, at one point, sit in front of your computer. You can go in, find the episode and find these slides so you can follow while you listen

Speaker 2 1:14:28

to sorry, yeah, but because it's slides, you can do it during the working hours. No one will be worried. Yes. So we will start with first, with the concept of the project that we wanted to initiate, because, as you remember from the call itself, there are different wordings and terminologies that they use and the targeting, let's say, the attention of the audience and of the of the consortium. Mm. You have to implement these things if you really want to make sure that you are covering the whole concept of the call. In this concrete case, we are talking about the call that focuses on the on the soil and improving the soil quality in Europe through different elements. We start first with the state of the art. Actually, state of the art is the analysis of the current status, how it is nowadays, for example, in Europe. What are the problems that the soil is facing across Europe? By the way, there is a very big problem with soil quality, and majority of European soils are actually degraded in quality, which means that we could not produce so much food as we should because of the soil quality. So that's why we also want to deal with this topic. But let's get back to the concept the state of the art just analyzes under the loop all the current conditions. And after that, we say, okay, we want to do the analysis. So we want to do something in the lab. We want to to put those soil samples in different perspectives, and to do it and do the analysis from the research point. And after that, we know, how is the situation now? What are the problems we have been doing the analysis, so we have our own results as well. And then we want to actually make a strategy so how to deal with the problems that we are facing. You know how to approach it and based on the strategy. One thing is to have its strategy on the paper. Another thing is to put it in the practice, right? And in this practice, we want actually to use the living labs. We want to use the demo sites where you can actually implement these strategies and then continue to receive the feedback from stakeholders, specifically farmers and researchers who are putting this analysis or these strategies in practice that you hear whether, in the real case conditions, it makes sense or it doesn't make sense. And based on their feedback, which is continuous. So it's not that's a very important element. The feedback from stakeholders is something that should happen continuously, whether you are developing the business model canvas, whether you are developing the training session or strategy for soil recommendations, you have to listen stakeholders and ask them for feedback continuously if you really want to improve, and based on that feedback from their side, you actually can move To the optimization step where the strategy that is first in the first row implemented or mentioned could modify, you know, maybe we were not right, maybe we missed some important information. Maybe there is something completely different, a problem on the field. And yeah, that's the concept, actually, that that we introduced. So it's, you'll see it's only six

words. At the end of the day, only six words. And based on this, we actually managed to develop the work packages around this concept. I will not go into too many details, but I would like to say that, for example, it was also briefly mentioned in the previous episode the work package, one was focused more on the knowledge and practices of this of the current status. We also included the survey of farmers about their perception about their practices, etc, etc. Remember the ongoing process of feedback, and then in the work package, too, we focused on more technological and agronomic innovations. So what can be done? How to design different innovations for long term soil health, whether we do the collaboration, co creation of agriculture innovation and so on. So it's more technological, very, very technological. And then the third one is actually scaling out and on farm implementation, as I indicated. So we use this, let's say, funnel of information, and we feed it in order to really make a living lab or a case study or a demo site in practice.

Speaker 1 1:19:53

So sort of, if I should describe this for the listener here, so you have, you have. And sort of the technical work packages you have placed in top. It's in top. So you have work package one, two and four next to each other at the top. And they are, that's knowledge, practice, environmental needs. It's tech, technological and economic innovation, socio economic damage. So these are all. These are all elements where things need to be investigated, where things need to be developed. Now at the bottom of of this slide, you have the two work packages that are dealing with the real world. So to say, you have work package three and five, where you have the big one, that is the motor here, that is the big because it's the demonstration part. It's the living labs. It's out in the real world where things need to be implemented, where everything goes to and from so to say, so, everything that is being done at the top, it's going back and forth from there, because that's where to be implemented. And together with that big demonstration on pilot workplace, you have the knowledge exchange with the with the deal stakeholders out there. So that's also the real world. So to say so, I think it's, should it be? Is it your correct analysis, that it should be seen like this?

Speaker 2 1:21:26

The you can also see that, for example, this is a specific and special box, let's say of the more technical part of the work. And then also you can see on the right side the work package, four and five, which is more like this kind of, let's say, an additional soft term measures analyze the socio economic dimension of ecosystem, also the knowledge transfer, the communication with stakeholders and this kind of stuff.

Speaker 1 1:21:58

Ah, yeah. Sorry. I see now you have a big square box that combines one, two and three. So the technical and knowledge, dollars and practices and the tech, the implementation, the pilot, and then, so they are there together. And then you have, yeah, I understand, yeah, yeah, yeah, yeah,

Speaker 2 1:22:21

but it really must be also very clear for the person who is reading it the first time, you know, because sometimes when we are writing the proposal, we are working on it day and night for weeks or a month, in some cases, and a certain point you forget that the person who will receive it and do the the let's say the examination of the proposal is seeing it for the first time and has maybe two hours to make the decision whether it's approved. So the context, and also the graphic design, I would say, have to be on spot, so that it's easy, understandable, and that they automatically see the connection between the different web packages. Whenever we have had this kind of approach with arrows indicating the connection between web packages, it always was a proposal that got approved. So this interconnection is important. And why is it important? Because when you have so many people working on the proposal, so you have like seven or eight partners from different countries, from different organizations, working each on their own work package, it can easily get tangled in a way that it's separate work packages and that they don't see how they could use the information from the other work package, at what time this data will be prepared so that they can use it in their work package, and so on and so on. So that's why these kind of arrows also indicate both the consortium, but also the reviewer, the whole concept, and then throughout the whole thing, it's about VP six, communication, dissemination, exploitation, then the last one, of course, the coordination, project management.

