# Proposal Writing

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SEVENTH FRAMEWORK
PROGRAMME

NL Agency
Ministry of Economic Affairs

# Proposal Structure

**PART A**
**(Administration Forms)**

**PART B**
**(Proposal Content)**

# Part A …(1/2)

- A1: General information on the Proposal (title, abstract, keywords);

- A2: Information on the consortium – one form per partner (person in charge, contact details, organisation legal status…)

- A3: Cost breakdown (summary of all costs allocated to partners).

- Online filling of set Forms.
- If an organisation already has a **Participant Identification Code (PIC)** number, most of the information in the A2 form will appear automatically.
- The **PIC** number is obtained by registering in the Unique Registration Facility (URF).

# Part B (PDF format only)

- Template Form available on the Participant Portal.

- Submitted in PDF format only.

- Part B – directly linked to the evaluation criteria.

- Section lengths recommended.

## Evaluation Criteria

- B1: Scientific & Technical Quality;

- B2: Implementation;

- B3: Impact;

- B4: Ethical Issues (if any).

# Eligibility checks

- **Date & time of receipt of Proposal on / before deadline ->** Firm deadlines.

- **Minimum number of eligible, independent partners ->** As set out in the Work Programme.

- **Completeness of Proposal ->** Presence of all requested administrative forms (Part A) and the content description (Part B).

- **Scope ->** Proposal needs to be in scope of the topics or funding schemes as set out in the work programme.

# How do I find Project Partners and what makes a good Consortium?

# What makes a good Consortium?

- Best partners for the job.
- Experienced Coordinator & partners. **Common Goal!!**
- Multi-disciplinary research.
- Academia-Industry-NGO.
- Complementary partners (all providing added value).
- A fair geographical spread of Consortium members.
- SMEs are important (preference 15% or as specified).
- Include lead users and organisations when appropriate.

# The perfect consortium

- Experience in FP7.

- Not too many partners.

- Familiarity with FP7 procedures.

- A good geographical spread.

- Wants to disseminate and exploit the results.

- Knows how to manage and organise a project.

- Is based on mutual and respectful confidence and trust.

# **Determine your Position**

- What is your goal?

- In which project do you want to participate?

- What role would you like to have?

- What can YOU offer the Project?

# Your organisation - Partner!

Your Boss

Your Staff

You

Administration

Legal & Finance Dept.

# Key Questions to keep in mind & to be answered in a pitch…

## Why?

## What?

## Who?

# …correspond to chapters in the Proposal!

Why? = Chapter Impact

What (and how)? = Chapter S&T

Who (and how)? = Chapter Implementation

# How to structure a Proposal?

**Before you start writing you need to substantiate & define your idea:**

- What is the problem & the challenge the project aims to address?

- Define the objectives and non-objectives.

- Consider how to reach the objectives – gross work plan.

# One Page Proposal – the Pitch!

**At the start of a proposal preparation, a 'one-page description' is very recommendable!**

- In this one-pager the **project idea is defined** – brought on paper.

- It serves the **communication with the partners** – common understanding in the team – several authors as well as for **partner search.**

- Serves as **basis for meetings with NCP and / or EC representatives** (Scientific / Project Officers)

# Setting up the One-Pager

**Content:**

- Objectives & non-objectives

- Project background

- Expected results and Lead Users

- Rough work-plan (phases of work)

- Consortium

- Estimated project costs

- Project duration

# Basic questions for One-Pagers 1/2

- **Project Objectives** (what are your objectives? Which problem / gap shall be solved / filled with your project?)

- **Project background** (is the solution already available? / will the Project go beyond the state of the art? Is it a European or national problem? Why is it so important now? What would happen if the project did not go through?

- **Expected Results and Lead Users** (Which results are expected & who is going to use those results?)

# Basic questions for One-Pagers 2/2

- **Rough work-plan** (How can one get to the desired objectives?)

- **Consortium** (Which expertise will be required to reach the objectives? Can the problem be solved by you alone or is an international team needed? Is your team the best one for solving the problem?)

- **Estimated Project costs / Project duration** (Are they compatible to the requirements of the Work Programme?)
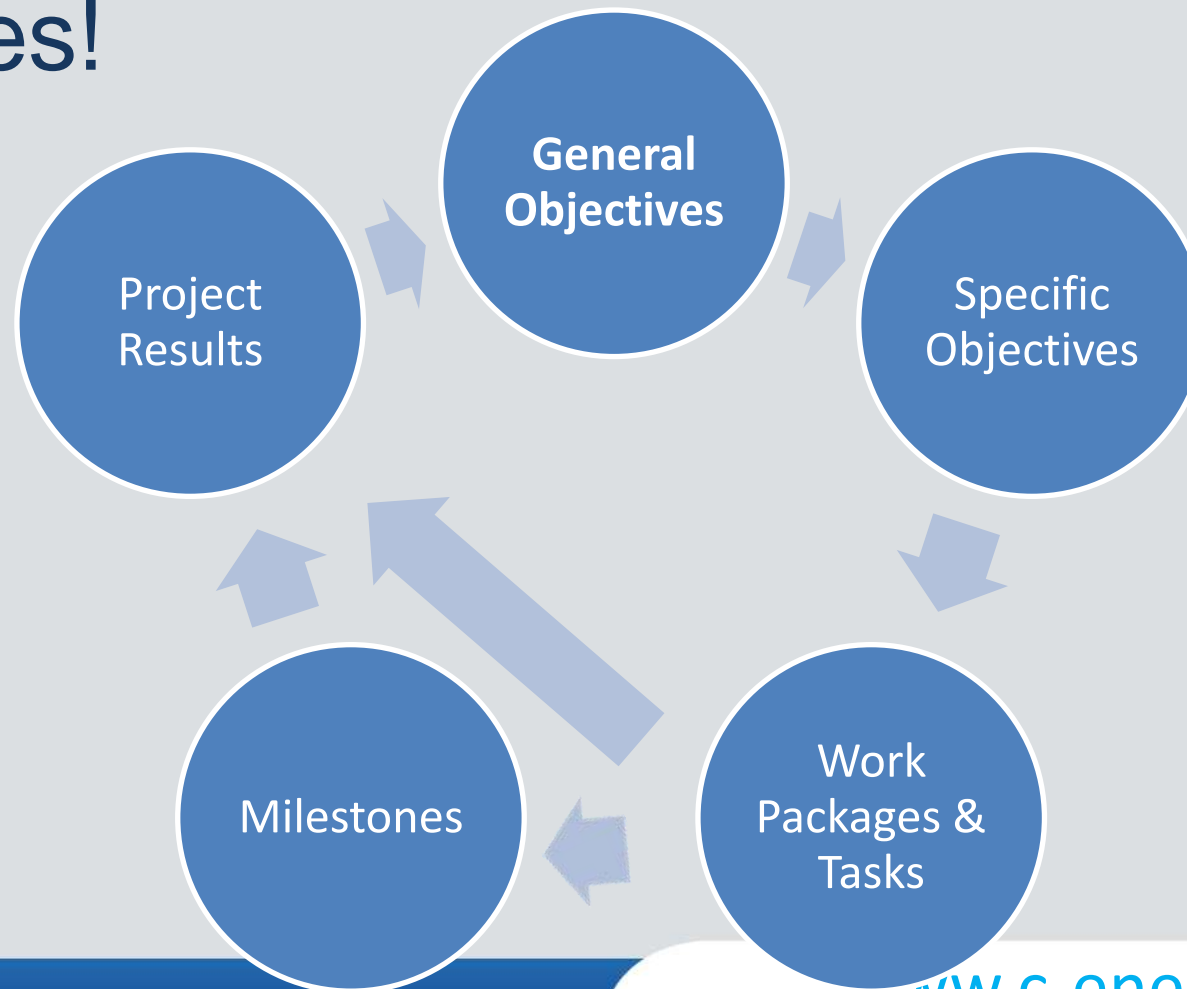
# Definition of Project Objectives

