

SESSION 4&5: How to Write Competitive Proposal?

1. Guidelines and Analyze PRIMA Topics
2. Main Sections of the Part I (Admin)
3. Main Sections of the Part II- Concept Note (Technical)
4. Main Sections of the Part II- Full Application* (Technical)

*financial part will be covered under session 7

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12-13 December

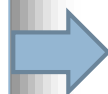
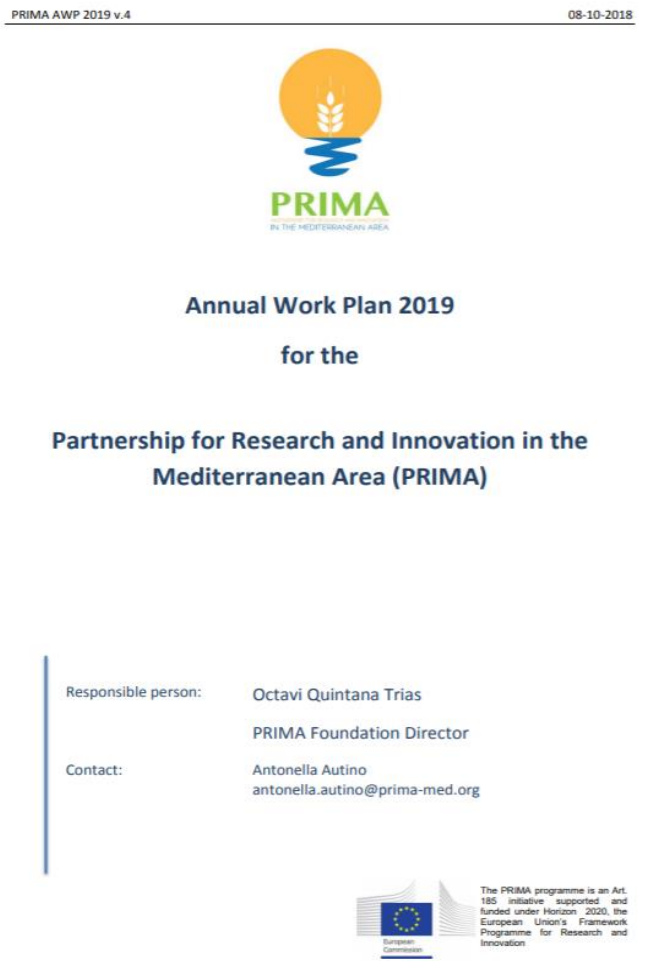


The PRIMA programme is an Art.185 initiative supported and funded under Horizon 2020, the European Union's Framework Programme for Research and Innovation.

1. Guidelines and Analyze PRIMA Topics

PRIMA GUIDELINES AND DOCUMENTS

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- Official announcement
 - PRIMA Introduction
 - Call reference document
 - Structure of the Call
 - Topics, funding, type of the action
 - Annexes and other docs
- Instructions: How to apply?
 - Eligibility and admissibility criteria
 - Evaluation criteria
 - Main sections (CN, FA)



PRIMA GUIDELINES AND DOCUMENTS

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CALL TEXT AND SUPPORTING INFORMATION

Call: Section 1 – Management of Water 2019

RIA – Topic 1.1.1: Sustainable groundwater management in water-stressed Mediterranean areas

Version 1.0
11 December 2018



- Scientific description of each topic:
 - Challenge
 - Scope
 - Expected Impact

- How to use the submission system:
 - Complete your proposal
 - Consortium builder
 - Fill Financial data
 - Project Summary
 - Upload Part I, II, budget sheet
 - Submission: at the deadline!!



