

APPLICANT TRAINING ICT & FET
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Writing a Good Proposal, Tips and Tricks

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4 «golden» rules

- Fit to topic (6)
- Consortium (4)
- Award criteria (4)
- Guide for applicants (4)

Tips & Tricks

- Impact (6)
- Strong Proposal (3)

Note : numbers in brackets = number of slides

Rule 1 : Fit to Challenge : Basic Rules

- The EU Commission has identified the problems
- You provide together with your international consortium of experts the best solution to the identified problem
- One can only submit a proposal to a challenge in an open call



Example : ICT 4 – 2015: ...low power computing

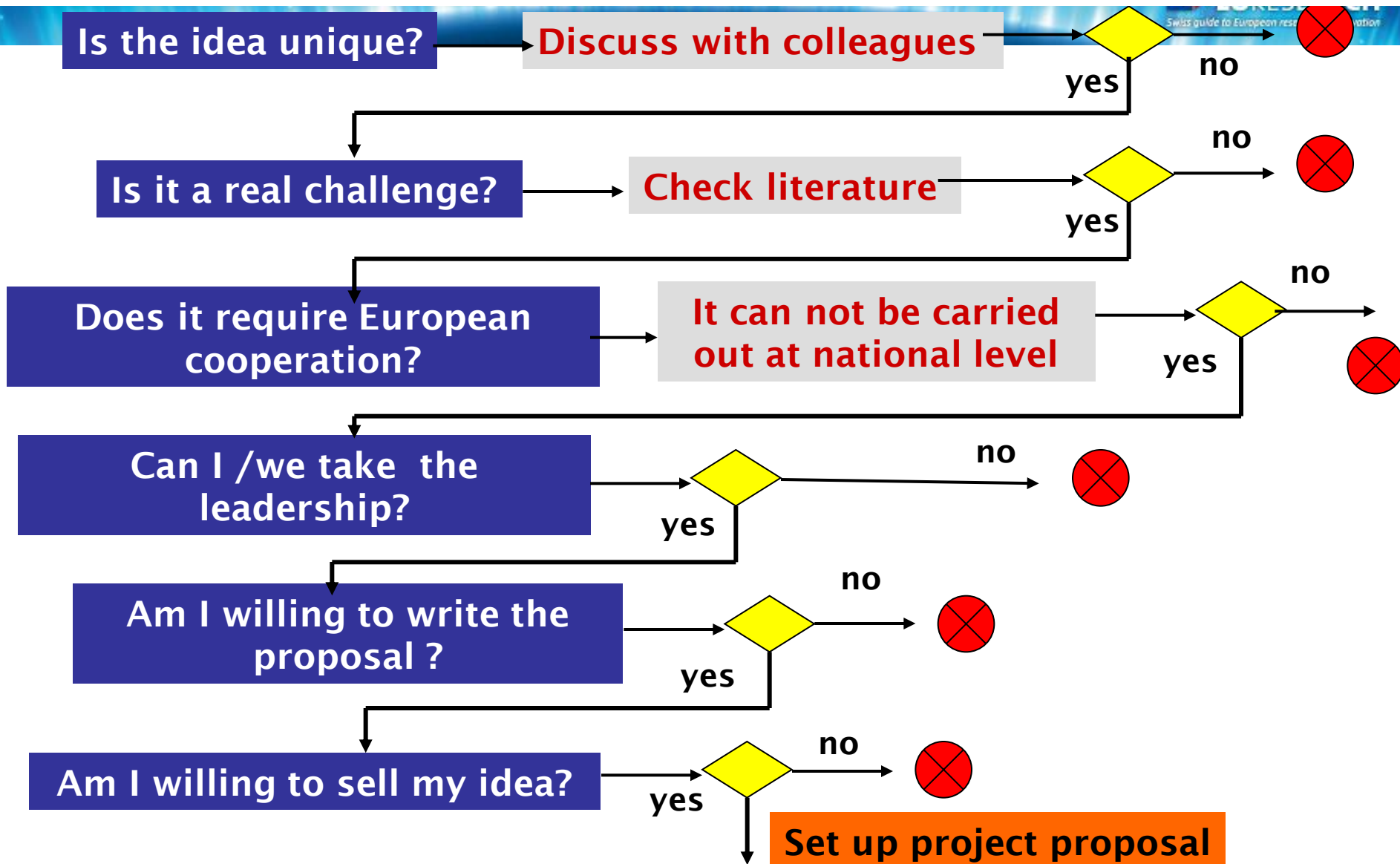
Specific Challenges: Trends, background, overall goals e.g. move towards low power computing, European competitiveness

Scope: Research & Innovation, Innovation Action, Coordination and Support Action

Expected impact : Reduction of energy consumption of servers by 2 orders of magnitude as compared to state of the art in 2013.