**Objectives: Quality criteria "SMARTI"**

- **Specific**

- **Measureable**

- **Achievable (attainable)**

- **Realistic (relevant)**
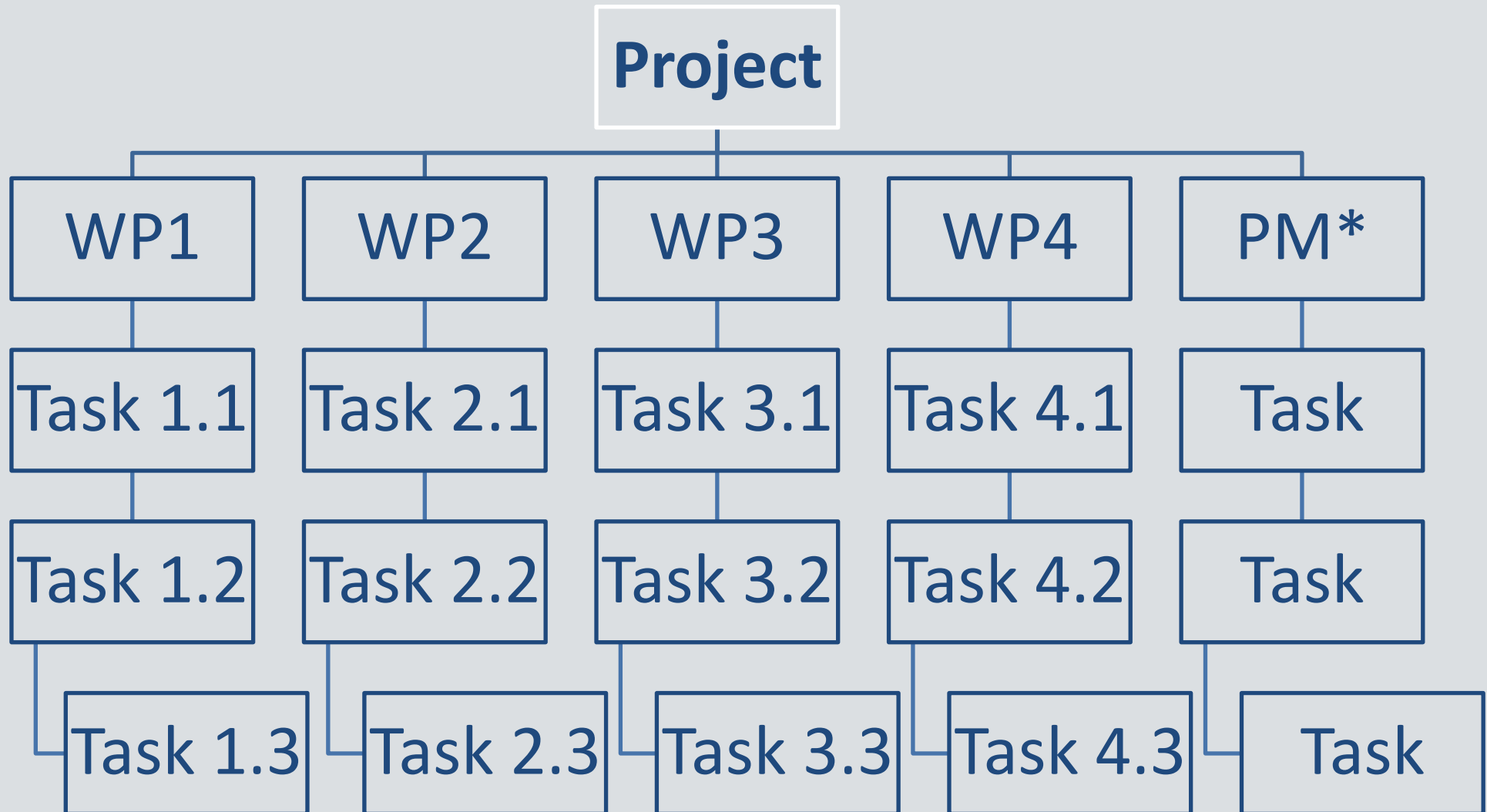
- **Time-related**

