



Dos and Don'ts

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What do evaluators want?

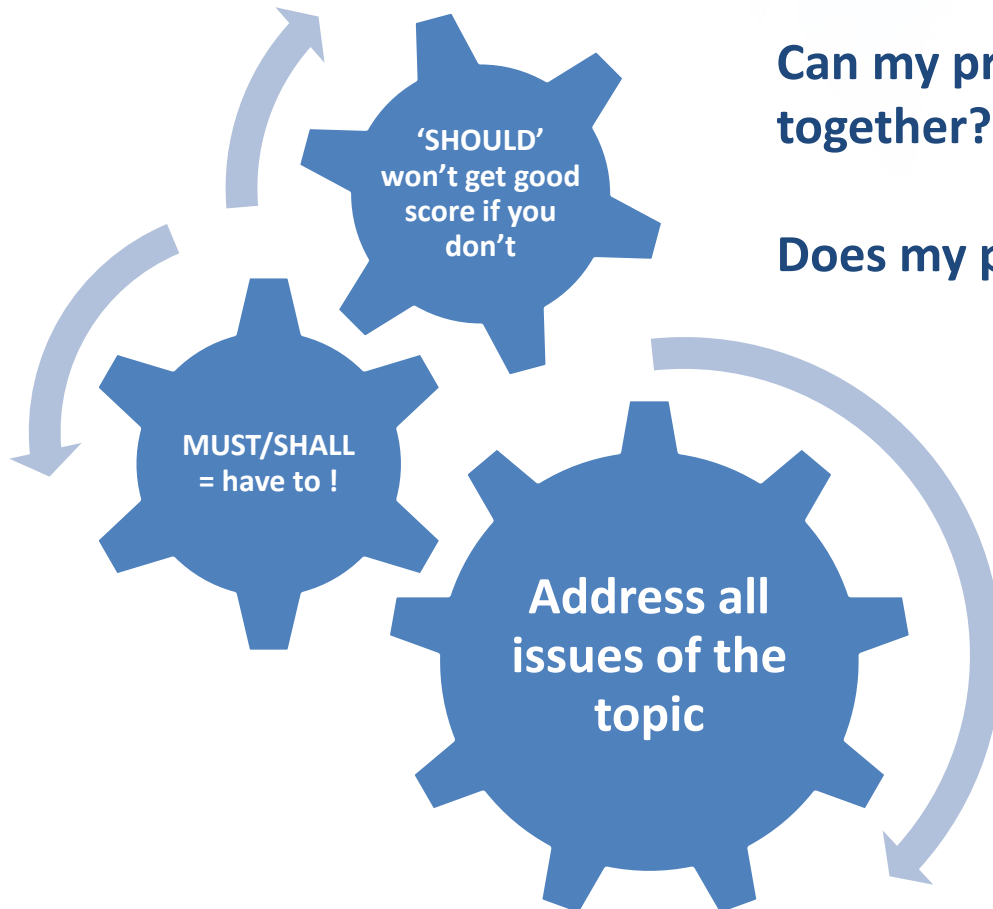
Tip 1: Understand the topic text

Does my proposal address fully the topic ?

How will Europe benefit from my proposal ?

Can my proposal bring European players together?

Does my proposal clearly lead to innovation?



Tip 2: Structure your concept well and precise

What is the objective?

Who are the best partners to achieve it?

Do we address the expected impacts?

Be clear on TRLs !



Start TRL = state-of-the-art

End TRL = concrete activities

Excellence criteria

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 it is **not clear the current TRL**;*

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!**)

Tip 3: Impact

Substantiate the impacts

Dissemination & Exploitation plan

Impact criteria

Example of 'failing' comments:

- *Impact not adequately outlined; The overall 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;*
- *No gap analysis is provided for the proposed technology;*
- *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;*

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)

Tip 4: Sound plan/budget construction

Reasonable ?

Allocation ?

Justified ?

**Sufficient
detail ?**

Implementation criteria

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;*

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 gen, 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!)

Tip 5: Simple to digest

Simple language – non-native speakers

Make information easy to find

Relevant summary tables, graphs & pictures

Respect page limits

- Demonstrate the “**innovation**” of the proposal vs. **advancement of SoA** (not only in numbers)
 - **Be pragmatic and not over-ambitious**
- **The impact of the project must be credible/measurable**
- It is not the impact of the technology but **the impact of the proposal**
- **Draft exploitation plan should already exist**
- When you present a proposal: **convince the experts that the proposal is credible and that it fits entirely the topic**

5 steps to success...

