



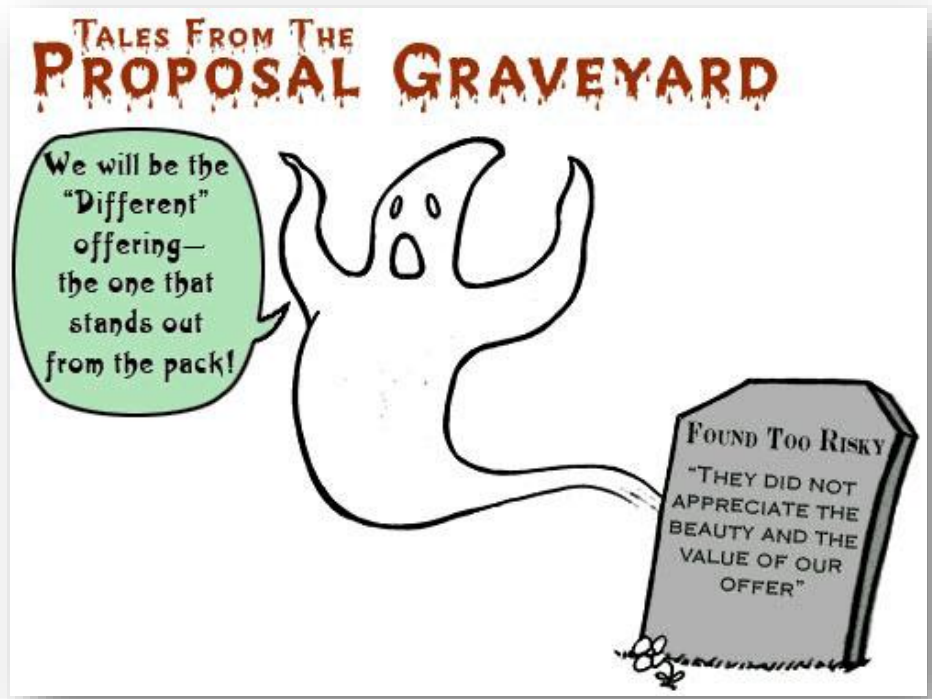
CERN

European Organization for Nuclear Research
Organisation Européenne pour la Recherche Nucléaire

Fast *know-how* workshop on initiating EU proposals

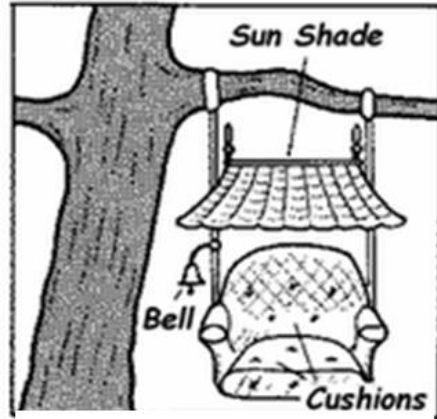
Module 2: Writing Tips

Pablo Garcia Tello (EU Office)

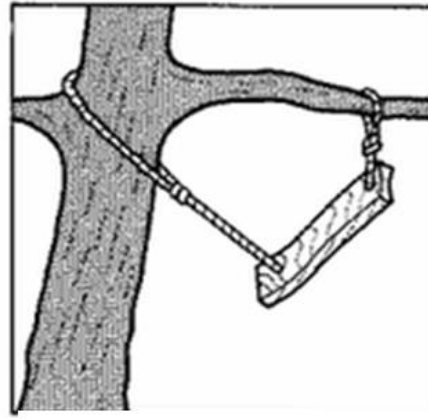




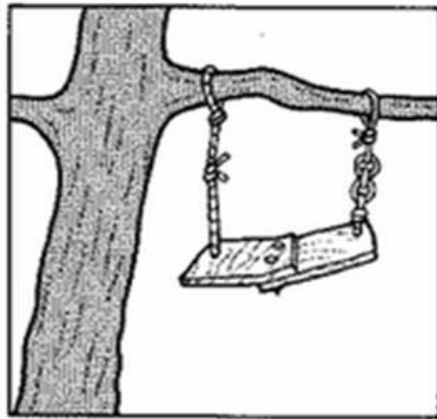
What to avoid...



