

# Proposal Writing

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EUROPEAN UNION  
European Structural and Investment Funds  
Operational Programme Research,  
Development and Education



PROJECT STIMUL - CZ.02.2.69/0.0/0.0/18\_054/0014658

As a scientist you are a professional writer

TRUE

FALSE

# IDEA

So what!

...is it enough?

# Relevance

Why do they  
care?

...is it enough?

# Value

REFOCUS

...is it enough?

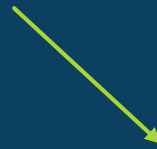
# Problem

Love your  
problem, not  
your solution

...is it enough?

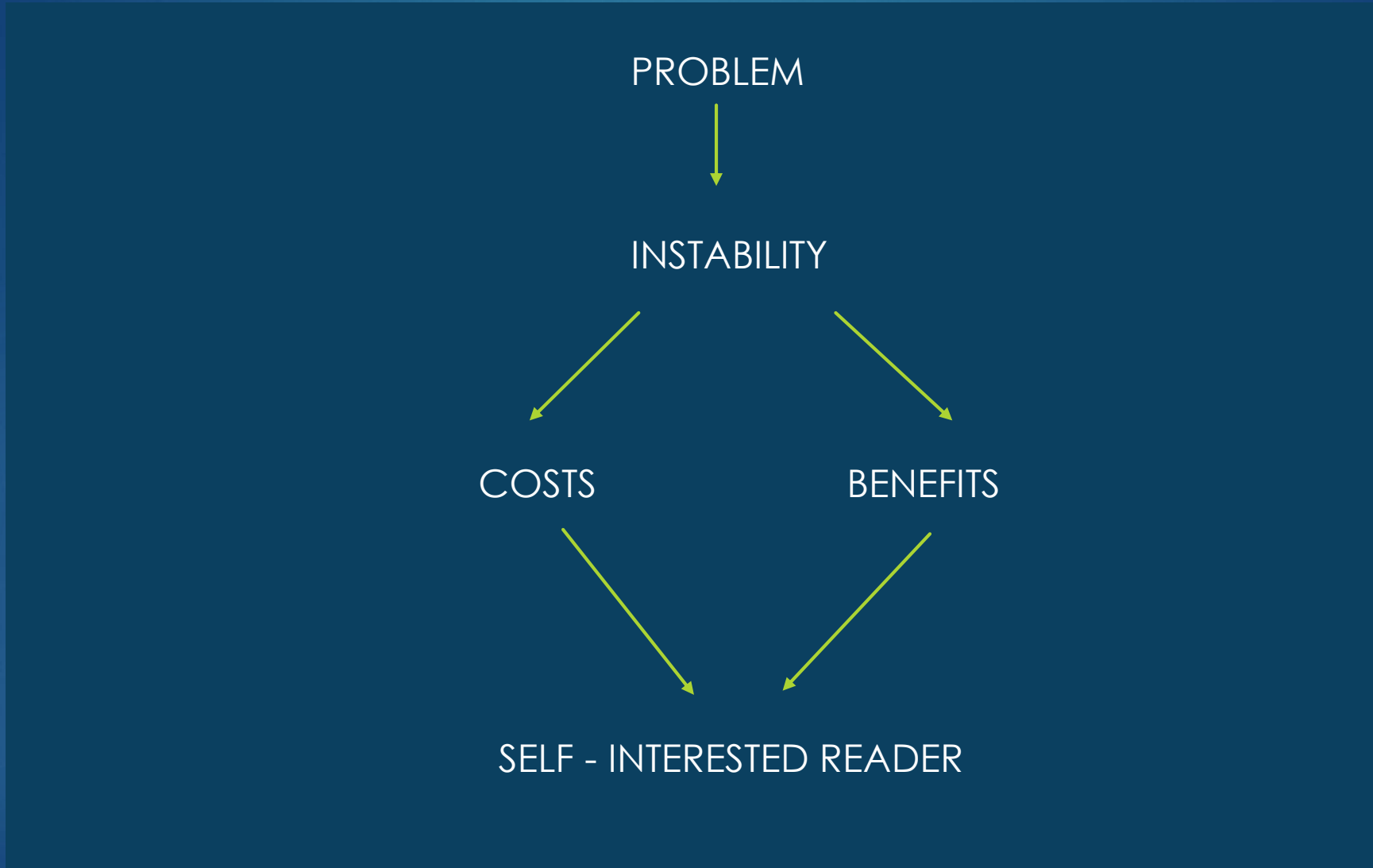
IDEA → PROBLEM

PROBLEM



SOLUTION







# Readers

Are they funding  
you?

