How to write a successful proposal
Some key questions we should ask to ourselves

• Why are we interested in participate in the project?, Academic prestige, Financial Support to our research group, Technology Commercial Exploitation

• Are we aware of the added-value of our technology in the project?

• Do we know the possible applications of the project research results?

• Are we willing to devote time and effort to negotiate with the rest of partners the ownership of the results?
• Do we know how the results can be protected? Are we interested in exploit them?

• If the project results can be protected, are we willing to accept to be in charge of the protection, to make efforts in the drafting of documents, track the processing ...?
What potential participants should know at the proposal phase

• Which is our knowledge contribution to the project?
• Which knowledge will we need from the rest of partners?
• State of the art in the technical aspects in the project
• Should we establish a Protection, exploitation and dissemination strategy?
• Who will be the owner of the results?
• What happens in cases of joint ownership?
• Who and how will exploit the results?
• Who and how will disseminate the results?
• How are we protecting confidential information?
What is my Idea?

- What is the organisation STRATEGY?
- How does MY research fit in H2020?
- What are the FUNDING opportunities?
- What is a REALISTIC choice for me?
- What can I OFFER to a European project?
Estimation of efforts

EC survey on Administrative costs for managing FP7 grants

- Average time to find a suitable call for proposal: 10 hours but 1 hour (or less) for experienced participants
- Average time to build partnership: 16 hours per partner + meetings (if relevant) except when continuation of a previous project
- Average time coordinators spend to write the proposal: 190 hours, depending on experience and project size
Timeline: dall’idea al progetto

Dai 3 ai 6 mesi

Idea progettuale

Preparazione della proposta

Sottomissione della proposta
Timeline: dall’idea al progetto

Sottomissione della proposta

Dai 2 ai 5 mesi

Prima indicazione della Commissione Europea

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Timeline: dall’idea al progetto

Prima indicazione della Commissione Europea

Dai 2 ai 3 mesi

Negoziazione

Firma del Grant Agreement
Timeline: dall’idea al progetto

- Prima indicazione della Commissione Europea
- Negoziazione
- Dai 2 ai 3 mesi
- Firma del Grant Agreement
Timeline: dall’idea al progetto

Firma del GA – Kick-off Meeting

Period Reports

Da 1 ai 5 anni

Chiusura del progetto

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Timeline: dall’idea al progetto

Idea progettuale

Dai 4 ai 6 anni

Chiusura del progetto
Documentazione

• Bando di gara
  ‘Call for proposal’
• Programma di Lavoro
  ‘Work programme’
• Guida ai proponenti
  ‘Guide for applicant’

• Regole di Partecipazione
  ‘Rules for the participation’
• Contratto tipo
  ‘Model Grant Agreement’
• Linee Guida Finanziarie
  ‘Financial Guidelines’
Ricerca Partner
Ricerca Partner – Dove cercarli?

- Rubrica Personale
- Google
- Eventi
- Rete NCPs
- Specifici siti web
Useful link

- CORDIS Partner Service
- Idealist Partner Search (ICT)
- Partner Search of Nanosciences and nanotechnologies, Materials and new Production technologies (NMP)
- Fit for Health
- IMI Partner Search
- Enterprise Europe Network Cooperation Opportunities Database
Il servizio ricerca partner di APRE è provvisto di due funzioni:

**Partner Search Database**
In this section you can:
- Upload your own partner search
- Check the Partner Search Database

**Profile Database**
In this section you can:
- Upload your own profile
- Check the Profile Database
Interested in participation in Research projects within the EU 7th Framework Programme?

Building an international consortium is the first step to take part in EU 7th Framework Programme. APRE has developed a new Partner Search service to assist organisations like universities, enterprises, research institutions, SMEs and other legal entities in finding appropriate partners/coordinates for participation in the EU 7th Framework Programme. This service provides you with details on partner profiles and active partnership requests from organisations across Europe and around the world.

