

# Minimum Requirements for a Project Charter

*Module 2: Value Proposition*

Topic 2: Question 1 - What Unique Value Do You Bring?



## Breaking Down "Unique Value"

Charter Question 1:

What unique value does your Node bring to EOSC Federation?

*What this question really asks*

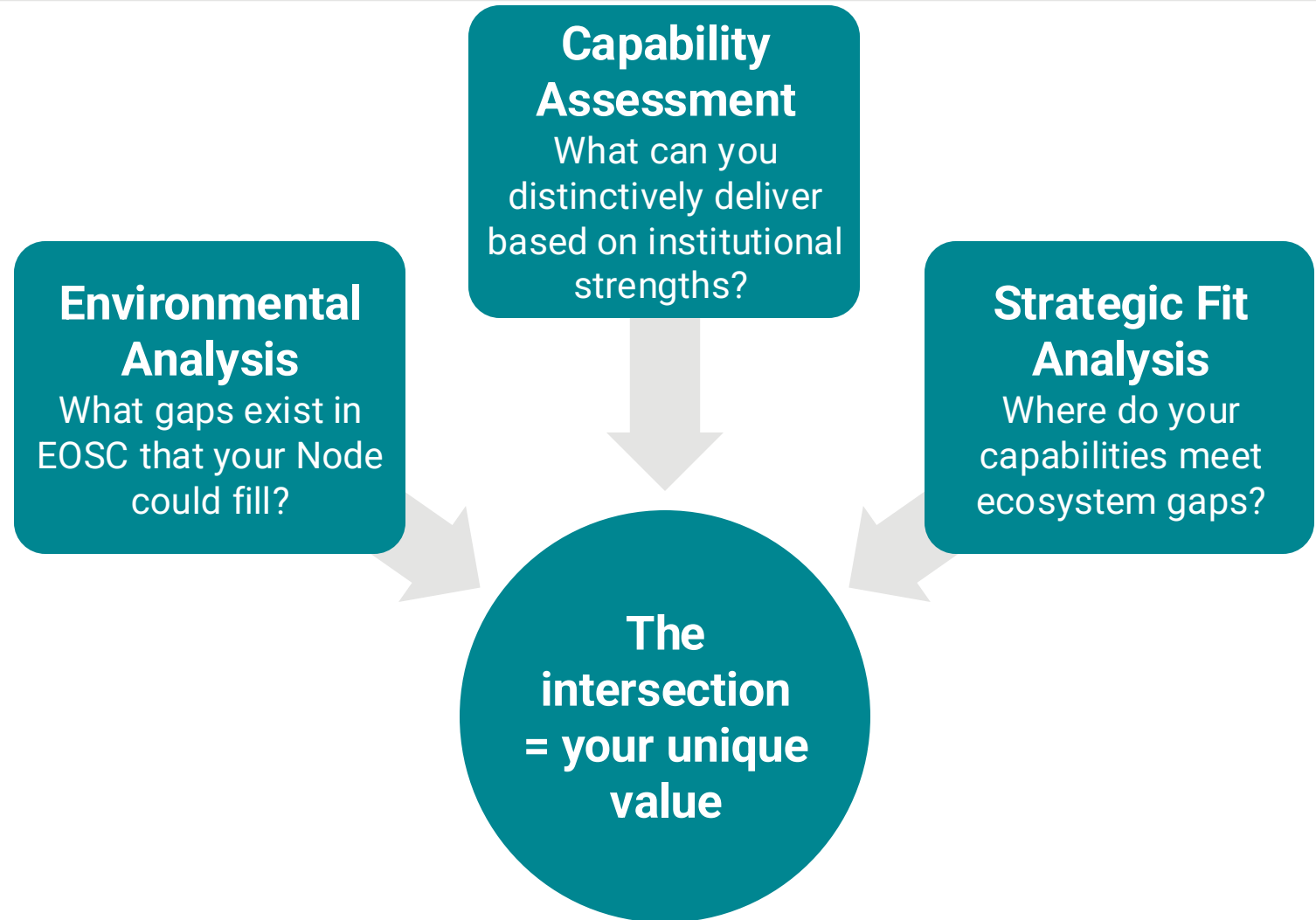
**Unique value** = Core competencies that address EOSC ecosystem gaps

Not: "What do you do?"

