



# *Advice for successful proposal writing* **HORIZON 2020**



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W niniejszej prezentacji wykorzystano materiały udostępnione m.in. przez KE i/lub Ministerstwa oraz Agendy RP  
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# About me and NCP Poland

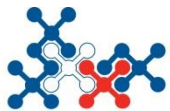
## National Contact Point for Research Programmes of the EU:

- We support Polish participation under EU Horizon 2020, EURAXESS, Euratom, IMI2;
- Located in Warsaw + 11 Regional Contact Point

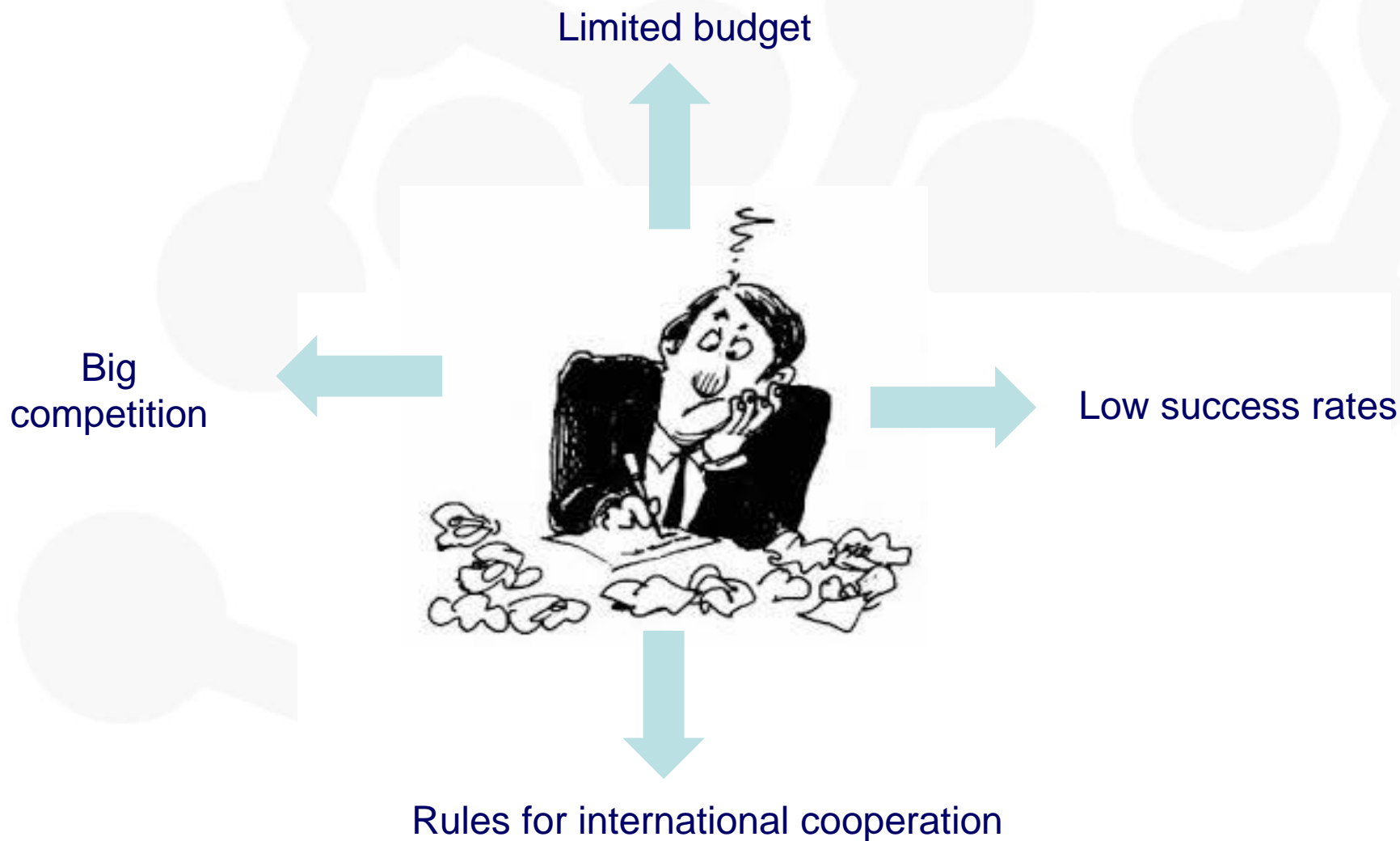


Since 2007 in house, currently Deputy Director, Programme Committee Member Innovation in SMEs and Access to Risk Finance; NCP for SMEs, Access to Risk Finance and Widening participation. Project Coordinator of NCP\_WIDE.NET H2020 Project, experienced in preparation and implementation of more than 30 FPs projects.





