

# How to write a good proposal

## Basic tips



## Why there is the need to know?

- This is an investment in time and effort. It is worth to assess if the proposal your are participating is on the right track.
- H2020 is open to the entire world and Japan has been flagged in a number of H2020 topics.
- Very competitive procedure. Success rate of < 14%



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# Preliminary Tips



## Preliminary tips

- Sell your idea
  - Describe what's the project and what's the benefit.
- Educate experts. Although they are experts they many **not** have in-depth knowledge of the core subject of your proposal.
- Explain the current state-of-art.
- Use simple English – no data dump
- Technical/scientific information with the least jargon possible.



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# Where to start?

Topic description

Standard proposal template

Standard evaluation form



## Topic description

- Make sure your proposal fits well within the topic description
- Pay attention to:
  - Understand what is the core challenge
  - Identify key words
  - Understand the impact sought
  - Understand the scientific fields necessary
- All the above should be properly reflected in the:
  - proposal
  - competences of the consortium

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# Standard Proposal Template



## Proposal Template

- Evaluation Criteria
  - Excellence (scientific novelty/methodology)
  - Impact (market/societal uptake)
  - Implementation (processes and competencies for delivery of work)





## Proposal template – Excellence

- Clarity of objectives.. They should be SMART

**S**pecific

**M**easurable

**A**chievable, attainable

**R**ealistic, relevant

**T**ime related



## Excellence – **Concept and Approach**

- Ground-breaking concept:
  - Scientific novelty/methodology **beyond state -of -art**
  - Credibility of approach
  - Include trans-disciplinary approach since the proposal seeks to tackle a problem and not a scientific gap
    - Have on board partners from social sciences and humanities
    - Reflect their input into the proposal
  - Balanced gendered approach



## Proposal Template - **Impact**

- Refers to which extent your proposal contributes to:
  - The expected impacts of the topic and the work programme
  - Bring important benefits to society, create new market opportunities, enhance the innovation capacity, stimulate the growth of companies
  - Identify barriers (public acceptance, regulatory standards, cooperation with value chains) that will affect the delivery of your work
  - Quantify your arguments (provide numbers, projections, etc)

## Proposal Template - **Impact**

- Have an IPR strategy
- Include a sound exploitation & dissemination plan for the project results
- Manage research data where relevant

*Furthermore, include where relevant*

- Standardisation measures
- Networking with other actors, such as clusters, technology platforms, stakeholder groups



## Proposal Template - **Implementation**

- Quality and efficiency of implementation:

### Project management:

- Effectiveness of work-plan, clear distribution of tasks and allocation of resources.
- Management structures and procedures, namely decision making and risk mitigation processes.

### Implementation team:

- Competent partners with complementary expertise to form a balanced consortium.



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What evaluators look for?

A holistic approach....



## Think holistically

- You fully answer the challenge of the call
- Clear objectives
- Clear & sound methodology
- Adequate explanation of current state-of-the-art
- Profile of users and how they will benefit from your project
- Appropriate partners with necessary skills

*Source: Sasha Hugentobler, Jan. 2014: How to write a strong proposal*



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What makes a strong proposal?





## What makes a strong proposal?

- An attractive executive summary – wins the first impressions of the evaluators
- Follow the recommended structure in the proposal template in order to ensure:
  - Information is provided in a logical order
  - Evaluator will not miss out important information (right information at the right time/section).
- Ensure your work meets the challenge of the topic.

*Source: Sasha Hugentobler, Jan. 2014: How to write a strong proposal*



## What makes a strong proposal?

- Nominate an advisory board on ethical and regulatory issues.
- Include trans-disciplinary approach
- Think whether gender may have an impact on your project results and factor it accordingly.

*Source: Sasha Hugentobler, Jan. 2014: How to write a strong proposal*



# What makes a strong proposal?

## Excellence

- Define the problem your proposal intends to address
- Ensure your idea is truly novel
- Why this project now?
- Does it have global dimension?
- Do not overcrowd objectives

## Impact

- Who will benefit and how? Society, SMEs,?
- Try to quantify your arguments
- Detailed exploitation plan
- **Is it a gendered innovation?**

## Implementation

- Why you? Are you the best to do the work?
- Proportionate work to the objectives
- Meaningful break-down of work
- Qualitative/quantitative deliverables
- Risk mitigation plan



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# Final check list



## Standard evaluation form

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- Alternatively the self-evaluation form can be found at the “Topic condition & documents” of any topic of interest.
- Contains the award criteria
- Have an impartial colleague review your proposal.

# Standard evaluation form

## 1. Excellence

*Note: The following aspects will be taken into account, to the extent that the proposed work corresponds to the topic description in the work programme:*

- **Clarity and pertinence of the objectives**
- **Soundness of the concept, and credibility of the proposed methodology**
- **Extent that the proposed work is beyond the state of the art, and demonstrates innovation potential (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models)**
- **Appropriate consideration of interdisciplinary approaches and, where relevant, use of stakeholder knowledge**

Comments:

**Score 1:**  
*Threshold 3/5*

## Standard evaluation form

### 2. Impact

*Note: The following aspects will be taken into account:*

- **The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme under the relevant topic;**
- Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity, create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society;
- Quality of the proposed measures to:
  - Exploit and disseminate the project results (including management of IPR), and to manage research data where relevant.
  - Communicate the project activities to different target audiences

Comments:

**Score 2:**  
*Threshold 3/5*



## Standard evaluation form

### 3. Quality and efficiency of the implementation\*

*Note: The following aspects will be taken into account:*

- Quality and effectiveness of the work plan, including extent to which the resources assigned to work packages are in line with their objectives and deliverables;
- Appropriateness of the management structures and procedures, including risk and innovation management;
- Complementarity of the participants and extent to which the consortium as whole brings together the necessary expertise;
- Appropriateness of the allocation of tasks, ensuring that all participants have a valid role and adequate resources in the project to fulfil that role.

Comments:

**Score 3:**  
*Threshold 3/5*

**Total score (1+2+3)**  
*Threshold 10/15*

\* Experts will also be asked to assess the operational capacity of applicants to carry out the proposed work.

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**Last..but not least**

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**Contact your NCP  
for an additional assessment of your  
proposal!**

**Participant portal/Get support/NCPs**



## Important links

- Participant portal for topic information:  
<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/index.html>
- Reference documents:  
[http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference\\_docs.html](http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html)
- Standard proposal for Research & Innovation Actions (RIA)  
[http://ec.europa.eu/research/participants/data/ref/h2020/call\\_ptef/pt/2016-2017/h2020-call-pt-ria-ia-2016-17\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/call_ptef/pt/2016-2017/h2020-call-pt-ria-ia-2016-17_en.pdf)
- Proposal evaluation forms RIA, Coordination and Support Actions (CSA):  
[http://ec.europa.eu/research/participants/data/ref/h2020/call\\_ptef/pt/2016-2017/h2020-call-pt-ria-ia-2016-17\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/call_ptef/pt/2016-2017/h2020-call-pt-ria-ia-2016-17_en.pdf)

Each of the reference documents can also be found at the topic of interest in the participant portal



Thank you very much!

ありがとうございます。  
Arigatou gozaimasu.

Thank you very much.