ELECTRONIC

SUBMISSION

SYSTEM

HANDBOOK

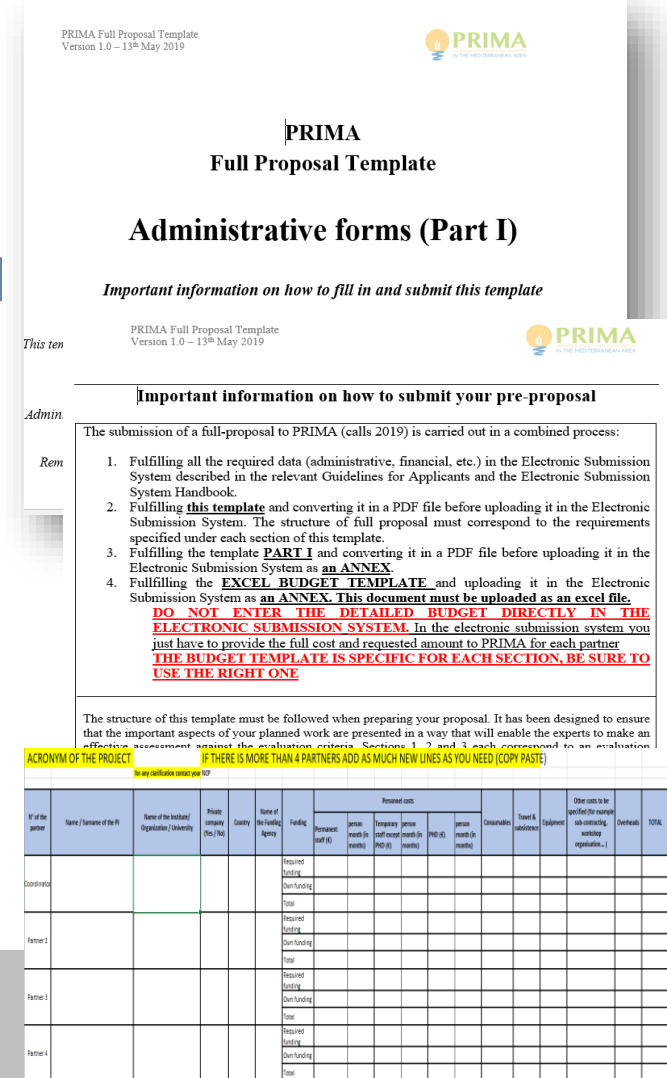


PRIMA GUIDELINES AND DOCUMENTS



- Essential for Section 2
- National regulation of each PRIMA National Funding Agencies, contacts,...
- Communicate with your corresponding NCP!!

- Templates
 - Part I (admin part): stage 1&2
 - Part II (scientific part) Stage 1&2
 - Detailed Budget sheet, Stage 2 only



ANALYZE PRIMA TOPIC

Practices

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How to read and analyze PRIMA topic?

PRIMA CALL 2019 – SECTION 1 – FOOD/ FARMING IAS TOPICS

<http://prima-med.org/wp-content/uploads/2018/12/PRIMA-Call-text-and-supporting-information-Call-Section-1-Topic-1.2.2-%E2%80%93-Farming-Systems-2019.pdf>

<http://prima-med.org/wp-content/uploads/2018/12/PRIMA-Call-text-and-supporting-information-Call-Section-1-Topic-1.3.1-%E2%80%93-Agro-food-Value-Chain-2019.pdf>

HOW TO READ PRIMA TOPIC?

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I. The Topic Title

IA – Topic 1.3.1: Implementation of analytical tools and digital technology to achieve traceability, authenticity control of traditional Mediterranean foods

Innovation
Action

Select the write topic Ref #
on the submission system

Applied solutions

Be specific, selective, not
diffused

High TRL

Scope/specific objective of
the topic

Engagement of Stakeholders
and private sector



HOW TO READ PRIMA TOPIC?

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I. Challenges

The **Mediterranean traditional food**
 in food processing, preparation and nutrition requirements.
valorization of Mediterranean animal breeds and plant varieties, as sources of foods and natural **bioactive compounds**, requires their **unequivocal traceability and characterization, based on state-of-the-art methods and technologies** which univocally define their Mediterranean **origin** in a global context, as well as their **quality and safety**.The **creation of reference databases** would foster the necessary **harmonization of the analytical methods and data validation among different laboratories**, two stringent requirements for the creation of a trans-national authenticity and traceability system that specifically address the identification of animal breeds, plant **varieties, geographical origin and production protocols characterizing....**

HOW TO READ PRIMA TOPIC?