- **Innovative**
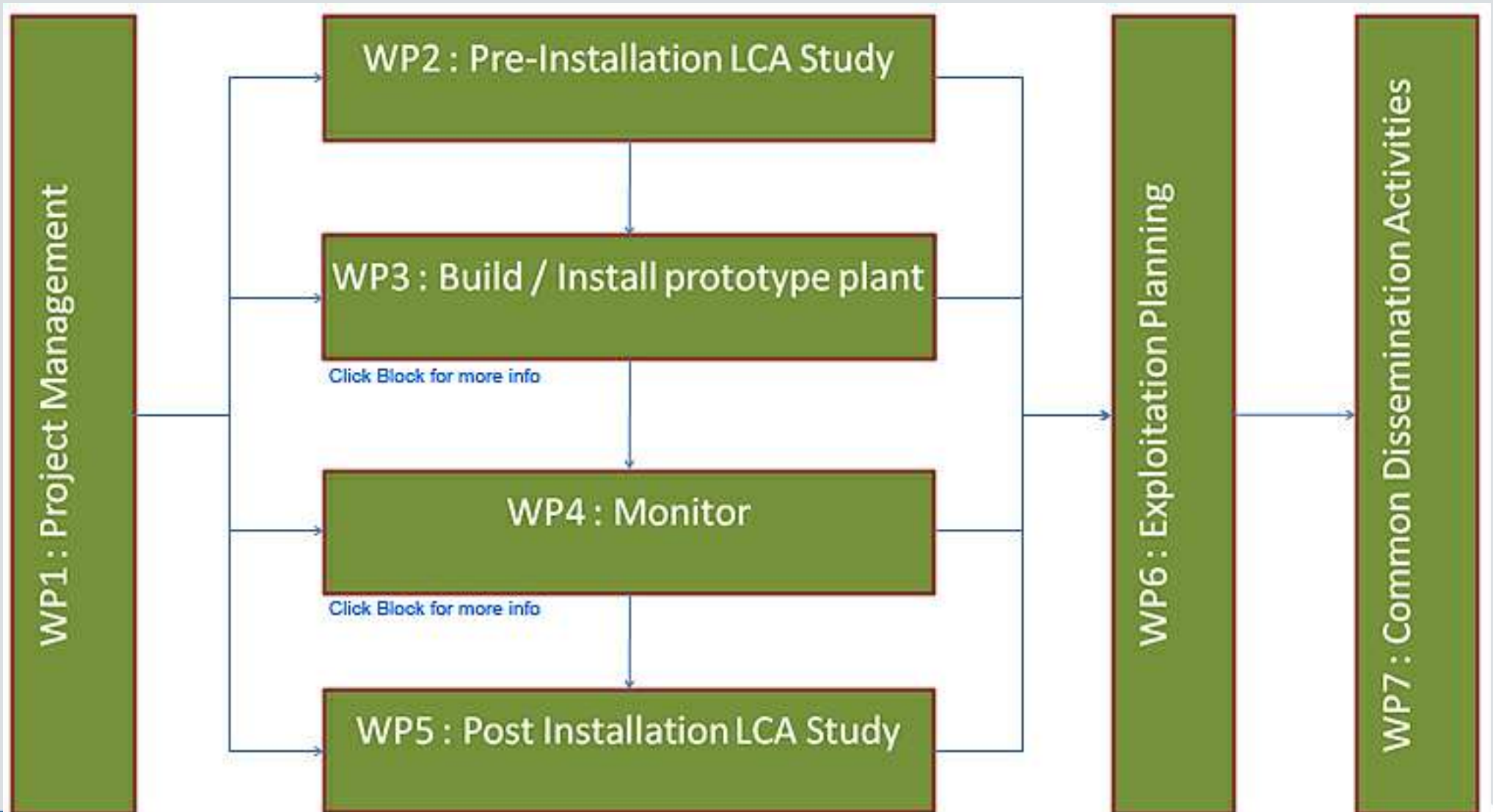
# Work breakdown structure

## Division of the project in planable & manageable subtasks

- Significant part of the project start phase.

- Should establish a common understanding of the project volume for all project partners.

- Complete hierarchical arrangement of all Work Packages / Tasks of a Project.

- In practice the identification of the Work Packages can take place at a brainstorming session of the project partners.
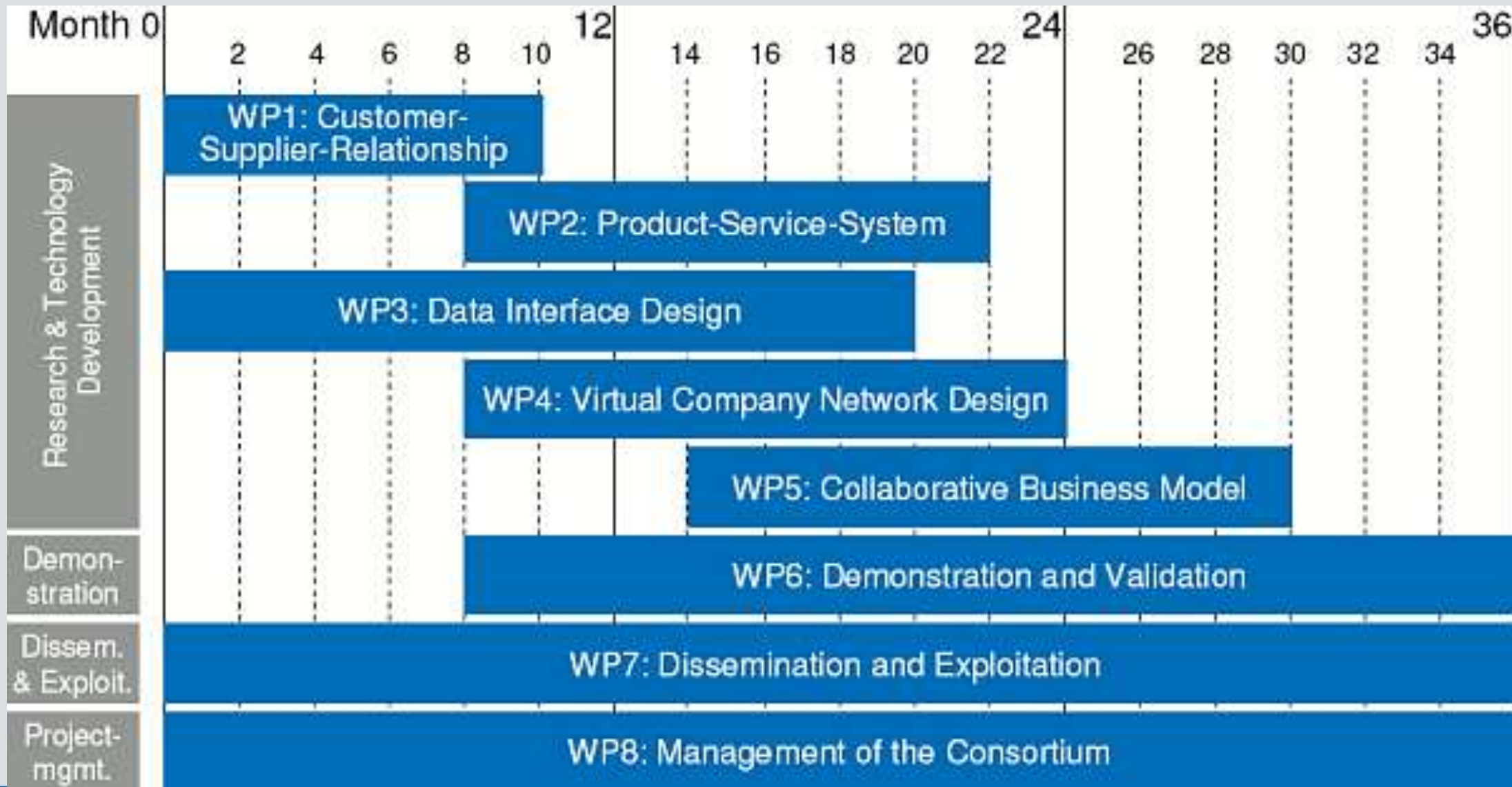
# Work breakdown structure



