Slide 1

TURKEY IN HORIZON 2020
ALTUN/HORIZ/TR2012/0740.14-2/SER/005

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

H2020 Focused Group Training

H2020 Proposal Development

March 10 & 11, 2016

Ankara

DAY 2

Slide 2

Training Agenda Day II

	DAY 2
9:00	Arrival of participants, welcome coffee
9:30	Analysis of participant's project initiatives of partner search methods
10:00	Partner Search - How to find or build up a consortium
10:30	Coffee Break
10:45	Developing your profile for an effective partner search: - what should a 'profile' contain - Exercise: sketch your profile - Role play: presenting yourself with this profile
12:15	Proposal Design Philosophy – Common traps and the best practices
13:00	LUNCH
14:00	Exercise: Evaluate sections of different proposals
15:00	Final Discussions - Questions and Answers
15:30	Recap
16:00	End of Event

Slide 3

Self-evaluation of project concept for Horizon 2020

Slide 4

Do you exploit all information resources?

- National Contact Points in your country & National Contact Points in other countries (!) – e.g. through newsletters (United Kingdom UKRO; Austria FFG; Germany NKS; Czech Rep. CZELO; Switzerland Euresearch; Enterprise Europe Network; etc.)
- Project websites, project members (NCP projects, coordination and support projects)
- Website of Horizon 2020: ec.europa.eu/research/horizon2020
- Innovation Union website: http://ec.europa.eu/research/innovation-union
- Facebook pages (e.g. http://www.facebook.com/Innovation.Union) and Horizon 2020 LinkedIn groups

Slide 5

Are you communicating your strengths well?

Being present with your website (in English), in databases (e.g. Cordis partner service)

Addressing partners with your ideas (1-2 pages, institute profile, core competences, possible inputs; outlines for project / workpackages / tasks; reference to the impact that your participation will bring)

Using existing networks – membership in associations, COST networks, running/past projects, addressing the best in the field – journals, conferences, patents, and experts– members of advisory boards, evaluators etc.; involving also users – representatives of your user groups (regulatory bodies, enterprises, civil society, etc.) and strategic partners

Promote your expertise at conferences, seminars, projects already active in the field, organise fellowships, workshops, exchanges, bilateral projects

Slide 6

Are you willing and ready to take the risks?

Aware of the likelihood of success (delayed return on investment)

Willing to take the risk and associated investment (very different between being a partner and a coordinator)

Able to assign skilled personnel, among your scientists as well as in the international office

- Professional approach, reliable, cooperative attitude, fast replies, English language skills
- Committed to explore and learn and also willing to dig into the administrative procedures

Able to cover co-financing and pre-financing needs

Able to get backing at all hierarchical levels (management level, level of scientists and on the level of administrative personnel)

Are the administrative steps prepared?

Registration with ECAS and clarified if your organisation already participated in EU RTD Programmes (-> Participant Identification Code)

Rules and guidelines available and consulted

Checklists for the administrative proceedures prepared (e.g. by people within your organisation who pool intelligence and information on the administrative proceedures)

Is the content of the proposal excellent?

Does it have a telling title and a 'pronounceable' acronym

Is there a „red line" that the proposal follows

Are you working with the right people (see more on partner search later)

Is the language adequate -> don't assume that all evaluators will be experts in the specific field and understand all acronyms, concepts, special language

Pay attention to structure, bullet points, readability, graphs and figures, etc.

Check your idea against the evaluation criteria and ask a (distant) colleague to evaluate it (also if it is understandable for non-experts) -> use the self-evaluation guide

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Each section of the proposal (Excellence, Impact and Implementation) is scored out of 5

Scoring

Scores must be in the range 1-5. Half marks may be given.

Interpretation of the scores

0 — The **proposal fails to address the criterion** or cannot be assessed due to missing or incomplete information.
1 — **Poor**. The criterion is inadequately addressed, or there are serious inherent weaknesses.
2 — **Fair**. The proposal broadly addresses the criterion, but there are significant weaknesses.
3 — **Good.** The proposal addresses the criterion well, but a number of shortcomings are present.
4 — **Very Good.** The proposal addresses the criterion very well, but a small number of shortcomings are present.
5 — **Excellent.** The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Thresholds

The thresholds for individual criteria are 4,4,3. The overall threshold, applying to the sum of the three individual scores, is 12.