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II. Scope

Proposals should focus on **developing and implementing innovative solutions, technological tools and/or digital solutions and protocols to achieve traceability and confirm authenticity of Mediterranean food products (excluded Olive oil)** aiming to detect fraud in traditional Mediterranean food products. ... products with high added value.... Proposal should also aim at **creating trans-national networks** of laboratories, validating and harmonizing protocols, sharing open-data on food products of the Mediterranean tradition, providing a robust support for certification and control bodies, and building capacity in key enabling technologies related to authenticity and traceability. The proposals are encouraged to optimize the use of pre-existing databases and research infrastructures (with particular reference to those identified on the roadmap of the European Strategy Forum on Research Infrastructures - ESFRI) ...ensuring interoperability.....

SECTION 1 - THEMATIC AREA 3- AGRO-FOOD VALUE CHAIN

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SCOPE

- Development and implementation of **analytical tools and technologies** to achieve traceability, and to confirm authenticity of Mediterranean foods.
- Providing a **robust certification and control bodies** as well as creating trans-national networks of laboratories, validating and harmonizing protocols, sharing open-data on food products of the Mediterranean tradition.
- **Building capacities** of key enabling technologies.
- Optimising the use of pre-existing **databases** and **networking**



HOW TO READ PRIMA TOPIC?

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III. Expected Impact

Proposals should contribute to implement **PRIORITIES** set in the **PRIMA SRIA** and show the clear link of how expected impacts from the projects are going to implement the expected outputs indicated in PRIMA SRIA. The project results must contribute to **PRIMA Operational Objective 8/ NEW AGRO-FOOD BUSINESS MODELS**

The project results are expected to contribute to:

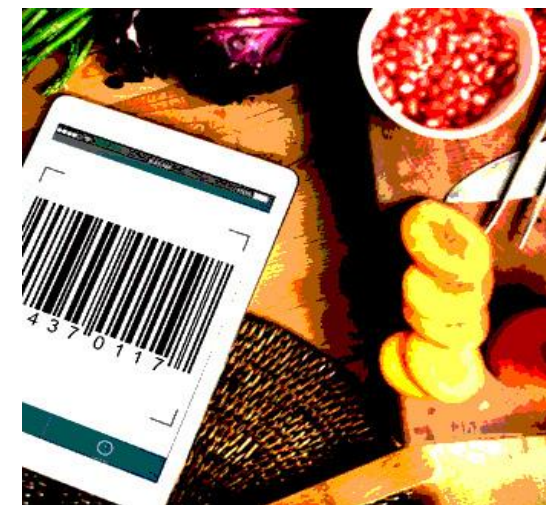
- Development of **efficient methods for assessing food traceability and safety**;
- Increased **added-value for Mediterranean food products** linked to
- Improve confidence of **consumers and markets**
- Foster joint **integrative activities** with existing data base networks, infrastructures...
- Improve **harmonization and data interoperability**.

SECTION 1 - THEMATIC AREA 3- AGRO-FOOD VALUE CHAIN

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IMPACT

- Improve **confidence of consumers**;
- **Assessing food traceability and safety.**
- Increased **added-value for Mediterranean food products**;
- Foster **joint integrative activities** with existing data base networks & infrastructures in the health & food domain;
- Improve **harmonization and data interoperability**



SECTION 1: SUSTAINABILITY AND COMPETITIVENESS OF GREENHOUSES AND INTENSIVE HORTICULTURE

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Challenge

- Greenhouses and intensive horticulture can produce food all year round
- Important for the international trade and food security

Scope

Design the greenhouses and intensive horticulture systems respecting the 3 pillars of sustainability and including agro ecological techniques

- **Connect SME and industries with growers**
- **Circular Approach**
- Stop leaks and **eutrophication**
- New biodegradable materials
- Development of DSS
- **Soilless systems**
- **Sensor and robotics**
- Efficient in term of climate control, fertilization, IPM
- Training

SECTION 1: SUSTAINABILITY AND COMPETITIVENESS OF GREENHOUSES AND INTENSIVE HORTICULTURE

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Expected impacts

- Innovative and Competitive systems preserving the resources and the environment.
- Improve working conditions.
- Digital tools to assist the farmers.
- Production of safe, healthy, Organic food.

