



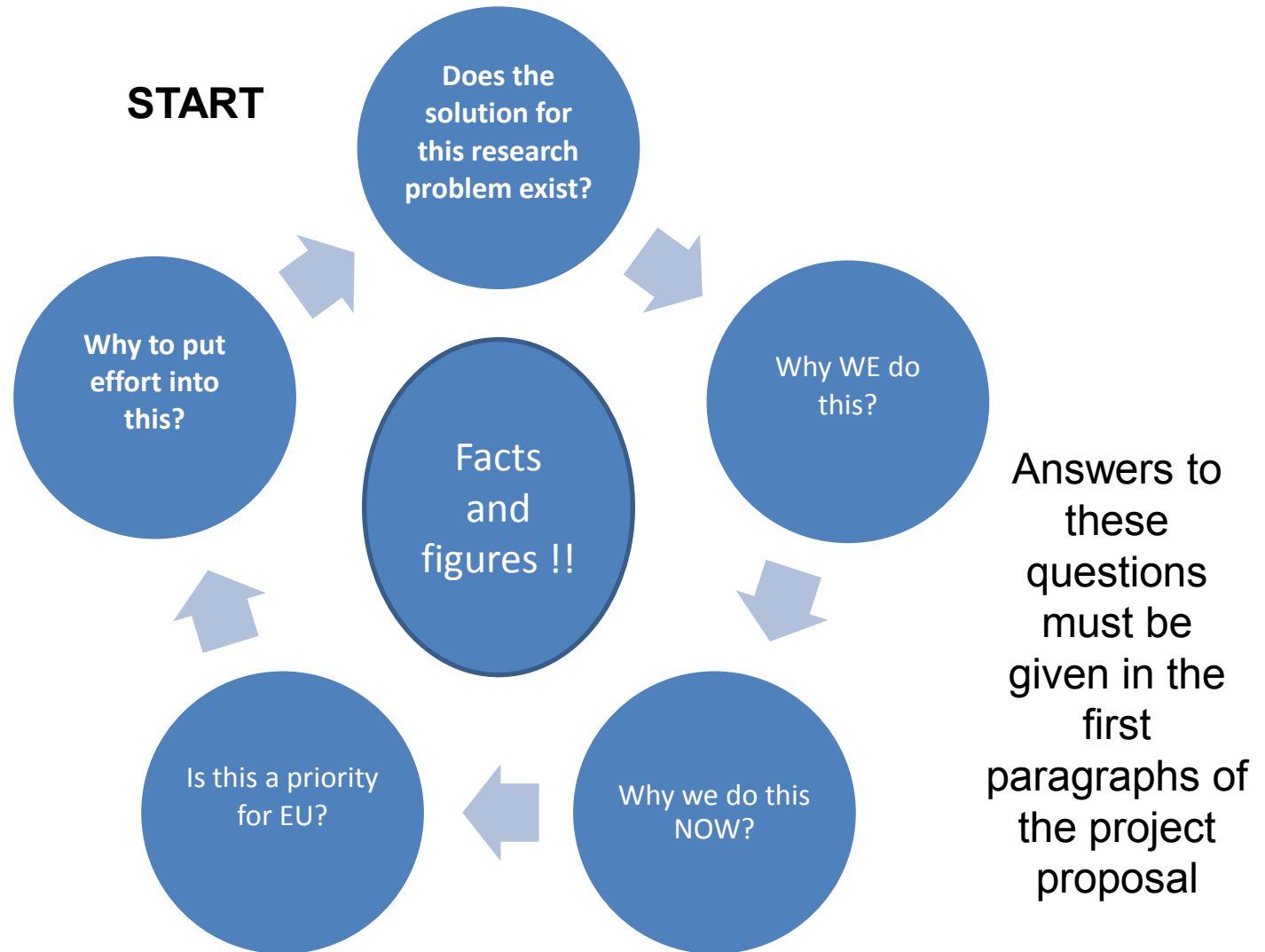
KOZMINSKI UNIVERSITY

BESTPRAC WG1/WG2/WG3 Meeting March 5, 2015 Ljubljana

APPLICATION WRITING



5 key questions for a good project



Project language

- Keep in mind page limit
- Avoid expressions that do not add anything new:
 - „As well known”, „it is generally accepted that”
 - „In my personal opinion”, „and so on, and so forth”
- From passive to active voice:
 - This project was rejected at Commission level
 - The Commission rejected the project
- **KISS: KEEP IT SHORT AND SIMPLE**

