



# CERN

European Organization for Nuclear Research  
Organisation Européenne pour la Recherche Nucléaire

## Fast *know-how* workshop on initiating EU proposals

**Module 0:**  
**What is a proposal?**

Pablo Garcia Tello (EU Office)

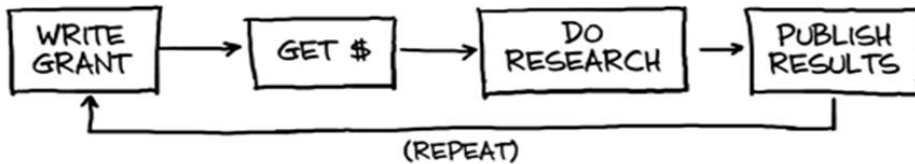




# WHY DO YOU WANT TO SUBMIT A PROJECT PROPOSAL?

## THE GRANT CYCLE

HOW IT'S SUPPOSED TO WORK:



HOW IT REALLY WORKS:



JORGE CHAN © 2011

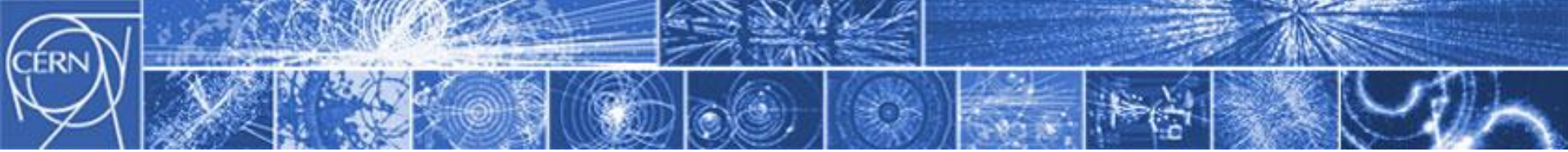
WWW.PHDCOMICS.COM

Money (alone) is NOT a good reason.

Some good reasons:

- I want to co-fund activities that anyway I will do.
- I want to work with partners that I normally will not work with.
- I want to initiate a new R&D&I line.

**It is important that you find your own good reason...because submission requires dedication and project realization even more**

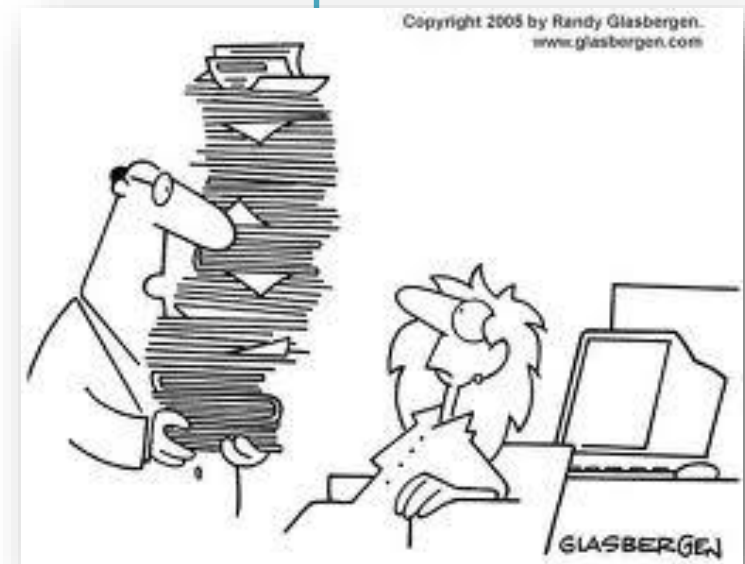


# OK...but what is a project proposal...really?

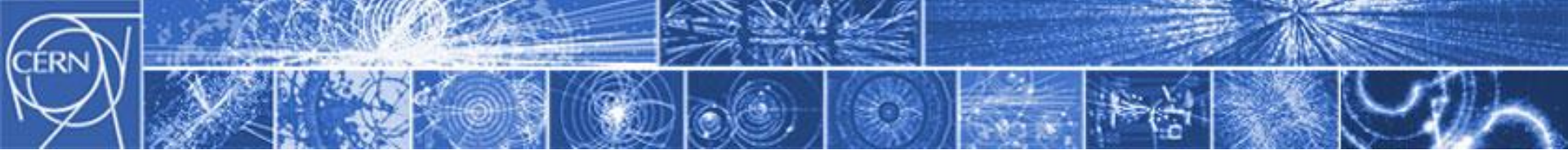
It is a document that resumes:

- What you want to do
- With who
- How and for how long
- How much is going to cost
- Why it is important

...and that if convincing enough  
somebody can give you money....








...and who evaluates them...

...therefore who should you have in mind when you write a proposal...




THE BUREUCRAT

Is it eligible?

A cartoon illustration of a middle-aged man with a large nose, wearing a suit and tie, sitting at a desk. He is surrounded by several tall stacks of papers. He is holding a red pen and looking at a document on his desk. A small trash can is visible on the right side of the desk.

THE EXPERT

Is it innovative?

A cartoon illustration of a young man with glasses and a white lab coat. He has a lightbulb above his head, indicating an idea. He is pointing upwards with his right hand and has a wide, happy smile.

THE POLITICIAN

Is it worthy?

A cartoon illustration of several men in suits standing around large blue blocks that resemble the European Union flag. One block has the text "UNIÓN EUROPEA" and a yellow star. The men appear to be in a discussion or negotiation.