The challenge, the whole challenge and nothing but the challenge

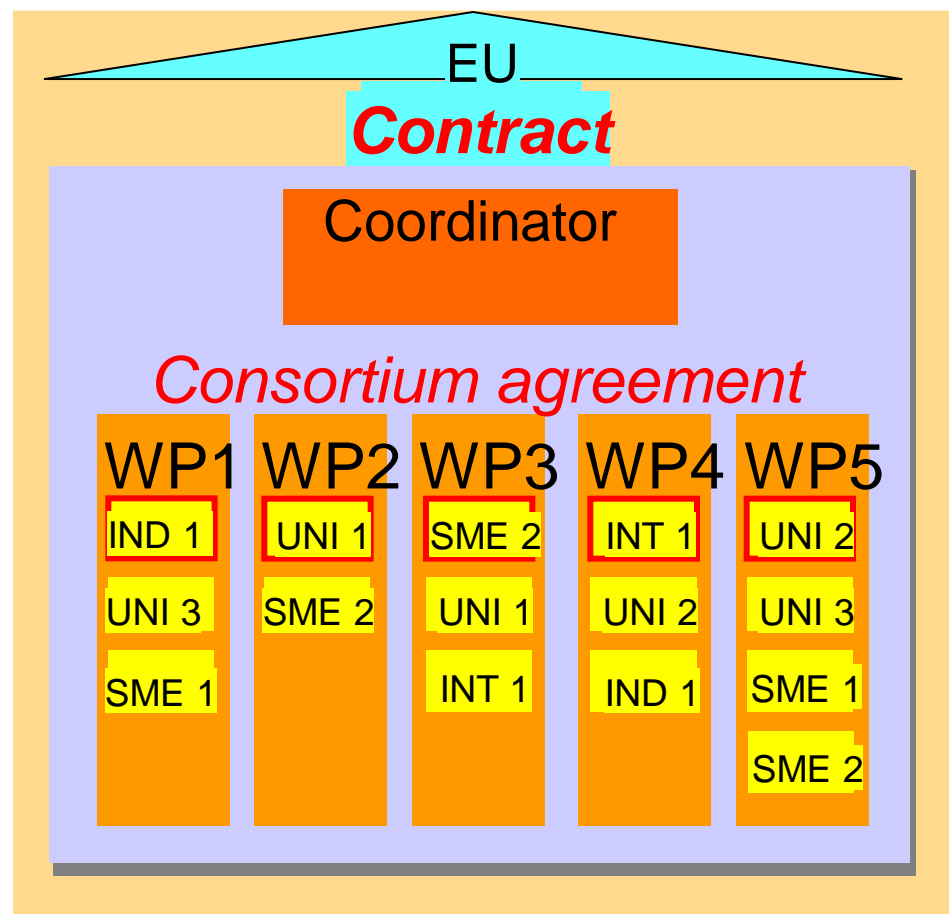
Key questions before planning a proposal



SET UP YOUR PROJECT PROPOSAL



At least 3 legal entities
from 3 different EU MS/AC.



Question: Can I submit my project idea every year, just have to adapt it a little to the open call?

Rule 2 : Consortium

What is important when setting up a consortium?

- Min. rule: 3 partners from different EU or AC
- Balanced consortium with **complementary skills** and as many as needed to carry out the work
- International/European approach must be evident
- Some partners should have past collaborations



Preconditions for a successful consortium

- Trust and respect between partners
- Common/compatible goals
- Clear definition of distribution of work
- Are all partners reliable?
 - Respect deadlines, provide information timely

Question: Does Switzerland count as an eligible partner?

Rule 3 : Award criteria

Eligibility criteria/exclusion check

For all proposals

- Date and time of receipt
- Min. of eligible, independent partners
- Completeness of proposal, presence of all requested forms

Award criteria

1. Excellence

- Ground-breaking nature (e.g. beyond the state-of-the-art, novel approach, addresses challenge..)
- Clarity of objectives, credibility of approach
- Sound concept; trans-disciplinarily considered, innovation potential...