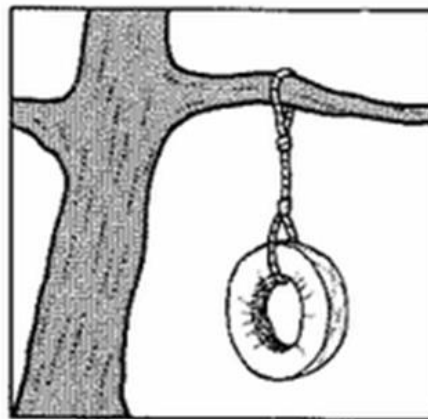
Your project idea



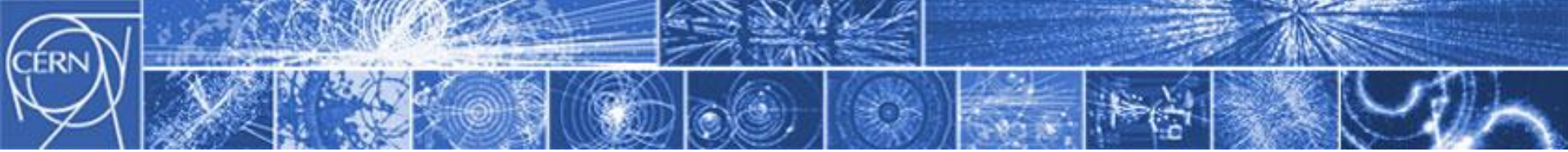
The submitted proposal



What the evaluators understood



What the EC wanted.



Writing your proposal

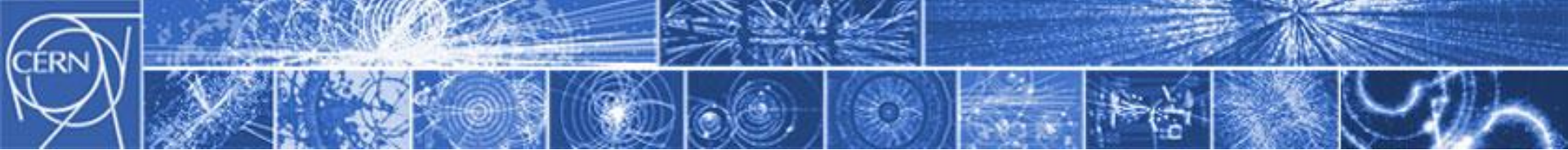
This is THE MOST IMPORTANT tip I can give you:

**You keep/lose the interest of an Evaluator
in the first page of your proposal.**

After reading the first page it should be immediately clear:

- What is this project about?
- What the project wants to achieve (final result)?
- Why is it innovative?
- Why is needed (i.e. industry/public demand)?
- Why this is important for Europe (i.e. jobs/competitiveness/sustainability)?
- Why this is the best consortium possible (project value chain)?

**IF you don't manage to make clear this in the first page
your chances for funding are seriously slim.**



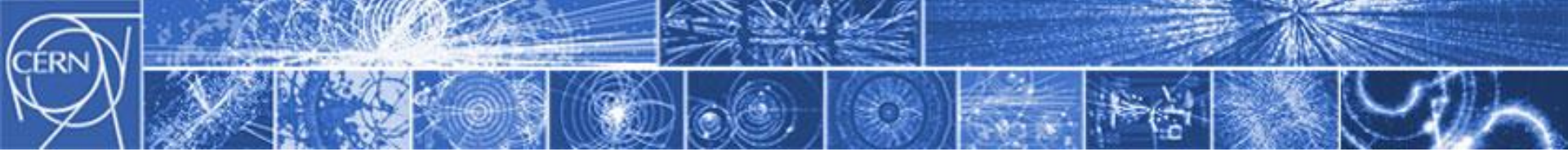
Competitive project (proposal)

Fits with the call topic...no joke!!!

Scientifically
and Technologically
Competitive

Methodologically
Competitive

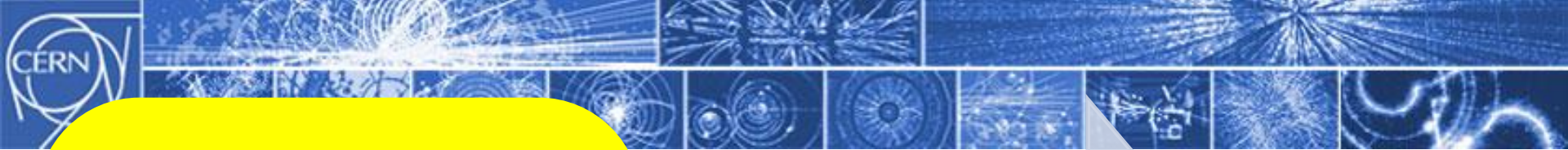
Strategically
and
Commercially
Competitive



Scientifically and
Technologically
Competitive

(S&T section of the
proposal)

- My idea is new...is innovative.
- My idea goes beyond the state of the art.
- My idea will contribute to the advancement of the S&T knowledge.