# Advice for successful proposal writing





# How to successfully apply?

**There is no easy answer but these points might decide on your success:**

- ☐ Content of the proposal
- ☐ Structure and layout of the proposal
- ☐ Quality of the consortium
- ☐ Your capacities, experience and resources
- ☐ Access to practical knowledge
- ☐ Planning of the proposal preparation
- ☐ Avoiding of most common mistakes

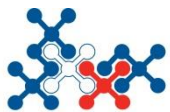


# Project Proposal

## Project proposal:

- ☐ Scope of the project should be in line with the call topic (however out of scope assessments are rather rare);
- ☐ Address all points indicated in the proposal template (evaluators look for it!);
- ☐ All evaluation criteria are equally important;
- ☐ Remember the criteria for differentiation;
- ☐ Add attachments to your proposal;
- ☐ Be precise and make it visible/ easy readable;
- ☐ Use specific language– *Bruenglish*;





# Tips on addressing the evaluation criteria

**1. Eligibility criteria** – proposal will fail if submitted after indicated deadline (always CET), is out of scope, financial scheme and budget are not in line with call rules and Work Programme – *read all the eligibility criteria*;

## **2. Evaluation criteria**

Performed by **4 independent experts** – selected according to the key words on your proposal – *use your key words wisely*

**Evaluation criteria** (wages according to the type of actions/ call rules)

- **Excellence:** idea/ research/ solution – state beyond the art – *why and where are you better than others?*
- **Impact:** inter (on the entity/ researcher, solution) and outer (research in general, socio-economic environment, etc.)
- **Implementation:** effectiveness, use of resources, quality of partners, risk management etc.

## **3. Criteria for differentiation** – *don't forget...*

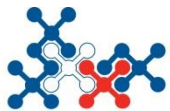
- Size of the budget dedicated to SMEs – *consider involving SMEs to your consortium*;
- Gender balance
- Other e.g. EU geographical coverage



# Tips on Proposal layout (I)

## Proposal layout:

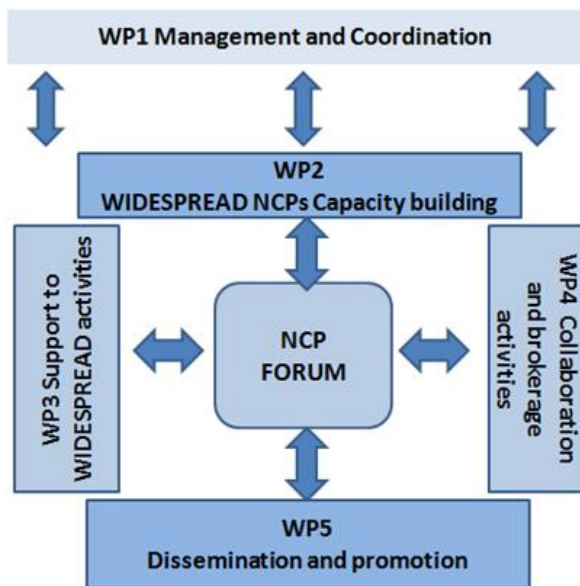
- Do not change the template structure and apply all the rules e.g. on max. size of the font;
- Use titles, subtitles, bolds, sections...
- Add tables, schemes, graphs, pictures...
- Add Gantt and Pert Chart;
- Add attachments: e.g. letters of intent, letters of cooperations, certificates etc.;
- Apply the same language as in the call documents (e.g. *secondments* – *try to find it in an English dictionary* 😊 ).



