

Framework 7 - €52 Billion Opportunity

An ETC Summary Article

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This is your money

Most people are familiar with the Common Agriculture Policy to support the European agricultural agenda, but not so many people know of a parallel investment scheme by the European Commission into technology. The programme called “**Framework**”, has grown and evolved over the years and we are now into its seventh iteration, “**Framework 7**”, or FP7 as it is often referred.

Essentially the Commission acts as an investor in consortia assembled from European industry and academia to work on research projects aligned to technological objectives set out by the Commission in a Work Programme. The Commission is quite generous with funding of between 50% and 100% of incurred cost, depending on the type of organisation and the nature of the activity.

There is also a wide range of technology themes supported by the programme including Information Communications Technology, Aerospace, Bio Sciences, Nanotechnologies, Manufacturing Processes, Security, Energy, Environment, Transport and Socio-economic sciences. This is a wide ranging list and plenty of opportunity for organisations of all sizes to become involved. In fact there is a particular emphasis on getting more SME’s involved in this level of research with additional incentives.

There are many myths

As in a great number of institutions there are many myths that have grown up over the years around the European Framework programmes, and some would argue that in the past there was truth in some of these. The idea that to be successful you had to include a partner from some small Eastern European nation was always a popular one. Or the proposal will not be successful unless it is over 200 pages long. Unfortunately these unwritten “**rules**” only serve to get in the way of preparing sound business cases for EU technology funding in research projects.

The European Union and its Framework programme, driven by the Commission, is the vehicle for seeding technological development in Europe. It started in its present form 25 years ago and in those early days had much smaller budget. Since then it has gone through several iterations culminating the current Framework 7 programme, with an overall budget of around €52 billion to be “**invested**” over seven years till 2013. I use the word “invested” carefully because it describes the way anyone thinking of participating in these programmes should view their relationship with the Commission. There are many grant programmes around that provide levels of funding against criteria they set, and most of these involve filling in application forms to apply for money from the public purse.

The EU Framework programme is NOT one of these

The Commission invests money in organisations because they recognise that unless significant early funding is made available then the high risk of leading edge research will put off many small organisations that are vital to the economic growth of the continent. However in return, the Commission requires recipients of funding to provide a serious return on the investment. Therefore any prospective participant should view the Commission as an investor and should respond to them as they would any other investor.

A realisation that the **Commission is an investor** makes understanding how to approach EU funding much simpler. Like investors the Commission will only invest in those areas of technology that they deem to be important. The Commission like any other investor is primarily interested in only three things.

- **Is this something we wish to invest in?** The work you wish to be funded is in line with the priorities set by the Commission and is actually leading edge, and more to the point will be leading edge when you have finished the work in up to three years time.
- **Can this group deliver?** Do the organisations being funded have the skills to manage and deliver what they are proposing?
- **Will there be a return on investment?** Finally and equally important, that the work will have real economic and social impact.

Any other myths or “**witchcraft**” that gets in the way of meeting these three areas of consideration are simply counter productive.

This is a major investment area and literally thousands of organisations seek to participate in it, which results in over subscription of around 5:1. However there are steps you can take to vastly improve your chances of success and these are outlined in our full **White Paper**.

The full **White Paper** is available free of charge at:
[Framework 7 - €52 Billion Opportunity – White Paper](#)

About Us

Edward Townsend Consulting Ltd is a company aligned to strategic business development and business growth. We take systems by systems view of how to develop your business, reviewing funding and investment options and provide the growth path towards your vision.

We also work with your organisation to develop innovation and collaboration strategies to embrace the disruptive technologies that will underpin your future growth and maintain competitive edge.

For further information please go to our website www.et-consult.com or contact us on 0845 230 4021