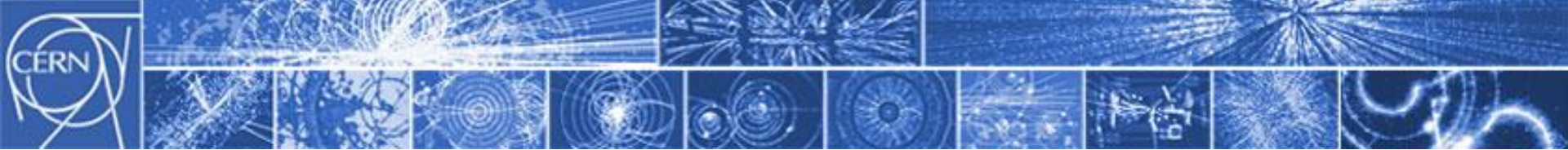
Methodologically Competitive (Implementation Section)

- My project objectives are concrete and clear.
- My project is realizable in the time frame foreseen.
- I have a clear and realistic management structures and execution plan and I have identified risks and mitigation measures.
- I can define clearly my timeline, milestones and deliverables.
- I can define clearly my budget lines and justify them.
- I count with the best and necessary partners and our expertise is complementary and not overlapping.



Strategically and Commercially Competitive (Impact Section)

- The results of my project will benefit Europe and its citizens.
- The results of my project have added value for the European industrial competitiveness.
- The results of my project will contribute towards the goals of the EU Strategy Agendas.
- My project connects and complements with other EU initiatives.
- The results of my project can be disseminated and exploited and this will bring added value for Europe.
- I have a solid and detailed dissemination and exploitation plan.
- The results of my project will benefit its participants and other stakeholders in concrete ways.



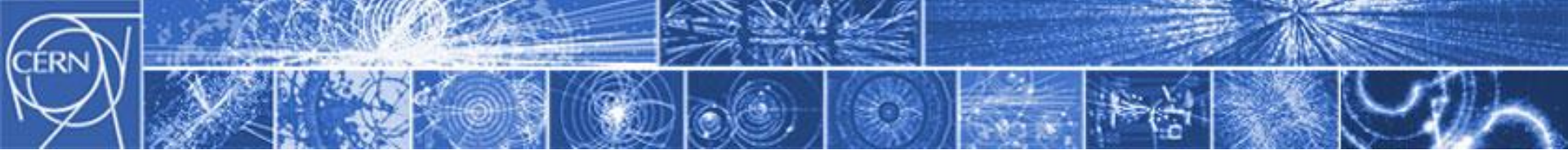
**Tip: Helping on the Impact section...When a project has impact?
The onion approach**

The project benefits



- EU Society**
(jobs, sustainability, wellness)
- EU Competitiveness**
(better industry, better businesses)
- Industrial Community**
(new products, new business)
- Scientific Community**
(new science, publications)
- Consortium partners**
(new science, new businesses, new jobs, new PhDs)

**Don't forget to make this
quantitative in the proposal!!**



The eternal question: DISSEMINATION vs EXPLOITATION

Dissemination

- Associated with making the results / products of a project visible to others, specially the end-users, the target groups and the key-actors that can implement its use.
- Dissemination means rendering comprehensible all the activities and main results associated with a project close to all interested key actors.
- Dissemination is the process of promotion and awareness raising that should occur throughout the project.

