



# Horizon Prizes

Overview and lessons learned from experience

Can you crack  
the challenge?

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## What are Challenge Prizes? (also known as Inducement Prizes)

Ask for the solution for a problem without defining the path how to reach it. Serve goals beyond the current state-of-the-art and require cutting edge solutions

### **„First-past-the-post“ contest**

Rewards the first one to solve the problem

### **„Best-in-class“ contest**

Runs until a specific deadline. The best solution will be rewarded

## How do Challenge Prizes work?

1. A **technological or societal challenge**, for which no solution has been found, is defined; an award is promised for the delivered breakthrough solution
2. The **award criteria** give information about what the **solution** must be capable of **proving**
3. The **means to reach the solution are not prescribed**, leaving contestants total freedom to come up with the most promising and effective solution

## Advantages of Challenge Prizes

- 1. Leverage:** Attract investment in specific area
- 2. Simplification:** Awarded for delivery of a result. No checks of inputs needed, only the outputs have to be checked
- 3. Result orientation:** You pay only for results
- 4. Diversity, new talent and entrepreneurship:** Lighter procedures reduce barriers to participation of young entrepreneurs or innovators, or start-ups
- 5. Public awareness:** Attract more public awareness, interest and attention to an issue of concern
- 6. Innovation:** Non-prescriptive as to how to achieve a goal. Trigger thinking out of box as opposed to mainstream

## Business processes

1. Expert group to identify topic and establish essential rules for WP
2. Publish topic in WP ('other actions') with scope, essential rules and amount of prize(s)
3. Expert group to adopt Rules of Contest
4. Get approval of final Rules of Contest
5. Set up call (a Prize is organised as a call for proposals)
6. Create communication material
7. Organise evaluation (pool of experts, hearings)
8. Award ceremony

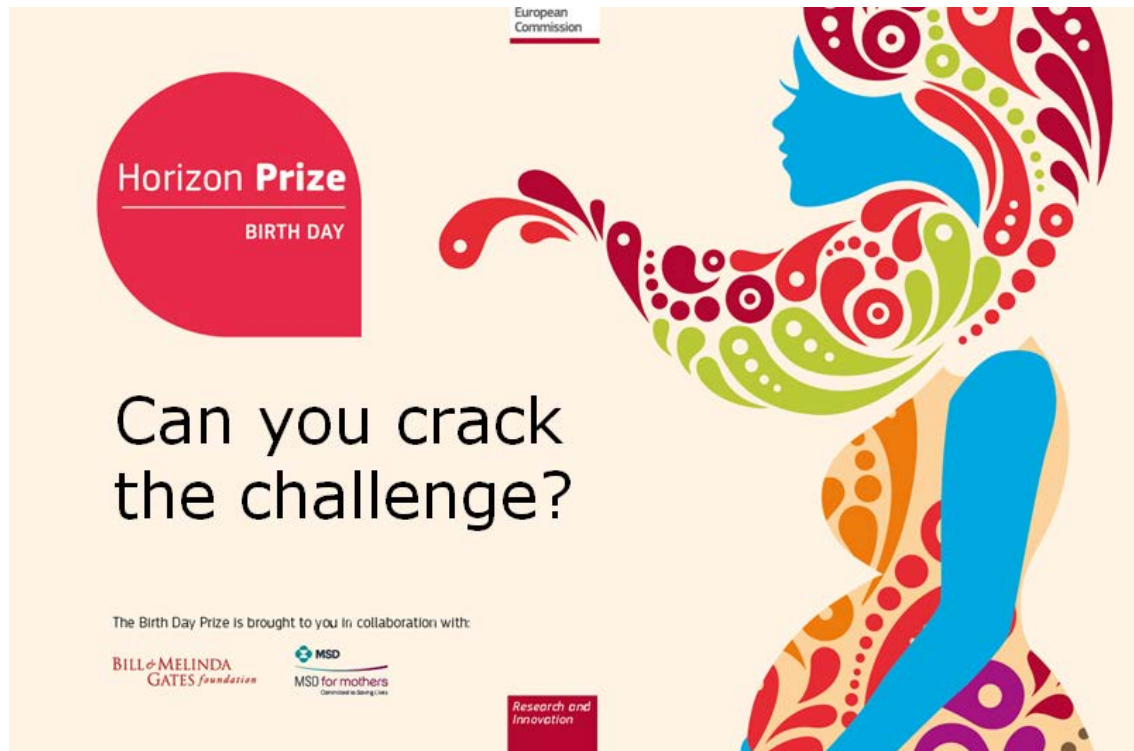
# Added value of a prize – the story of



*the RNA people®*

- ❑ Prize for rewarding the development of a **vaccine technology** that remains **stable in ambient temperatures**
- ❑ 2014: Prize winner **CureVac GmbH**
- ❑ 2015: The prize triggered and leveraged **follow-on investments** in CureVac GmbH with a commitment of \$52 million (€46 million) by the **Bill & Melinda Gates Foundation**
- ❑ 2016: Additional fundings received in November 2015 (€110 million) and 2016 (€ 29,5 million), **now a joint stock company**

# Possibility of co-funding a prize – the Birth Day Prize



European  
Commission

**Horizon Prize**  
BIRTH DAY

Can you crack  
the challenge?

The Birth Day Prize is brought to you in collaboration with:

**BILL & MELINDA  
GATES foundation**

**MSD**  
MSD for mothers  
Committed to Saving Lives

Research and  
Innovation

## Steps to launch a **JOINT PRIZE-** the Birth Day Prize

- Expert meeting organised to discuss a possible topic(s)
- EC invited research funders (EU MS, US, BMGF ..) to explore the joint launch of a prize in the area of maternal and child health
- BMGF accepted
- MSD for Mothers was invited to join
- BMGF as well as MSD **agreed to use the EC system & rules for implementation**
- Experts developed further the topic and criteria, EC-BMGF-MSD validated
- **Agreement on budget as well as flow of funds, all included in Rules of Contest**



## Horizon Birth Day Prize

### Challenge

Approximately 300 000 women still died from preventable causes related to pregnancy and childbirth in 2013

Maternal and perinatal conditions are the seventh contributors to the global burden of disease

### A joint initiative for a global challenge

The Birth Day Prize is a joint initiative between the European Commission, the Bill & Melinda Gates Foundation and MSD for Mothers

## Expected Impact

Demonstrated reduction in maternal and/or new-born morbidity and mortality and/or stillbirth during facility-based deliveries

## Award criteria

- Demonstrated (through scientifically sound and well-established methods) reduction of maternal and/or new-born morbidity and mortality and/or number of stillbirths in facility-based deliveries
- Absence of clear safety concerns documented over a period of at least six months
- Potential for rapid scalability, demonstrated by the affordability, acceptability and simplicity in use of the proposed application.

## Who can join?

The contest is open to all legal entities (i.e. natural or legal persons, including International organisations) or groups of legal entities regardless of place of establishment

## What is there to win?

Up to three prizes will be awarded:

- €1 million from the European Commission
- The Bill & Melinda Gates Foundation has pledged another €1 million for an additional prize
- A further €500 000 was donated by the MSD for Mothers programme for an additional prize

## Timeline

Opening 28/04/2016 - apply by 06/09/2017 - award decision end 2017

## Help us promote the prize!

- Website:  
<http://ec.europa.eu/research/horizonprize/index.cfm?prize=birthday>
- Promotional material (flyers and posters) are available upon request.
- Contact: [Horizon 2020 Helpdesk](#)
- Follow us on social media: **#HorizonPrize**