



3rd VRPM Meeting

Briefing

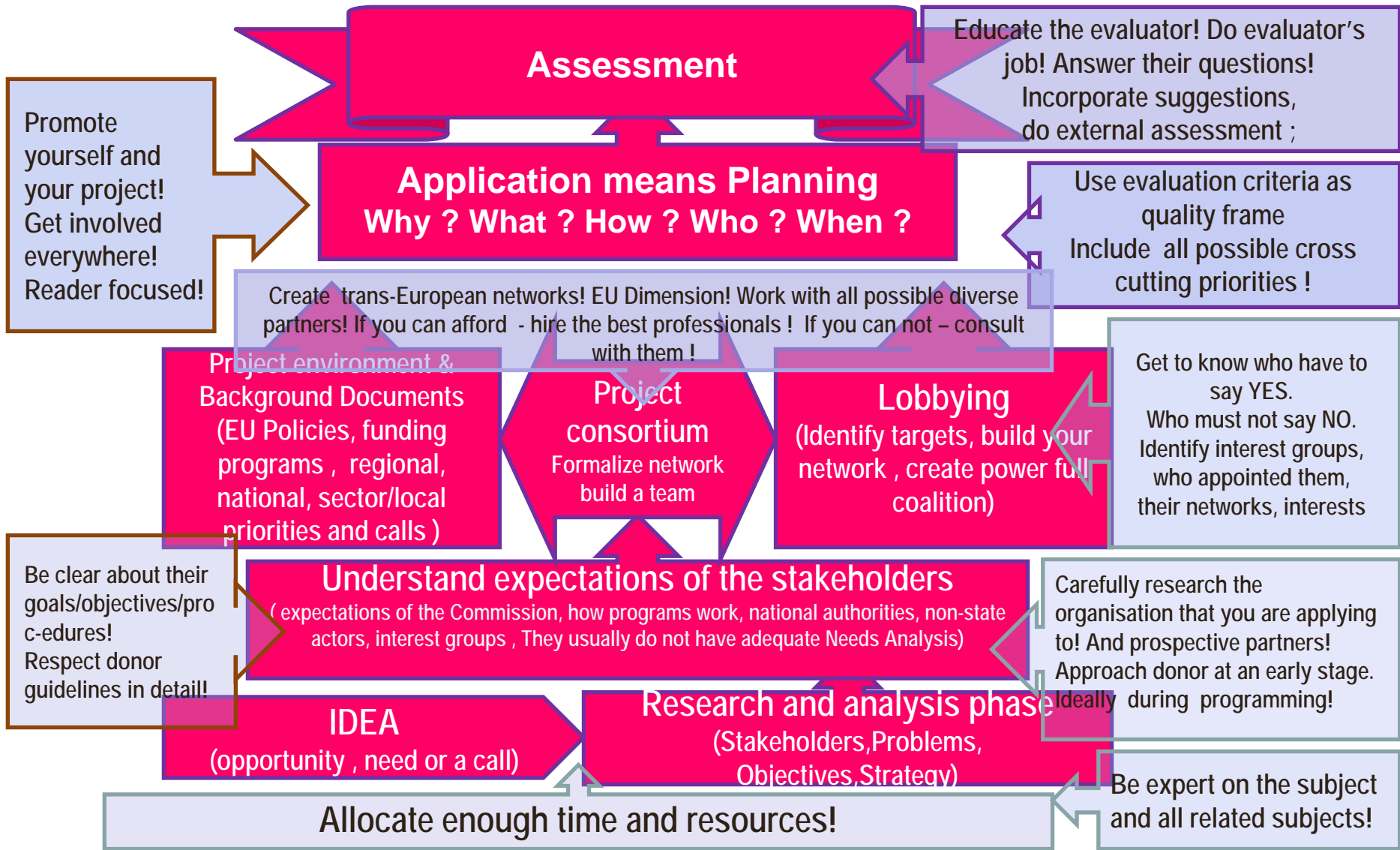
Project Development

13 September, 2011



This Project is funded by the EU

Project proposal development





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PP Application is just the top of the Iceberg

**PP
Assessment**

Application prep

Lobbying and/or briefing

Reference documents, frameworks

Project participants and relevant actors

Understand expectations of stakeholders (EC, national)

Idea, Refining concept , based on research and analysis

**Just the top of
the Iceberg**

**Approximately
30% of work**

Research

Communication

Planning

Refining

Negotiating

70% of Work



Key questions for project proposal

Why?

