Know-how and tips for proposal writing

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I don't know anything about Budgeting and Administration.

I urgently need to meet with my partners in person.

HELP! My project received funding!

The coordinator isn't performing.

I don't have any partners.

I would like to take part in a project, but I don't have any experience in this.

I don't understand the call, I think…

The partners don't contribute.

Berlin Partner for Business and Technology

Bavarian Research Alliance

enterprise europe network
Business Support on Your Doorstep

European Commission

Agenda

- Added Value of EU Projects

- Requirements and Challenges

- Participant Portal

- Tips for proposers

- Award Criteria

- Support Options

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I WILL
SAVE THE PLANET

LET'S START
WITH THIS TREE

Katrin Moegele
That's the specification you need in the section above

Katrin Moegele
You said that before

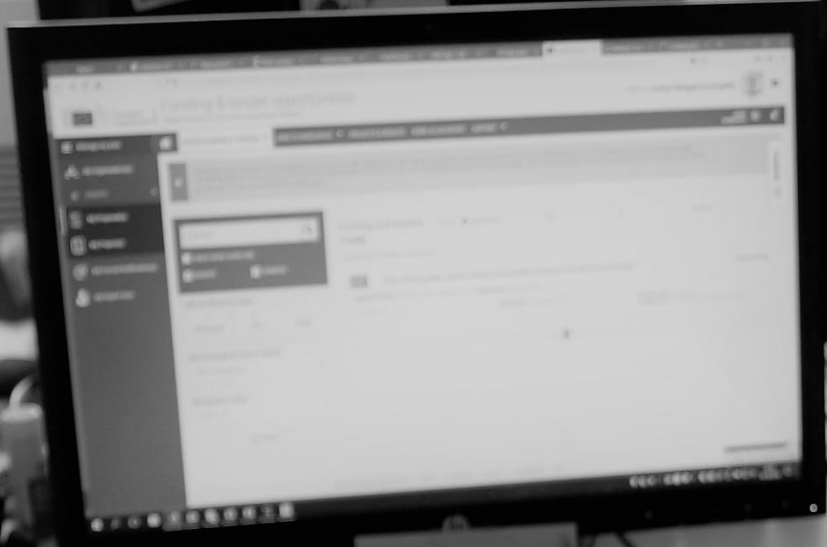**Katrin Moegele**
So what?

Katrin Moegele
No

Katrin Moegele
I don't really understand the context

Katrin Moegele
Not relevant here, move to concept or consortium as a whole

CONGRATULATIONS
YOU HAVE ONE
PARTNER
YOU ARE INELIGIBLE

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EU Project: But why?

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EU Project: But why?

The benefit of participating in EU research programmes is not just a financial bonus from the R&D budget. It is rather an **ideational value!**

- Realization of personal project idea

- Acquisition of funding from third parties and further employment

- Positioning in international networks

- Access to new knowledge and new practices

- Expansion of knowledge to similar research areas

- Cooperation synergies

- EU projects attract further cooperation options and/or projects

- International visibility and image

Requirements and Challenges

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Fundability

Ideas are fundable if they :

- are highly innovative as well as clear and defined

- address a national/European challenge

- create national/European added value

- are too big/complex/risky to be realized individually or with regional programmes/funding schemes

Fundability

- What exactly do you need funding for?

- Are you looking for partners with specific knowledge? If so, which type of partners?

- What is your TRL pre- and post-project?

- When can you publish results? IP/Patents?

Requirements

- Good and suitable project idea

- European added value

- Well connected network or at least meeting minimum requirements

- Sufficient time and patience for the time period from grant application until project start

- Annual financial statement for companies (or Business Plan)

- Pre/intermediate financing of project components

- Willingness to be audited by external auditors

- Ability to work internationally and in cross-sectoral settings (inter-, multi- transdisciplinary)

Challenges

- Presenting innovative ideas in innovative ways

- Selecting engaged and reliable partners

- Precise definition of work tasks

- Budget calculation

- Differentiation between tasks and subcontracting

- Time management

- Meeting project deadlines

- Intellectual property rights (IPR)

- Being aware of and understanding grant and consortium contracts

- Credibly communicating changes within the project to EC

Project Consortium

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Coordinator vs. Project Partner

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The Participant Portal

- The Horizon 2020 calls and all necessary sub-documents are published on the Participant Portal.

  - **Call objectives, expected impact**, scope, type of action, budget

  - Documents (Work Programme, Rules for **participation**, Rules for submission and evaluation, Legal basis)

  - Detailed information about EU-Commissions expactations

The Participant Portal

Talk to Experts

- Contact experts (European Commission, Agencies (e. g. EASME, EACEA, INEA), NCP's, Berlin Partner)

- Discuss important questions

- **What is the strategy of my organization?**

  - Is the idea **innovative**?

  - What is the **impact**?

  - What funding opportunities / concepts are there?

  - Does my research topic fit into the Horizon 2020 Program

  - Has my idea realistic **funding opportunities**?

