



# CERN

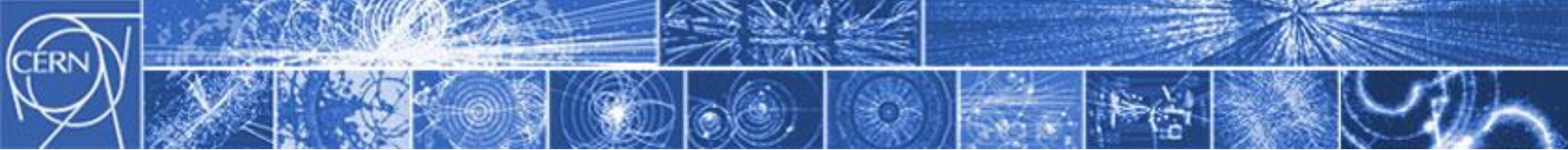
European Organization for Nuclear Research  
Organisation Européenne pour la Recherche Nucléaire

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

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

Pablo Garcia Tello (KT)

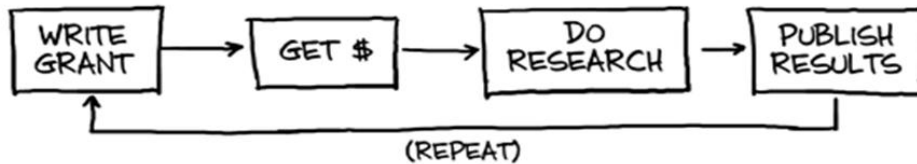




# WHY DO YOU WANT TO SUBMIT A PROJECT PROPOSAL?

## THE GRANT CYCLE

HOW IT'S SUPPOSED TO WORK:



HOW IT REALLY WORKS:



JORGE CHAN © 2011

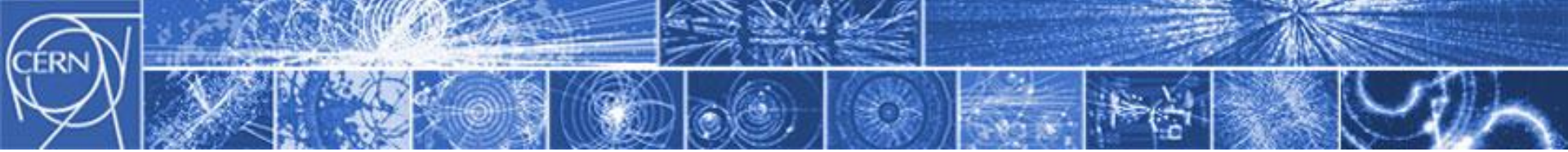
WWW.PHDCOMICS.COM

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**

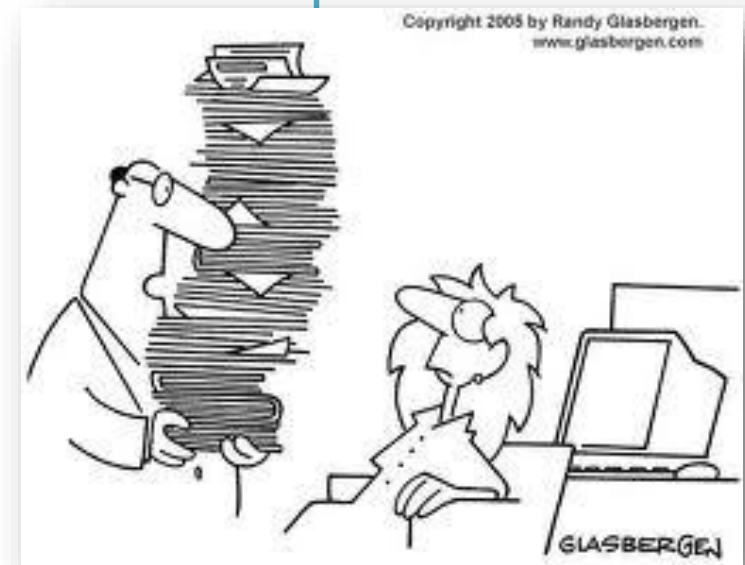


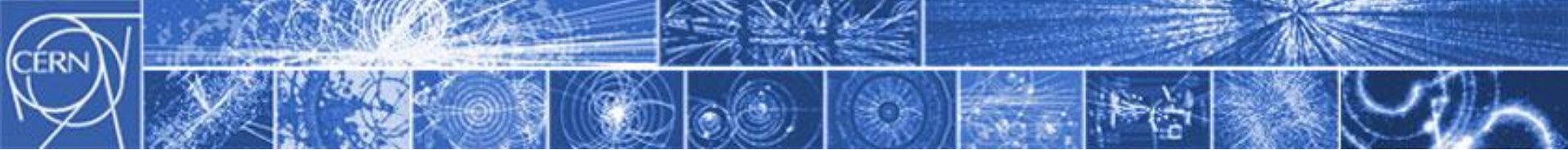
# OK...but what is a project proposal...really?

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 suit and tie, sitting at a desk. He is surrounded by stacks of papers and is writing on a document with a red pen. A trash can is visible on the desk.