Exploitation

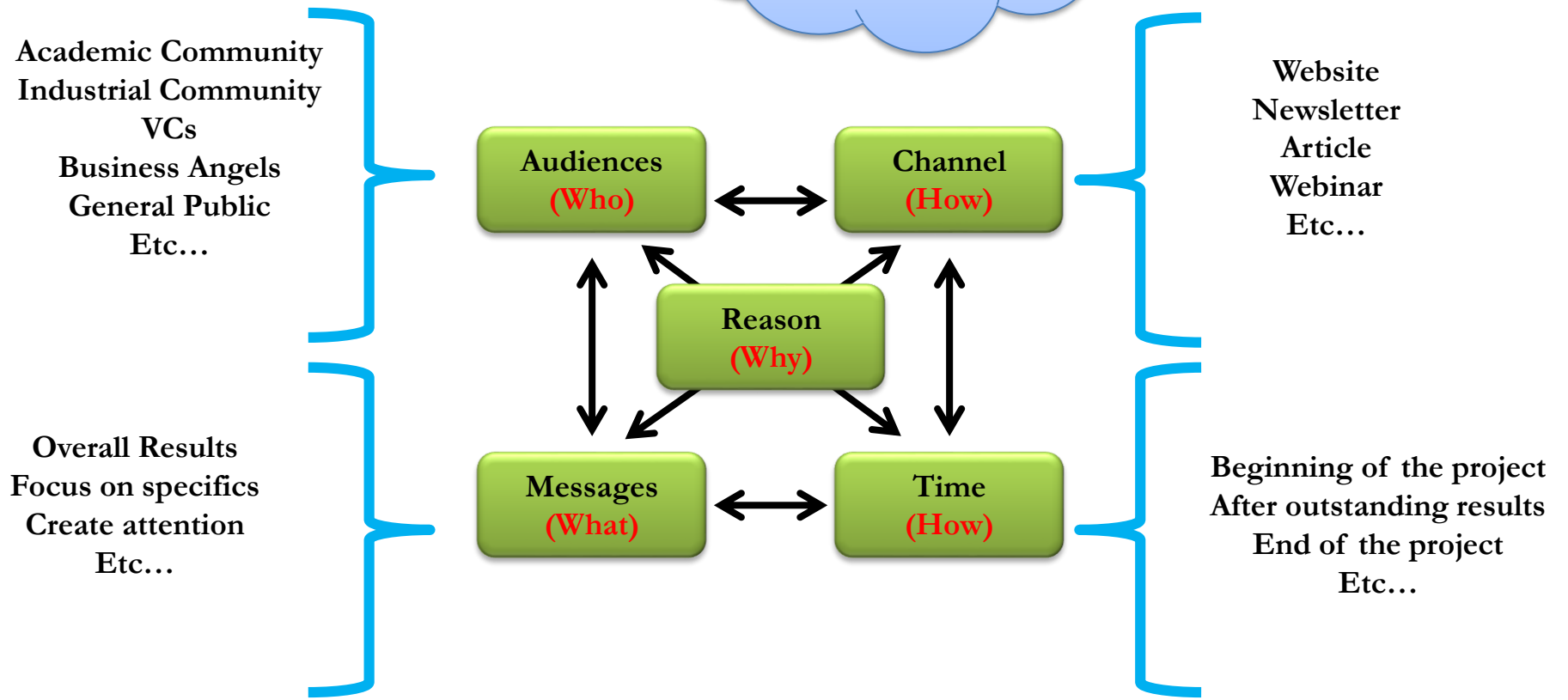
- Associated with the use of the project's results at different levels, during and after the implementation of the project.
- It is related with the necessary plan and actions within it that will bring visibility to the project in order to involve the target groups, end-users, stakeholders and transfer the results/products into their professionals' scope.



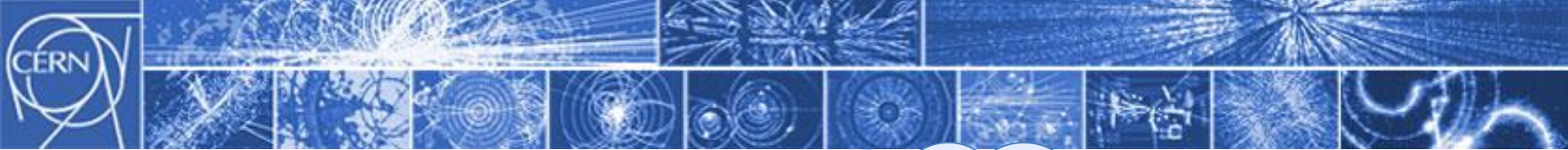
DISSEMINATION

WHY do I want to disseminate?

To educate the general public
 To alert the scientific community
 To make industry aware...
 Etc...



