



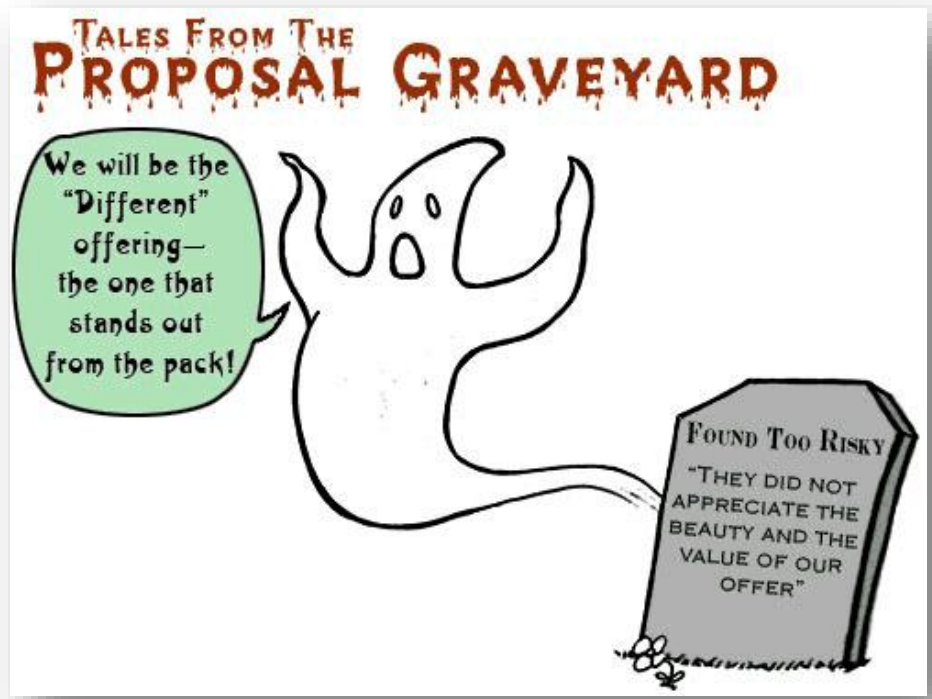
# CERN

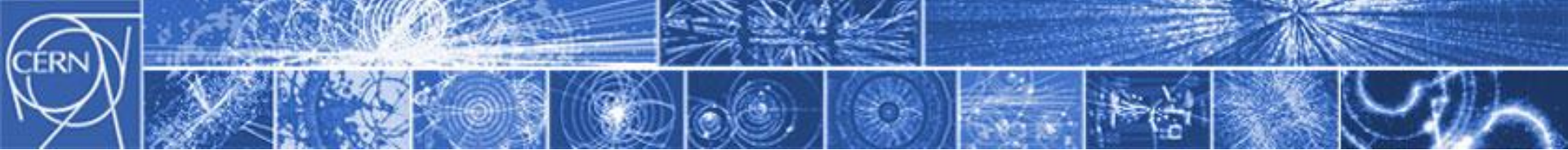
European Organization for Nuclear Research  
Organisation Européenne pour la Recherche Nucléaire

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

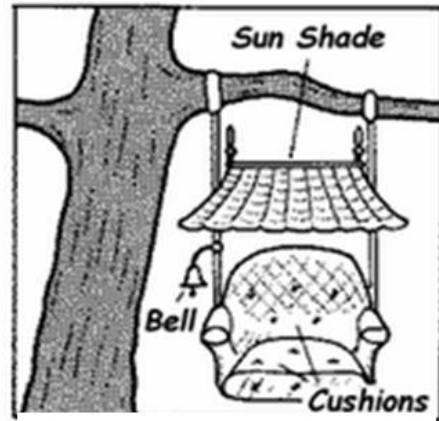
### Module 2: Writing Tips

Pablo Garcia Tello (KT)