**Project**

| WP1 | WP2 | WP3 | WP4 | PM* |
|---|---|---|---|---|
| Task 1.1 | Task 2.1 | Task 3.1 | Task 4.1 | Task |
| Task 1.2 | Task 2.2 | Task 3.2 | Task 4.2 | Task |
| Task 1.3 | Task 2.3 | Task 3.3 | Task 4.3 | Task |

**\*PM = Project Management**

# Work Plan - PERT

WP1 : Project Management

WP2 : Pre-Installation LCA Study

WP3 : Build / Install prototype plant

Click Block for more info

WP4 : Monitor

Click Block for more info

WP5 : Post Installation LCA Study

WP6 : Exploitation Planning

WP7 : Common Dissemination Activities

# Work Plan Gantt Chart

Month 0 ... 12 ... 24 ... 36

2 4 6 8 10 | 14 16 18 20 22 | 26 28 30 32 34

**Research & Technology Development**
- WP1: Customer-Supplier-Relationship
- WP2: Product-Service-System
- WP3: Data Interface Design
- WP4: Virtual Company Network Design
- WP5: Collaborative Business Model

**Demonstration**
- WP6: Demonstration and Validation

**Dissem. & Exploit.**
- WP7: Dissemination and Exploitation

**Project-mgmt.**
- WP8: Management of the Consortium

# Deliverables

- Are the Project Results

- Possible Deliverables:
  - Reports (Guidelines, Handbooks, R&D strategies)
  - Prototypes
  - Data (Statistics, Data in Database,Trends…)
  - Software (Algorithms, Code, Databases, Systems…)
  - Media (Website, Video, CD…)
  - Publications (scientific journals, Newsletter, Conferences…)

- Decision points in a project
- Connected with Work Packages
- Start or end of a Work Package
- Formulate them as events
- Allocate dates / deadlines (Plan / Actual)

# Work plan

- Description of the methodology
- Effort subdivided in work packages (WP) and Tasks
- Keep it consistent
- Objectives must be reflected in work plan
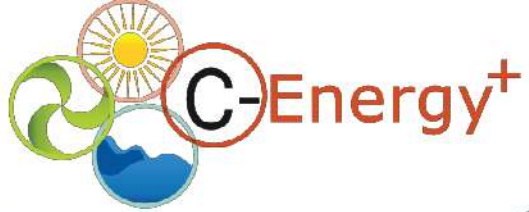- Number of WPs – clear structure
- Demonstrate WP dependencies

# And don't forget! Your goal is...

# Focusing on the Criteria

**Evaluation Scores – what is the toughest criterion?**

- Science & Technological (S/T) Quality

- Implementation

- Impact

# Science & Technological Excellence

# Scientific & Technological Excellence

A detailed answer to the question:

# Your IDEA must be innovative

- Patent Databases: (ex

http://www.epo.org/searching/free/espacenet.html)

- IPR helpdesk: www.ipr-helpdesk.org
- Previously funded projects FP7:

http://cordis.europa.eu/fp7/projects_en.html

- Previously funded projects FP6:

http://cordis.europa.eu/fp6/projects.html

# Scientific & Technological Excellence

## What will you do?

- What is the (technological/scientific) problem?

- What do you propose to do about it?

- How are you going to do it?

- Why this approach?

# Scientific & Technological Excellence

## S/T Excellence in Guide for Applicants

1.1 Concept & Objectives

1.2 Progress beyond the *state-of-the-art*

1.3 S/T Methodology & associated work plan

# Scientific & Technological Excellence

## 1.1 Concept & Objectives

- Relevance to the topic addressed in the call

    Does your project meet the topic requirements –      Impact

- Concept of your Project

    What are the main ideas that led you to the   proposal? Why this approach?

- S&T Objectives

    Achievable, measurable & verifiable

    What do you propose to do about it?

# Scientific & Technological Excellence

## 1.2 Progress beyond the state-of-the-art

- State-of-the-art

    Current state-of-the-art & its limitations – what is the
    S/T problem?


- Expected advance resulting from your project

    What will you do about it?

    What do you propose to do about it?

# Scientific & Technological Excellence

## 1.3 S/T methodology & work plan

- **Overall strategy of the work plan** - WPs, contingency plan, other activities.

- **Timing of different WPs** - Gantt Chart.

- **Detailed work description** - Tables provided by EC, WP's, deliverables, milestones, personal effort.

# Scientific & Technological Excellence

## How are you going to do it? & Funding for:

- Problem / Issue

- What is the S/T problem?

- What do you propose to do about it?

- How are you going to do it?

# Implementation

## Implementation in the Guide for Applicants

Chapter 2 in your Proposal:

2.1    Management structures & procedures

2.2    Individual participants

2.3    Consortium as a whole

2.4    Resources to be committed (Budget – Finance Workshop)

## 2.1 Management structures & procedures - Possible subjects:

- Responsibilities

- Meetings

- Decision mechanism (QMV / Unanimity)

- Handling conflicts

- Financial management

- Quality management

- Scientific management

- Ethical decisions

## Management structures & procedures

Cooperation = multiple:

- Years
- Partners
- Nationality

# Implementation - Concerns of different players

| | Academic Researcher | Large Enterprises | SME | Project Officer |
|---|---|---|---|---|
| Time Scale | 5-10 Years | 5-10 Years | Weeks/ Months | Project Duration |
| General Concerns | Best Science | Best Technology Competition | Solution + Competition | EU Policy |
| Immediate Concerns | Publishing Deadlines Next Project | Best Partners Paperwork Deadlines | Cash The Client Shareholders | Paperwork Deadlines |
| Biggest Fear | Peer Failure | Red Flag from EC | Confidentiality | Contractual Problems |