But: "What can you do that others can't, and why does EOSC need it?"

## The Strategic Analysis Framework

To answer this question rigorously, you need three analyses:



## Environmental Analysis: Identifying EOSC Gaps

Strategic analysis begins with understanding the external environment:

- What needs exist in the ecosystem?
- What problems remain unsolved?
- Where are current solutions inadequate?

**For EOSC Nodes, environmental analysis asks:**

### Geographic Gaps

Are certain countries or regions underserved by existing Nodes?

#### Examples:

- "No Node provides comprehensive AAI coverage for Central European countries"
- "Balkan research institutions lack integrated access to EOSC services"

### Technical Gaps

Are certain capabilities missing from the Federation?

#### Examples:

- "No trusted computing environment for sensitive health data"
- "Limited quantum computing access for European researchers"

### Thematic Gaps

Are certain research disciplines poorly covered?

#### Examples:

- "Marine science lacks standardised metadata infrastructure across Europe"
- "Social sciences underrepresented in EOSC service portfolio"

### Community Gaps

Are certain user groups not well served?

#### Examples:

- "Small research institutions lack technical support for EOSC integration"
- "Non-IT researchers typically lack the expertise of building a Virtual Machine from scratch"

## Capability Assessment: Core Competencies vs. Threshold

Not all organisational capabilities create **unique value**.

### Threshold Capabilities

- Necessary to operate as a Node
- Common across many organisations
- Don't create competitive advantage

### Core Competencies

- Genuinely distinctive
- Hard for others to replicate
- Built over time through institutional investment

### Examples:

- "We have cloud storage" (very common)
- "We support researchers" (generic, not distinctive)
- "We follow FAIR principles" (baseline expectation)

### Test: The VRIN Criteria (Barney, 1991)

A capability is a core competency if it is:

|                   |                                                  |
|-------------------|--------------------------------------------------|
| Valuable          | Addresses an important need                      |
| Rare              | Few other Nodes possess it                       |
| Inimitable        | Hard to copy (takes years, unique circumstances) |
| Non-substitutable | Can't be achieved another way                    |

## Core Competency Examples

| Claimed Capability                                                                      | Core Competency? | Why / Why Not                                                                         |
|-----------------------------------------------------------------------------------------|------------------|---------------------------------------------------------------------------------------|
| "We operate HPC infrastructure"                                                         | Threshold        | Many Nodes have compute - not distinctive                                             |
| "We have 15-year established legal framework with 8 national health data custodians"    | Core             | Rare, took years to build, embedded in institutional relationships, hard to replicate |
| "We support Open Science"                                                               | Threshold        | Generic value statement, not a capability                                             |
| "We curate marine metadata using ISO 19115 standards for 20 years with community trust" | Core             | Rare domain expertise, long track record, community relationships                     |

*"Mission statements often don't match the real values and attitudes shared by people within the organisation."*

## Core Competency Examples

**Before claiming a capability as "core competency," verify:**

- Do you have institutional backing?  
(Funding letters, governance approval, multi-year commitment)
- Do your staff have proven expertise?  
(Publications, certifications, track record in this area)
- Does your infrastructure actually work?  
(Operational evidence, user testimonials, uptime data)
- Can you sustain this long-term?  
(Not project-dependent, embedded in institutional operations)