2. Part I (Admin) – CN and FA

MAIN SECTIONS OF PART I

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Stage 1 Pre-proposals

Deadline for Submission 28/02/2019 17:00h CET

Documents for Stage-1:

✓ *Administrative and financial data, the full cost and requested amount per partner (to be filled directly on the ESS)*

Online

✓ *PART I: Administrative data (template to be uploaded*

Uploaded doc

Stage-2 Full proposals

Deadline for Submission 16/07/2019 17:00h CET

Documents for stage 2:

✓ *Administrative and financial data, the full cost and requested amount per partner (to be checked directly on the ESS)*

Online

✓ *PART I: Administrative data (template to be uploaded as pdf on the ESS, (as an annex))*

Uploaded doc

MAIN SECTIONS OF PART I – THE DOCUMENT

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1. **Administrative data of participant organizations**
2. **General information on the pre-proposal**
3. Ethics issues table
4. Call specific questions

Attention: Between Stage-1 and Stage-2, NO MODIFICATIONS are allowed in the consortium composition (Organizations, Coordinator and PIs), budget and scientific objectives. In Section 2, NFAs might request some adjustments/modifications during Stage 2 (under condition).

1. Administrative data of participant organizations

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The pre-proposal must be submitted online on the evaluation system (ANR). The link will be announced on the PRIMA website in the corresponding section of the calls and will be **open 1 month before the deadline.**

Main administrative data have to be fill directly online (details in Annex of the guidelines for applicants: how to use the website with screenshots....)

Submit the pdf of the pre proposal following the template (available on PRIMA website)

PART I

Title of Proposal

Acronym

1. Administrative data of participant organisations

- List of participants :

Participant No *	PI name	Organisation	Country
1 (Coordinator)			
2 Partner 1			
3 Partner 2			
4 Partner 3			

* Please use the same participant numbering as that used in the Electronic Submission Site. One PI per team/lab or institution

Add as many lines as you would need.



2. General information on the pre-proposal

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Section:	
Call:	
Topic:	
Type of action:	
Duration in months:	
Free keywords	Enter any words you think give extra detail of the scope of your proposal (max 200 characters)
Abstract:	<p>Short summary (max. 2,000 characters, with spaces) to clearly explain:</p> <ul style="list-style-type: none"> • the objectives of the proposal • how they will be achieved • their relevance to the specific call and topic against which the proposal is submitted <p>Will be used as the short description of the proposal in the evaluation process and in communications with the programme management committees and other interested parties</p> <ul style="list-style-type: none"> • Do not include any confidential information

Questions to be answered by the coordinator:

Project submitted in previous EU calls?

Verification of the financial capacity (only for private entities)

Total budget requested to PRIMA (on the submission website **each partner must give the total cost of the project and the requested amount to PRIMA**)

Etc....

3. Main Sections of the Part II- Concept Note (Technical)

(1st stage of a two-stage submission procedure)

(max number of pages, 10)

PRIMA CONCEPT NOTE/ PRE PROPOSAL SECTIONS

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Title of the Proposal *(check Session 2 – tips and tricks)*
Acronym *(check Session 2 – tips and tricks)*

Section 1 - Excellence

- 1.1 Objectives: *overall and specific objectives*
- 1.2 Relation to call/ topic: *how your proposal addresses the challenge & scope*
- 1.3 Concept and methodology
 - (a) Concept: *main ideas, models or assumptions*
 - (b) Methodology: *overall methodology, activities*
- 1.4 Ambition: *beyond the state-of-the-art*

Section 2 - Impact

- 2.1 Expected impacts: *expected impacts mentioned in the work programme*

PRIMA CONCEPT NOTE/ PRE PROPOSAL SECTIONS

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Section 1 - Excellence

1.1 Objectives: overall and specific objectives (check also Session 2 – tips and tricks)

- In bullet points, present the overall/general objective(s) of the project
- Be precise and specific as much as you can
- Avoid too ambitious goals, over estimation
- Reflect what is already written in the call text, read it again, again, and again → reflection
- Avoid narrative description, implementation steps, blablabla.....
- Define as well: location/geographical coverage, main stakeholders/target groups, main deliverables (new analytical devices....)...

Questions to develop a S.M.A.R.T Objective(s):

- Addressed challenges/demands at the level of national/regional/global?
- What is the concept of the proposed project?
- What should be achieved from your project?