# Tips on Proposal layout (II)

## Schemes, graphics, pictures...

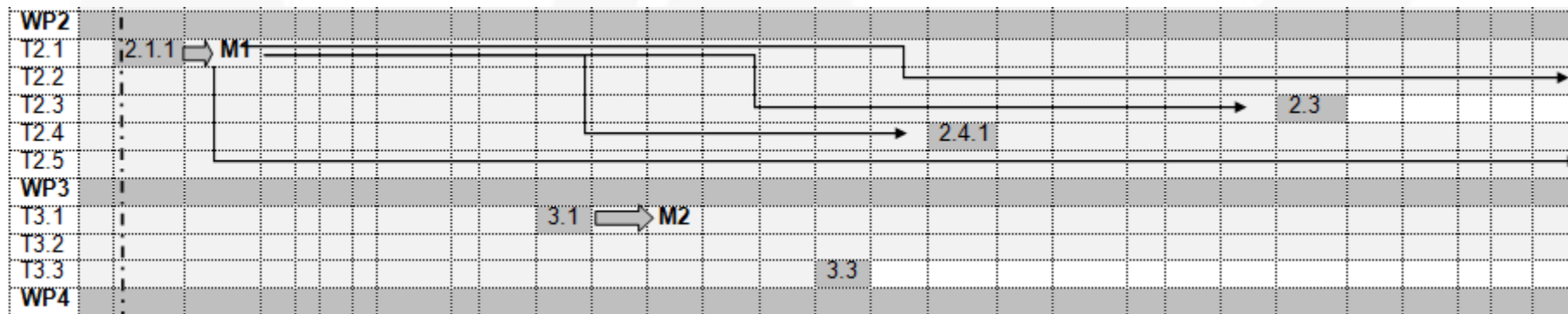
Scheme 1: Relation of work packages



Scheme 2: Summary on Work Package content

WP	Name Leader/ Co-Leader	Task/ Leader	Contributors
1.	Management and Coordination IPPT PAN	T1.1 Establishing management structure/ IPPT PAN	SC members, ALL NCPs submitting proposal
		T1.2 Communication and decision making/ IPPT PAN	
		T1.3 Reporting/ IPPT PAN	
		T1.4 Administrative and Financial Management/ IPPT PAN	
		T1.5 Quality management/ IPPT PAN	

Scheme 3: Gantt Chart





# Tips on Proposal layout (III)

## What is more evaluators' and readers' friendly?

customers' requirements as well as adapting the dissemination activities in order to reach the wide public.

### 2.2.2 Measures to maximise impact

#### 2.2.2.1 Dissemination and exploitation of results

Dissemination of project results and promotion of services offered will increase the NCP network visibility at the European and regional level and lower the entry barriers to the programme for participants, including newcomers. The dissemination plan for the entire project constitutes a deliverable in the project implementation and will be delivered in the second month of the project performance. Moreover, the result of the customer satisfaction survey will provide the output for the potential improvements of the dissemination plan to successfully reach the stakeholders. Easy access to information and its timely update will support the promotion and dissemination purposes. An official Project Portal, providing both public and private access, will serve as focal point for all the project's dissemination activities. The web site will provide general information on the project scope and objectives (time schedule, undertaken activities and remaining activities). It will also grant public access to project's documents (reports, guides, input papers, published papers) and dissemination activities agenda (meetings, brokerage events and workshops). Links to other web sites of similar interest and EU pages will also be available. A possible content of the Project Portal could be as follows: general documentation on the proposed project, project public deliverable presentations, links to project's related resources, consortium description and partner contact information, links to partners' web sites, EU regional policy related portals, presentation of 'success stories', presentation of the benchmarking results on the existing and emerging centres for excellence for the facilitation of learning and winning activities, presentation of the guide for participants on 'How to successfully participate in the Widening Participation and Spreading Excellence activities' with a special section for newcomers, project Newsletter, links to press articles, announcement of international and national conferences, seminars and dissemination and activities related to the proposed project. The Project Portal will be constantly updated, the content will be delivered by all project partners and NCP Forum. Moreover, all events open to Widespread stakeholders will have their dedicated sub-pages on the portal. The dissemination plan encompasses as well several press and e-newsletter (Task 5.3) releases planned all along the project to share important announcements. During the project duration The following reports produced by project will be made available to the public: report on recommendations regarding provision of NCP services for regional stakeholders, stemming up from 3 workshops (D4.2), benchmarking report of existing and emerging centres for excellence (D3.1), report presenting 'success stories' in Spreading Excellence and Widening Participation activities (D3.2), Guide on 'How to successfully participate in the Widening Participation and Spreading Excellence activities' (D3.3). Promotion and dissemination of these reports will increase the NCP network visibility at the European and regional level having positive impact on participation of regional stakeholders Horizon 2020. The significant role for the dissemination of the project results will be delivered by promotion through social media, i.e. Facebook, LinkedIn and Twitter (Task 5.4). Moreover, the consortium will organize common meetings with other NCP networks: Horizon 2020 Academy, mobility and thematic networks to exchange information, define common methodology, participate in trainings offered by other networks and exchange of information about emerging centres of excellence (Task 4.4). The development of the promotion material kit including project leaflet, poster, roll-up, logo and layout of the presentation is as well planned (Task 5.3). This makes the project and network visible for applicants and relevant stakeholders. Project is planning to participate at European events devoted to regional innovation and research policy and its implementation promoting the NCP\_WIDE.NET services and presenting opportunities offered by the Horizon 2020 (Task 5.5). Consortium members will give presentations and distribute project

### 2.3.2 Management structure and procedures

The management of the project will benefit from the structures that have been successfully implemented within NCP Networks. The management structure of the NCP\_WIDE.NET includes following roles in the project and is structured as shown in Fig.1:

- Coordinator
- NCP Forum
- European Advisory Board
- Steering Committee
- Work Package Leaders/ Work Package Co-leaders
- Task Leaders/ Sub-Task Leaders
- Contributors



Fig2. Management structure of the project consortium

**Coordinator.** The project will be Co-ordinated by IPPT PAN which is organisation hosting all Horizon 2020 NCPs. The function of the Project Manager (PM) will be divided into two areas – **scientific management** which will be managed by dr. Andrzej Ślęzak (employed full time in IPPT PAN) and **executive management** covered by Katarzyna Walozyk-Matuszyk (employed full time in IPPT PAN) who are well versed in project management. The Coordinator's team includes as well the Project Office consisting of the financial manager Iwona Kuśharożyk (employed full time in IPPT PAN) and staff (2-3 persons). The project performance in regard to the particular tasks will be supported by the IPPT PAN experts (4-5 persons).