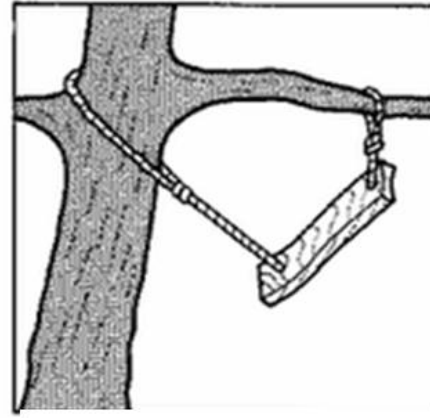




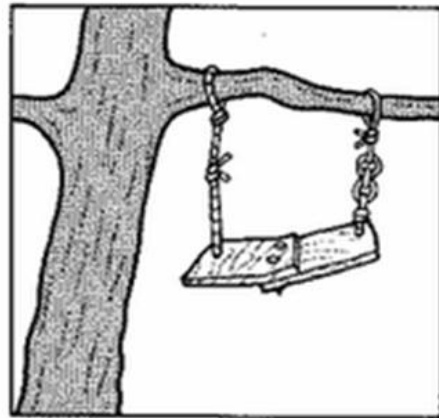
# What to avoid...



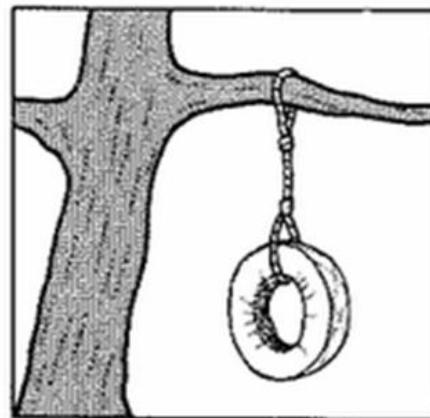
Your project idea



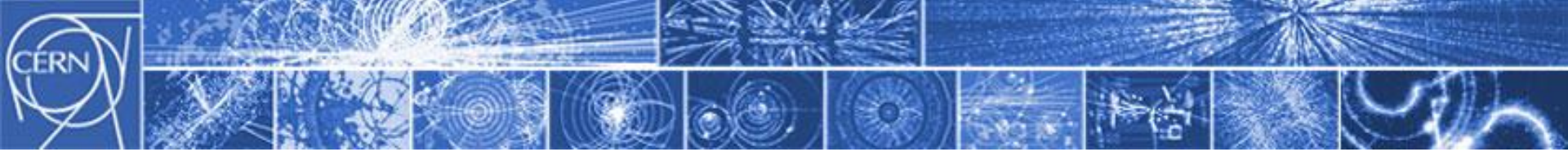
The submitted proposal



What the evaluators understood



What the EC wanted.



## Writing your proposal

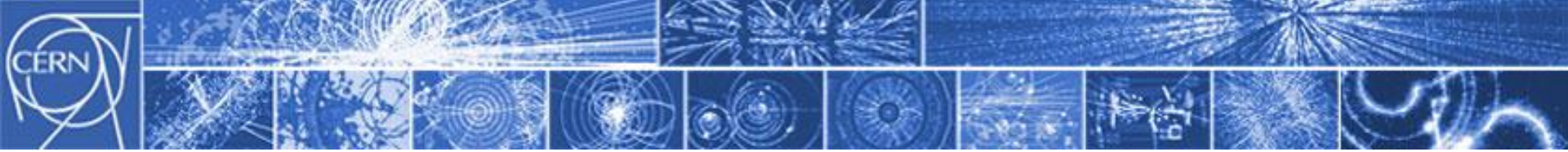
**This is THE MOST IMPORTANT tip I can give you:**

**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)

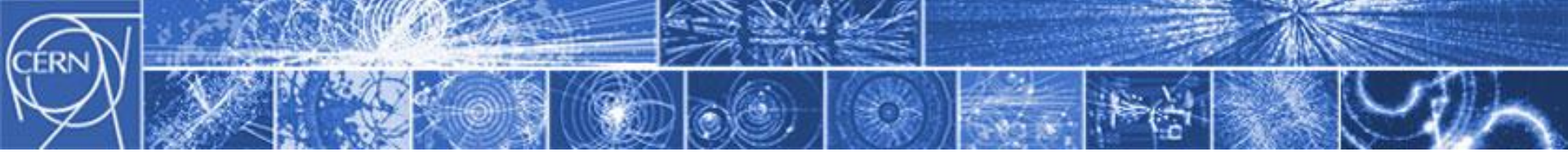
**Fits with the call topic...no joke!!!**