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1. Excellence

Note: The following aspects will be taken into account, to the extent that the proposed work corresponds to the topic description in the work programme:

- Clarity and pertinence of the objectives;
- Credibility of the proposed approach;
- Soundness of the concept, including trans-disciplinary considerations, where relevant;
- Extent that proposed work is ambitious, has innovation potential, and is beyond the state of the art (e.g. ground-breaking objectives, novel concepts and approaches).

Comments:

Score 1:
Threshold 4/5

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2. Impact

Note: The following aspects will be taken into account, to the extent to which the outputs of the project should contribute at the European and/or International level:

- The expected impacts listed in the work programme under the relevant topic;
- Enhancing innovation capacity and integration of new knowledge;
- Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets, and where relevant, by delivering such innovations to the markets;
- Any other environmental and socially important impacts;
- Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.

Comments:

Score 2:
Threshold 4/5

TURKEY IN HORIZON 2020
ALTUN/HORIZ/TR2012/0740.14-2/SER/005

the of Turkey
riyeti tarafından

3. Quality and efficiency of the implementation*

Note: The following aspects will be taken into account:

- Coherence and effectiveness of the work plan, including appropriateness of the allocation of tasks and resources;
- Complementarity of the participants within the consortium (when relevant);
- Appropriateness of the management structures and procedures, including risk and innovation management.

Comments:

Score 3:
Threshold 3/5

Total score (1+2+3)
Threshold 12/15

To come top in the ranking, a score of 13.5 or more is usually needed (≥4.5 in each section).

Will the submission work out fine?

Take care of the deadlines

Take care of page limits

Is the budget calculation within the funding limits

Are there any ethical considerations

Inform the National Contact Points (in all partner countries) and get advise and inputs (proposal checks)

What happens if we really win this project?

… do we really want to work with these partners?

... is it really feasible to implement the promised activities with the given budget (any overselling?)

... Do we have all the skills to implement the project or will we be able to quickly acquire these skills and competences?

... are the resources available to implement the project?

... is the laboratory/office properly equipped for the work planned?

We just heard what you should and should not do to prepare a winning proposal.

We also got a good impression of the Evaluation Criteria that will be applied to your proposal.

So what can you do to be sure that it will win ?

The main point is to get organised !

You will deal with a lot of information (documents, emails, phone calls, …), quietly and relaxed at the beginning and very hectic close to the deadline.

BREAK TIME

Finding Partners - Possible Options

- Previous or current projects, ongoing FP7 or H2020 projects
- Business partners, Researcher colleagues
- Internal company networks
- Information Days and other events
- Public Partner Search: Cordis, IDEAL-IST, EEN..
- Specific Support Actions
- Scientific publications
- Patent databases
- Scientific conferences and seminars
- **The internet**

Some Criteria for Selection

Capabilities in the topic domains

Past experience in EU RTD projects

Interest and motivation

Resources in general

Critical mass in the specific topic area

Access to local markets, contacts

Good command of English

What is a "Profile" and why would you need one ?

For getting into H2020 you need to be part of a consortium, as partner (or as coordinator).

So you have to find potential partners and convince them to take you into their consortium.

Present your experience, skills, ideas, …

Your Profile

Where and when to use your profile

1. In partner search facilities like CORDIS
2. At Info days or brokerage events where you will meet potential partners
3. Whenever you find interesting persons through your internet search

Your profile is like an extended business card, it should be convincing, give the right amount of information, be easy to read and leave a positive impression about you.

CORDIS: cordis.europa.eu/partners

EU Research Partners

Looking for research partners?