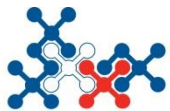
The project Office is well experienced in the supporting project coordination gained through the FP7 project portfolio management of more than 100 projects including 18 projects coordinated by the IPPT PAN in FP5, FP6 and FP7 (detailed description of the projects is included in the section 4). The PM will be in charge of making sure that all the partners, including his own organisation, fulfill the obligations towards European Commission. PM's role will be for example to submit to the



# Project consortium

## Project consortium:

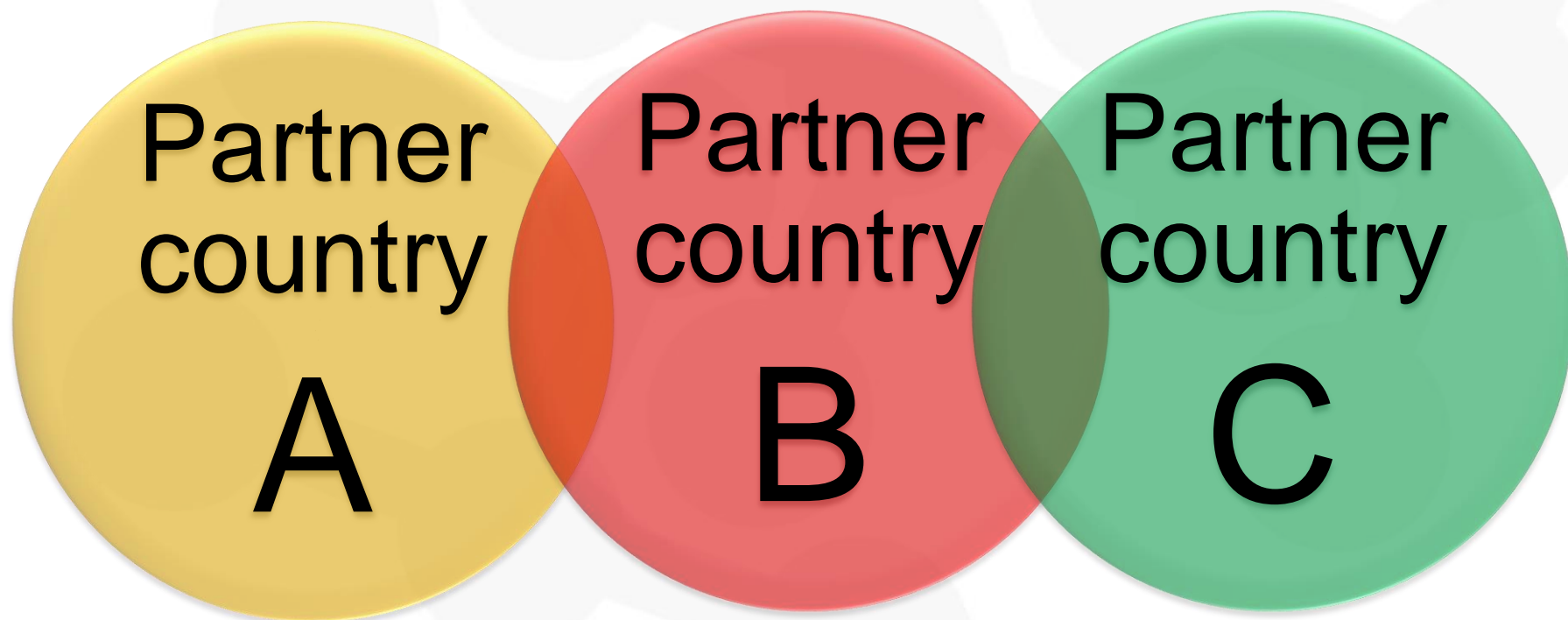
- ☐ Composition – min. 3 partners from 3 different MS or AC;
- ☐ Quality and experience of the Coordinator and partners – *analyse statistics and successful consortia*;
- ☐ Participation of SMEs – one of the criterion for differentiation: *size of the budget dedicated to SMEs*;
- ☐ Women representation – one of the criterion for differentiation - *Gender balance*;
- ☐ Prepare and sign consortium agreement with your partners;
- ☐ Protects your IP and access rights;



