



# 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 (CERN EU Office)



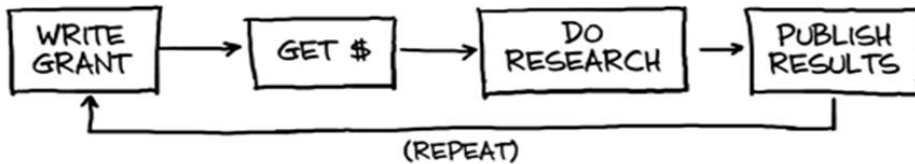
"Please, sir — ten bucks more and I can sign up for a fund-raising course at the university!"



# 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

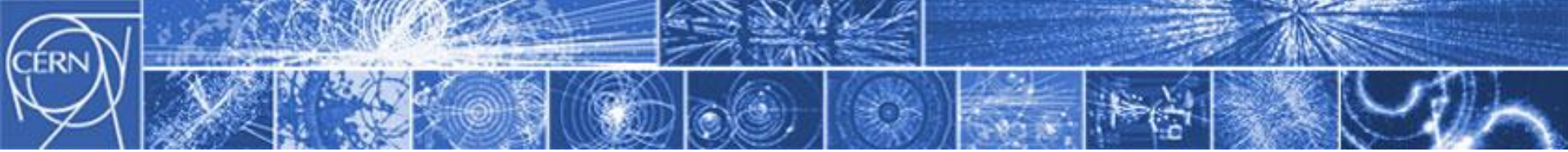
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Money (alone) is NOT a good reason.

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**

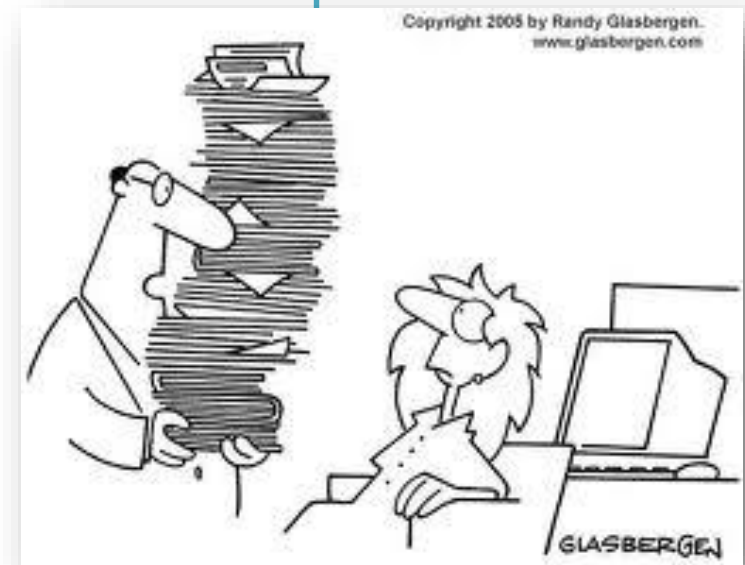


# OK...but what is a project proposal...really?

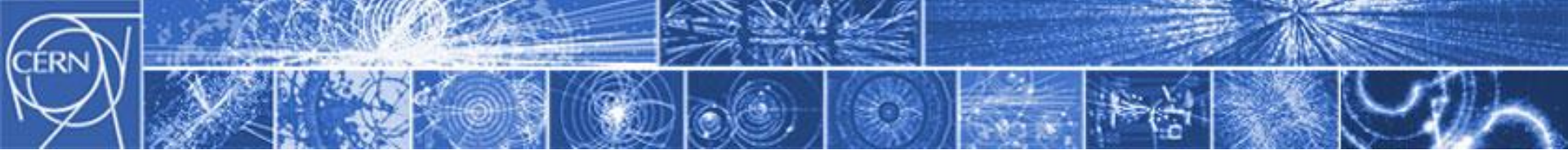
It is a document that resumes:

- 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?



THE EXPERT

Is it innovative?



THE POLITICIAN

Is it worthy?