Foto: europa.eu/CoSME

Content

- Keep strict to **instructions and requirements** of the call

- The **sequence of actions should be logical** and clearly linked to the project description

- **Expected results and quantitative estimations of project impacts**

- **Address evaluation criterias** completly and convincingly

- Relevance: proposal covers the topics comprehensibly

- Concept, methodology and work plan are convincing

Foto: http://www.aboutpixel.de/foto/busy-businessteam-planning/phovoir-mark/277762

- **Compare benefit of the project with the aims of the work programme** (possibly consider broader context of research policy)

- Think along possible exploitation of results

- Develop convincing concept for exploitation and dissemination

- **Partnership structure:** look for complementarity and avoid redundancy of expertise

Formal Requirements

▪ Clear, well-structured text (take care of a well balanced proportion of introduction, main part and concluding)

▪ Keep strict to the **guideline regarding text length** (average 70 pages)

▪ Applications must be readable and **easy to understand**

▪ Evaluators have **limited time for reading and evaluation**

▪ **Highlighting key statements** / points (bold, italic, underline)

▪ **A figure is better than 1000 words**

▪ Understandable and precise English (involvement of native speakers)

▪ Only **delivering information with relevance to the project**

▪ **Short paragraphs, highlighting keypoints**

Foto: http://www.aboutpixel.de/foto/businesspeople-discussing-performance/phovoir-mark/277760

Evaluation: Award Criteria

Excellence

- Clarity and pertinence of the **objectives**

- Credibility of the proposed **approach**

- Soundness of the **concept** including trans-disciplinary considerations (R & I actions)

Impact

- **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 (R & I actions)

Quality and efficiency of the implementation

- Coherence and effectiveness of the **work plan**

- Appropriateness of the **allocation of tasks and resources**

- Complementarity of the participants within the consortium

- Appropriateness of the **management structures** and procedures including **risk and innovation management**

Proposal Scoring

- Evaluation scores are awarded per criterion, scale from 0 to 5, half point scores may be given

  – Maximum score: 15

  – Individual criteria threshold: 3

  – Total score threshold: 10

- Score

  – 0: Proposal fails to address the criterion

  – 1: Poor (Criterion is inadequately addressed)

  – 2: Fair (there are significant weaknesses)

  – 3: Good (a number of shortcomings are present)

  – 4: Very Good (a small number of shortcomings are present)

  – 5: Excellent (Proposal successfully addresses all relevant aspects)
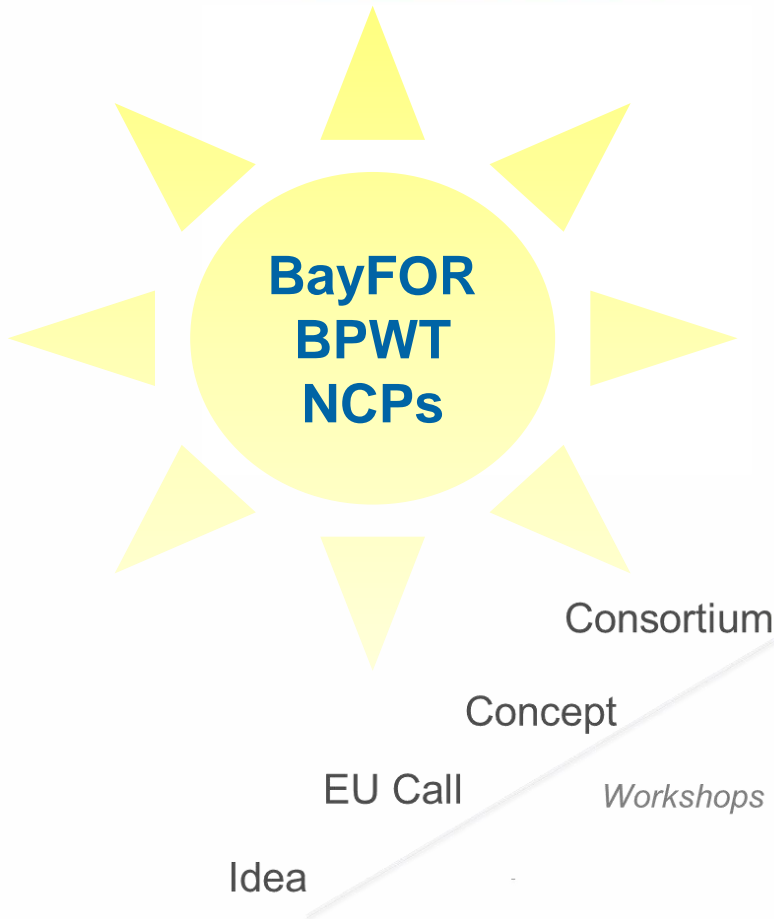
Proposal Scoring

- Evaluation is carried out by external experts individually (Remote Reading) – <u>The Evaluator has 3-4-hour time (per proposal).</u>

  – Individual Assessment Report (individual text and scoring)
- Consensus Meeting (managed by EC)

  – 3 external experts, 1 recorder, 1 EC Programme Officer
  – 90 min
  – result: joint evaluation text including scoring
- Cross Reading