# Tips on project consortium (I)

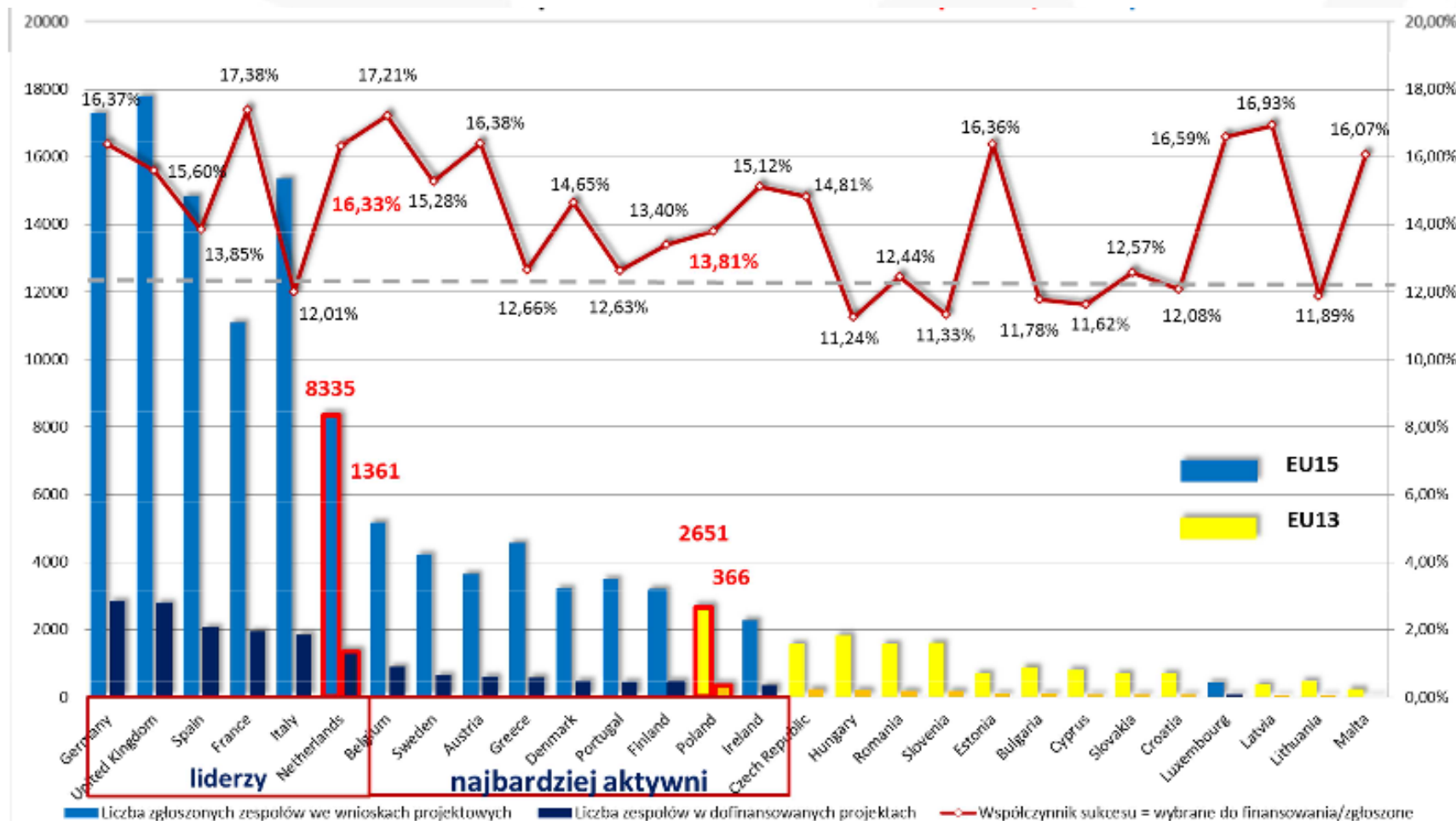
RIA, IA – project consortium a must – well structured balanced in terms of partners (complementary skills and experience), budget, EU geographical coverage.

**At least**

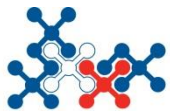




# Who is the most successful under H2020?



Źródło: opracowanie KPK na podstawie e-Corda - raporty iSearch.



