



# Guide for proposers – from idea to project

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SenterNovem is een agentschap van



Ministerie van Economische Zaken



**TransSMES**



SEVENTH FRAMEWORK  
PROGRAMME

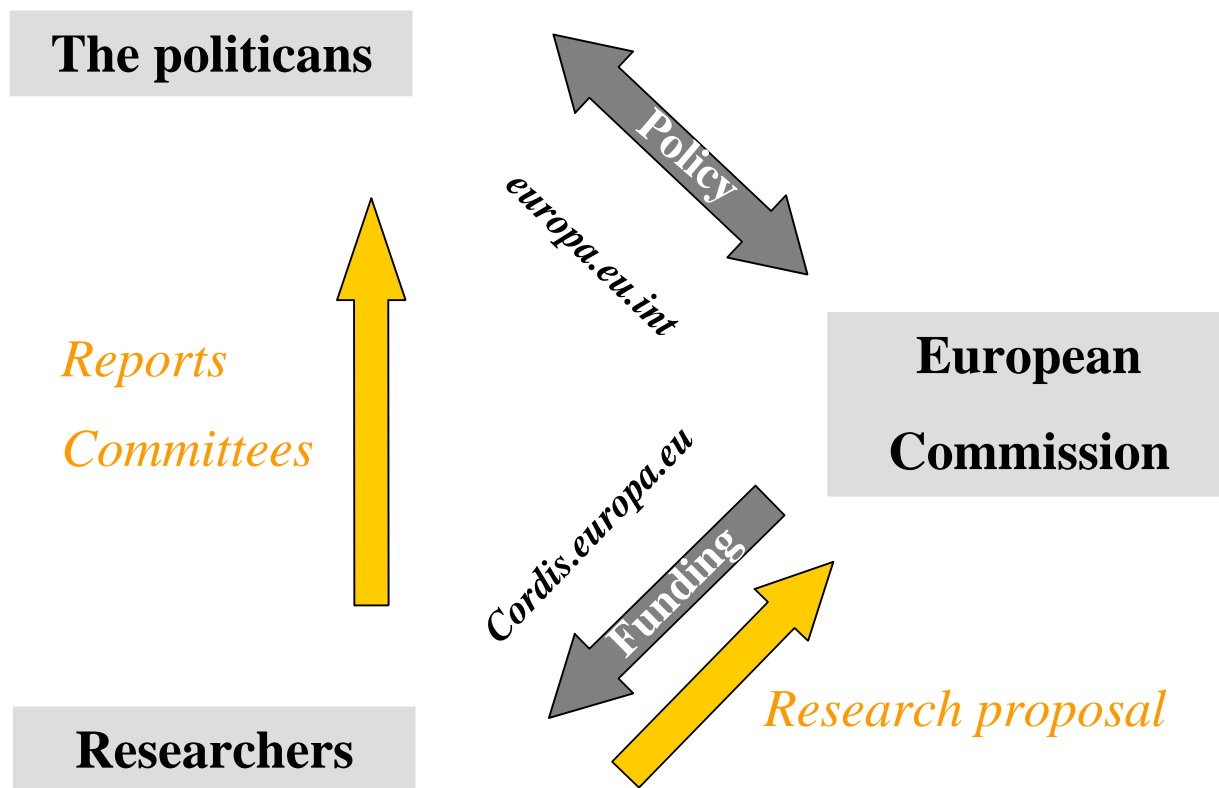
# What is a project?