Source: How to write clearly, European Commission

Project language

- Pay attention to the use of abbreviations:
 - ESA: European Space Agency, Eastern and South Africa, Euroatom Supply Agency
- Names of the institutions, organisations etc. – give full names and abbreviations, use alternately
 - European Institute of Innovation and Technology (EIT)
- Pay attention to „cut and paste”

Source: How to write clearly, European Commission

Defining objectives

One main objective according to the SMART rule:

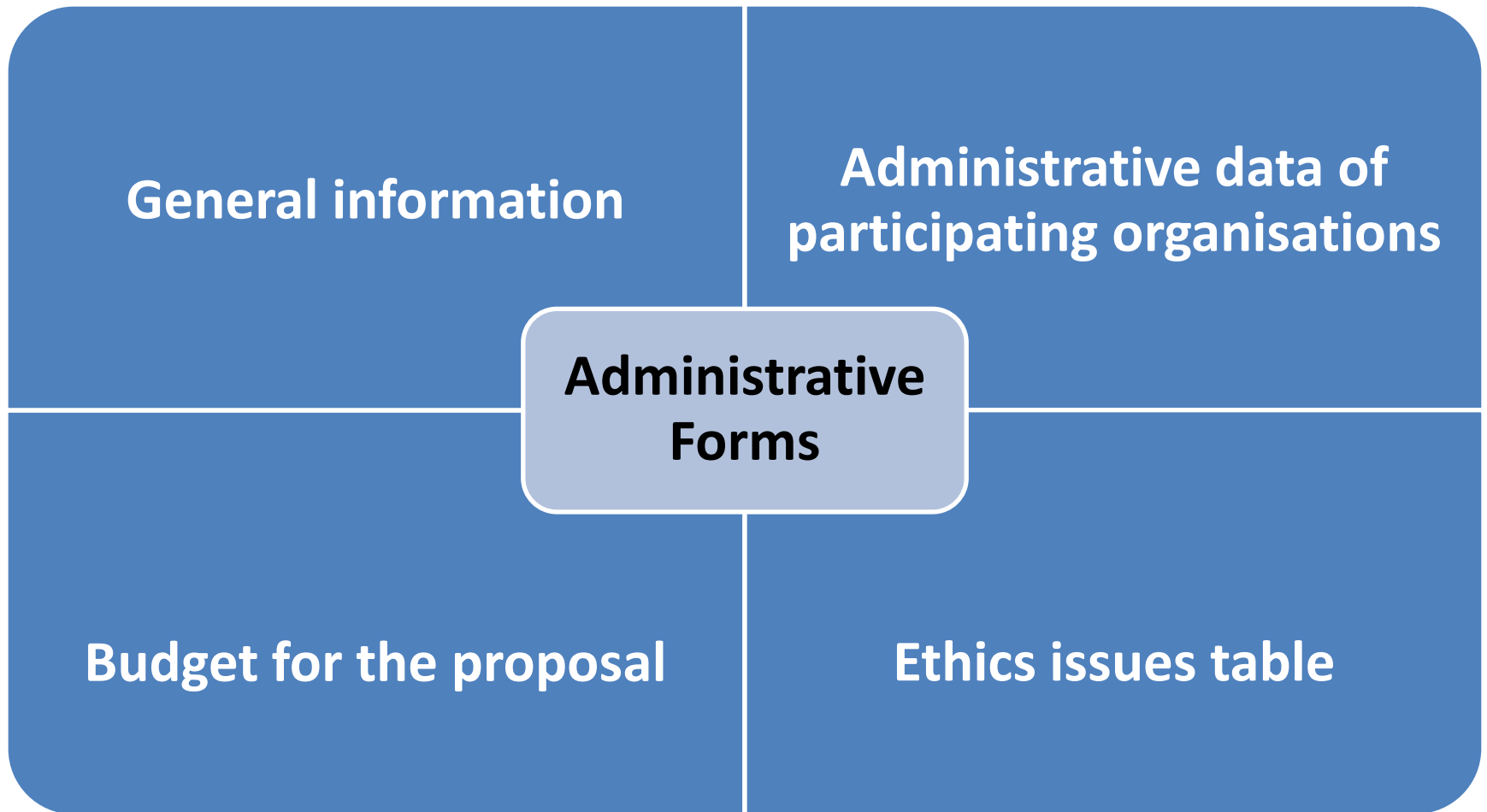
- S – SPECIFIC
- M – MEASURABLE
- A – ACTIONABLE
- R – REALISTIC
- T – TIMETABLED