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. He is pointing upwards with his right hand.

THE EXPERT

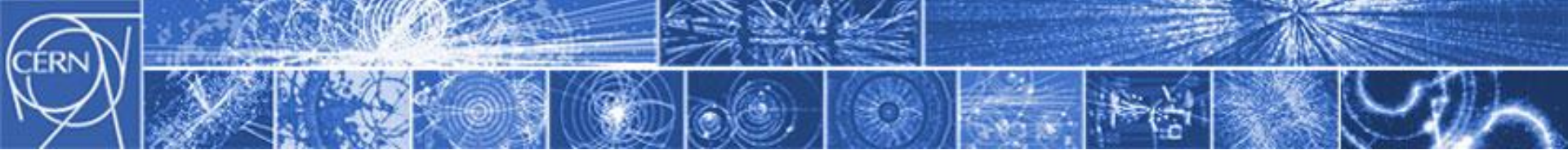
Is it innovative?



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.

THE POLITICIAN

Is it worthy?

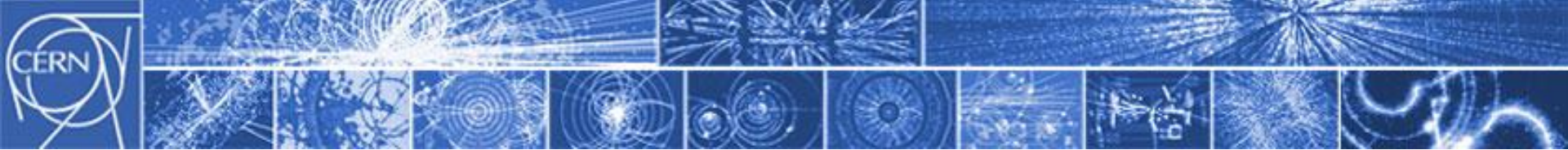


## ...what are the criteria... (Example Horizon 2020)

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>

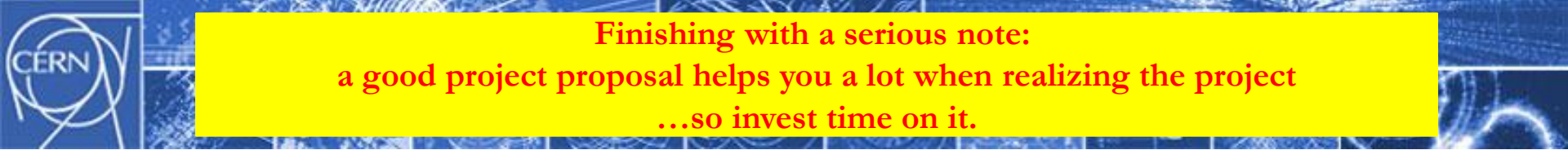
### **REMEMBER:**

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



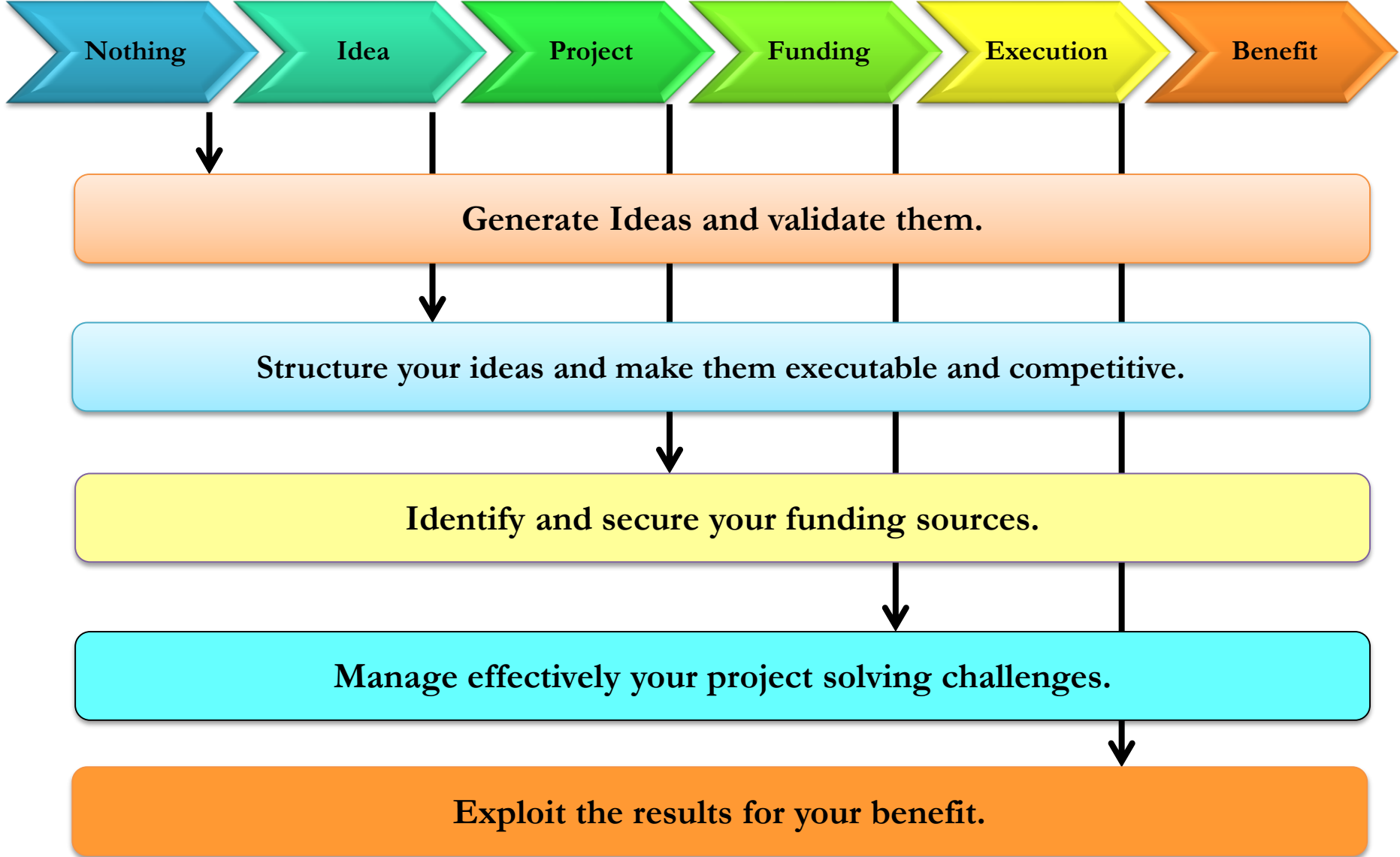
## What scientist are good/regular/bad at usually