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# Implementation - Organogram
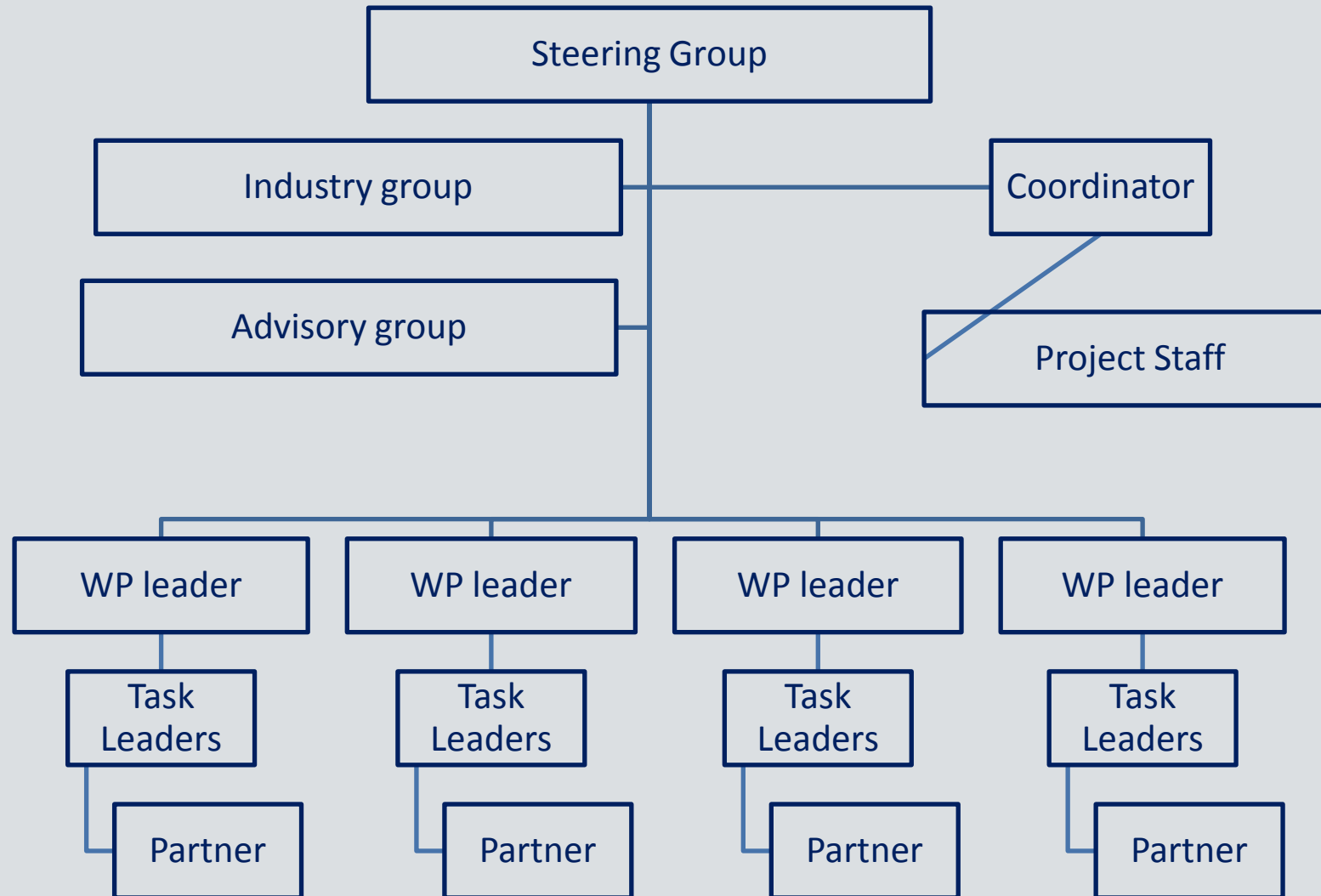
## **2.2 Individual Participants**

- Name of the participant

- Expertise of the participant

- Role in the project

- Personnel

- Track record & international experience

## 2.3 Consortium as a whole - Why is this a good team?

"The partnership includes unique intellectual and technical resources (manpower, equipment, specific knowledge in multiple fields, facilities and infrastructure) <u>that are not available in individual European countries</u>." - **expertise & resources**

"… these areas of <u>technical expertise are diverse</u>, they are also <u>complementary</u>, and will <u>result in synergistic actions</u> rather than redundancies." **– efficiency**

"The <u>consortium combines expertise from the complete innovation</u> chain (academia, industry, end-users). This unique possibility to combine efforts and expertise can make the difference to ensure that outcomes of the project can be <u>implemented on all levels</u>." **- impact**
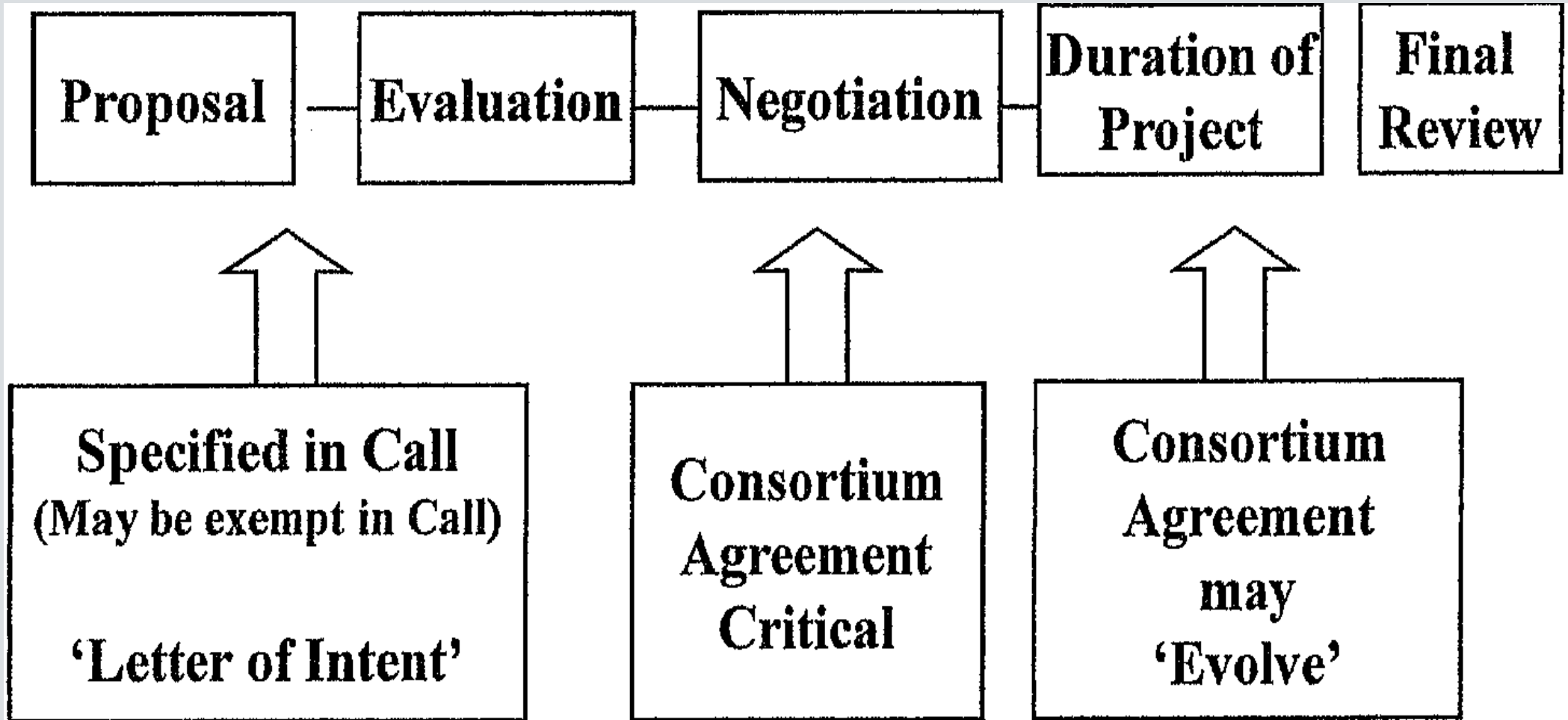
## 2.3 Consortium as a whole