You can:
- Search for partners   Search
- Query more with an advanced search
- Browse these active profiles and collaboration requests to build your network:
  - 8086 Partner profiles
  - 107 Open FP7 Calls for Proposals
  - 5194 Partnership requests
    - 1121 Proposing project
    - 4073 Offering collaboration
  - 310 Groups
- Contact National Contact Point networks to get further support to find partners in your

---

antonella silipigni (Italy)

Italian partners (public and private) and expertise ready to apply in your call

Partnership request description::
My Agency Tikkun Fenix has great experience working with European funding programmes including ENPI, LLP, Daphne III, ESF, EIF, TEMPUS, PROGRESS, Erasmus for Young Entrepreneurs, Youth in Action, Europe for Citizens and others. Last year we were part of different consortia that applied under FP7 and now we are taking part of the preparation of H2020 proposals for the next deadlines with many partners.

Partner offering expertise: antonella silipigni (Italy)

Partner expertise: Transport, Renewable sources of energy, Energy saving, Biofuels, Other energy topics, Medicine. Health, Life sciences,

Two examples that you should NOT follow …

Agriculture, Food, Resources of the sea. Fisheries, Water resource management. Project management methodologies, Safety, Environmental
FP7-SECURITY, FP7-COORDINATION, Regional development, Employment issues, Security, Policies, Legislation, Regulations, Forecasting, Evaluation, Innovation. Technology
FP7-IDEAS, FP7-PEOPLE, FP7-JRC   transfer, Coordination. Cooperation, Scientific research, Business aspects, Research ethics, Intellectual property right

Transport, Renewable sources of energy,   **Call for proposal title:** Reflective Societies: Cultural Heritage and European Identities
Energy saving, Biofuels, Other energy   **Call for proposal identifier:** H2020-REFLECTIVE-SOCIETY-2014
topics, Medicine, Health, Life sciences,   **Partner role:** Project coordinator
Agriculture, Food, Resources of the sea,
Fisheries, Water resource management,   **Description of the collaboration sought:**
Project management methodologies,
Safety, Environmental protection, Waste   **Expertise sought:** Research ethics, Business aspects, Coordination. Cooperation, Evaluation, Employment issues, Regional development,
management, Sustainable development,   Economic aspects, Information. Media, Education. Training, Social aspects, Sustainable development,
Social aspects, Education, Training,   **Roles sought:** Project participant, Project coordinator
Information, Media, Economic aspects,   **Countries sought:** Italy, Ghana,
Regional development, Employment   **Call for proposal specific information**
issues, Security, Policies, Legislation,
Regulations, Forecasting, Evaluation,   *1. Themes covered by this call*
Innovation, Technology transfer,   REFLECTIVE-9-2014: Social Platform on Reflective Societies
Coordination, Cooperation, Scientific   *2. Funding schemes applicable for this call (Please see call fiche for full details)*
research, Business aspects, Research   CSA (Coordination & support action)
ethics, Intellectual property rights
Profile completeness

78 % completed

Profile summary   **Profile**

Uğur Demir (Turkey)   My organizations | Expertise | My links | My library

Favourite theme
FP7-HEALTH, FP7-KBBE, FP7-ICT, FP7-NMP, FP7-ENERGY, FP7-ENVIRONMENT, FP7-TRANSPORT, FP7-SSH, FP7-SPACE, FP7-SECURITY, FP7-COORDINATION, FP7-JTI, FP7-IDEAS, FP7-PEOPLE, FP7-INFRASTRUCTURES, FP7-SME, FP7-REGIONS, FP7-REGPOT, FP7-SIS, FP7-COHERENCE, FP7-INCO, FP7-JRC