Scientifically  
and Technologically  
Competitive

Methodologically  
Competitive

Strategically  
and  
Commercially  
Competitive

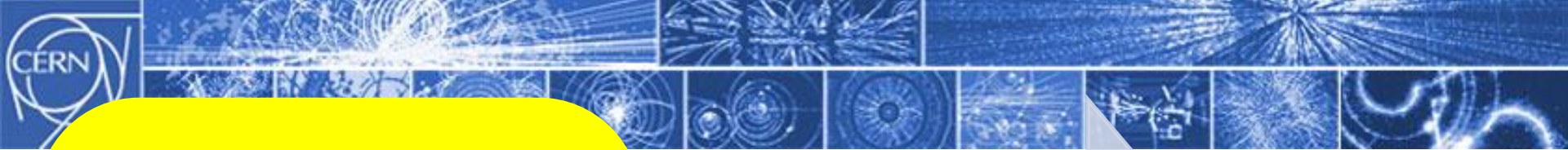




## Scientifically and Technologically Competitive

(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.



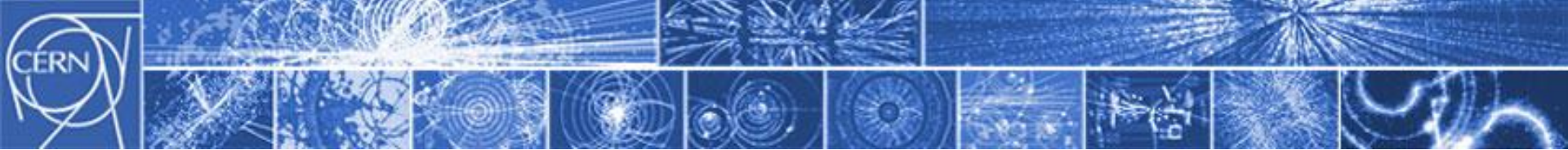
# Methodologically Competitive (Implementation Section)

- 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**

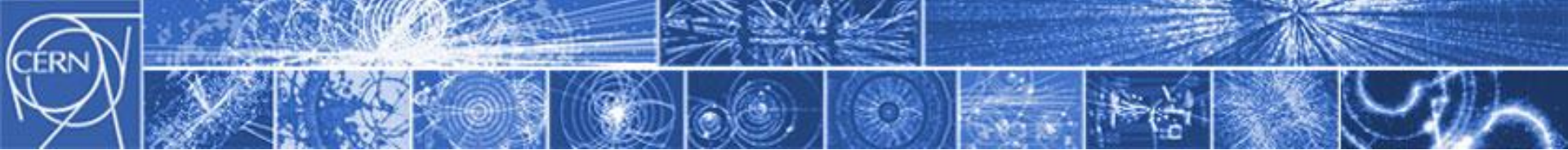
**The project benefits**



- 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.



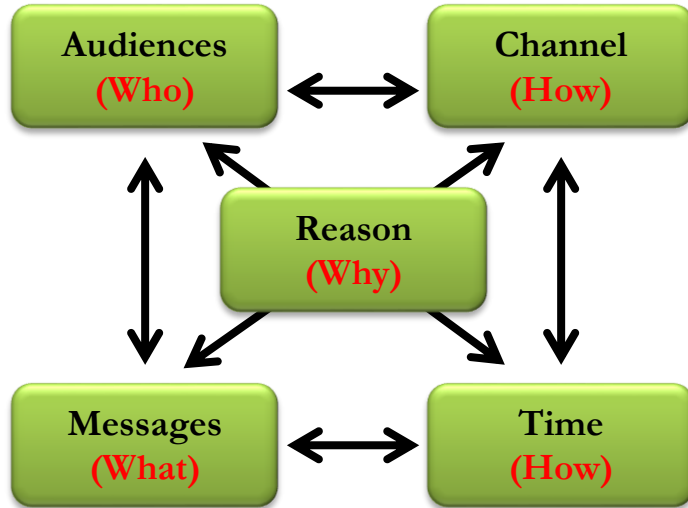
# DISSEMINATION

**WHY** do I want to disseminate?

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

Academic Community  
 Industrial Community  
 VCs  
 Business Angels  
 General Public  
 Etc...