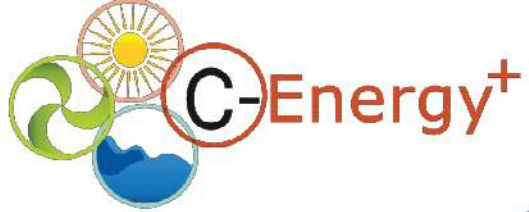|  | Partner 1 | Partner 2 | Partner 3 | Partner 4 | Partner 5 |
|---|---|---|---|---|---|
| **Communication Technology** |  | X |  |  | X |
| **Care robotics** | X |  |  | X |  |
| **User needs** | X |  | X |  | X |

## **2.4 Resources to be committed**

- The grant is only for actual costs made in the project

- You always have to pay part of it yourself

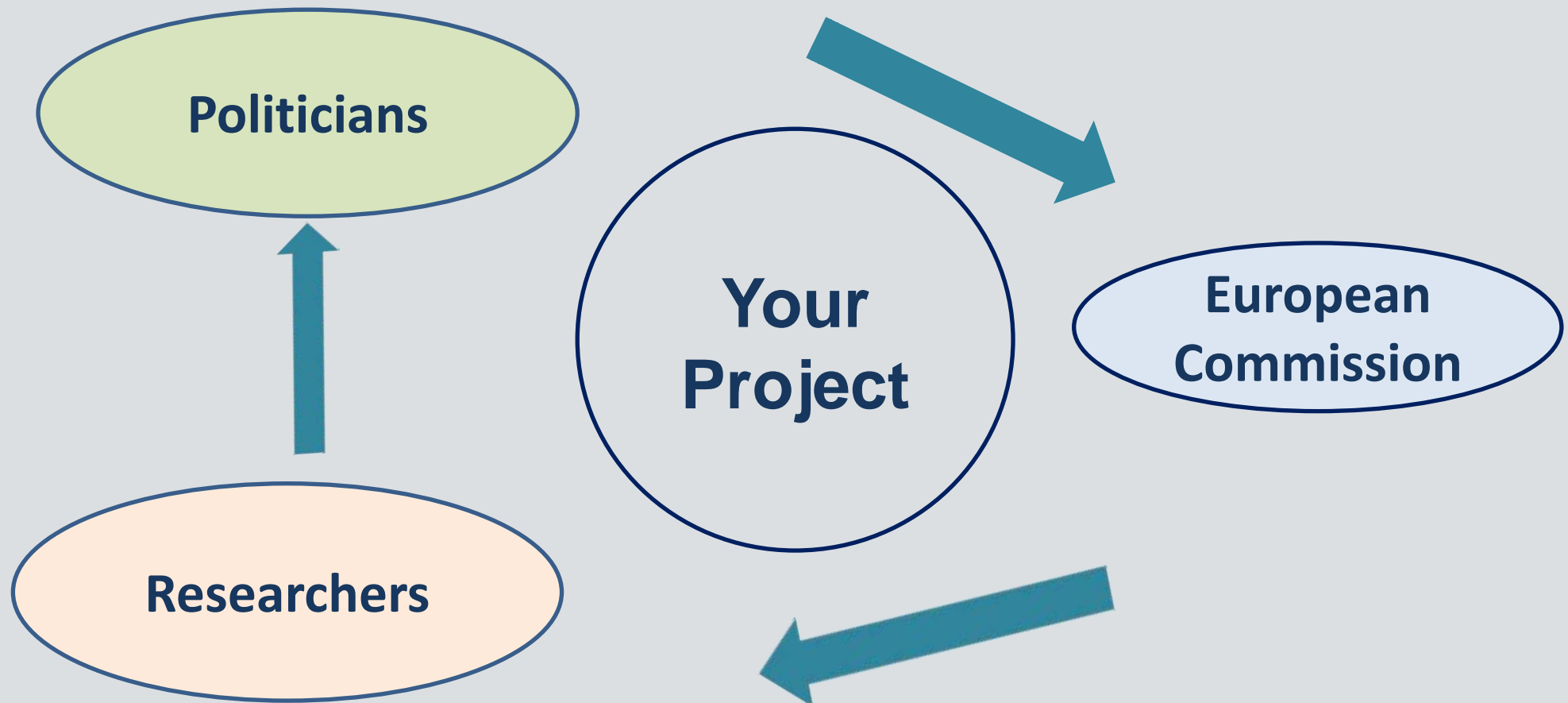- You cannot make a profit from an FP7 grant

- Not all costs are eligible

# Implementation - The Consortium Agreement: When?



Proposal — Evaluation — Negotiation — Duration of Project — Final Review

**Specified in Call** (May be exempt in Call) 'Letter of Intent'

**Consortium Agreement Critical**

**Consortium Agreement may 'Evolve'**

# Impact

Back to the Future

Politicians

Researchers

Your Project

European Commission

## Impact in the Guide for Applicants (GfA)

3.1 Expected Impacts

3.2 Dissemination, Exploitation & Intellectual Property Rights (IPR)

## 3.1 Expected Impacts - Types of impact are listed in the Work Programme!

*Quality of life*
*Competitiveness*
*Environment*
*Ect.*

Topic ENERGY.2013.4.1.1: Research and development of innovative solar thermal facades

Content/scope: The topic aims to **support** applied research, development and **validation** of new solar thermal facade systems. The project will **develop new and innovative concepts** of solar thermal facades which **significantly improve the thermal performance** of the building envelope.