Speaker 1 1:24:15

Yeah, they're always there, and they are horizontal because, but this, yeah, and this, I've done a lot of this, so it's, it's, but it's very important indeed that you don't get speed blind when you sit with your own with your own system, and you start to, you know, like, build things that is too complex for others to understand, but it makes perfect sense to you, but that's because you've been

Unknown Speaker 1:24:47

you're living, yeah, you're closing

Speaker 1 1:24:51

you have closed yourself into a room, lock yourself into a room with with a few people that also understands that. But then when other people need. To see that. They say, what else this so, yeah, that's it.

Speaker 2 1:25:07

Yeah, that's true. I mean, it's the about the whole proposal as well. Because you cannot expect that the reviewer is always 100% familiar with all the methodologies, or the tool, all the tools, or all the input that you have in your Consortium, and that's why you really have to present it in a way that they can easily connect and understand. And the same is also about all the other presentations. When you have a good presentation, they say that both 10 year old and 100 year old person can easily understand you, and then you know that you did a good good work.

Speaker 1 1:25:50

I think it when you make these things, it is, it is very important that you don't do it alone. So you now we just went through how you did the model, right, but where you brainstorm together with people so on, so forth, if you you have it's a key point here, because you need to have someone to play a ball up against, even if you're the driving force in the on the motor, the intellectual motor, in developing the concept, you need to have someone to to play the devil's advocate or say, Nah, wait a minute, that's not possible, because, and how do, why do you make a connection like this between this and this? That's not that doesn't actually work, because then, if you want to do it's a lot about how to zoom out and look at a whole how a whole system would work in such a an innovation project. And it's, it's very good. I myself am very strong with concepts, and anyone that has been looking at my website or following what I do. For instance, I came to a concept with how I wanted my website to my layout. So I did. Now I'm following that. So I'm very strong with these kind of things. But when we when I was sitting and doing this with my colleague, so I was strong with concepts. But you need someone that can say, but that's not possible. This is not that doesn't work. It might look nice, or it might seem make sense in conceptually, but it doesn't work practical. Yeah, it doesn't work in the real so you need just an example. So it's very good to have someone who can think in concepts, because if you have someone like that in the group, then you will most likely have something that is clear conceptually, whereas, okay, that's nice concept. That's That's if, if they can put, it's understandable, if they can put, pull that out of the end of the of the spine,

Unknown Speaker 1:27:56

then it's,

Speaker 2 1:27:57

now I'm showcasing and showing off, let's say, with this kind of final version. But this was, I think, like seven or eight different, you know, of the work package concept, which sounds as a very simple task, but at the end of the day, it was really a lot of modifications and optimizations. What wording to use, you know, what to emphasize, what to how to connect it and so on, what colors to use. You know, it's so many different things. And I, for example, in my company, we also have a very good colleague, a PR person, who is not from our field, but who can easily understand and learn about these kind of topics. So whenever I have this kind of, let's say, tasks, I always give her the basic draft of the work packages, the brainstorming, main mind map, and then I give her the concept that I have. And then, because she's outsider, because she's not emotionally connected, you know, with the work done with the process, she can be objective, and that's where you can actually make the optimizations, because she will say, this makes sense. This doesn't make sense. Why didn't you connect these two parts as well? You know, because she she doesn't have all the extra information that I have in my head and that I thought, that I communicated through the paper. So that's why it's very important to have someone who will say it's not, it's not good start again.

Speaker 1 1:29:38

Yeah, yeah. But now, when I look at this model, it's actually

Unknown Speaker 1:29:47

the work packages could be the

Speaker 1 1:29:51

headlines could be any horizon Bureau

Unknown Speaker 1:29:55

project you have work

Speaker 1 1:29:57

package one where you have a survey or you have an. Analysis. Have work with the knowledge what is already there you then you have a technical work package, or actually, actually work with

technology. Work package two, and then, if it's a demonstration, then you have, if it's not a demonstration, might be part of, might be something else where you need to use the technology you developed in work package two. So here that's work package three. And then you have the socio economic elements, which has become more and more. That's life cycle assessment, stuff like this. Also parts of you have socio economic dimensions, economic assessment, and then this exchange with the real world and policy recommendations. So it's, it's, it's, from this point of view, it's a textbook built up, but it's what it's what's in there. It's the it's the bullets in the where you, where you that is the heart of the concept. How do all these things work together?

Transcribed by <https://otter.ai>