Find a Partner Search

<table>
<thead>
<tr>
<th>Code</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>Organisation name</td>
</tr>
<tr>
<td>Status</td>
<td>Call Identifier</td>
</tr>
<tr>
<td>Objective/Topic</td>
<td>Funding Scheme</td>
</tr>
</tbody>
</table>

Search

Are you a coordinator of a project proposal looking for partners?
- Publish your project idea in the Partner Search database
- Check the profile database to find a suitable partner search

Are you looking for participation in project proposal as a partner?
- Publish your profile in the dedicated database
- Check the Partner Search database to find a project proposal to join

Logon

Useful Links
- VII Framework Programme
- National Contact Points
- International Cooperation
- FP7 calls for proposals
- Helpdesk
Partner Search Service

Partner Searches Database

Cooperation

- Health 5 / 5
- Food, agriculture, fisheries and biotechnology 8 / 0
- Information & communication technology
- Nanosciences, nanotechnologies, materials & new production technologies NMP TeAm
- Energy 6 / 3
- Environment (including climate change) 5 / 10
- Transport (including aeronautics) 1 / 3
- Socio-economic sciences and humanities NET4SOCIETY
- Space 6 / 4
- Security 0 / 8

Capabilities

- Research infrastructures 0 / 0
- Research for the benefit of SMEs NCP-SME
- Regions of knowledge 0 / 0
- Research potential of convergence regions 0 / 0
- Science in society 0 / 5
- International cooperation 2 / 0

Profiles Database

Search your profile by keywords:

or choose a theme below

Cooperation

- Health
- Food, agriculture, fisheries and biotechnology
- Information & communication technology
- Nanosciences, nanotechnologies, materials & new production technologies NMP TeAm
- Energy
- Environment (including climate change)
- Transport (including aeronautics)
- Socio-economic sciences and humanities NET4SOCIETY
- Space
- Security

Capabilities

- Research infrastructures 27
- Research for the benefit of SMEs 2
- Regions of knowledge 11
- Research potential of convergence regions 8
- Science in society 79
- International cooperation 62

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Profile Description

**Organization details**
- **Country:** Italy
- **Organization type:** SME
- **Organization description:** GEOCAT is an Engineering Company providing technical services in the following sectors: Earth Observation, Environment, Energy, and Information and Communication Technology.

**Logon**

**Useful Links**
- Environment
- National Contact Points
- International Cooperation
- FP7 calls for proposals
- Helpdesk

**Sector of interest**
- **FP7 Programme:** Energy, Environment (including climate change), Space
- **Research topic:** Energy, Environment, Space

Partner Search Service

**Organization details**
- **Country:** Romania
- **Organization type:** University
- **Organization description:** The University of Petrocites is known for its long tradition of teaching and research in mining, engineering, and environmental sciences. It is a leader in the field of sustainable development and has a strong focus on environmental protection.

**Partnership Search details**
- **Programme:** Environment (including climate change)
- **Topic:** FP7-ENV-2013 WATER INNO4DENO-1 Water innovation demonstration projects
- **Call deadline:** 23/04/2013
- **Project Title:** Ansore: WATEUR
- **Project Description:** University of Petrocites aims to create a consortium for the FP7-ENV-2013 WATER INNO4DENO-1 Water innovation demonstration projects. The project is focused on sustainable water management, improvement of water quality, and the development of innovative technologies for water treatment.

**Expected Results/Impact**
- Development of sustainable water management strategies
- Improvement of water quality and availability
- Advancement of innovative technologies and processes

**Additional Information**
- The project aligns with the European Commission's priorities, focusing on sustainable development and the protection of natural resources.
SEP Submission: what is it?

A wizard to create the proposal:

- A list of participants
- A set of structured forms (Legal, Financial…)
- A set of documents to attach
Step 1.

Log-in con l’account di ECAS
Step 2.

Scegliere lo schema di finanziamento
Step 3.

Inserire il PIC
Step 4.

Gestione dei partner
Step 5.

Parte A e parte B
Step 5: Edit Proposal

- **Edit forms**: Fill the administrative forms in Part A of the proposal.
- **View the proposal history**.
- **Print preview**.
- **Download templates and other information files**.
- **Upload the files that will be part of the proposal. Part B**.
- **Submit the proposal package. Part A and Part B**.
Methodology for project design
Outline idea

- Describe on 1/2 page the following
  - What is the problem?
  - What are the goals?
  - What is your innovative solution?

Problem
State of the art

Innovation!

Goal

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Structuring a project

• Define clear objectives – WHY?
  • Objectives, NON results!!
• Define results – WHAT?
  • Measurable “deliverables”
• Plan activities – WHEN?
  • Work Packages, Gantt chart, Pert chart, etc.
• Responsabilities – WHO?
  • Each partner = role and responsability
• Allocate resources – HOW MUCH?
  • to activities and partners
Objectives: WHY?