  – after finalisation of all Consensus Meetings:
  – Cross-reading of the most promising top x – proposals (all experts)

Proposal Scoring

- Final panel (managed by EC)

    - make sure that all proposals have been evaluated according to identical criteria
    - Experts can ask questions to their peers
    - Experts can ask for lowering or hightening given scores
    - Result: ranking list of proposals. The best results are invited to the Grant Preparation Process
    - External observers control the whole evaluation process

**BayFOR
BPWT
NCPs**

Grant application

Consortium

Concept

Participant Portal

EU Call   *Workshops*

Idea

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Vision, Background, Objectives & Results

- You need to provide the least information a non-expert would need to understand the core of the proposal ($\rightarrow$ to spoon feed the evaluator!)

- Long term vision $\rightarrow$ objective $\rightarrow$ result ($\rightarrow$ Deliverable, section 3!)

- **Long term vision:** energy supplier will be able to respond extreme climate events quickly, effectively and in a high adaptive way

- **Objective:** overall project objective vs. specific objectives!
  - To demonstrate that XXX is technically feasible and commercial attractive
  - To develop a new therapy for obesity based on bioactive compounds

Vision, Background, Objectives & Results

- **Specific objectives: What steps are necessary to reach overall objective?**

- Example: The goal is to ensure that homeless women have access to regular meals. Three objectives can help accomplish this goal:

  - SO1: To locate a kitchen and eating space on a bus route that can serve 30 women by December 2020.

  - SO2: To recruit volunteers who will staff the kitchen for breakfast and dinner by December 2020.

  - SO3: To organize a regular donated food supply for breakfasts and dinners from local organizations and restaurants by December 2020.

Vision, Background, Objectives & Results

- **Results:** physical object, a piece of technology, software, data of experiments, <u>new knowledge to carry out a new process</u> (e.g. lab prototype, detailed test report, detailed design documents → to be achieved within project duration!

- Objective → Result 1

  → Result 2 …

Vision, Background, Objectives & Results

Example how to do not:

O: To develop a strategy to engage stakeholders in Western Africa which is more effective to actual State of the Art
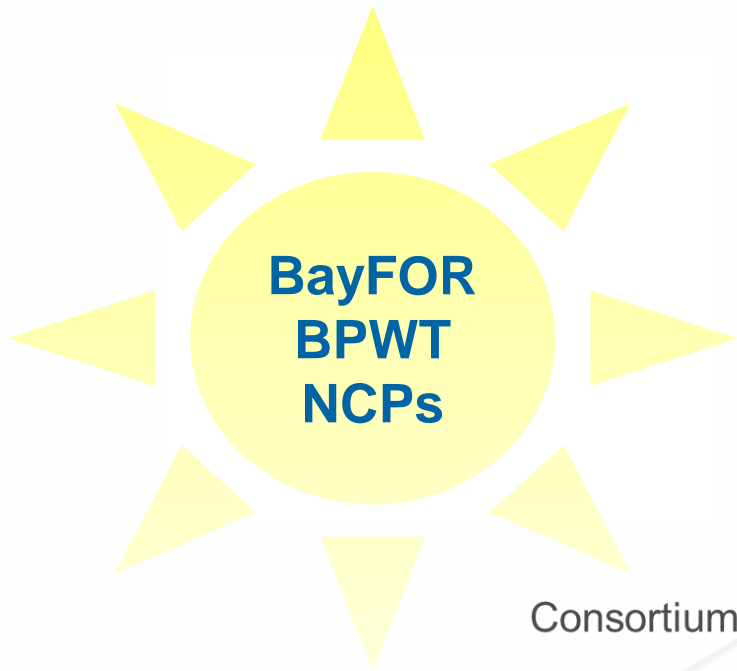**R:** A strategy to engage stakeholders….

Example:

➕ Design document for a new type of engine

➖ Lots of details about of how xxx is working

➕ Detailed analysis of the effect of xxx

➖ xxx works well for 99% of energy services providers

Impact

"Invention is not Innovation!"

- Project results may/should lead to INNOVATION **when utilized!** (e.g. when satisfying needs and wants)

- **Impact:** Objectives and results should be used to maximize the EXPECTED IMPACT of the topic **AND** other impacts on society, environmental, technical, commercial educational, research = **When results are used, you will have advantages (=IMPACT!)**

- **Exploitation:** use of results in further research activities outside the action or creation of products, processes, services, …(→ not only commercial use!)

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Grant application

Part A

Budget

Part B

Consortium

Excellence

Concept

Impact

EU Call

Implementation

Workshops

Partner descriptions

Idea

Funding for
project initiation

Ethics

Deadline

Evaluation

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Support options

- EU Offices at Universities ($\rightarrow$ EU Consultants, Department for third-party funding)

- National Contact Points

- Regional Agencies for Business Promotion, Research and Innovation, e.g. Bavarian Research Alliance (BayFOR), Berlin Partner for Business and Technology

- Enterprise Europe Network

Thank you for your attention!

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