



FUEL CELLS AND HYDROGEN
JOINT UNDERTAKING

What Evaluators Want

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Tip 1: Understand the topic text



Does my proposal fully address the topic ?

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

Make sure that you have carefully mapped the SoA

TRL NOW



TRL AT PROJECT END

“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?



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

Avoid this size of fonts

Respect Page limit



5 steps to success