• Define the objectives in the European political contest

• General Objectives
  • Long term: beyond the duration of the project
  • Improve, strength, facilitate, realize ...

• Specific Objectives
  • To be realized during the project implementation
  • Testing, pilot plant, develop new knowledge, ...
General vs Specific

- General objectives are **broad and long-term**. Specific objectives are short term and narrow in focus. The general objective is met through accomplishing each of the specific objectives.

Example:
- General Objective: Tom will increase profits in the lawn care division from ten thousand dollars annually to ten thousand, five hundred dollars by 1/15/2010.

- Specific objectives:
  - John will increase his monthly customer contacts for 40 to 65 or more by 5/1/08.
  - John will circulate 100 promotional flyers in at least 5 new counties by 2/2/09.
  - John will make follow up calls to at least 90% of the counties targeted above by 4/1/09.
  - John will increase his work hours from 20 to 25 or better beginning 4/1/09.
General Objectives

**Organisations (PU/PRI)**

- Improving profit
- Enhancing innovation
- Improving efficiency
- Cost reduction
- Formare il personale
- Migliorare l’immagine
- Enter new market

**European Union**

- generate growth
- job creation
- protecting the environment
- Creating industrial leadership
- move towards a low-carbon economy
- investing in skills & training
- modernising labour markets and welfare systems
- Increase the competitiveness of EU

Translate your own objectives into the political objectives of the EC
Example:

**General objectives:**
The aim of ESTERPHARMA is development of competitive and eco-friendly biotechnological routes for production of molecules with pharmacological (antimicrobial, antiviral, anti-inflammatory and/or antitumour) activity.

**Specific objectives:**
- Optimizing enzyme production, bringing the production of 4 native and 1 improved fungal feruloyl esterases and 2 native and 1 improved fungal glucuronoyl esterase from lab scale to fermentation level at 5-20 l scale with a production level of at least 10 mg/l.
- Developing improved downstream processes and methods for enzyme formulation and immobilisation: achieving at least 2-fold increase in conversion yield by using enzymatic cocktails, and developing immobilised biocatalysts recyclable at least ten times.
- .....
Gli obiettivi devono essere:

S Specific
M Measurable, verifiable
A Achieveable
R Relevant
T Timeliness
Results: WHAT?

• Main results
  • Primary goals to realise the project objectives
• Detailed results
  • Intermediary results necessary for the achievement of the main results (deliverables)
  • Used for monitoring the project implementation
  • Material: prototype of platform, software, publications, report ...
  • Immaterial: new knowledge (in report), proven added value ...

• QUANTIFY E QUALIFY!
Planning activities: WHEN?

• Visibility of the work:
  • Work Breakdown Structure (WBS)
    • Work Packages (WP)
    • Tasks (T)
  • Flow chart (Pert Chart)
  • Bar/Gantt Chart
  • Milestones
• Management basis (monitoring)
Work Breakdown Structure

• Decomposition of a project into smaller components. It defines and groups a project's discrete work elements in a way that helps organize and define the total work scope of the project.

• WBS is developed by starting with the end objective and successively subdividing it into manageable components in terms of size, duration and responsibility (e.g. tasks, subtasks and work packages) which include all steps necessary to achieve the objective.
Il diagramma di Pert

Rappresentazione delle interdipendenze tra le attività (solitamente tra WP)

Lo scopo di tale rappresentazione è:

- definire il "cosa fare" in modo logico attraverso un diagramma di flusso

Esempio:
Lo scopo del diagramma di Gantt è di definire:

- il "cosa fare" in una certa quantità di tempo (durata)
- un riferimento per il controllo dell'avanzamento
- eventi o date chiave (milestones)
Milestones

- Are control points where decisions are needed with regard to the next stage of the project.

- For example, a milestone may occur when a major result has been achieved, if its successful attainment is required for the next phase of work.

- Another example would be a point when the consortium must decide which of several technologies to adopt for further development.
Responsability: WHO?