# Tips on project consortium (II)







# Tips on project consortium (III)

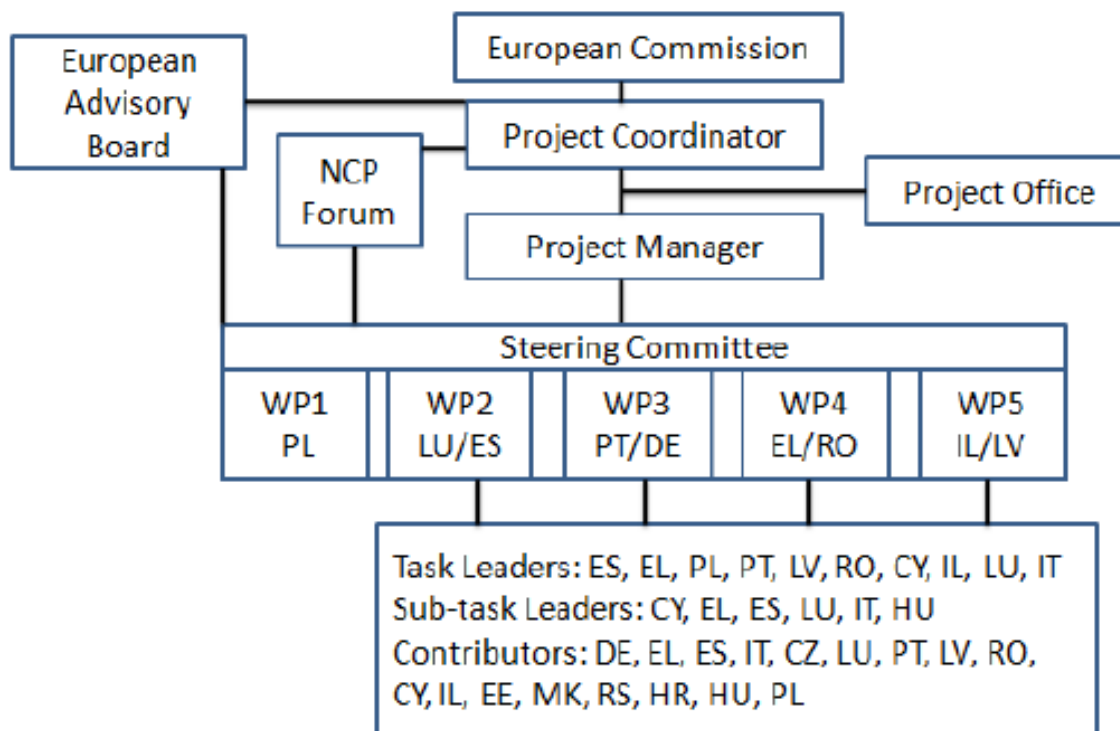
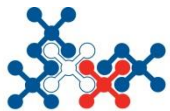
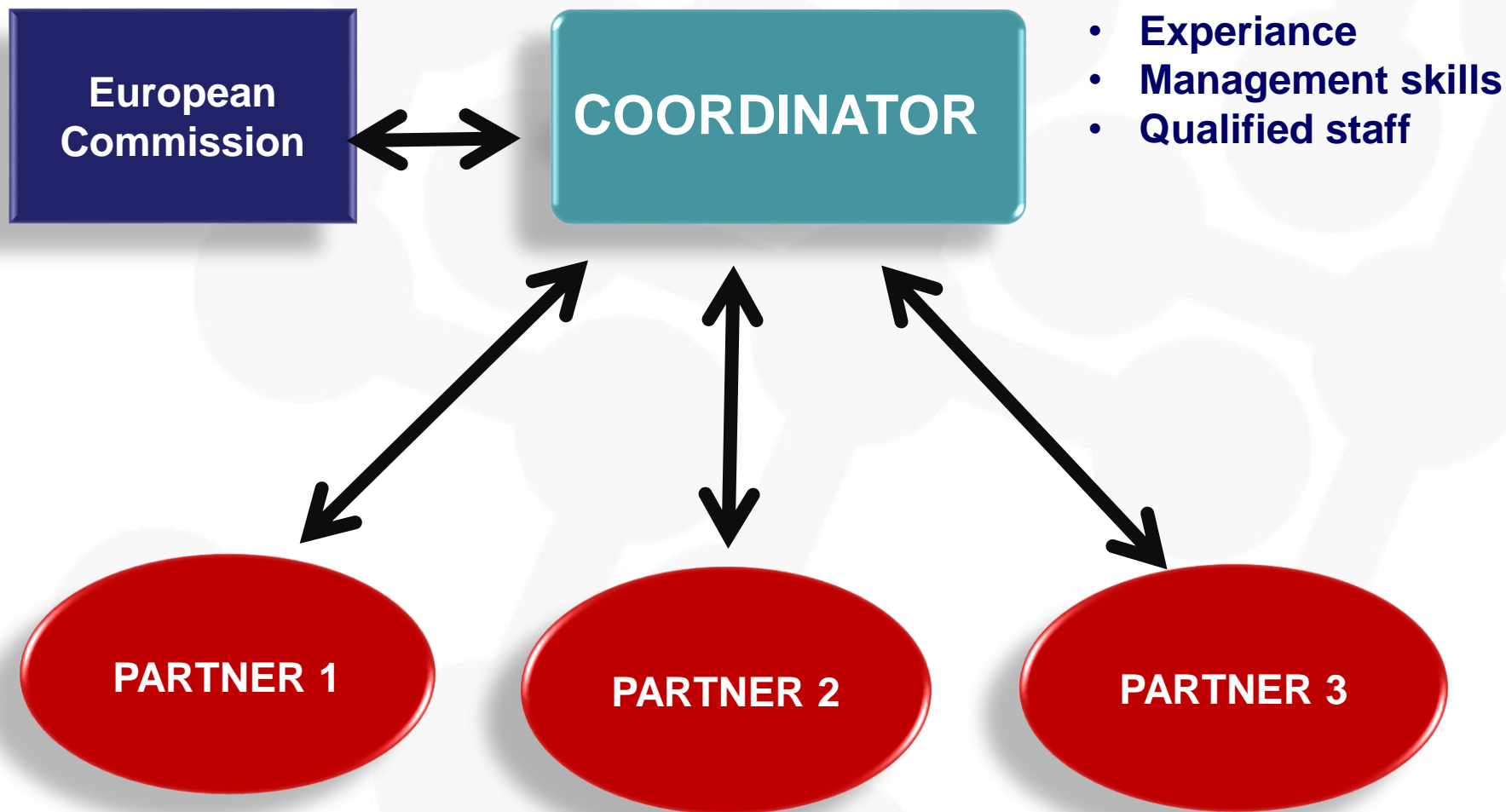


