



FUEL CELLS AND HYDROGEN
JOINT UNDERTAKING

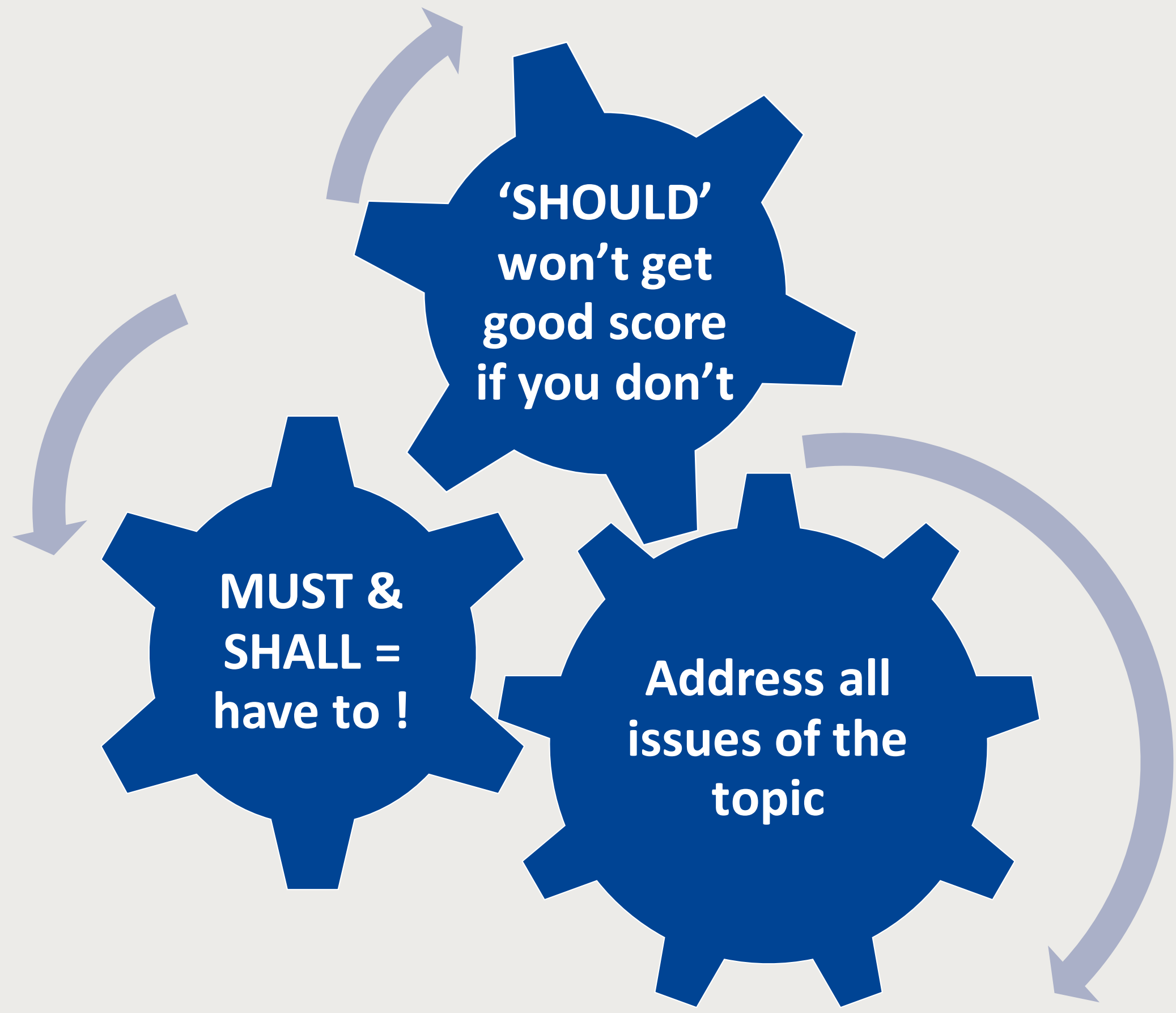
What Evaluators Want

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What do evaluators want?

Tip 1: Understand the topic text



Does my proposal fully address the topic ?