**If you can't provide  
evidence for all four**



**It's aspirational, not a core  
competency**

**Evaluators verify claims.  
Overstating capabilities destroys credibility.**

## Strategic Fit: Where Capabilities Meet Gaps

No strategic fit = No unique value

Even if you have capabilities, if they don't address real EOSC needs

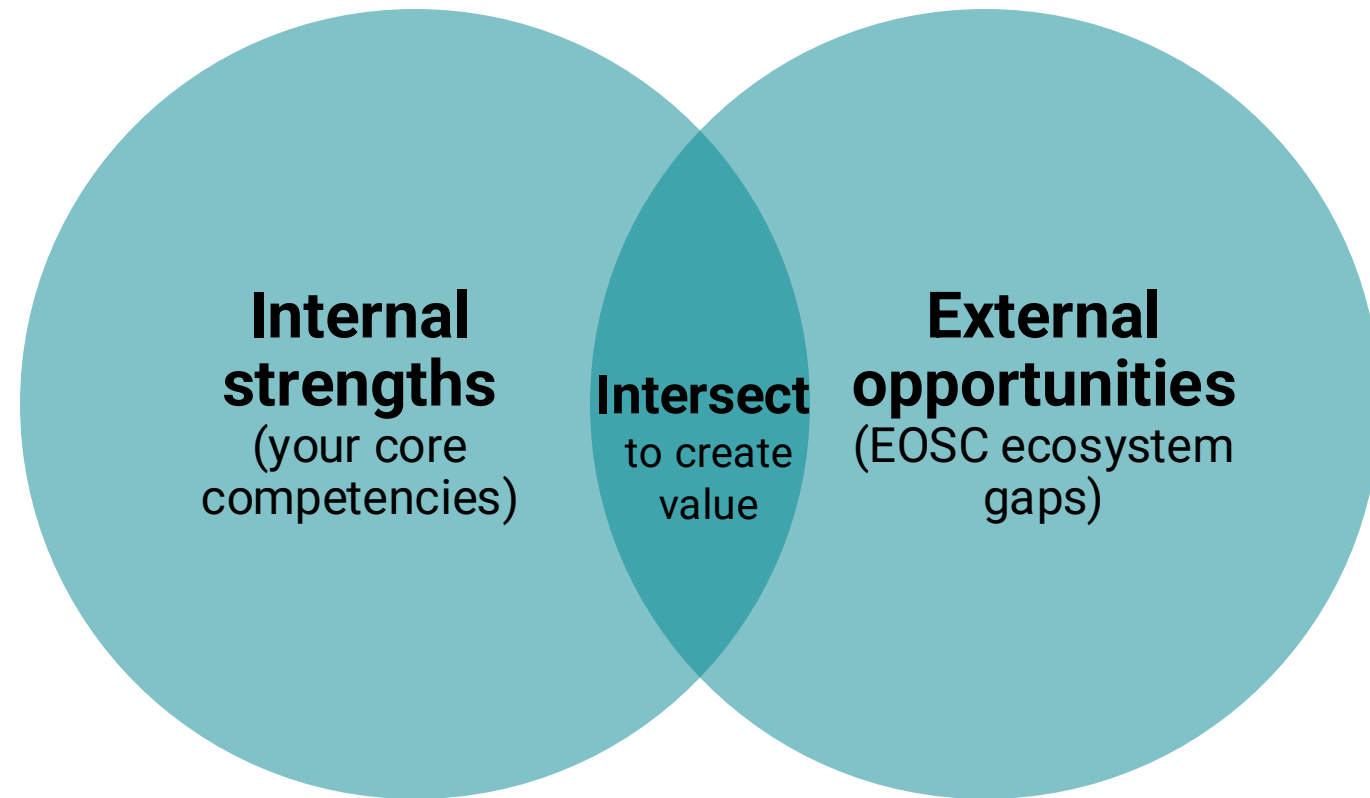


not valuable

Even if EOSC has gaps, if you can't distinctively fill them



not your opportunity





#### Template for Charter Question 1:

“Our Node brings [specific core competency]  
to address [specific EOSC gap],  
enabling [concrete outcome] for [beneficiaries].  
This is unique because [why others can't easily replicate].”

