

CERN

European Organization for Nuclear Research

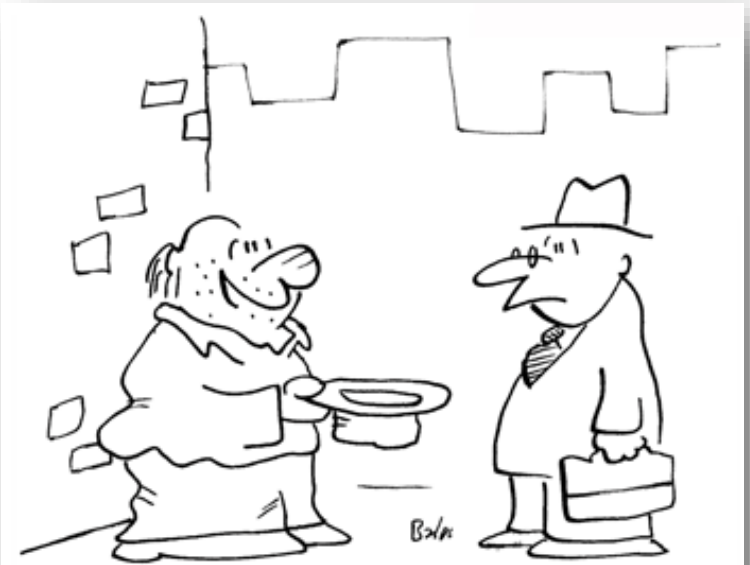
Organisation Européenne pour la Recherche Nucléaire

Fast *know-how* workshop on initiating EU proposals

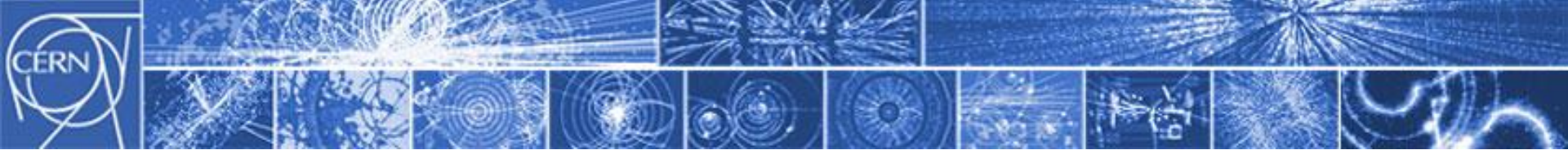
Module 0:

What is a proposal?

Pablo Garcia Tello (KT)



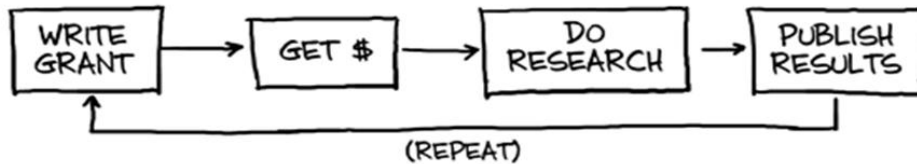
"Please, sir — ten bucks more and I can sign up for a fund-raising course at the university!"