PRIMA CONCEPT NOTE/ PRE PROPOSAL SECTIONS

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Section 1 - Excellence

1.2 Relation to call/ topic: *how your proposal addresses the challenge & scope*

- Reflection from the call text, again
- State how your proposed project shall address the **PRIMA SRIA + CALL + TOPIC** challenges & scopes (+ **EU** relevant policies and strategies)
- Use a tabular form [addressed scope/challenge, how your project will respond to this?]
- Relevance to the particular demands of the target **Mediterranean countries**, where the action will be organized, and the relevant sectors (including synergy with other initiatives and projects)
- Refer to any significant plans undertaken at national, regional, global level relevant to the project

PRIMA CONCEPT NOTE/ PRE PROPOSAL SECTIONS

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Section 1 - Excellence

1.3 Concept and methodology

(a) Concept: *main ideas, models or assumptions*

- Explain the **overall concept** underpinning the project.
- Identify **inter-disciplinary** considerations and, **stakeholders'/partners' knowledge and roles**.
- Include measures taken for **public/societal engagement** in the project.
- Describe the **positioning of the project** e.g. where it is situated in the spectrum from 'idea to application', or from 'lab to market'.
- Define and describe the '**Technology Readiness Levels**' (Check PRIMA Guidelines for Applicants). *Refer to the initial TRL and the final/planned TRL and what type of deliverable (i.e. new device) that would be resulted from the action/project.*
- Describe any national or international research and innovation activities which will be linked with the project, especially where the outputs from these will feed into the project (**synergy and complementarity**);

PRIMA CONCEPT NOTE/ PRE PROPOSAL SECTIONS

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Section 1 - Excellence

1.3 Concept and methodology

- (b) Methodology: *overall methodology, activities* - *from objectives to results?*
- Describe the overall methodology (the applied approach – not the detailed activities and steps)
 - Present the state-of-the-art of the technologies used and its rational.
 - Present the logic behind the Workpackages structure, not the details of the WPs/tasks.
 - Distinguishing, as appropriate, activities indicated in the relevant section of the work programme, e.g. for research, demonstration, piloting, first market replication, etc;
 - Describe gender dimension, i.e. sex and/or gender analysis.

Please note that this question does not refer to gender balance in the teams in charge of carrying out the project but to the content of the planned research and innovation activities. For guidance on methods of sex / gender analysis and the issues to be taken into account, please refer to: http://ec.europa.eu/research/swafs/gendered-innovations/index_en.cfm?pg=home

PRIMA CONCEPT NOTE/ PRE PROPOSAL SECTIONS

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Section 1 - Excellence

1.4 Ambition: *beyond the state-of-the-art*

- What the proposed project would advance/go beyond the state-of-the-art, and the extent the proposed work is ambitious (**show the novelty of your project and the added value**).
- Describe the innovation potential (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models) which the proposal represents. Where relevant, refer to products and services already available on the market. Please refer to the results of any patent search carried out.
- why you choose this/these technologies, advantages over alternatives in the market.
- In brief, also describe the nature and size of the tackled market.
- Use references. Use Figures, tables, charts when appropriate.

EXCELLENCE - GENERAL REMARKS

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- Be PRECISE, COMPREHENSIVE, and REALISTIC – avoid too ambitious goals.
- Show the roles, involvement of each STAKEHOLDER (why they are in?)
- Top-notice scientific description of the UPDATED state-of-the-art.
- Ad-hoc with other initiatives, build on previous networks and actions → SUSTAINABILITY
- Show the INTERDISCIPLINARY expertise (private sector, research centers, SMEs, public authorities...).
- Show the NOVELTY (process, solution, methodology, presentation).
- Invent GRAPH/DIAGRAM that present your idea.

PRIMA CONCEPT NOTE/ PRE PROPOSAL SECTIONS

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Section 2 – Impact

2.1 Expected impacts: *expected impacts mentioned in the work programme*

- Be CLEAR and SPECIFIC to your proposed project and its objectives, avoid general terms.
- **USE QUANTIFIED INDICATORS AND TARGETS/VALUES.**
- Mention as well the means of VERIFYING/MEASURING the KPIs (# of reports/field trails, # of workshops, report of....).
- CLASSIFY the impact: social, economic, environmental, political, scientific/technological advancement,....
- Define the TARGET GROUPS and BENEFICIARIES (i.e. small farmers, organic food market...) and the geographical coverage (involved countries).
- Describe how your project will contribute to each of the expected impacts mentioned in the PRIMA annual work programme, under the RELEVANT TOPIC (the part of: expected impact).
- Do not forget the Cross cutting areas as well (i.e. ICT revolution, gender issue,....
- Refer to PRIMA SRIA (http://prima-med.org/wp-content/uploads/2018/02/PRIMA-SRIA_Strategic-Research-and-Innovation-Agenda.pdf)