FP7-HEALTH, FP7-KBBE, FP7-ICT, FP7-   *Expertise description*
NMP, FP7-ENERGY, FP7-ENVIRONMENT,   No expertise description provided
FP7-TRANSPORT, FP7-SSH, FP7-SPACE,
FP7-SECURITY, FP7-COORDINATION,
FP7-JTI, FP7-IDEAS, FP7-PEOPLE, FP7-   *Expertise categories*
INFRASTRUCTURES, FP7-SME, FP7-
REGIONS, FP7-REGPOT, FP7-SIS, FP7-   Industrial manufacture, Electronics, Microelectronics, Information processing, Information systems, Telecommunications,
COHERENCE, FP7-INCO, FP7-JRC   Transport, Aerospace technology, Construction technology, Materials technology, ICT Applications, Network technologies,
   Nanotechnology and Nanosciences, Industrial biotech, Space and satellite research, Automation, Robotics, Other
Industrial manufacture, Electronics,   technology, Fossil fuels, Renewable sources of energy, Energy storage, Energy, Transport, Energy saving, Medicine, Health,
Microelectronics, Information processing,   Agriculture, Food, Resources of the sea, Fisheries, Agricultural biotechnology, Water resource management, Project
Information systems,   management methodologies, Social aspects, Education, Training, Information, Media, Economic aspects, Regional
Telecommunications, Transport,   development, Employment issues, Security, Innovation, Technology transfer, Coordination, Cooperation, Scientific
Aerospace technology, Construction   research, Business aspects, Research ethics
technology, Materials technology, ICT
Applications, Network technologies,
Nanotechnology and Nanosciences,   *Skills and competences*
Industrial biotech, Space and satellite   No skills and competences provided
research, Automation, Robotics, Other
technology, Fossil fuels, Renewable
sources of energy, Energy storage,   *Research infrastructure of the organisation*
Energy, Transport, Energy saving,   No research infrastructures of the organisation provided
Medicine, Health, Agriculture, Food,
Resources of the sea, Fisheries,

Nick Timmons (Ireland)

Wireless sensor network design and implementation.

Partnership request description::
We can provide wireless sensor network design for the remote monitoring of streetlighting, RF, antenna, and wireless design expertise, embedded systems, firmware and software applications, electronic hardware design, pcb design, prototyping services.

FP7-ICT   **Partner offering expertise:** Nick Timmons (Ireland)

Electronics, Microelectronics, Information   **Partner expertise:** Electronics. Microelectronics, Information processing. Information systems, Telecommunications, ICT Applications,
processing, Information systems,   Network technologies, Space and satellite research, Renewable sources of energy, Energy saving, Other energy topics, Biotechnology, Medical
Telecommunications, ICT Applications,   biotechnology, Agricultural biotechnology, Waste managemen
Network technologies, Space and
Two examples that are to the point …

topics, Biotechnology, Medical   **Partner role:** Project participant
biotechnology, Agricultural
biotechnology, Waste management   **Description of the collaboration sought:**
Profile completeness   Industries, research groups, municipal entities, who are interested in the concept of smart cities and specifically the area of energy
64 % completed   conservation.

About Nick Timmons   **Expertise sought:** Environmental protection, Energy saving, Energy storage. Energy. Transport, Renewable sources of energy, Network
Nick Timmons has 0 recommendations   technologies, ICT Applications, Telecommunications,

Nick Timmons has 1 connection   **Roles sought:** Project participant,
   Countries sought: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary,
Nick Timmons has 0 active   Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United
partnership requests   Kingdom,
   Call for proposal specific information
Nick Timmons belongs to 0 groups
   1. Themes covered by this call
Interact with Nick Timmons   SCC-01-2015: Smart Cities and Communities solutions integrating energy, transport, ICT sectors through lighthouse (large scale
   Last update: 2014-03-24   demonstration - first of the kind) projects
Tutorials & Help   *2. Funding schemes applicable for this call (Please see call fiche for full details)*
   1A (Innovation action)

Profile summary | Profile

Beliz OZUT (Turkey)

Favourite theme
No favourite theme provided

Expertise description
EBILTEM-TTO is a Technology Transfer Office of Ege University which serves for the university and the SMEs/Companies in the region with the aim of raising awareness, training and knowledge transfer, securing funds for R&D and innovation, finding a common ground for researchers and SMEs, providing IPR consultancy services, entrepreneurship and licensee for the ideas which can be turned into financial assets.

Since 2004, EBILTEM-TTO has coordinated or participated in a total of 18 EU Framework projects attracting a total of 5 Million Euros for the development of the innovation capacities of regional industries thereby improving their competitiveness in internal and global markets. Consequently, it has been a member of several international networks, such as Innovation Relay Centres (IRC), Ideal-Ist Network, EuroAxess, Enterprise Europe Network (EEN), European Patent Office - EPO), European Intellectual Property Rights Helpdesk - IPR Helpdesk, European Centre for Strategic Management of Universities - (ESMU, European Intellectual Property Teachers' Network - EIPTN, Patent Information Centres - PATLIB, The Competitiveness Institute - TCI Network and European Knowledge Transfer Society (EUKTS). EBILTEM-TTO cooperated with international consortia in six EU projects within the FP7 and the Competitiveness and Innovation Program (CIP), Leonardo and EuropAid, respectively."