- Defined piece of work, non-routine
- Specific, complex, unique
- Defined objectives, resources, start, end
- Interdisciplinary, collaborative, team work
- Contractual arrangements, sponsor(s)
- Specific steering and control
- Start and end

# Characteristics of EU projects

- Specific boundary conditions:
  - FP7, Specific/workprogrammes
  - Call for proposal
  - rules for participation and evaluation
- Transnational, multi-cultural,
- Decentralised, multi-organisation team work
- Equal distribution of “power”
- Possibly unequal distribution of interests and commitment
- Innovative - shared risks and opportunities

# The concerns of different players



# Strategic aspects of proposal management

- To define objectives and goals, and necessary competencies to achieve results
- To ensure integration of EU RTD project into the strategy of the organisation
- To select the co-ordinator and the team
- To identify the necessary resources
- To agree in writing ...
  - roles and functions of partners, work plan, timing, personnel, finances, communication, language, reporting
- To consider your organisational environment

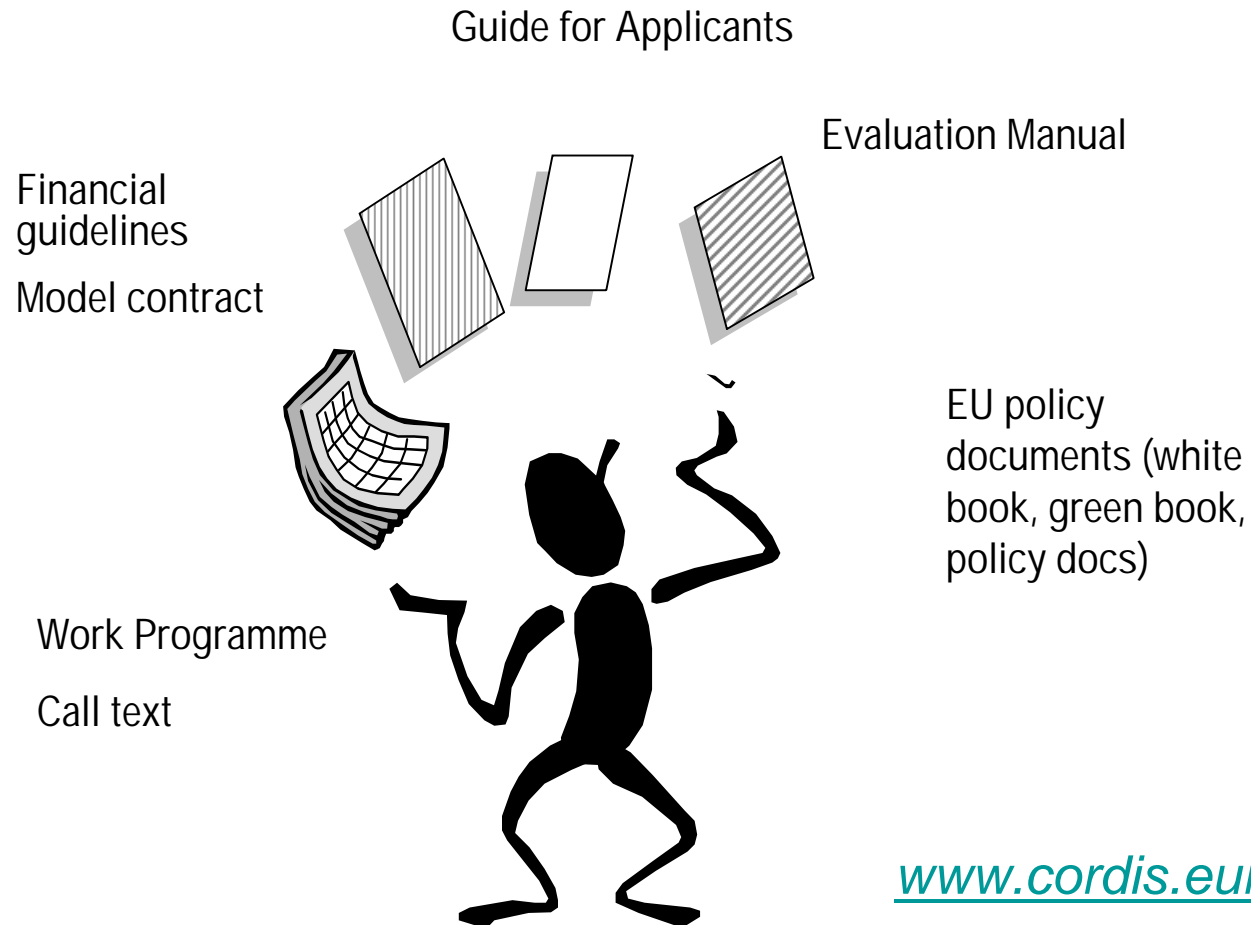
## Before you start ...

