



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

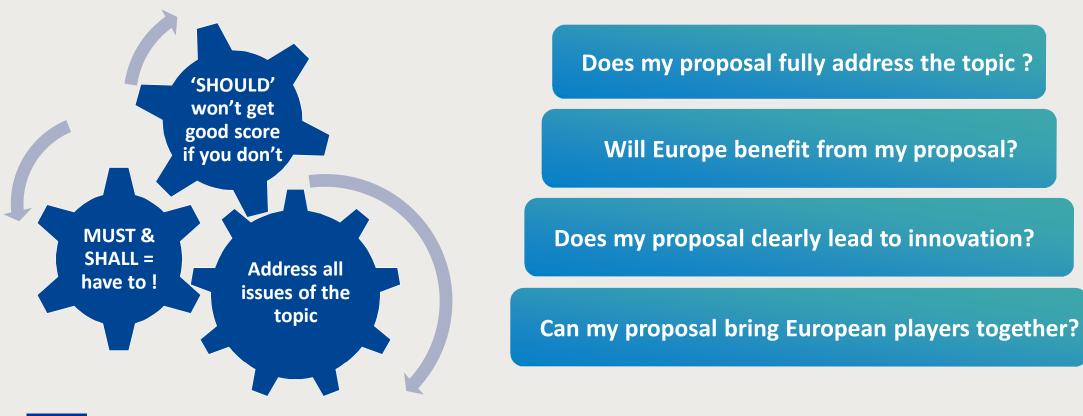
## What Evaluators Want

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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