Visibility

Developing a convincing profile to post on partner search sites or hand out at brokerage days is a **must**.

It will give you visibility in a targeted, but also limited way.

You have to ask yourself:

Can potential partners find me?

Do you (or your institution) have a meaningful website?

In English?

With your contact data?

Register at CORDIS

1. Go to http://cordis.europa.eu/home_en.html and then to 'Research Partners'.

2. Under "Proposing project" or "Offering collaboration" try to find profiles in your research area.

Evaluate them, noting what you liked and what not, what was missing.

Do the profiles give a clear picture of the person and the organisation?

Is it clear what the person is 'offering'?

YOUR PROFILE

You need to describe:

1. Yourself and your organisation
2. Your main H2020 interest
3. The main activities (+ skills, experience) of yourself and your research groups

One way is to develop a profile for Cordis (and a partnership request) and then use this for any kind of partner search.

Profile Development

- Contact Details, Organization Details
- Topic areas in terms of H2020:
  For example 'e-Infrastructures' or 'ICT Generic micro- and nano-electronic technologies'
- Expertise description, Skills and competences
- Experience in FP projects (if applicable)
- Research infrastructure of the organization (if applicable)
- For universities: brief description of your research group (size, no of PhD students, research topics, …)

Why? Example from a successful proposal

EXERCISE: A Partnership Request

While your *Profile* describes you and your organisation, a *Partnership Request* is specific for an open call for proposals.

Its main focus is on:

1. Description of your project idea

2. Specification of the skills and competencies of the partner you are looking for.

Exercise

Identifying potential partners

Cordis: Projects and Results

CORDIS
Community Research and Development Information Service

...on > CORDIS > Projects and Results > Home

| ...s and ...nts | Funding Programmes | Projects and Results | Top Stories | research*eu magazines | Research Partners | National and Regional |

earch Projects

Search projects in CO...

The primary information source for EU-funded projects since 1990   Do not mis...

The Projects Service is your one stop shop for information on EU-funded research projects.

You can find and access all the European Commission's information in the lifecycle of each project: the grant details, funding and participants, the projects' own Report Summaries, multilingual Results in Brief and project Top Stories, and links to scientific publications and other documents.

CORDIS project data includes FP7, FP6, FP5 and earlier programmes stretching back to 1990.

More info...

Due to ongoing system changes at CORDIS, the last few months of new and updated projects, report summaries and results in brief are not currently available. Please contact the CORDIS Helpdesk for any specific information you are trying to find.

Find partners from previous projects

- Find out which projects are or have been running in your topic area:
  - Avoid duplication of work
  - Find out the main actors
- Find out who in your country/region has experience in EU FP Projects

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BREAK TIME

Proposal Design

Is it straightforward ? Is it easy ?

What is a good and successful proposal ?

The Philosophy for writing successful proposals:

- The philosophy is generic (applicable to all projects).
- It is independent of the subject or topic.
- It is independent of the funding source.
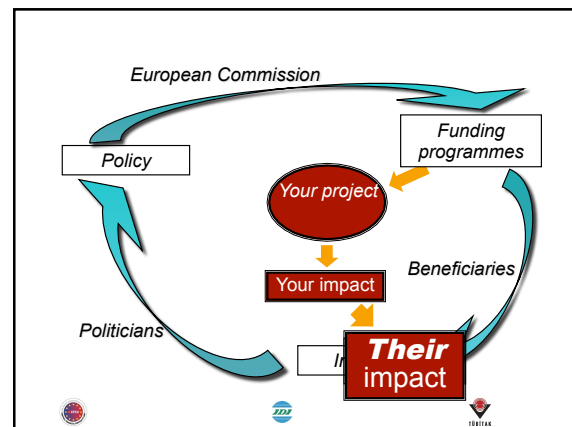- It is independent of the programme.