- Agree on clear and realistic objectives
- Re-consider resources, timing, alternatives
- Importance of project for organisation(s)
- Discuss (different) views on quality
- Assess benefits, create win win situations
- Decide on whom to involve in the planning and implementation
- Ensure flow of information between partners and within your organisation

## Other considerations

- Don't do it for the money
  - Consider FP7 funding as additional money
  - International cooperation
  - Access new markets and contacts
- Only participate in projects that fit EXACTLY
- Without experience, don't try to be the coordinator
  - Find the right opportunity to join a project that is under preparation

# Your toolbox



[www.cordis.europa.eu](http://www.cordis.europa.eu)



# Checklist

<b>ITEM</b>	<b>KEY QUESTIONS</b>
<i>Match to WP</i>	Identify most relevant action line, match the majority of its requirements
<i>Novelty</i>	Explore EC-funded projects in the same area and explain differences
<i>Strategic match</i>	Match the project idea to your organisation's stated strategy
<i>Application potential</i>	Estimate numbers of potential users in several European countries?
<i>Exploitation</i>	Does the consortium intend to exploit the project results?
<i>Work plan</i>	Integrate technology from partners/on country in more than one country?
<i>Timing</i>	Coordinate the viability of the project with the starting date

# Work programme

- What information?
  - General remarks and policy about the programme
  - Technical content (topics)
  - Budgets per topic/instrument
  - Procedure & call information
  - Annex: evaluation criteria per instrument
  - Annex: Target Countries



## Match with Work Programme (1)

- Clarify the scope of the call with NCP or EC officials
- Scope of the work programme, but also the scope of the Action Lines
- European Technology Platform → Strategy Research Agenda
- Explore existing projects and potential partners

## Match with Work Programme (2)

### Relevance to the objectives of the priority

- Contribute to the overall and detailed objectives of the WP:
  - Specific and other objectives of the task
  - Overall focus of research domain
  - Strategic objective of thematic priority
- Contribute to the vision of the priority
  - EU key-objectives on the respective field
  - ERA vision
  - Other objectives (e.g. societal issues, Sustainable Development)

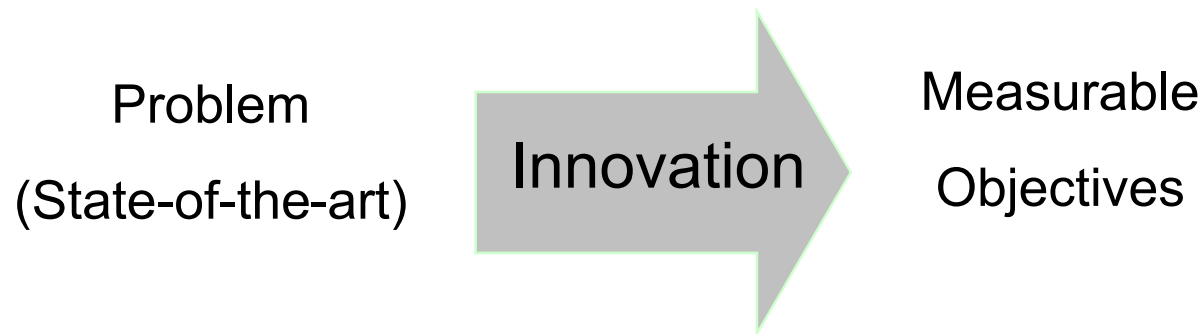
# European problem

## Is it an European project?

- Does the idea address a problem shared by several European countries?
- Is there genuine collaboration across national borders?
  - vertical, horizontal, by activity, sectoral
  - interactive working, infrastructure, joint execution, joint management, training

# Defining the main innovations and goals

1. Translate overall goals into project objective
2. Translate objectives into operational targets and identify means to achieve them
3. Describe the baseline data to indicate progress
4. Describe indicators to **measure** your 'success'