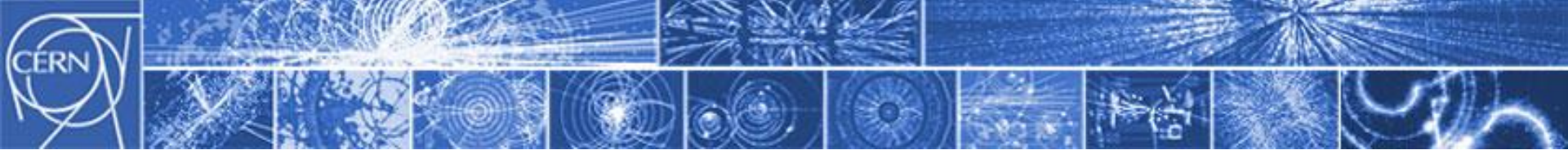


## ...what are the criteria... (Example Horizon 2020)













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>

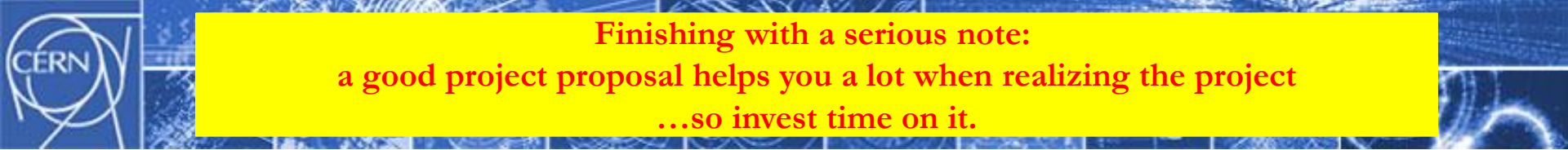
### **REMEMBER:**

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



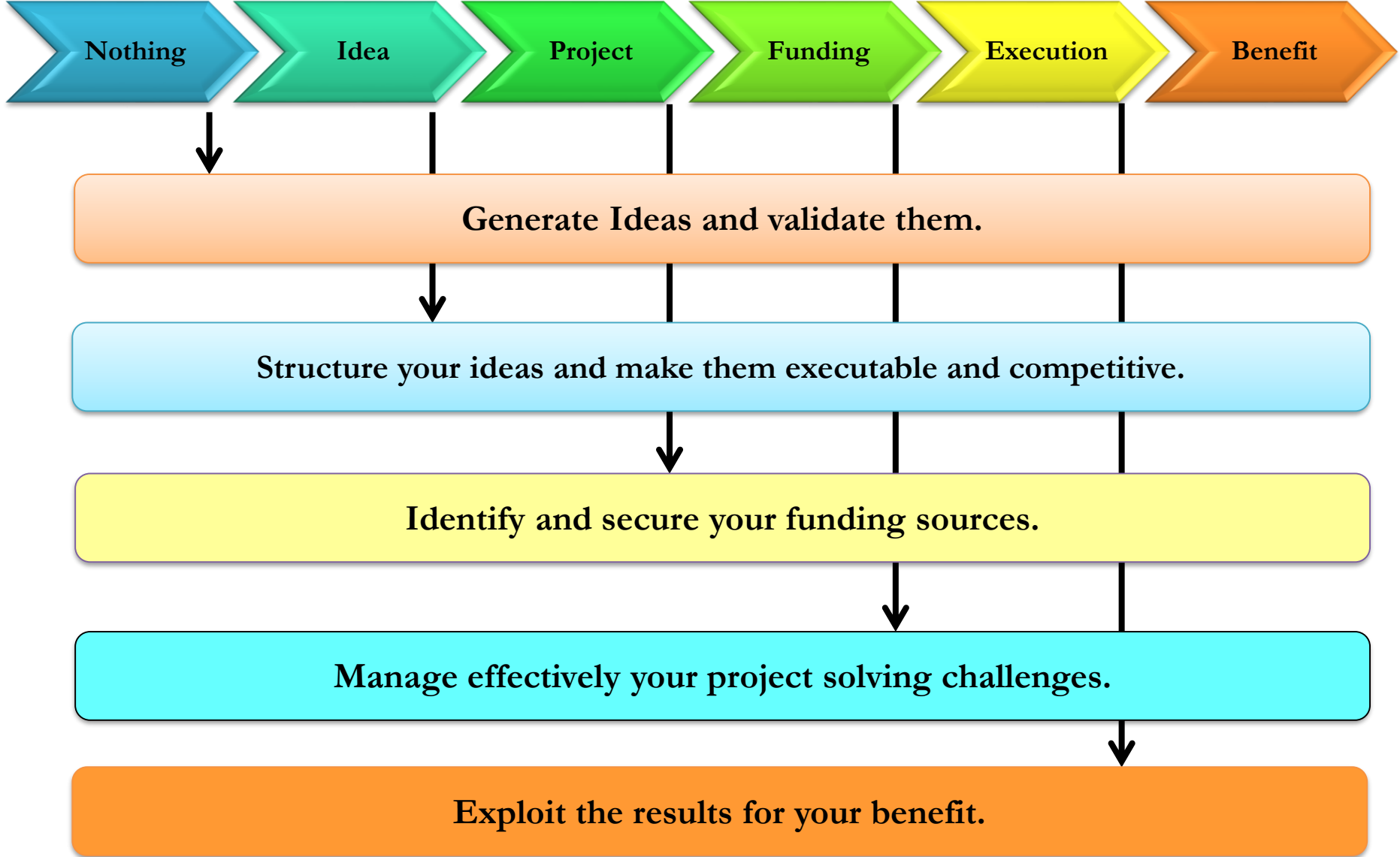
## What scientists are good/regular/bad at usually