...is it enough?

Readers  
≠  
Funders



# Funders

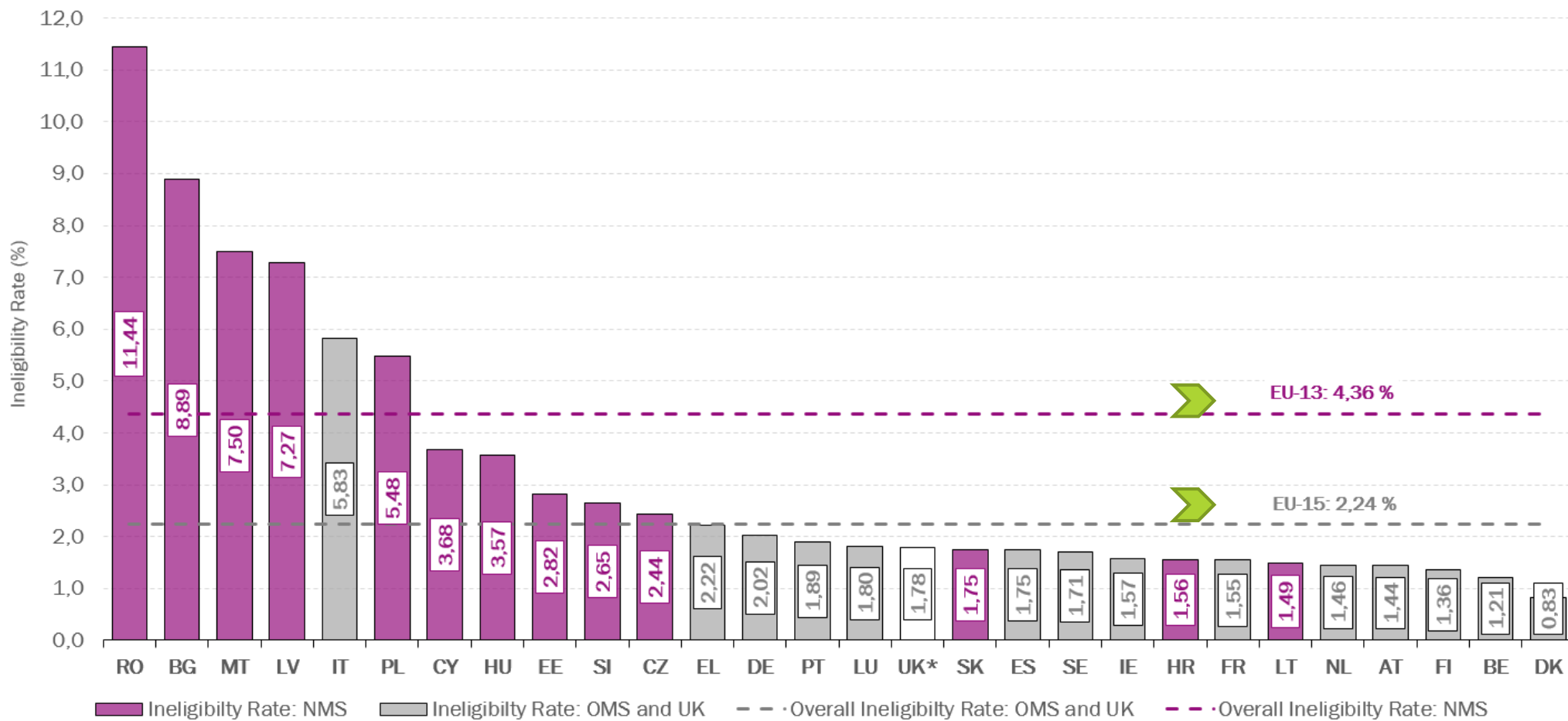
...is it enough?

What do they want?

Are you eligible?



Ineligibility Rate of Project Proposals in Horizon Europe Programme: Coordinators from EU Countries and UK



source: EC - HE eCORDA 07/2022, own data processing: Daniel Frank - TC CAS

Ineligibility Rate (%) = (Ineligible Project Proposals/All Submitted Full Evaluated Proposals): \*UK: The United Kingdom, which had acceded in 1973, ceased to be an EU member state on 31 January 2020.





- Is your project feasible?
- Is it credible?
- Are there any risks?
- How will you implement it? (what will be done, who will do it and when)
- 
- What impact will your project have? On whom?