# Exploitation and dissemination

Effort has to be taken to transfer project results into use

- Identify all potential results of the project
- Explain commercialisation or dissemination of results
- Identify the project partner for transfer

# Guide for Applicants

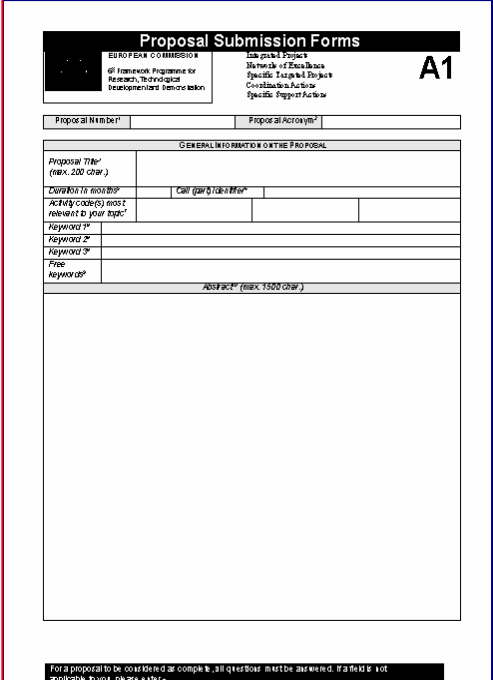
## **THE** document for Proposers

- Obligatory ‘guidelines’: follow to the letter!
- Clear structure in proposal: keep the evaluator in mind!
  - Part A: administrative information
  - Part B: “template” or list of headings
- Each instrument & theme have their own Guides



# Proposal Part A

- **A1**
  - Title, acronym, objective etc.
  - Free keywords
  - 2000 character proposal abstract
  - Previous/current submission (in FP7)
- **A2**
  - Legal address/administrator address/R&D address
  - Clear identification as SME/Public body/Research centre/Higher and Secondary education establishment
- **A3**
  - More cost details (direct/indirect costs distinguished)



The image shows a 'Proposal Submission Form A1' from the European Commission. The form is titled 'Proposal Submission Forms' and includes the text 'EUROPEAN COMMISSION' and 'Specific Programme for Research, Technological Development and Demonstration Activities'. It is labeled 'A1' in the top right corner. The form contains several sections: 'Proposal Number', 'Proposal Acronym', 'GENERAL INFORMATION ON THE PROPOSAL', 'Proposal Title (max. 200 char.)', 'Call (and) title(s)', 'Activity code(s) most relevant to your topic', 'Keyword 1', 'Keyword 2', 'Free keyword', and 'Abstract (max. 2000 char.)'. At the bottom, there is a note: 'For a proposal to be considered as complete, all questions must be answered. If a field is not applicable, please indicate "not applicable".' The form is set against a white background with a red border.

# Proposal Part B

- **Part B format** directly linked to evaluation criteria
  - Summary
  - S&T quality (bullet points = sections)
  - Implementation (*idem*)
  - Impact (*idem*)
  - Ethics
- Section lengths recommended

# When writing your proposal...

Think of the finishing touches which contribute to the quality of work



- Use coincise standard English
- Make text clear, well structured, easy to read
- Describe and explain short and to the point
- Add a table of contents, use short paragraphs, highlight key points in italics, use bullet points to break up lists
- Include only relevant information
- Make your proposal virtually attractive and inviting using schedules, tables and illustrations (black&white)
- Do not write for experts only, keep it clear and concise: Guide them through the proposal



## Some Keywords in proposal set-up

- work plan
- GANTT chart
- project structure
- work packages
- tasks
- deliverables
- milestones
- time sheets
- ...

# Final recommendations

## Ingredients for success:

1. Find out what the customer (EC) wants
2. Invest in proposal preparation and strategy
3. Check novelty at an early stage
4. Think European from the start
5. Ensure the project supports the strategic objectives of all partners
6. Identify measurable objectives
7. Build exploitation in from the start
8. Demonstrate understanding of project management issues



Thank you.

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