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

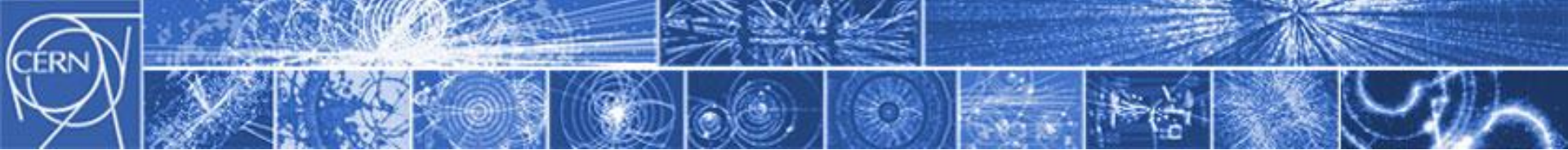
WWW.PHDCOMICS.COM

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

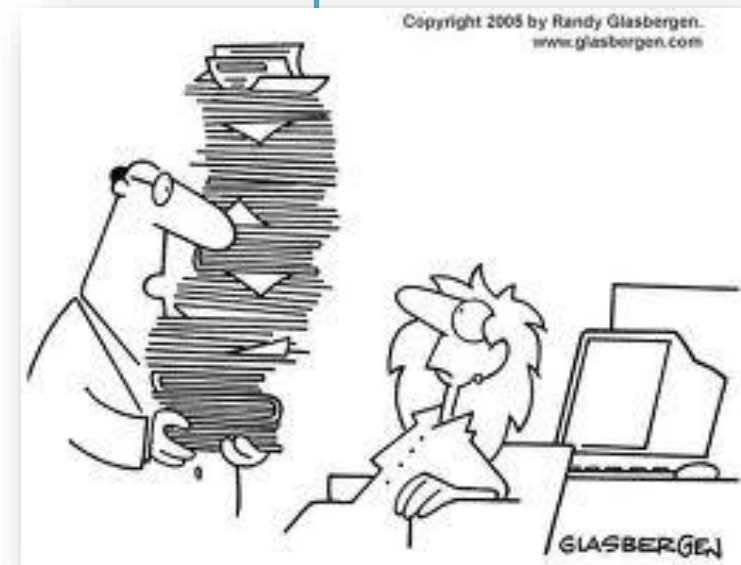


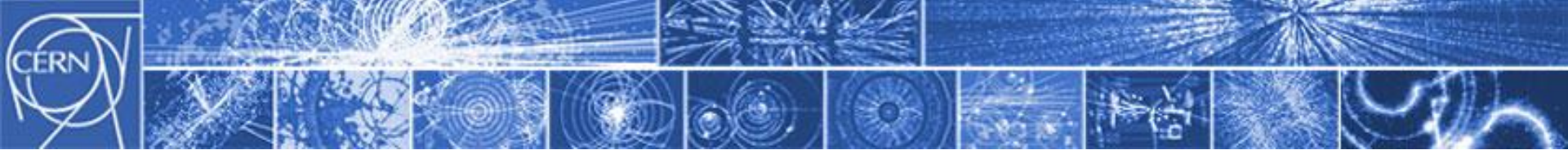
OK...but what is a project proposal...really?

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...



A cartoon illustration of a middle-aged man with a large nose, wearing a dark suit and tie, sitting at a wooden desk. He is surrounded by stacks of papers and is holding a red pen, appearing to be in the middle of a bureaucratic process.

THE BUREUCRAT


Is it eligible?



A cartoon illustration of a young man with glasses and a white lab coat, looking excited with a lightbulb above his head, signifying an innovative idea.

THE EXPERT

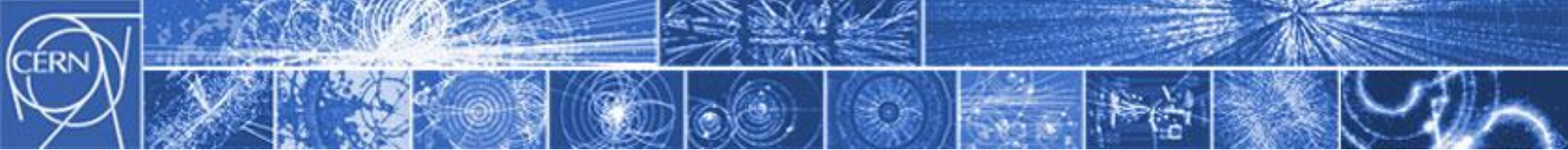
Is it innovative?



A cartoon illustration of several men in suits standing around large blue blocks that resemble the European Union flag (with yellow stars on a blue background). One block is labeled 'UNIÓN EUROPEA'. The scene suggests a political or funding evaluation process.