# Impact – Project Deliverables

A clear coherence between project aims & project results is the foundation for describing the impact.

| Overall Aims | Specific Aims | Work Packages / Tasks | Project Results |

Milestones
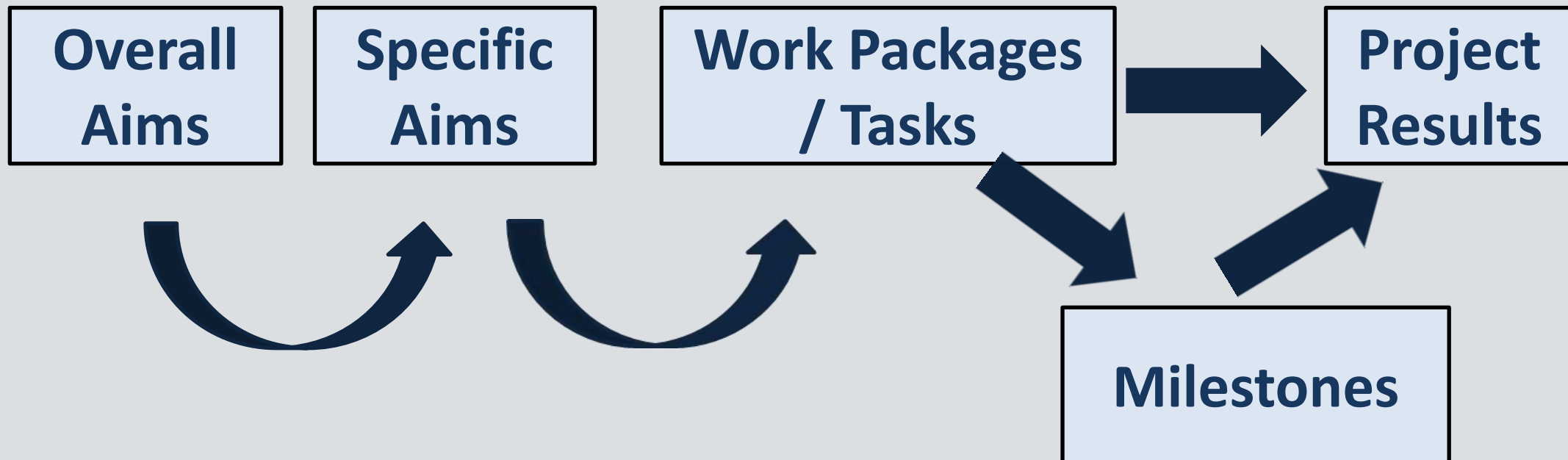
# Impact

## How to write an impact?

- Describe the **project results** and their **utilisation** (dissemination, exploitation and application)

- Describe the **contribution** to the Political Impact listed in the **Work Programme**
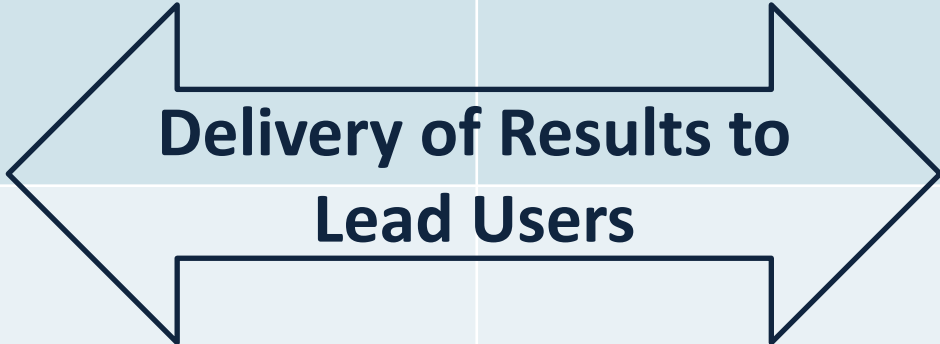
- Describe the **European approach**!

## **Helpful questions for the Impact**

- Which **Results** are expected?

- Who is the **Lead User** of these Results?

- How **relevant** are the Results for the Lead User?

- How will the results be **exploited / disseminated** by the user?

- How will the exploitation / dissemination be done – is there **extra funding required**?

## Impact Template

Template to identify "Research Impact" & Exploitation Plan – Dr. Sean McCarthy. How to write a competitive proposal. Cork 2007

| Results | Lead User | How the Lead User describes Results | Exploitation / Dissemination Plan | Funding for Exploitation |
|---------|-----------|-------------------------------------|-----------------------------------|--------------------------|
| | | Relevance of Results | Delivery of Results to Lead Users | |
| | | Research Impact | | |

## Writing about impacts

- Explain the path from project results to impact.

- Quantify!

- Refer to policy documents, market studies ect.

## European Added Value

Explain why the project requires a European approach:

"Personalised healthcare represents one of the  major EC policies…"

"European standardisation is very important for the uptake of solutions."

# Watching Television in 3D

## 3DTV in every household

The potential impact of 3D TV is large. Consider the case that every household that currently owns a 'normal' colour television would own a 3D television….

## Opening up new markets

The project will provide solutions for 3D content: one of the most promising entertainment segments of the future. With it, it will have a clear impact on European business...

**The creative industries account for an average of 7% gross domestic product.** In OECD countries the annual growth rate is **20%**...

Introduction of 3D television to the mass market is currently hampered by three major technological problems ... **Our project will tackle these problems by**

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## Promoting healthy behaviour in children

**Obesity**

Overweight amongst European children has risen at an alarming rate in the past decades... Making it one of the most important health issues in Europe **(e.g. World Health Organization, 2007; European Commission, 2006).**

**New strategies in dealing with the obesogenic environment**

The project promotes new approaches that will be developed in the context of field experiments, based on concepts that have been developed in desk research, surveys, and controlled settings …

Potential **application of insights will be developed throughout the whole duration** of the project by frequent meetings with internationally acknowledged experts …

Good practices will be identified and built upon through our **dissemination and exploitation strategy …**

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# 3.2 Dissemination Exploitation & IPR

**Exploitation Plan – state how many partners / others exploit the project results:**

" [Company X] is a world leader in medical technology. It is committed to expand its business into the consumer and home domain. The project closely fits…"

"WP8 will prepare an Exploitation Plan… [which] will define the project's target markets and carry out a thorough analysis in order to identify business conditions and opportunities…"

## Management of IPR

**Sketch how you deal with IP:**

"Necessary know-how will be brought in by each partner. The IPRs for this **pre-existing technology** stay with its original owners."

"**New IP** and subsequent patenting is expected in the following areas:…"

"A **Consortium Agreement**, based on the EICTA model, will be signed by the partners before the beginning of the project."