- Principal partners
  - each partner has a clearly defined role
  - Link the results to project partners
  - Complementarity
  - Different types

- Involvement of external stakeholders
  - Users: Evaluation Committee
  - Advisory committee

- Consortium agreement
Roles in the project

Official roles
- Coordinator
- Partner
- WP leaders

Practical roles
- Technology/solution
- Developer
- End user
- Training specialist
- Project manager
- Dissemination expert
- ..
MNG STRUCTURE/PROCEDURES

GOVERNANCE

• Decision making and/or executive bodies, their composition,
• Their competencies (coordination, monitoring, decision-making) procedures for appointment,
  • Timing and modalities for meetings,
  • Voting rules (unanimously, majority)

• Procedures for GA/CA revision

• Decisions related to defaulting or leaving parties, access of new beneficiaries
GOVERNANCE BODIES

• GENERAL ASSEMBLY
  • (all partners; the “consortium” in the GA)

• EXECUTIVE COMMITTEE (or Management Board)
  • (coordinator+ WP leaders)

• SUB WP MANAGEMENT BOARD
  • (all partners or WP leaders)

OTHER SPECIFIC BOARDS
• (IPR; GENDER; ETHICAL aspects etc.)
You are only part of the puzzle

• Always look for
• Balance, Complementarity, Excellence, Commitment

Create your consortium in line with the project objectives
Allocate resources: HOW MUCH?

- Realistic Budget: AFTER the definition of:
  - results, activities and roles of the partners
  - **Activities**

- Eligible costs:
  - Personnel
  - Travel/subsistence
  - Material/equipment
  - Overheads
  - Subcontract
TIPOLOGIE DI ATTIVITÀ
ATTIVITA’ DI RICERCA (RTD)

- Attività rivolta alla creazione di nuove conoscenze, nuove tecnologie e nuovi prodotti
- Attività rivolta ad ampliare la conoscenza scientifica e tecnologica non direttamente collegata ad obiettivi commerciali o industriali
Attività finalizzate a provare l’utilizzabilità di nuove tecnologie che presentano un potenziale vantaggio economico, ma che non possono essere commercializzate direttamente

<table>
<thead>
<tr>
<th>Disegno e assemblaggio di prototipi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test di validazione</td>
</tr>
<tr>
<td>Infrastrutture di validazione (es. Galleria del vento), trials clinici, miniaturizzazione, scaling up</td>
</tr>
<tr>
<td>Pre-certificazioni per test</td>
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</tbody>
</table>
ATTIVITÀ’ DI MANAGEMENT (2)

I costi sostenuti per il Management comprendono:

| Gestione del partenariato  
<table>
<thead>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(legale, etica, amministrativa e finanziaria)</td>
</tr>
<tr>
<td>Certificazione della rendicontazione (se prevista)</td>
</tr>
<tr>
<td>Spese per mantenimento Consortium Agreement</td>
</tr>
<tr>
<td>Gestione dei bandi lanciati dal consorzio (se previsti)</td>
</tr>
</tbody>
</table>
OTHER ACTIVITIES

Altre attività previste dai CP sono:

- **Attività direttamente correlate agli obiettivi del progetto**, con potenziale impatto sul risultato del progetto (Es. dibattiti e iniziative su questioni etiche, di genere, socio-economiche, ecc)

- **Attività di training** dei ricercatori e del personale coinvolto nel progetto

- **Attività di disseminazione dei risultati della ricerca**, considerate “tasks” integranti il progetto, in particolare:
PROPOSAL WRITING TIPS
Un pò di LOBBY

PRIMA DELLA PRESENTAZIONE DEL PROGETTO !!

Confrontare con gli NCP, la Delegazione e i funzionari della Commissione la consistenza della vostra idea progettuale
Soddisfare...

**CIASCUN criterio di valutazione**

- Titolo accattivante, acronimo
- Sintesi organica del progetto (obiettivi, risultati, approccio R&D, partnership, utilità dei risultati, sfruttamento)
- Convincente background e stato dell’arte
- Chiarire obiettivi, metodi, risultati e deliverables
- Un piano di lavoro ben strutturato
- Un’appropriata struttura del management
- Un piano dettagliato per l’implementazione e lo sfruttamento dei risultati
- Una descrizione realistica dei costi
- Un consorzio bilanciato (ruoli, qualifiche)
Educate i valutatori

Non considerate solo gli aspetti scientifici (non è uno scientific paper!)

Ma anche quelli politici, economici e sociali!

E dimostrate la vostra preparazione anche su questi temi con dati e cifre
GRAZIE PER L’ATTENZIONE!

Antonio Carbone

carbone@apre.it

National Contact Point

ICT, SMEs & Access to risk finance