2. Impact [...] extent to which project outputs contribute to:

- The expected impacts listed in the work programme under the relevant topic;
- Enhancing innovation capacity and integration of new knowledge;
- Strengthening competitiveness & growth..; environmental & socially important impacts
- Effectiveness of the proposed measures to communicate the project, disseminate and/or exploit the project results, and appropriate management of IPR.

3. Quality and efficiency of implementation

- Effectiveness of the work plan, including appropriateness of the allocation of tasks and resources;
- Competences, experience and complementarity of the individual participants, as well as of the consortium as a whole;
- Appropriateness of the management structures and procedures, including risk management.

Question: the criteria that weighs most is the scientific excellence?

Rule 4: guide for applicants/proposal template

Structure of a proposal

- **1. Part**
- Official forms (A1,A2,A3)
- Partner's details
- Proposal summary
- Costs

Structure of a proposal

(Proposal template i.e. Technical Annex)

■ 2. Part

- Cover page
- Excellence (Objectives, relation to WP, concept & approach, ambition (innovation potential))
- Impact (expected impacts, measures to max. impact, dissemination & exploitation, communication activities)
- Implementation (Work packages, deliverables, milestones, management structure, risks, consortium as a whole, resources to be committed)
- *Ethical & security aspects*

Question: Is the proposal being evaluated in regards to its innovation potential?

Tips & Tricks

- Impact Section (mostly)
- Strong proposal

Impact

Expected impacts

What are “potential areas and markets & end users”?

- Specific customer/groups (user associations, elderly patients etc.)
- End users
- Increase competitiveness or growth of specific companies?
- Any socially important impacts?

Expected impacts

What are „potential advantages of the resulting technology/ solution“?

- Advantage of your solution = product, technology or service
- Compare your solution with other available products
- Focus on the **benefit of the user**
 - Use: Is the solution easier to use, more convenient?
 - Price: Is the solution cheaper?
 - Life time: is the solution longer lasting than solutions already available?
- Which groups can (directly or indirectly) **benefit** from your solution, e.g.: Societal groups, Policy makers, etc.

Impact

Dissemination and/or exploitation of project results, and management of intellectual property

- Provide a plan for the dissemination and exploitation of the project results. The plan should address the full range of potential users inc. Research, commercial, investment, social, environmental, policy making, setting standard & educational training.
- Include a business plan where relevant. Describe the measures to **increase the likelihood of market uptake** of project results.
- Outline the strategy of knowledge management and protection. Incl. Measures to provide an open access.

What evaluators look for

- You fully answer to the challenge in the call
- Clear aims (motivation and hypothesis)
- Realistic objectives
- What is the current knowledge in the particular field (state-of-the-art)
- Who are the users and how will they benefit?
- Clear methodology
- Appropriate and relevant partners with necessary skills

What evaluators look for in Impact

- What is the added value of this project/how is it better than other proposals?
- What is the advantage of an EU approach?
- Impacts: Research, commercial, investment, social, environmental, policy making & educational (how will the outputs i.e. deliverables translate to impact)

HORIZON 2020

Question: If SMEs are involved in the project, the impact for each SME and how to exploit its results does not need to be described?

What makes a strong proposal (1/2)

- An executive summary/abstract
- Ensure your proposed work meets **the challenge** addressed by the call
- Follow exactly the structure given in the **guide for applicants**
- Be as **concise** and **precise** as possible
- The **consortium** of partners must be excellent and appropriate for the tasks
- Do not overcrowd **objectives** and show how you achieve them
- Outline **methods** as well as collection, handling and number of patient and control samples



What makes a strong proposal (2/2)

- Ensure qualitative & quantitative deliverables
- Propose solutions to **overcome potential risks** and conflicts
- Describe the **exploitation** plan in detail and convincingly
- Nominate an **Advisory Board** for ethical and regulatory issues
- Give attention to **ethical issues**
- Address all 3 award criteria
- Help **evaluators** to find the answers to the evaluation criteria (incl. ref to other chapters)
- Respect the page limits and keep it concise



When reading your proposal, ask yourself:

- **What problem are you trying to solve?**
(challenge in call = defined problem and your project is the solution)
- **Is it a European problem?**
(can not be carried out at national level)
- **Why you? Are you the best people to do this work?**
- **Why this project now?**