The philosophy is simple .....

Philosophy for writing EU project proposals:

- Your philosophy is to know what to do to convince the funding source to give you the money!
- Your philosophy is to learn how to be competitive (your proposal will not be the only one) and this means:
- Your philosophy is to make your proposal the best.

So, how do you make your proposal the best ?

Understand the reasons for funding programmes !

European Commission

Policy

Funding programmes

Your project

Your impact

Beneficiaries

Politicians

Their impact

Proposal Design Philosophy

The most important question you have to ask yourself now:

- Do the impacts expected from EU funding programmes match your own line of research, innovation or development ?

If not, do not try to squeeze your ideas into some EU objectives.

The proposal will never be fully convincing and achieve a top ranking position.

So, your project needs to have significant impact.

You need to know how to convert this:

The format for a proposal that is going to fail -

- Poor definition of starting point (no needs analysis).
- Poor definition of finishing point (poor impact analysis).
- Poor definition of how to get to the finishing point (description of activities).
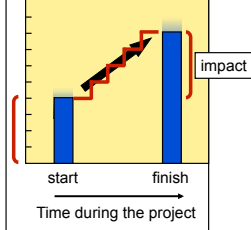

impact

start   finish

Time during the project

Slide 1
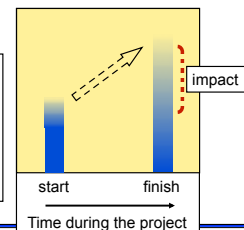
Into this:

The format for a proposal that is going to succeed -

Your proposal has got to be the one that gives the best definition of
• where you start from
• where you will get to
• how you will get there

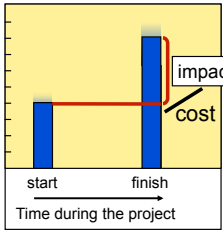i.e. description of the activities (the steps up the ladder) and evidence of progress.

impact

start   finish

Time during the project

Slide 2

And one more criterion you need to satisfy:

The funding you are asking for needs to be well justified!

impact

cost

An important concept for every researcher to understand!

start   finish

Time during the project

Slide 3

• In an R&D project you can achieve impact only through S&T Excellency !
• Where you start from: a well-founded understanding and description of the state-of-the-art
• Where you will go to: a clear description of how your results will go beyond the State-of-the-Art
• How you will get there: Ensure the quality and effectiveness of the S/T methodology and associated work plan.

Slide 4

Four major problems are evident in proposals:

1. Irrespective of how intelligent they are, people are unable to read and implement instructions!
2. Statements are made without any supporting evidence so evaluators are not convinced.
3. Insufficient details are given of activities that will be carried out to convince evaluators.
4. The text of different parts of a proposal is not consistent, so evaluators get confused.

Slide 5

Not reading and implementing instructions:
• Ensure you do what they want you to do, which means read the instructions carefully (every page)!
• Read the funding objectives, eligibility criteria and impact expected for projects as well as any Guide for Applicants, and then do exactly what they want.
• If your ideas don't match the objectives then quit !
• The instructions should be so easy to implement.
• The large majority of people don't do this!

Slide 6

No evidence for statements:
• Be intelligent in implementing the instructions.
    Every word of the call objectives has a meaning.
Here's an example from an EU Work Programme:
"… close cooperation with at least 3 *outstanding* European partnering organisations". [Their italics, not mine!]
"outstanding" - so you must provide the evidence!

So do not write "Our three European partners are outstanding" and expect evaluators to believe you!

Slide 1

Not sufficient detail for justification:

Compare these two examples:

"One of our young R&D scientists will spend one month in project year 2 at Institute X in Paris to be trained in how to use an ABC machine."

Needs analysis	"Our institute currently has no ABC machine, though we plan to buy one in project Year 1, as it is essential to develop the diagnostic tests of Objective 4.
Activity description	Thus, 1 of our talented scientists will work in the institute of Dr X in Paris for 1 month immediately before commissioning the ABC machine. Dr X has used ABC since 1998 and she has two machines, one of which is regularly used to train visiting workers.
Impact analysis	Upon return to our institute, the young R&D scientist will help commission the new ABC machine and give training in its use to others to ensure dissemination and sustainability of the newly-acquired expertise."