Fig2. Management structure of the project consortium



# Tips on project consortium (IV)



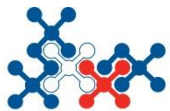


# Consortium Agreement

- ☐ Obligatory (unless indicated differently in the Work Programme)
- ☐ DESCA 2020 Model Consortium Agreement  
<http://www.desca-2020.eu/>
- ☐ Consortium Agreement should be in compliance with Grant Agreement



Internal rules for consortium  
Rules for EU funds distribution  
IPR Issues  
Claims  
Rules for confidentiality  
Income to the project etc.



# Tips on IP management and Access Rights in Consortium Agreement

- ☐ Address the IP (foreground, IP created within the project, sideground)
- ☐ Agree on IP type and access rights. Examples of forms of protection

Patent

Trademark

Industrial design

Copyright

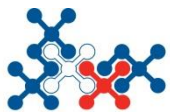
Trade-secret

Confidentiality



- ☐ Agree on Access Right to the results of the proposal





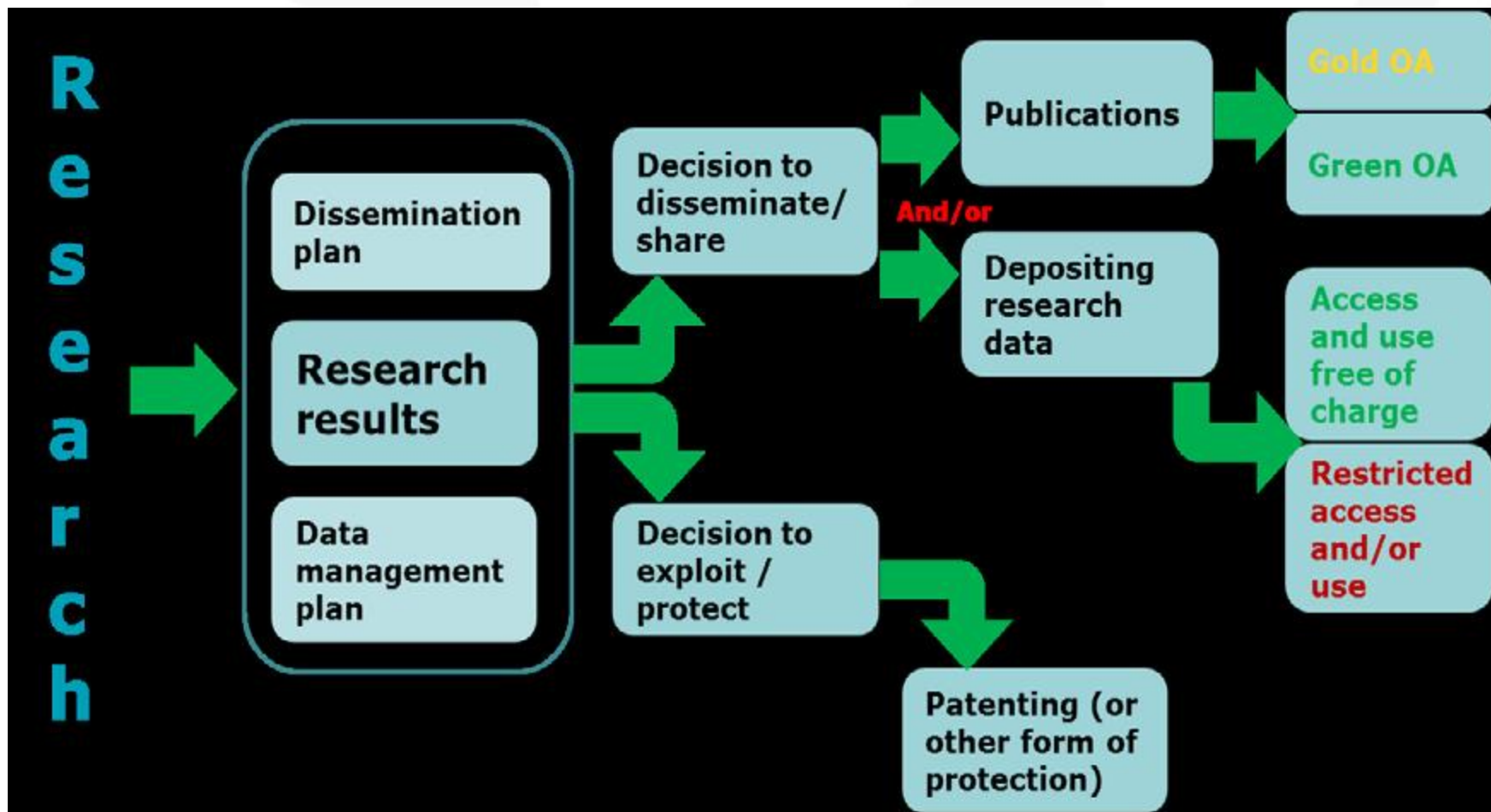
# Dissemination strategy may influence your IP