*Project environment
and Background documents
Justification & problem analysis
Stakeholders analysis/needs*

What?

*Objectives? To/For whom?
Refine the scope,
target groups/beneficiaries
Explain overall and specific goals,
Define expected results, impact*

How?

*Refine the strategy,
methodology, Activities;
Means, available resources*

Results, Risks & Impact?

*Monitor changes to the project,
make corrections, adjust your schedule
to respond to problems, or
adjust your expectations and goals.*

Who & When? Where?

*identify specific tasks,
and develop a schedule
and resources, budget.*



Example of evaluation criteria

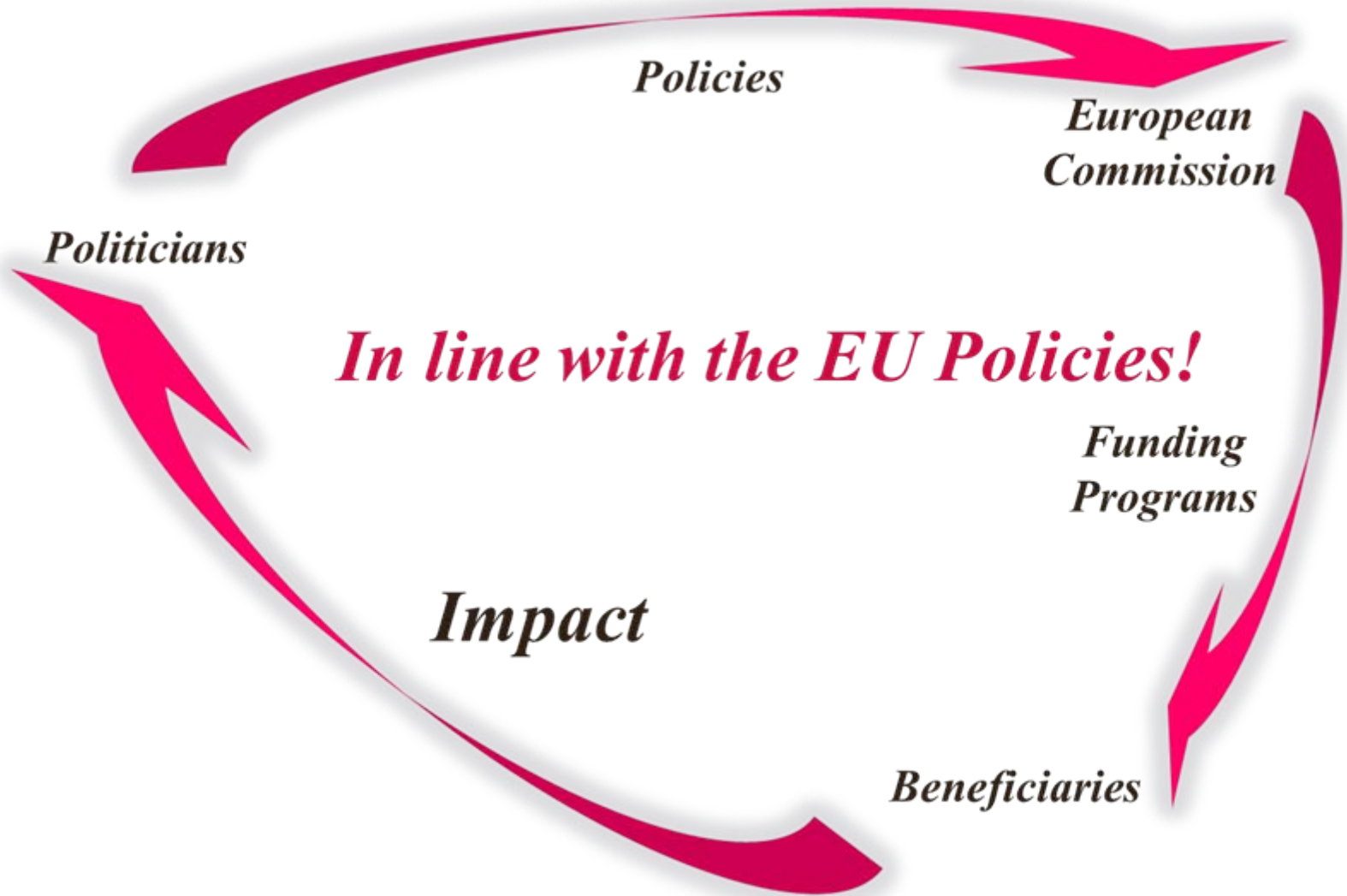
Evaluation criteria applicable to Research for the benefit of specific groups proposals