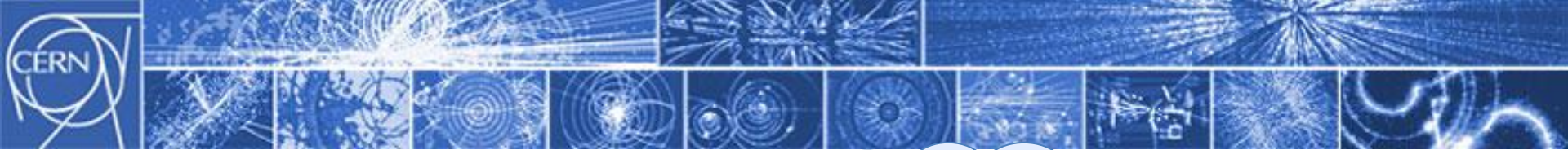
Website  
 Newsletter  
 Article  
 Webinar  
 Etc...



Overall Results  
 Focus on specifics  
 Create attention  
 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**....

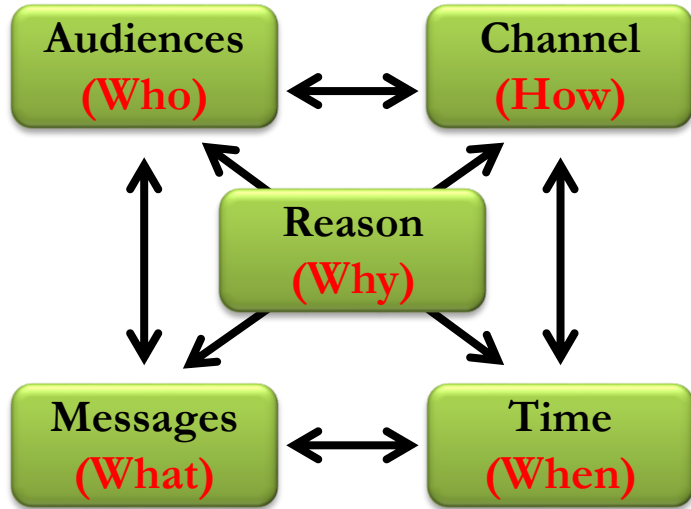


# EXPLOITATION

**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...

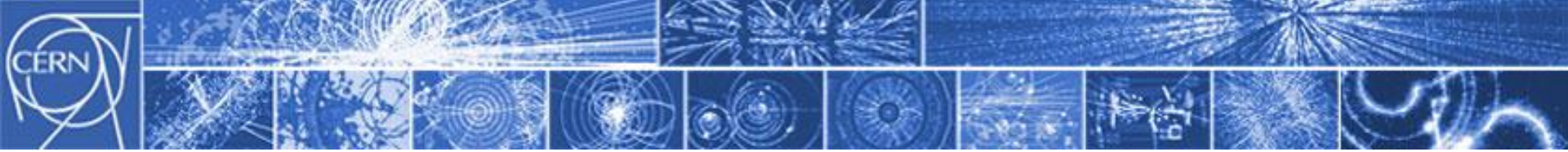
An invention  
 A product  
 A method  
 A prototype  
 Etc...



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)

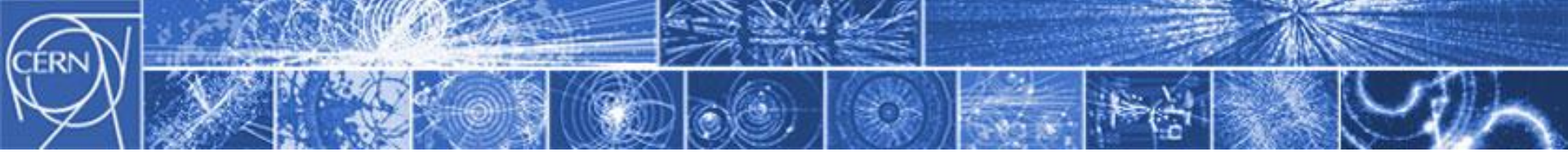
1) Pay due attention to all proposal sections

- 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 ...)

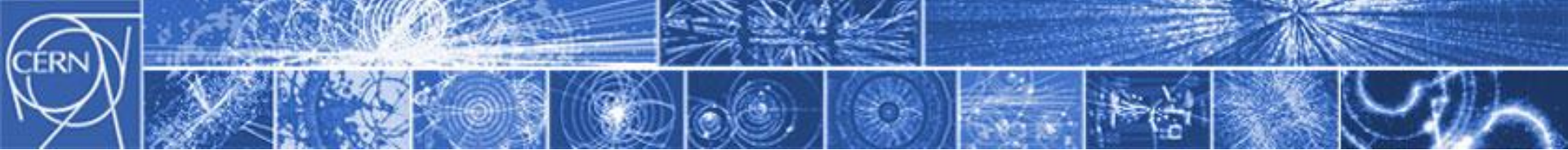




# Writing: General tips (2)

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).