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<input type="checkbox"/> Clarity of the objectives; 	<input type="checkbox"/> The expected impacts listed in the work programme 	<input type="checkbox"/> Coherence and effectiveness of work plan, ... allocation of tasks, resources; 
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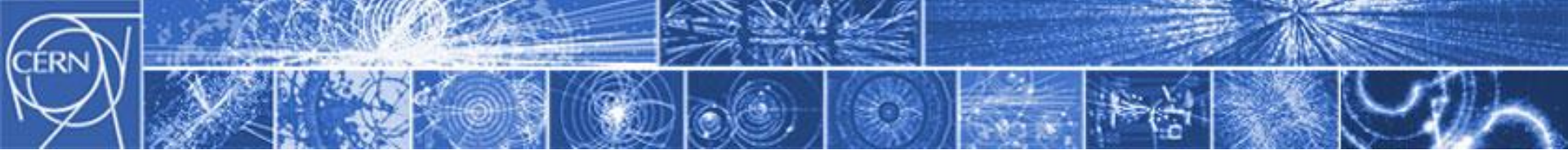


**Finishing with a serious note:  
a good project proposal helps you a lot when realizing the project  
...so invest time on it.**

# Project Value Chain

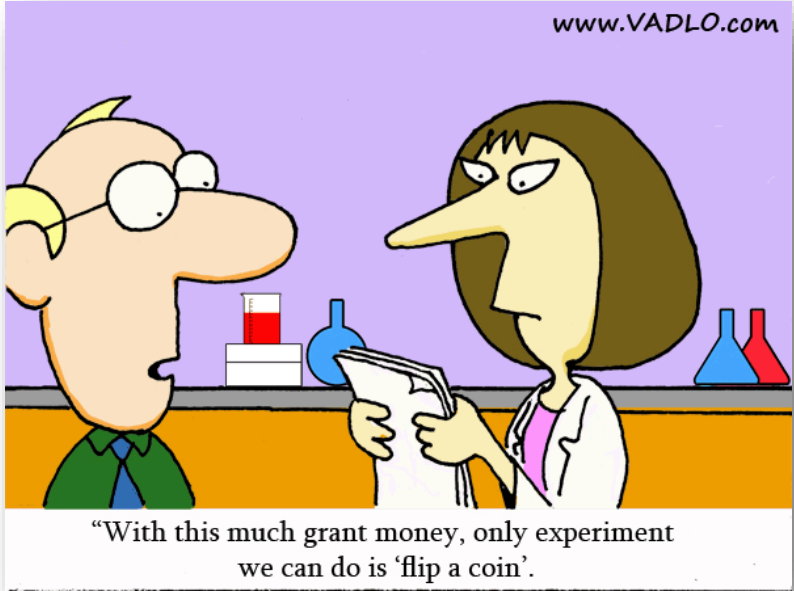




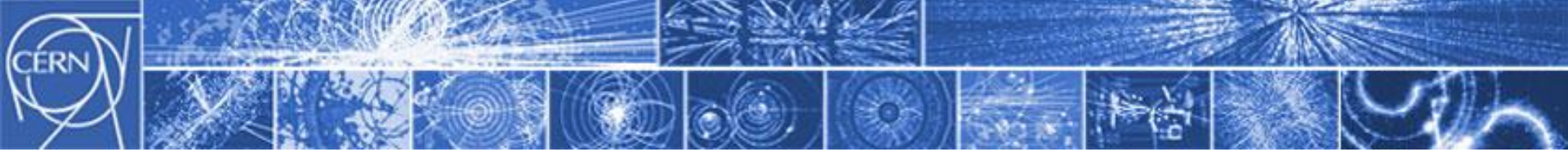


# Module 0: General key messages...

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







**Questions?**