So, make sure you define the activities sufficiently to give the evidence that objectives will be achieved.

Slide 2

Not consistent:
Ensure consistency in what you say throughout your proposal. For example:
- If you refer to improving staff management skills as a project objective, make sure you describe activities somewhere in the rest of the proposal to achieve this!
- If you refer to a website dissemination activity at the end under project impact, make sure your project website is already described in a previous section of the proposal!
- It is very easy to make mistakes in consistency because you write the text bit by bit, but evaluators read your whole proposal in just a few hours.

Slide 3

How much detail is needed to convince evaluators?
- Adjust the amount of detail you give to describe the work/tasks to be done according to the project scale and type.
- A small-scale project for your first proposal (e.g. a staff training visit) would need more description of day-to-day activities than a large international collaborative project by experienced staff.

Slide 4

Once your proposal gets to the evaluators …

By the end of reading your proposal the evaluator needs to be saying
- 'This looks a good quality proposal, with very competitive ideas from proposers who followed all the instructions.'
- 'This is an excellent project concept, clearly justified and implemented with a convincing amount of detail.'
- 'It looks as if the proposed project will be managed competently, and will have a significant impact.'
- 'It looks the best proposal that I have reviewed. So..'
- 'I recommend the proposal to be funded!'

Slide 5

Some essential rules:
- Choose the right instrument for your idea
- You are going to need consistently high marks on all criteria
- Use the Guidance Notes for Evaluators !
- Make sure your Project Workplan reflects the promises you make in the rest of Part B
- Use all the help you can get (and don't wait till it's too late)

Slide 6

Some final remarks …
- You can learn to present a good proposal in the best possible way.
- But no amount of creative writing will disguise an inadequate proposal.
- are you really fully in scope of the strategic objective ?
- will your project have a significant impact ?
- is it scientifically and technically excellent ?
- is your consortium competent and complete ?
- do you have a well-worked out project management plan ?
- do you have all the resources you need ?

Slide 1

BREAK TIME

Evaluation Workshop

Become project proposal evaluators

and compare two real proposals !

Project proposal evaluation

What to do and what to avoid when

you write your proposal...

1 Excellence/Concept

- Full of baloney. Sometimes remembered to mention the Theme priority, but not always !

  Zero points
- Copies and pastes of the Workprogramme, just listing objectives.

  Score 1 or 2
- Clearly identified the objective, their relevance to the WP, in your own words.

  Score 3
- Identified the objectives, the approach, clear positioning, stated the relevance *and* explained why it is important and benefits the aims of the WP

  Score 4 or 5

2 Excellence / Ambition

- Impossible to figure out what the proposal is aiming at, ambition unclear …

  Score 1
- Nicely described but not very clear what is new. Is it ambitious?

  Score 2 or 3
- Clear explanation of the ambition and the innovation potential.

  Score 4
- Clear explanation of ambition, innovation potential *and* how the state-of-the-art will be advanced.

  Score 5

3 Potential impact

- Issue ducked (there is no impact / impact not actually related to goals of the Theme).

  Score 0
- Re-assuring phrases about how valuable this work is going to be.

  Score 1 or 2
- Specific impact (from the WP) is clearly identified in detailed terms.

  Score 3
- Additionally, outline of measures to maximise the impact *and* how to advance innovation capacity.

  Score 4 or 5

4 Quality of the Implementation / Resources

- Just claiming that resources are adequate ….