The **why** gives you the **who** gives you the **what** gives you the **how** gives you the **when**....

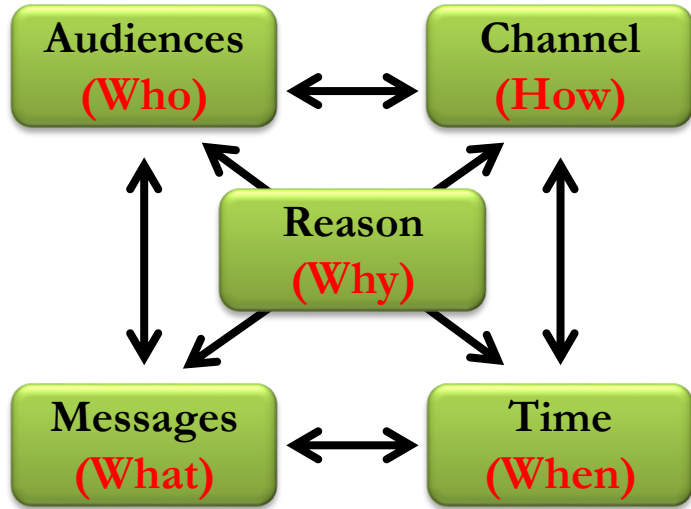


EXPLOITATION

WHY do I want to exploit my ideas?
 To get royalties
 To make a start-up
 To partner with industry...
 Etc...

Industrial Community
 VCs
 Business Angels
 Etc...

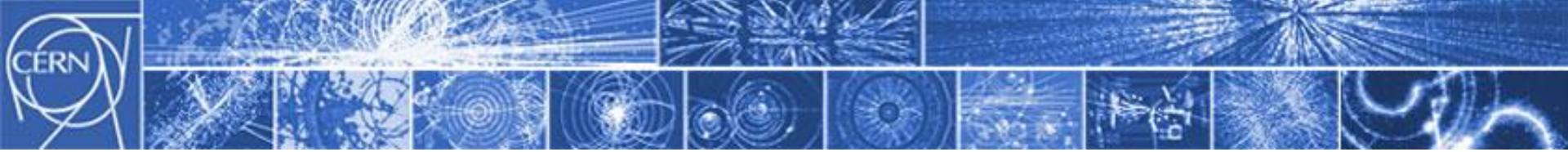
An invention
 A product
 A method
 A prototype
 Etc...



Patent
 Industrial Design
 Copyright
 Licensing agreement
 Etc...

Beginning of the project
 After outstanding results
 End of the project
 Etc...

The **why** gives you the **who** gives you the **what** gives you the **how** gives you the **when**....



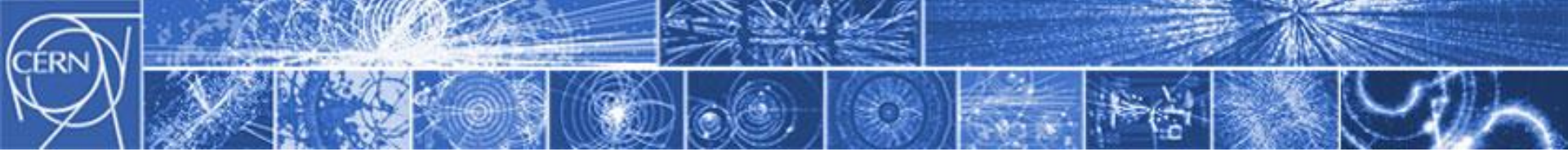
Writing: General tips (1)

1) Pay due attention to all proposal sections

- Many proposers concentrate on the scientific element, but lose marks on project planning or impact description.
- REMEMBER: YOU HAVE TO SCORE IN 3 CRITERIA!!!!