THE POLITICIAN

Is it worthy?

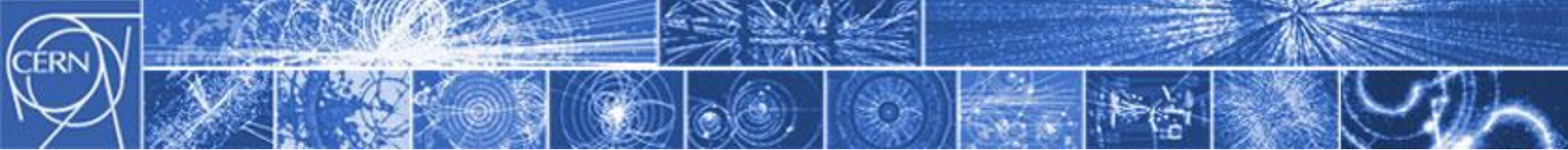


...what are the criteria... (Example Horizon 2020)













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

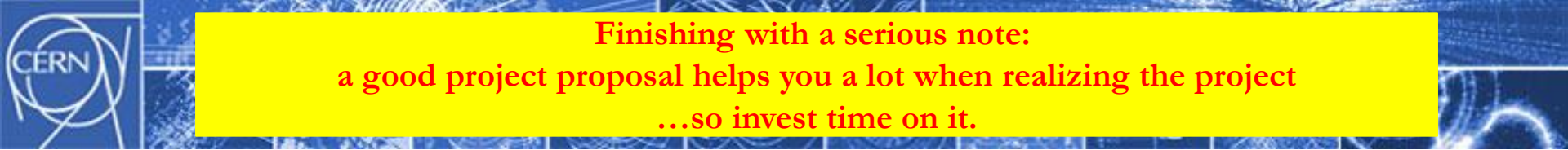
REMEMBER:

each one is equally IMPORTANT and must score above threshold



What scientists are good/regular/bad at usually

| Excellence | Impact | Implementation |
|---|--|---|
| <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



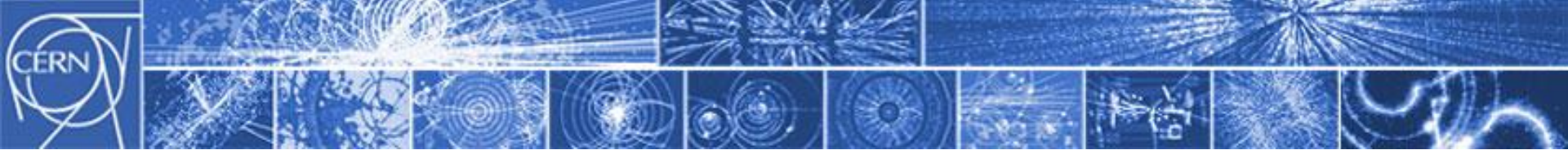
Generate Ideas and validate them.

Structure your ideas and make them executable and competitive.

Identify and secure your funding sources.

Manage effectively your project solving challenges.

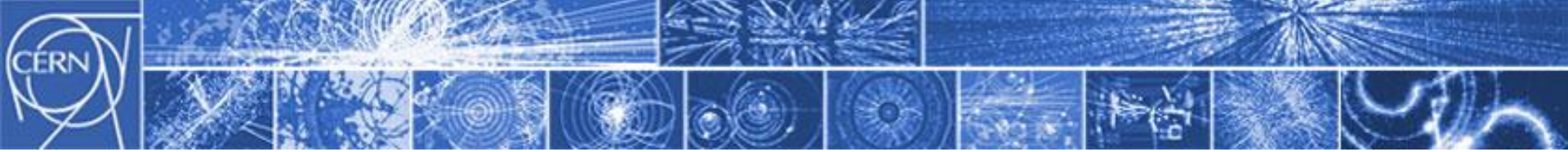
Exploit the results for your benefit.



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?