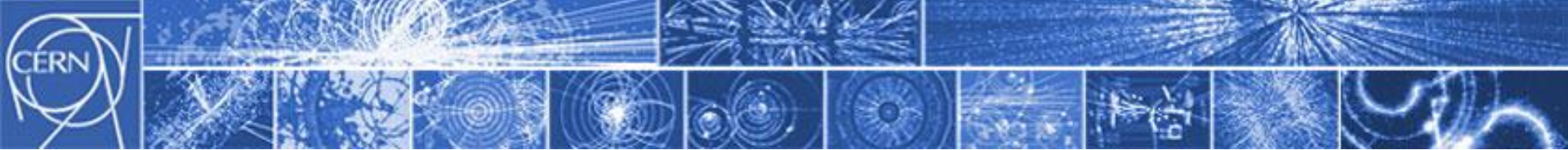
## **MAIN MESSAGE TO TAKE HOME...**



**Horizon 2020 is a Programme for innovation meant to help crossing the valley of death...**

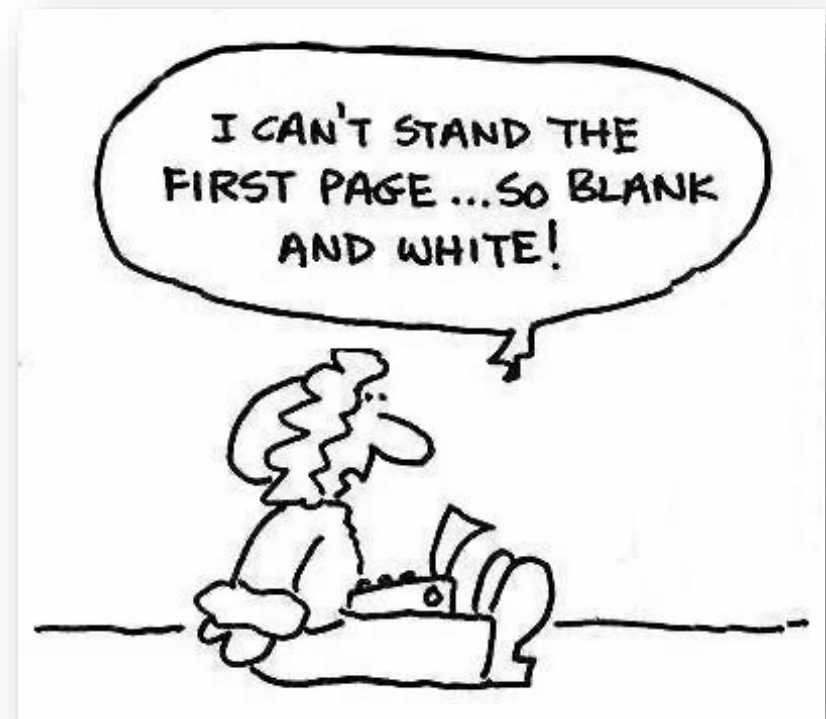
**Make sure your project proposal explains how you are going to do it...**

**Make sure your project does what it promises...**

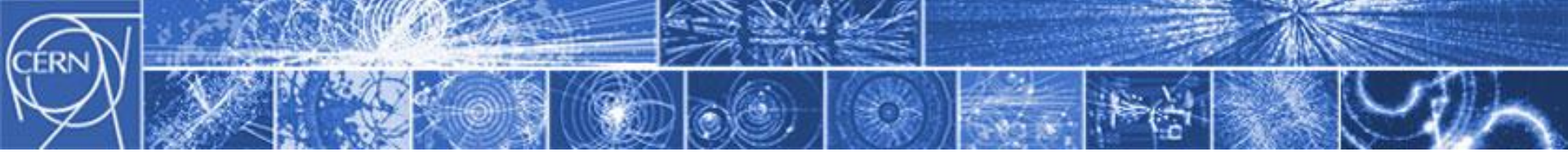


## Module 2: General key messages...

- ❑ Your first page of the proposal is fundamental: make sure all « Wh » questions are clearly reflected and are immediately understandable.
- ❑ Horizon 2020 is a Programme for innovation meant to help crossing the valley of death...your project needs to explain its contribution to that.







**Questions?**