Score 1 Copy and paste of the text from the corporate brochures;

Score 2 Resource plan specific to the project, but only sketched out

Score 3/4 Detailed resource planning, but possibly over/under-estimate

Score 5 Just the right amount of resources, convincingly integrated

5 Quality of the Implementation / Consortium

- Re-assuring phrases about how good the proposal is.
  Score 1

- Appended the CVs, but no description of partners' role
  Score 2 or 3

- Clear description of who the partners are and how they contribute
  Score 4

- Additionally, how they ensure exploitation focused on the objectives addresses, *and* why they are among the best in the business
  Score 5

6 Quality of the Implementation / Management

- Re-assuring phrases about how well-managed it's going to be and how experienced the partners are.
  Score 1
- Just the standard management plan everybody learned at business school
  Score 2 or 3
- Adequately detailed organisation and management plan, clear responsibilities, problem solving mechanism.
  Score 4
- Additionally, clear outline of innovation management, risk analysis and contingency plans – all reaching beyond the end of the project
  Score 5

Effort Distribution over WPs

Distribution of Effort over Workpackages and Partners: Identifying weaknesses in a workplan.

	WP1	WP2	WP3	WP4	WP5	WP6	
P1	10	4		4		2	20
P2	2	2	2	2	2	2	12
P3			5	11		2	18
P4		12	2	12		2	28
P5			14	3		2	19
P6					6	2	8
P7					6	2	8
Total	12	18	23	32	14	14	113

The workpackage that nobody wanted

	WP1	WP2	WP3	WP4	WP5	*WP6*	
P1	10	4		4		*2*	20
P2	2	2	2	2	2	*2*	12
P3			5	11		*2*	18
P4		12	2	12		*2*	28
P5			14	3		*2*	19
P6					6	*2*	8
P7					6	*2*	8
Total	12	18	23	32	14	*14*	113

The workpackage that does too much

	WP1	WP2	WP3	*WP4*	WP5	WP6	
P1	10	4		*4*		2	20
P2	2	2	2	*2*	2	2	12
P3			5	*11*		2	18
P4		12	2	*12*		2	28
P5			14	*3*		2	19
P6					6	2	8
P7					6	2	8
Total	12	18	23	*32*	14	14	113

The partner who didn't know what to do

	WP1	WP2	WP3	WP4	WP5	WP6	
P1	10	4		4		2	20
P2	*2*	*2*	*2*	*2*	*2*	*2*	*12*
P3			5	11		2	18
P4		12	2	12		2	28
P5			14	3		2	19
P6					6	2	8
P7					6	2	8
Total	12	18	23	32	14	14	113

The token SME

	WP1	WP2	WP3	WP4	WP5	WP6	
P1	10	4		4		2	20
P2	2	2	2	2	2	2	12
P3			5	11		2	18
P4		12	2	12		2	28
P5			14	3		2	19
P6					*6*	*2*	*8*
P7					6	2	8
Total	12	18	23	32	14	14	113

Well-lead work packages which will get results

	WP1	*WP2*	*WP3*	WP4	WP5	WP6	
P1	*10*	*4*		4		2	20
P2	*2*	*2*	*2*	2	2	2	12
P3			*5*	11		2	18
P4		*12*	*2*	12		2	28
P5			*14*	3		2	19
P6					6	2	8
P7					6	2	8
Total	*12*	*18*	*23*	32	14	14	113

Common mistakes in project development

- No respect for instructions. Be intelligent in implementing the instructions. Every word of the policy document has a meaning.
- The text of different parts of a proposal is not consistent so evaluators get confused
- Lack of understanding of Evaluation criteria (objective vs subjective)
- Poor needs analysis and description of the starting point (stakeholders, problems, target groups, state-of-the-art, markets, etc)
- Small relevance for the call objectives
- Insufficient detail given of planned activities as evidence to convince evaluators of impact
- Poor impact analysis

Key factors for success in project development

- Educate evaluators in simple and easy to understand language using references from background documentation;
- Answer evaluators' questions and make sure you understand assessment criteria before you start writing;
- Provide 'just enough' details needs analysis, activity description and impact analysis;
- Provide measurable evidence of your claims from credible info sources;
- Present information in the best format for the readers to understand it.
- Make sure to respect Causality principle: and directly interconnect why – what – how – etc.

Questions and answers

Some Useful Links:
- EU funds info www.eutraining.info
- CORDIS Partner Search http://cordis.europa.eu/partners/
- EEN Technology transfer http://www.enterprise-europe-network.ec.europa.eu/services/technology-transfer
- The network of European NCP-SME http://www.ncp-sme.net/
- WBC-Inco Net http://www.wbc-inco.net/object/news/list