

Improved SME Competitiveness and Innovation Project



3rd VRPM Meeting

Briefing Project Development

13 September, 2011





Project proposal development



Promote yourself and your project! Get involved everywhere!

Reader focused!

Assessment

job! Answer their questions!
Incorporate suggestions,
do external assessment;

Application means PlanningWhy? What? How? Who? When?

Use evaluation criteria as quality frame Include all possible cross cutting priorities!

Create trans-European networks! EU Dimension! Work with all possible diverse partners! If you can afford - hire the best professionals! If you can not - consult

with them!

Project environment &

Background Documents
(EU Policies, funding programs, regional, national, sector/local priorities and calls)

Project

consortium
Formalize network
build a team

Lobbying

(Identify targets, build your network, create power full coalition)

Get to know who have to say YES. Who must not say NO. Identify interest groups, who appointed them, their networks, interests

Be clear about their goals/objectives/pro c-edures! Respect donor quidelines in detail! Understand expectations of the stakeholders

expectations of the Commission, how programs work, national authorities, non-state actors, interest groups, They usually do not have adequate Needs Analysis)

Carefully research the organisation that you are applying to! And prospective partners!
Approach donor at an early stage.
Ideally during programming!

IDEA

(opportunity, need or a call)

Research and analysis phase Ideally during programming!

(Stakeholders, Problems, Objectives, Strategy)

Allocate enough time and resources!

Be expert on the subject and all related subjects!





PP Application is just the top of the Iceberg





Application prep

Lobbying and/or briefing

Just the top of the Iceberg

Approximately 30% of work

Research

Communication

Planning

Refining

Project participants and relevant actors

Reference documents, frameworks

Negotiating

Understand expectations of stakeholders (EC, national)

70% of Work

Idea, Refining concept, based on research and analysis





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

Results, Risks & Impact?

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

How?

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

Who & When? Where?

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



Example of evaluation criteria



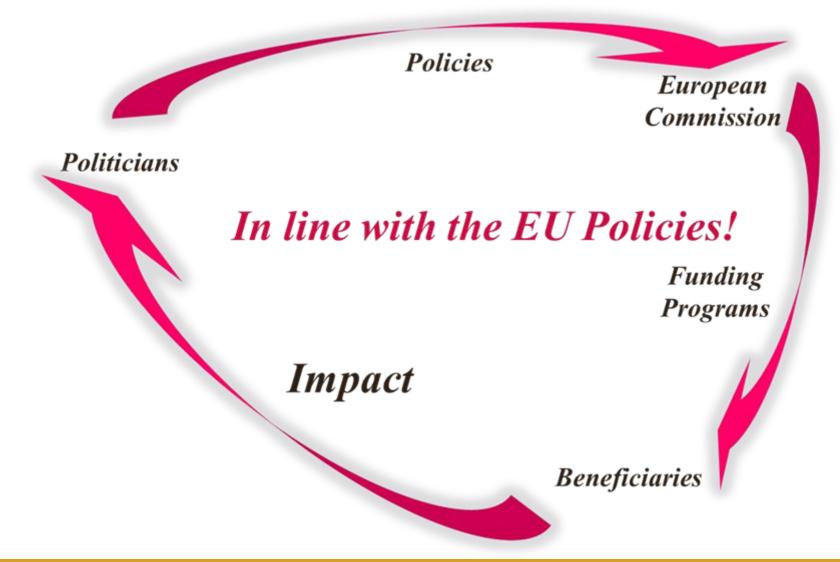
Evaluation criteria applicable to Research for the benefit of specific groups proposals

proposais		
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"
 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 	 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,) 	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.



How EU programs work?







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.



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





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 form background documentation;
- Provide measurable evidence of your claims from credible info sources;
- Present information it 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 noting 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;



Evaluation oriented project proposal writing



Thank you for your attention

Questions?

Bosko Nektarijevic – nektarijevic @hotmail.com