## Example: Marine Science Node

### Core competency

15-year ISO 19115-compliant oceanographic metadata curation expertise + established partnerships with 15 national marine repositories

### EOSC gap addressed

No standardised marine data infrastructure across Central Europe; researchers spend 12 hours manually locating/integrating ocean datasets

### Value created

- **For users:** Marine researchers discover and access integrated multi-source ocean data in 20 minutes instead of 12 hours
- **For ecosystem:** First comprehensive marine infrastructure for Central Europe; reusable metadata standards for other environmental domains

### Why unique

Combination of deep domain expertise (20-year track record) + regional partnerships (15 repositories) + technical standards (ISO 19115) is unreplicable by generic infrastructure Nodes or single-country initiatives

### Unique Value Statement:

"Our Node brings 20-year ISO 19115-compliant oceanographic metadata expertise combined with established partnerships across 15 Central European marine repositories to address the critical gap in standardised marine data infrastructure, enabling researchers to discover and integrate ocean datasets in 20 minutes rather than 12 hours. This is unique because no other Node combines deep marine science domain knowledge with regional coverage and validated technical standards."

Use Strategic Positioning Canvas Parts 1, 2, and 3 for this exercise.

## Part 1: Environmental Analysis (Canvas Part 1)

Identify 2-3 gaps in current EOSC coverage:

Gap 1:

Gap 2:

Gap 3:

**Gap Analysis Template**

| Gap Type   | Specific Gap in EOSC                                | Evidence of Gap                                              |
|------------|-----------------------------------------------------|--------------------------------------------------------------|
| Geographic | Example: No comprehensive AAI for Central Europe    | 15 countries lack integrated EOSC access                     |
| Thematic   | Example: Marine science lacks standardized metadata | Researchers spend 12h manually finding ocean data            |
| Technical  | Example: No trusted computing for health data       | Clinical researchers blocked from cross-border studies       |
| Community  | Example: Small institutions lack technical support  | 60% of universities can't meet EOSC integration requirements |

Which of these could your organisation potentially address?

## Part 2: Capability Assessment (Canvas Part 2)

### Identify your top 2 core competencies:

## Core Competency 1:

## Evidence (VRIN test passed):

## Core Competency 2:

## Evidence (VRIN test passed):

Use Strategic Positioning Canvas Parts 1, 2, and 3 for this exercise.

Part 3: Strategic Fit Mapping (Canvas Part 3)

For each core competency, map to EOSC gap:

Core Competency 1:

Addresses EOSC Gap:

Value Created:

• For users:

• For EOSC ecosystem:

Evidence this fit is real:

Core Competency 2:

Addresses EOSC Gap:

Value Created:

• For users:

• For EOSC ecosystem:

Evidence this fit is real:

Strategic Fit Mapping

For users:

| Core Competency | Addresses EOSC Gap | Value Created |
|-----------------|--------------------|---------------|
|                 |                    |               |
|                 |                    |               |
|                 |                    |               |

For EOSC ecosystem:

| Core Competency | Addresses EOSC Gap | Value Created |
|-----------------|--------------------|---------------|
|                 |                    |               |
|                 |                    |               |
|                 |                    |               |

Use Strategic Positioning Canvas Parts 1, 2, and 3 for this exercise.

## Synthesis: Draft Your Unique Value Statement

Our core competency:

EOSC gap we address:

Value created (user + ecosystem):

Why this is unique (evidence):

Unique Value Statement (synthesis for Charter Question 1):

This answers Charter Question 1: "What unique value does your Node bring to EOSC Federation?"

### Unique Value Statement (Answer to Question 1)

#### Template:

"Our Node brings [core competency] to address [EOSC gap], enabling [outcome] for [beneficiaries]. This is unique because [why others can't easily replicate]."

#### Your unique value statement:

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#### Evidence supporting this claim:

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Thank you!