



| **FUEL CELLS AND HYDROGEN** | JOINT UNDERTAKING

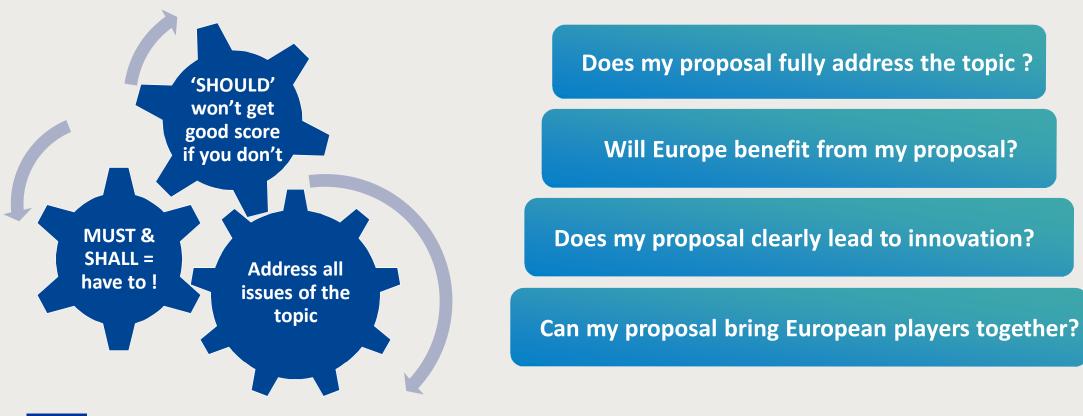
What Evaluators Want

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Tip 1: Understand the topic text







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



Make sure that you have carefully mapped the SoA



"Objectives are general and not quantifiable"

"Insufficient evidence that the adopted approach takes into account the state of the art"

"Clarity and relevance of the proposal are weak"



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?





Climate Change environment



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Tip 4: Sound plan/budget construction

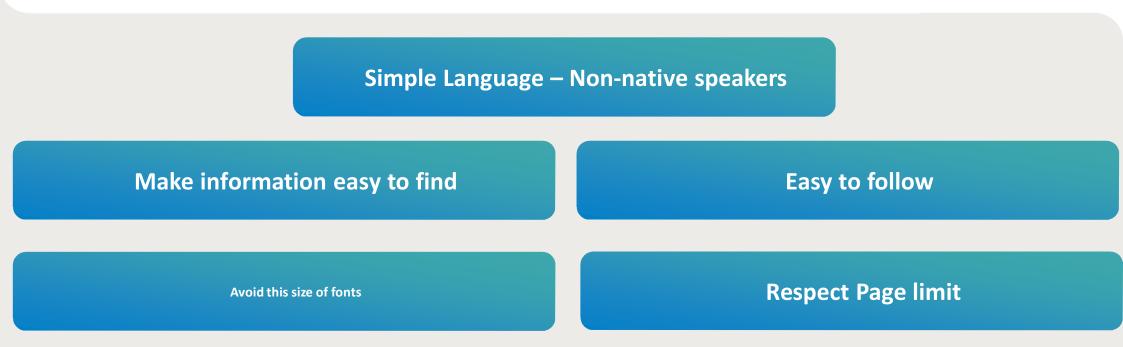






Tip 5: Simple to digest







5 steps to success