- Case for support—justification of your science idea and work plan
- Pathway to impact—the benefits that will come from your work, who the potential stakeholders are and how will you reach them
- Dissemination and Communitation Plan—how you will share results with others
- Track record—how your experience fits the proposed project
- Project management plan—timelines and responsibilities
- Risk management plan—identification, minimization and mitigation of project risks
- Justification of resources—an itemized budget linked to the work plan
- Curriculum vitae—structured
- Abstract, key words, title

# Impact

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- Think of your research project (current or past) and respond to these requirements.

## **2.2 Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities**

### **Translation:**

*Please, describe how you will share your results with others in your research area and beyond and with the general public.*

## **2.3. The magnitude and importance of the project's contribution to the expected scientific, societal and economic/technology impacts**

### **Translation:**

*Please, tell us what effect the results of your project will have on your research area; is there an application potential; what will be the effect on the economy; will society in general benefit and how? Indicate how substantial will the impact be and in what time horizon (short term, medium term, long term).*

# Abstract

Read Abstract 1 – both versions. Which one was funded and why?

Read Abstract 2 – both versions. Which one was submitted and why?

Abstract components:

- What is missing?
- What needs to be done?
- Why now?
- How are you going to do it?

# Abstract – Phrases (excerpts from two abstracts)

## YES

...**critically** depends

**Despite** its importance...**least** understood

Progress in this area is **urgently needed**

**Recently** (recent discoveries)

**Challenge** the existing paradigm

I will use a **new** variant

I expect to **resolve**...**illuminate** the fundamental problem of..., and **break** new ground...

I will **establish**... will **accomplish** this by...I will **examine**...and to **identify** them...

## NO

Interest in... has increased tremendously  
(*redundant, no point of reference*)

Unexpected diversity in previously known phenomena  
(*unspecified, no point of ref.*)

Identified many new classes of transients  
(*unspecified, no point of ref.*)

Prospects have never been brighter (*vague*)

**We** need to ensure that the progress...is not left behind...(*comments on the discipline, not on the project*)

My research program will utilize (*inanimate subject*)

## OFTEN UNDERESTIMATED

21

- KEY WORDS and DESCRIPTORS
- ACRONYM
- TITLE
- ABSTRACT
- ADMINISTRATIVE FORMS
- TIME TO DEADLINE (evergreen)
- UNFORESEEN CIRCUMSTANCES

# IT TAKES ALWAYS LONGER THAN YOU THINK

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## THINGS DO HAPPEN:

- the supervisor/colleague leaves for holidays/conference
- the grant office has 20 other proposals to attend to
- the Letter of Intent needs to be signed by the Legal representative, who is not available
- Your computer crashes
- The application portal is “on strike”
- inserting a picture keeps shifting you margins
- the admin parts take ages to fill in, you do not know how to answer several questions it is Tuesday, 4.45, deadline is at 5, there is no one to ask.
- Your baby gets born earlier than you expected



Fellowships

National Funding Agencies

Universities/Research  
Institutes

Horizon Europe

## SPECIFIC PROGRAMME IMPLEMENTING HORIZON EUROPE & EIT\*

*Exclusive focus on civil applications*



### Pillar I EXCELLENT SCIENCE

European Research Council

Marie Skłodowska-Curie

Research Infrastructures



### Pillar II GLOBAL CHALLENGES & EUROPEAN INDUSTRIAL COMPETITIVENESS

Clusters

- Health
- Culture, Creativity & Inclusive Society
- Civil Security for Society
- Digital, Industry & Space
- Climate, Energy & Mobility
- Food, Bioeconomy, Natural Resources, Agriculture & Environment

Joint Research Centre



### Pillar III INNOVATIVE EUROPE

European Innovation  
Council

European Innovation  
Ecosystems

European Institute of  
Innovation & Technology\*

## WIDENING PARTICIPATION AND STRENGTHENING THE EUROPEAN RESEARCH AREA

Widening participation & spreading excellence

Reforming & Enhancing the European R&I system

How to Fail in Grant Writing:

<https://www.chronicle.com/article/how-to-fail-in-grant-writing/>

The Craft of Writing Effectively:

<https://www.youtube.com/watch?v=vtlzMaLkCaM>

How to Speak:

<https://www.youtube.com/watch?v=Unzc731iCUY>

Stylish Academic Writing:

<https://www.youtube.com/watch?v=IE-TTz13P7w>

HAPPY WRITING!