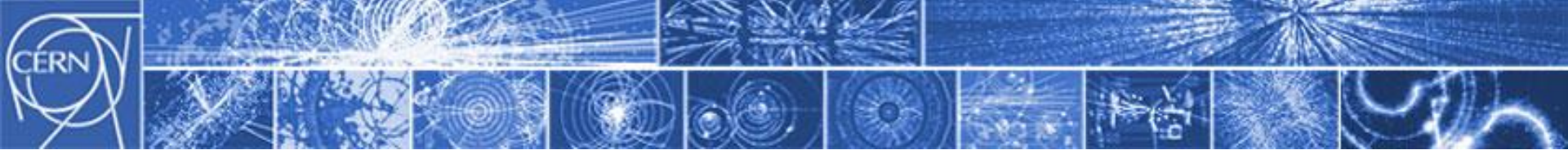


## ...what are the criteria... (Example Horizon 2020)













Excellence	Impact	Implementation
<ul style="list-style-type: none"><li><input type="checkbox"/> Clarity of the objectives;</li><li><input type="checkbox"/> Soundness of the concept, including trans disciplinary considerations;</li><li><input type="checkbox"/> Credibility of the proposed approach;</li><li><input type="checkbox"/> Progress beyond the state of the art.</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> The expected impacts listed in the work programme</li><li><input type="checkbox"/> Enhancing innovation capacity and integration of new knowledge;</li><li><input type="checkbox"/> Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets;</li><li><input type="checkbox"/> ...measures to, disseminate and exploit the project results,... communication.</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Coherence and effectiveness of work plan, ... allocation of tasks, resources;</li><li><input type="checkbox"/> Competences, experience and complementarity of the individual participants, as well as of the consortium as a whole;</li><li><input type="checkbox"/> Appropriateness of the management structures and procedures...risk management.</li></ul>

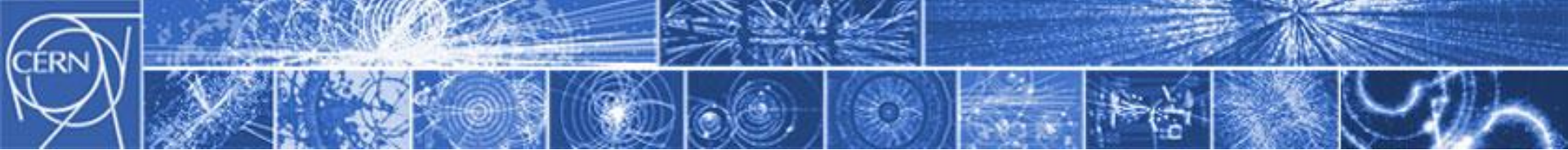
### **REMEMBER:**

**each one is equally IMPORTANT and must score above threshold**



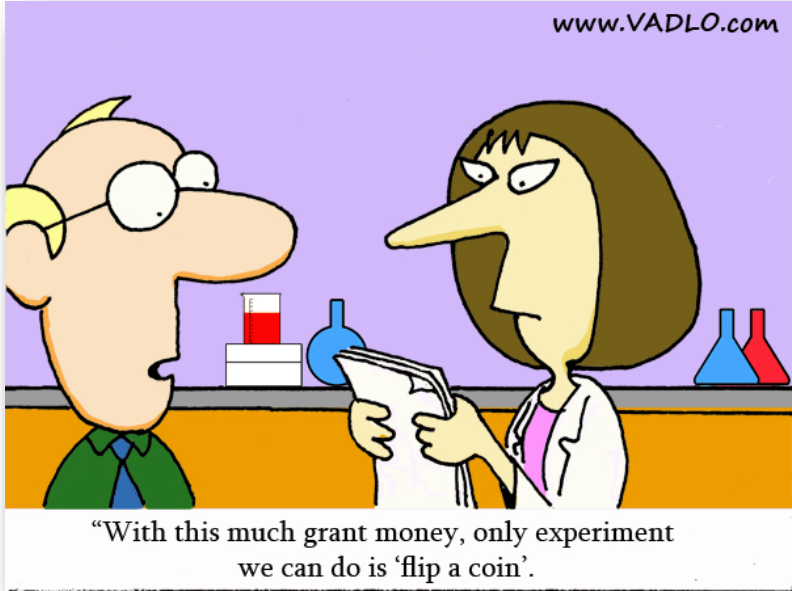
## What scientists are good/regular/bad at usually

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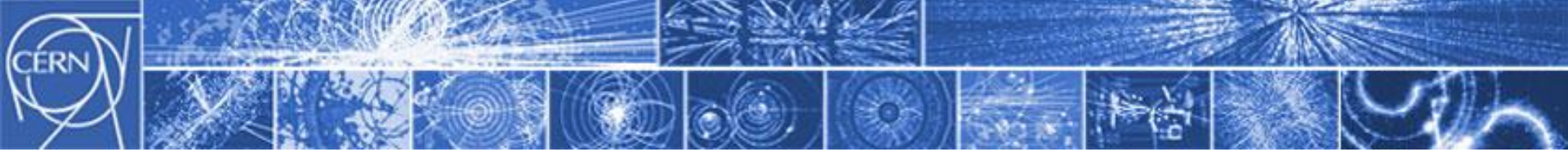


# Module 0: General key messages...

- ❑ Your proposal is read by different people....keep that in mind.
- ❑ ALL Evaluation criteria are worth the same.
- ❑ A good project proposal helps you manage your project.







**Questions?**