**More in the 'Guide to IPR for FP7 projects'**

## Dissemination Plan

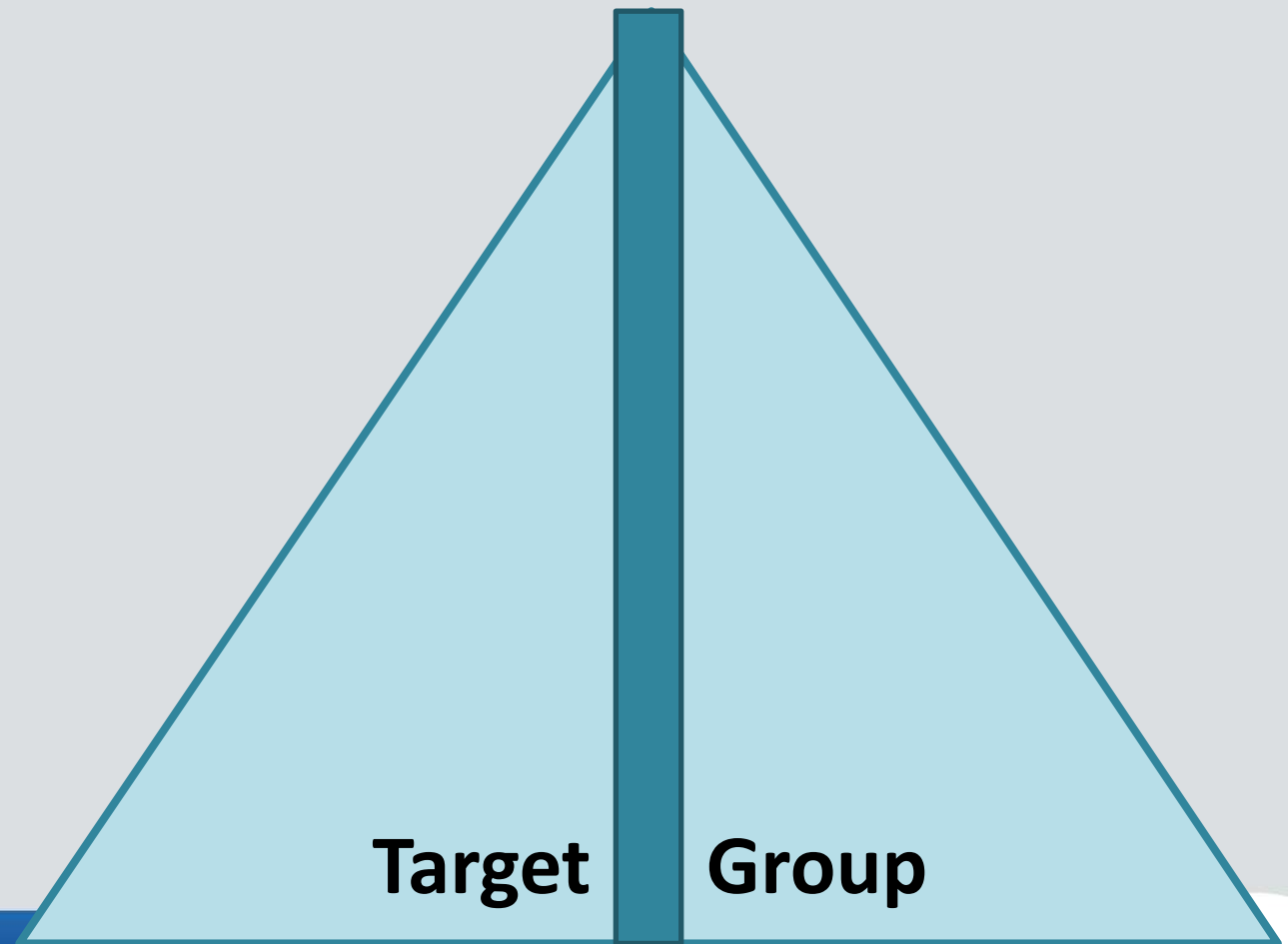- Who wants the project results?

- How will you reach them?

## Stakeholder involvement

**Project Start**

**Project End**

Target Group

## **Dissemination Plan**

Communication Instruments:

| | |
|---|---|
| Scientific Journals | Workshops |
| Website | Training |
| Presentation | TV / Youtube |
| Leaflets | Newspapers |
| Newsletters | Awards |
| Fact sheets | |

# Impact Mistakes

## Impact Evaluation 3.1

- Impact vague or not explicit enough

- Impact limited due to project design (monodisciplinarity, narrow focus…)

- Expected impact for EU of scientific research is minor

- Doubts on how impact will actually be reached

- Target audience for generated knowledge unclear

- Real impacts… not to be expected

- Applying for public money to be spent in a private commercial project

- The issue of IP is not really addressed – **INTELLECTUAL PROPERTY**

**IMPACT & DISSEMINATION**

## Impact Evaluation 3.2

- Dissemination plan vague / undeveloped
- Dissemination plan not convincing
- Dissemination geared towards academic community ONLY
- No stakeholder involvement in project
- *Dissemination policy adequate but not innovative*

- Effectiveness of measures questioned
- No outreach mechanisms
- Measures too ambitious

**DISSEMINATION STRATEGY**

**DISSEMINATION TOOLS**

# Summing up and check!

- Which challenges can be solved within the project?

- Is the project appropriate for the European approach?

- How will the project go beyond the state of the art and "improve" it?

- Are the concept and objectives clearly described?

# Summing up and check! cont...

- Are the risks identified?

- Are the partners appropriate for their respective duties?

- Is the consortium appropriately structured?

- Can the budget be justified?

- Are dissemination / exploitation activities described adequately?

# Being an Evaluator
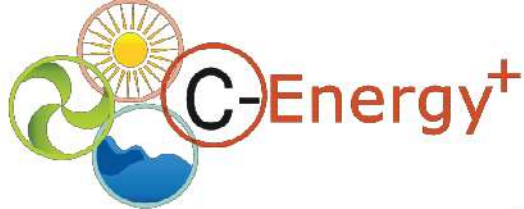
**Register Online:**
http://ec.europa.eu/research/participants/portal/page/experts;efp7_SESSION_ID=HKMfRLmFdxmCvR1KbdKChnHC0vLpMHpQv8RINJ7mz8cDXpSfnjVv!-128218001



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- FAQ
- Technical help
- Question about FP7

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Join the database of independent experts for European research and innovation

The European Commission appoints independent experts to assist with research and innovation assignments including the evaluation of proposals, the review of projects and the monitoring of programmes or policies.

New Experts

What do the assignments involve?

Who can be an Expert?

# What happens then?

- You wait… registration is not a guarantee!
- Depending on the needs for a specific call you'll get invited
- First by email to check availability
- You are allowed to decline!
- Then an official letter arrives…
- You sign the confidentiality statement and the conflict of interest statement.
- What is expected of you? - High level of skills and knowledge on either: A specific research area, Project management ect.

# What do you get out of it?

You learn a lot about:

- Good & bad proposals

- The evaluation process

- Internal Commission operations

- You can get paid (€450 per day + travel costs)

- The Commission will get to know you!

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# Thank You