GENERAL REMARKS – CONCEPT NOTE

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- Two sections, equal scores/weights/thresholds → Equal attention (pages, time, way of presentation...).
- Only 10 pages, use it precisely and concisely.
- Don't waste spaces for the implementation/details (for 2nd stage only). Instead, focus on the methodology, main actions/WP briefs, outputs & outcomes, added values of the proposed project.
- Quantify as much as you can: outputs, deliverables, KPIs, activities....
- Use tables, figures and diagrams, but not extensively.
- Present a clear dissemination, communication and exploitation plan, in brief.
- Show roles and engagement of: your partners, stakeholders, end users and public.
- Networking and Synergy with previous/other actions, initiatives, policies and projects.

4. Main Sections of the Part II- Full Application (Technical)

*(2nd stage of a two-stage submission procedure)
(max number of pages, 50)*



PRIMA FULL APPLICATION SECTIONS

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Section 1 - Excellence

- 1.1 Objectives: *overall and specific objectives*
- 1.2 Relation to call/ topic: *how your proposal addresses the challenge & scope*
- 1.3 Concept and methodology
 - (a) Concept: *main ideas, models or assumptions*
 - (b) Methodology: *overall methodology, activities*
- 1.4 Ambition: *beyond the state-of-the-art*

As 1st Stage, with more details, figures, tables. Elaborate

Avoid drastic changes.

Reviewers can access the 1st (CN) as well during assessment of the 2nd (FA).

Reviewers' circulation

Section 2 - Impact

- 2.1 Expected impacts: *expected impacts mentioned in the work programme*
- 2.2 Measures to maximize impact
 - a) *Dissemination and exploitation of results*
 - b) *Communication activities*

Quantify, quantify, quantify



PRIMA FULL APPLICATION SECTIONS

Section 3 - Implementation

- 3.1 Work plan — Work packages, deliverables
- 3.2 Management structure, milestones and procedures
- 3.3 Consortium as a whole
- 3.4 Resources to be committed

Section 4: Members of the consortium

- 4.1. Participants (applicants)
- 4.2. Third parties involved in the project (including use of third party resources)

Section 5: Ethics and Security

- 5.1 Ethics
- 5.2 Security



PRIMA FULL APPLICATION SECTIONS

Table 3.1b: Work package description

Work package number		Lead beneficiary					
Work package title							
Participant number							
Short name of participant							
Person months per participant							
Start month				End month			

Objectives

Description of work (where appropriate, broken down into tasks), lead partner and role of participants

Deliverables (brief description and month of delivery)



PRIMA FULL APPLICATION SECTIONS

Table 3.1c: List of Deliverables

Deliverable (number)	Deliverable name	Workpackage number	Short name of Lead participant	Type	Dissemination level	Delivery Date (in months)
D4.1						
D5.2						

'**Deliverable**' means a distinct output of the project, meaningful in terms of the project's overall objectives and constituted by a report, a document, a technical diagram, a software etc.

Type: **R**: Document, report (excluding the periodic and final reports), **DEM**: Demonstrator, pilot, prototype, plan designs, **DEC**: Websites, patents filing, press & media actions, videos, etc. **OTHER**: Software, technical diagram, etc.

Dissemination level: **PU** = Public, fully open, e.g. web. **CO** = Confidential, restricted under conditions set out in Model Grant Agreement, **CI** = Classified, information as referred to in Commission Decision 2001/844/EC.



PRIMA FULL APPLICATION SECTIONS

Table 3.2a: List of milestones

Milestone Number	Milestone Name	Related work package(s)	Due date (in month)	Means of verification

'Milestones' means control points in the project that help to chart progress. Milestones may correspond to the completion of a key deliverable, allowing the next phase of the work to begin. They may also be needed at intermediary points so that, if problems have arisen, corrective measures can be taken. A milestone may be a critical decision point in the project where, for example, the consortium must decide which of several technologies to adopt for further development.