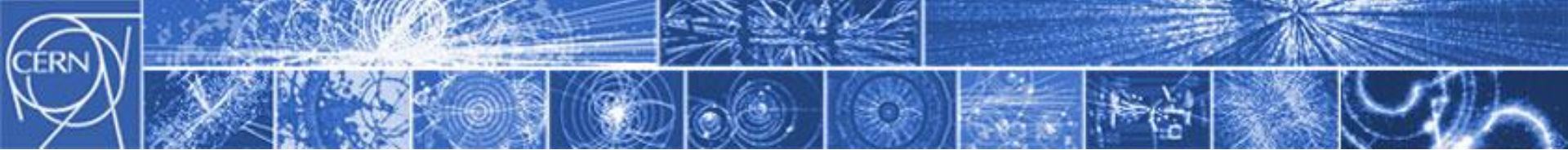
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		<p> <b>disseminate</b></p> <p> <b>exploit</b></p>



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

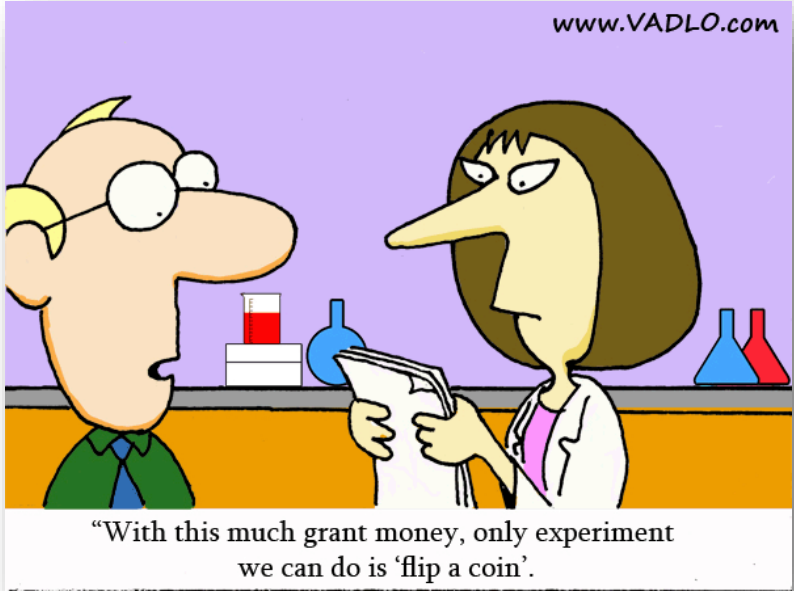
# Project Value Chain



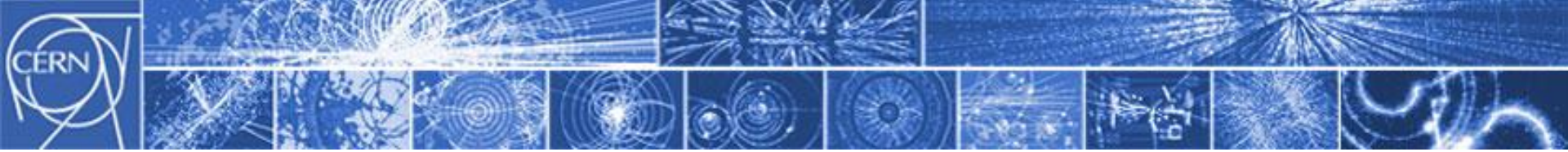


# Module 0: General key messages...

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







**Questions?**