How will Europe benefit from my proposal?

Does my proposal clearly lead to innovation?

Can my proposal bring European players together?



Read the evaluation criteria

http://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-h-esacrit_en.pdf

Tip 2: Leave no doubt on SoA and TRLs



TRL NOW



TRL AT PROJECT END

**Make sure that you have
carefully mapped the SoA**



Tip 3: Impact is essential



Substantiate the impacts – Be realistic

Dissemination & Exploitation Plan

Exploitation and Dissemination and Communication is often neglected

- Detailed Exploitation Plan
- Patents planned
- IPR issues
- Publications planned
- Communication Plan



New market opportunities?



Competitiveness/
Growth



Climate Change -
environment



Tip 4: Sound plan/budget construction



Reasonable duration

Justified Budget

Risks Mitigated

Balanced Consortium



Tip 5: Simple to digest



Simple Language – Non-native speakers

Make information easy to find

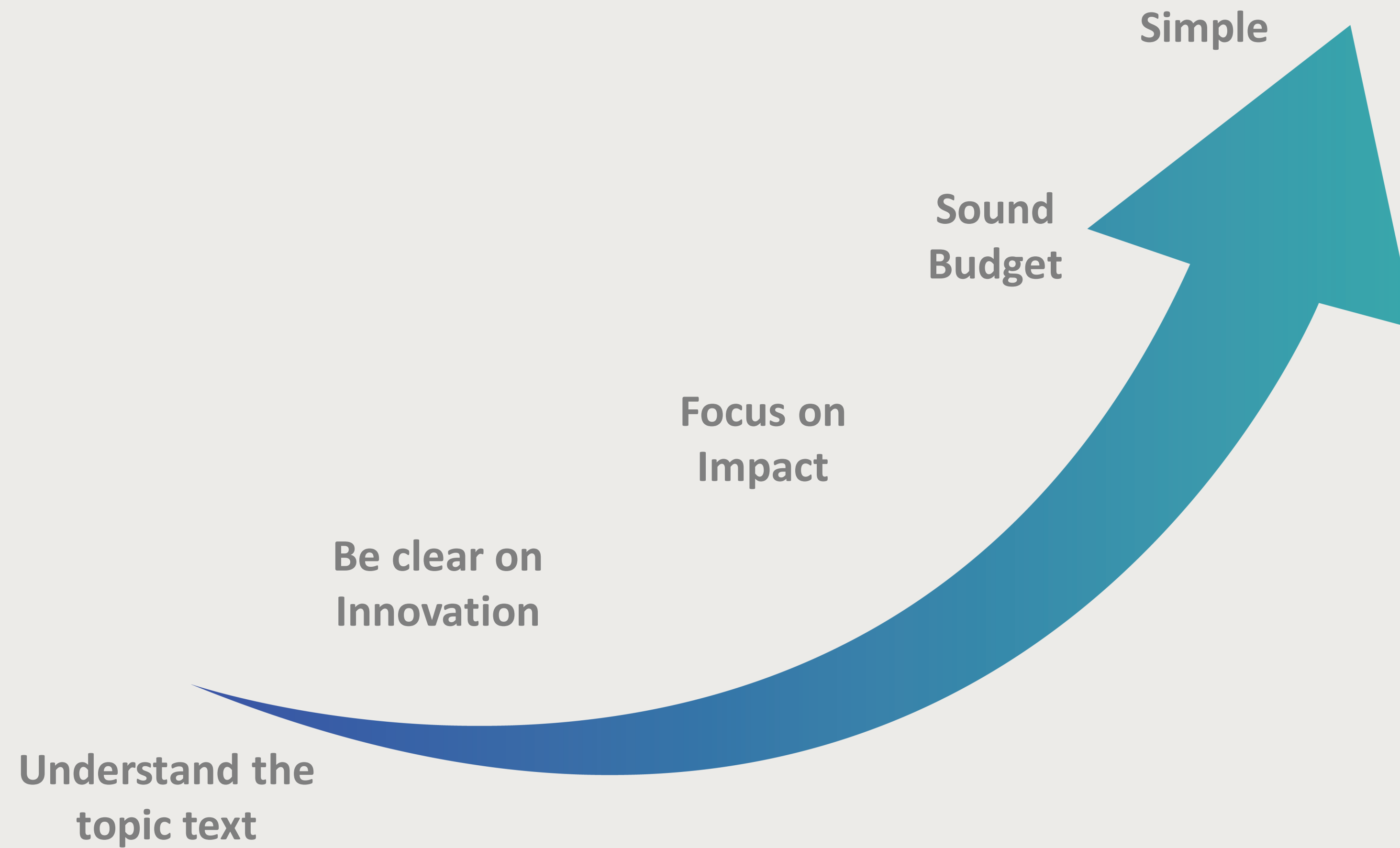
Easy to follow

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Respect Page limit



5 steps to success



Examples on Excellence Criterion



Example of “failing” comments

- Objectives are **general and not quantifiable**;
- Not credible, **lacking technical details** on the proposed approach;
- Project is overly ambitious and the approach is not convincing;
- Insufficient evidence that the adopted approach **takes into account the state of the art** knowledge or the know-how acquired from past and currently running projects by some of the consortium members;
- Clarity and relevance of the proposal are weak;
- Low level of innovation, no progress beyond SoA;
- SoA and existing know-how is not fully described, and current TRL is not clear;



Excellence Criterion



Recommendations

- Make sure your **proposal addresses the call topic entirely and clearly**
- **Explain the SoA and how your proposal will go beyond it** (especially if proposal builds on previous funded projects, including current results!)
- **Define clear KPIs**, quantify them and show how you will reach them
- Clearly state **what is the “science” behind your proposal**
- **Explain the innovation potential** and what your proposal brings **different to the already existing/funded activities**
- Provide **details of any "preliminary" activities** already performed by some members of the consortium to show that they don't start from ‘scratch’ and that the risk is limited (or **address the risk!**)



Example of “failing” comments

- Impact not adequately outlined; The impact of this project is expected to be low;