S/T QUALITY “Scientific and/or technological excellence (relevant to the topics/activities addressed by the call)”	IMPLEMENTATION “Quality and efficiency of the implementation and the management”	IMPACT “Potential impact through the development, dissemination and use of project results”
<ul style="list-style-type: none"> • Soundness of concept, and quality of objectives • Innovative character in relation to the state-of-the art • Contribution to advancement of knowledge / technological progress • Quality and effectiveness of S/T methodology and associated work plan 	<ul style="list-style-type: none"> • Appropriateness of the management structure and procedures • Quality and relevant experience of the individual participants • Quality of the consortium as a whole (including complementarities and balance) • Appropriateness of the allocation and justification of the resources to be committed (staff, equipment, ...) 	<ul style="list-style-type: none"> • Contribution, at the European [and/or international] level, to the expected impacts listed in the work programme under the relevant topic/activity • Appropriateness of measures for the dissemination and/or exploitation of project results, and management of intellectual property.



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How EU programs work?





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Example of Expected Impact

FoF.NMP.2012-2 Methodologies and tools for the sustainable, predictive maintenance of production equipment

Funding Scheme: SME-targeted collaborative projects.

Expected impact: Manufacturing companies in Europe are investing in new smart and agile maintenance approaches that may increase the lifetime and energy efficiency of the production equipment and reduce its maintenance costs.

New tools and methodologies for the sustainable maintenance of production equipment should contribute, in particular, to energy consumption management and optimization tools, reducing energy costs and environmental pollution by a factor of 20%.

Moreover, research projects in this field should contribute to their worldwide competitiveness and to the creation of new jobs.



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Typical mistakes

Lack of understanding of **Call for proposals**

Lack of understanding of **Evaluation criteria** (objective vs subjective)

Poor **needs analysis** and description of the **starting point** (stakeholders, problems, target groups, etc)

Small **relevance** for program objectives

Poor **impact** analysis

Insufficient detail given of planned activities as **evidence to convince evaluators of impact**

The text of different parts of a proposal **is not consistent** so evaluators get confused.

No **respect for instructions**. Be intelligent in implementing the instructions.

Every word of the policy document has a meaning



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Evaluation oriented project proposal writing



- **Answer evaluators criteria (questions) and make sure you understand assessment criteria before you start writing;**
- **Educate evaluator in simple and easy to understand language using references from background documentation;**
- **Provide measurable evidence of your claims from credible info sources;**
- **Present information in the best format for the readers to understand them;**
- **Make sure to respect Causality principle: and directly interconnect why – what – how – etc.. There should be nothing more and nothing less in your project proposal;**
- **Provide ‘just enough’ details needs analysis, activity description and impact analysis;**
- **Make sure to be Consistent in all parts of the project proposal;**



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Evaluation oriented project proposal writing



Thank you for your attention

Questions ?

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