Means of Verifications: Show how you will confirm that the milestone has been attained. Refer to indicators if appropriate. For example: a laboratory prototype that is 'up and running'; software released and validated by a user group; field survey complete and data quality validated



PRIMA FULL APPLICATION SECTIONS

Table 3.2b: Critical risks for implementation

Description of RISK (indicate level of IMPACT : Low/Medium/High), PROBABILITY (Low/Medium/High)	Work package(s) involved	Proposed risk-mitigation measures

Definition critical risk: A critical risk is a plausible event or issue that could have a high adverse impact on the ability of the project to achieve its objectives.

Level of likelihood to occur: Low/medium/high: The likelihood is the estimated probability that the risk will materialize even after taking account of the mitigating measures put in place.



PRIMA FULL APPLICATION SECTIONS

Table 3.4a: Summary of staff effort

	WPn	WPn+1	WPn+2	Total Person-Months per Participant
Participant Number/ Short Name				
Participant Number/ Short Name				
Participant Number/ Short Name				
Participant Number/ Short Name				
Total Person Months				



PRIMA FULL APPLICATION SECTIONS

Table 3.4b: ‘Other direct cost’ items (travel, equipment, other goods and services, large research infrastructure)

Participant Number/Short Name	Cost (€)	Justification
Travel		
Equipment		
Other goods and Services		
Total		

GENERAL REMARKS – FULL APPLICATION

Excellence: *(score of 5)*

- Clarity and pertinence of the objectives;
- Soundness of the concept, and credibility of the proposed methodology;
- Fit with the scope and objectives of the PRIMA programme and the call topic description

RIA and IA

- Extent that the proposed work is beyond the state of the art, and demonstrates innovation potential
- Appropriate consideration of interdisciplinary approaches and, where relevant, use of stakeholder knowledge and gender dimension in research and innovation content.

CSA

- Quality of the proposed coordination and/or support measures

GENERAL REMARKS – FULL APPLICATION

Impact: *(score of 5)*

- How to define and measure your KPIs in order to achieve the expected Impacts
- The extent to which the outputs of the project would contribute to one or several of the expected impacts mentioned in the call text under the relevant topic. (Scores of the proposals will not depend on the number of expected impacts covered).
- Quality of the proposed measures to:
 - **Exploit and disseminate the project results** (including management of IPR).
 - **Communicate** the project activities to different target audiences.
- RIA and IA:
 - **Enhance innovation capacity**, create **new market** opportunities, strengthen **competitiveness** and growth of **companies**, address issues related to climate change or the environment, or bring other **important benefits for society**



GENERAL REMARKS – FULL APPLICATION

Quality and efficiency of the implementation *(score of 5)*

- Quality and effectiveness of the **work plan**, including extent to which the **resources** assigned to work packages are in line with their objectives and deliverables;
- Appropriateness of the **management structures and procedures**, including risk and innovation management;
- **Complementarity** of the participants and extent to which the consortium as whole brings together the necessary expertise;
- **Appropriateness of the allocation of tasks**, ensuring that all participants have a valid role and adequate resources in the project to fulfil that role.

USEFUL TOOLS

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Objectives of the action	<Overall objective(s)> <Specific objective(s)>
Target group(s)	
Final beneficiaries	
Estimated results	
Main activities	

- ^[1] **Target groups** are groups/entities who will directly benefit from the action at the action purpose level.
- ^[2] **Final beneficiaries** are those who will benefit from the action in the long term at the level of the society or sector at large.

For demonstration purpose only. Not part of the PRIMA official template



USEFUL TOOLS

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Target Groups/Final Beneficiaries	Classification	Needs/ Constrains	Relevance of the proposal
	TG		
	FB/TG		

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USEFUL TOOLS

Project Organizational Structures

Body	Tasks and responsibilities
Project Coordinator (PC)	
Project Management Unit (PMU)	
Project Management Board (PMB)	
External Advisory Board (EAB)	
Technical Steering Committee (TSC)	
WP Leaders (WPL)	
Internal Incubation Structure	

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كي لا نانسى
NOT TO FORGET

END OF SESSION FOUR&FIVE

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