- Expected impact is not credible, no convincing plan is presented to show how this will be achieved;
- Fail to explain how the project would build on SoA to provide significant potential impacts either technologically or academically;
- It is not clear how the project will impact the industry;
- Exploitation plan is not provided/convincing/ lacks credible engagement of several partners;
- Dissemination plan, IPR management not addressed/not adequately reasoned out;
- Targeted audience and how, where and when a targeted audience will be engaged is not specified;



Impact Criterion



Recommendations

- Clearly state what the outcomes of your projects will be, and how will you use them
- There must be a clear description of the next steps too: who will use the outcomes of the project?
- Dissemination plan:
 - Identify what you want to communicate, to whom, why and how
 - New communication paths/methods are welcomed
- If the project is successful, how will it help reach the objectives in the AWP/MAWP? Impact should be measured not for the technology in general, but for the particular project
- What other implications will it have: socio-economic impact (e.g. job creation etc)



Implementation Criterion



Example of “failing” comments

- **Work-plan is poor** and does not have an adequate structure; Details are missing; Information about the overall governance and project management scheme is lacking;
- **No risk analysis** as well as no flow chart are provided;
- Resource allocation is not justified and is unbalanced; Breakdown of resources/cost categories is missing;
- Limited number of milestones that remain general and not appropriate;
- **Unbalanced consortium** towards Academia/Research - demonstrating poor industrial support;
- Key expertise is missing in the consortium, e.g. end users not included in the consortium;
- A clear management structure and risk analysis plan is not provided;
- Does not show **convincing mitigation or contingency plans**;



Implementation Criterion



Recommendations

- Work plan: make sure is credible and coherent
- Deliverables: there must be enough public deliverables
- Milestones: they must represent a way to follow the project (measurable, go/no-go decision points)
- Risk assessment and mitigation plan: they must be credible too
- Budget: proper justification of major items and especially of subcontracting
- Since there is no negotiation, overestimated budgets imply failure!
- Consortium: in general, it has to comply with the requests of the call
- There must be a European dimension to the project (if too much focused on one company/country, then other sources of funding should be sought!)