2) Think of the finishing touches which signal quality work

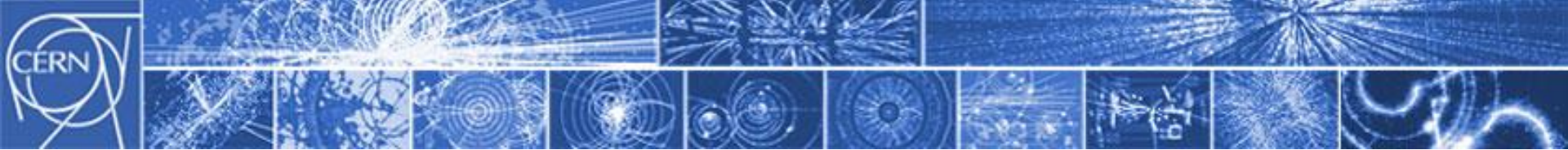
- Clear language (tend to use short sentences).
- Well-organized contents, (always follow the EC template so an evaluator finds where she/he looking for where it should be).
- “Be graphical” as much as possible with sense-making, useful and understandable diagrams/tables.
- Take care of detail (no typos, no inconsistencies, no obvious paste-ins, no numbers which don't add up, no missing pages ...)



Writing: General tips (2)

3) Make it *easy* for the evaluators to give you high marks!

- Don't write too little; cover what is requested.
- Don't write too much (always respect the page limits!!!)
- Don't leave them to figure out why it's good, tell them why it's good and if necessary highlight it in a box. Use comparison tables such as state-of-the-art vs. project innovation.
- Leave nothing to the imagination (evaluators are specifically instructed to verdict only on what is written).
- Back-up your assertions with concrete examples (i.e. market studies, statistics, literature citations, etc).



Writing: General tips (3)

I cannot claim

That my project has such
and such industrial
applications...

That my project helps the
students to find a job...

That my project will carry
wide dissemination
measures...

without...

Having a Work Package
dedicated to demonstrate
some of them or at least a
proof of concept.

Implementing some
concrete actions in this
direction.

Specifying which ones
they are, to whom and
when.





DOs

This project will develop a novel carbon fibre that company X will incorporate in a proof of concept fuselage structure (see WP Y).

Company X, a beneficiary of this consortium, will carry interviews with the participating PhD students for potential hiring (see WP Z and Gantt Chart)

International journals X,Y and Z will be targeted for the publication of at least N papers. Also contributions from this projects will be sent to the yearly international conference M.

The project will schedule a workshop with angel investors X and Y (see WP Z and Gantt Chart) to study the possibility for a start-up. The consortium partners have agreed in the Consortium Agreement to license the rights for the technology generated at reasonable conditions in positive cases and private investment commitment.

DON'Ts

The technology developed in this project will find many applications in the aerospace area.

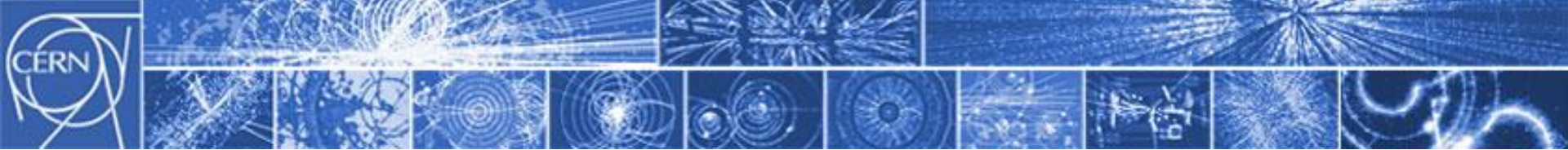
This project will open new possibilities for PhD students to find a job in industry.

This project will generate publications in journals.

This project will generate a start-up.



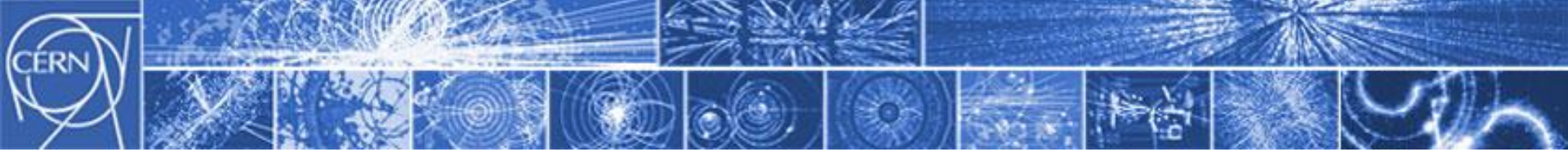
Which one is more credible? And more important...WHY?



Module 2: General key messages...

- ❑ Your first page of the proposal is fundamental: make sure all « Wh » questions are clearly reflected and are immediately understandable.
- ❑ Put your actions (WPs/tasks/deliverables) where you mouth is (Excellence/Impact).





Questions?