Dissemination means as well publication. Protect before publishing.





# Open Access

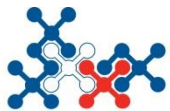




# Plan well in advance

## What to consider?

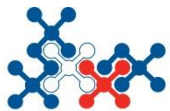
- ❑ **Select a call topic** – do it well in advance, already now is the right moment;
- ❑ **Start to built a consortium as soon as possible** – analyse possible partners in regard to complementary skills, experiance, trust, etc...
- ❑ **Start to join existing consortium as soon as possible**– use Partner Search engines (thematically related), built your own network, attend dedicated international events, send requests to your NCP;
- ❑ **Built human ressources** – train your staff e.g. at events offered by NCPs or EC webinars;
- ❑ **Assess and complement your ressources** – proposal preparation is cost consuming your if you do it in house or outsource it;
- ❑ **Recognize your competition** – what is the call budget, how many propossals will be supported, what is the usual success rate for the scheme?



# Use the knowledge and experience of the others

## Sources of information:

- ☐ **EC portals, materials and guidelines** – become a friend of the Participant Portal – all the information and rules are here!
- ☐ **NCP** – contact National Contact Point in your country – first hand information on Horizon 2020, assistance in proposal preparation, help in partner search, information in your national language etc.
- ☐ **Experienced consortium members** – advise them on practical issues (e.g. effective management structure, number of deliverables, reporting periods, etc.)
- ☐ **Consultants?**



# EC information sources...

- **Research & Innovation**

[http://ec.europa.eu/research/horizon2020/index\\_en.cfm?pg=home](http://ec.europa.eu/research/horizon2020/index_en.cfm?pg=home)

- **Participant portal**

<http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

- **The European IPR Helpdesk**

<http://www.iprhelpdesk.eu/>

- **DESCA 2020 Model Consortium Agreement**

<http://www.desca-2020.eu/>

- **CORDIS**

[http://cordis.europa.eu/fp7/home\\_en.html](http://cordis.europa.eu/fp7/home_en.html)

- **H2020 Vademecum Section on Proposal Submission and Evaluation**

<http://www.h2020.cz/files/pracna/H2020-Vademecum-Section-on-Proposal-Submission-and-Evaluation>

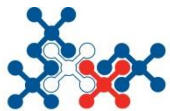




# Avoid the most common mistakes..

- ❑ Research/ Innovation excellence is not enough – all evaluation criteria should be addressed accordingly – *otherwise ERC/ Nobel prize is more probable 😊*
- ❑ Plan the proposal preparation well in advance – *no chances for last minute proposal preparation;*
- ❑ Assess and complement your resources – it is hard work and requires research expertise as well as legal, financial and managerial knowledge and skills;
- ❑ Do not neglect impact and risk assessment - these will be assessed;
- ❑ Success in Horizon 2020 is not a matter of luck but rather a well planning and hard work;





# If you don't succeed..

**... try again!**

**Success rate of re-submitted proposals is 2 x higher!**





# Questions?

## Thank you for yor attention

### Contact me:

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