Several specific objectives – operational

What else to remember?

- Repeating is not a crime
- Quantification (numbers and amounts)
- Intersection titles, formatting and editing, diagrams, tables and graphic illustrations
- Treating the reader as a layman
- First pages are the most important ones
- Expert knows immediately what the project is about

Application structure



Application structure

1. Excellence

2. Impact

3.
Implementation

4. Mememebers of
the consortium

5. Ethics and
security

1. Excellence

1.1 Objectives have to be described SMART

1.2. Relation to the work programme

1.3. Concept and Approach

- Present ideas and interdisciplinary approach
- Include national or international innovation related to the project
- Present methodology
- Consider and include gender issues

1.4 Ambition

- State of the art
- Show an innovative potential of the project

2. Impact

2.1. Expected impact:

- according to the Work Programme
- present steps leading to expected results
- innovation improvement and integration of knowledge (fostering competitiveness)
- other impact on environment and society

It is necessary to describe:

- obstacles and barriers that may affect results

2. Impact

2.2. Maximalizing impact

a. Dissemination

- dissemination plan, how the project will reach all end users
- how the proposed measures will contribute to impact of the project
- knowledge management
- strategy of IP management (green and golden access)

2. Impact

2.2. Maximalizing impact

b. Communication

- actions aimed at promoting the project and its results during the project and afterwards
- drafting a project sustainability plan

3. Implementation

3.1. Work plan – workpackages, deliverables and milestones

- Describe workpackages keeping the project logic
- Present workplan as the Gantt Chart (timetable)
- Present PERT diagram showing workpackages and interlinks between them
- Define milestones and deliverables carefully

3. Implementation

3.1. Rules for work plan

- Key rule: project management is done through workpackages not a partner
- Avoid having all partners in all workpackages, one leading partner per workpackage, one partner performing tasks in a workpackage
- „Blurred” partners – check on them before
- Optimal: each partner leads a workpackage and is involved at least in two others

Project Management

3.2. Project management and procedures

- Describe project organisational structure
- Describe decision-making mechanism and problem solving mechanisms
- Show how the proposed structure fits to the project and its tasks
- Describe how the project management, including innovation management will be linked with management structure and workplan
- Describe potential risks and mitigation measures

Project Management

3.3. Consortium as a whole

- Describe project partners, their roles and complementarity
- Show contribution of each partner
- Show the way partners will cooperate with each other effectively
- Describe the role of partners from third / non-EU countries in the project or Associated Countries (if applicable)

Budget for the proposal

- Means and resources to be used for successful implementation of the project (personel, equipment, travels, etc.)
- Budget must be structured and correspond with tasks assigned to partners
- Summary of project staff effort must be presented in person/months units
- Other direct costs
- Subcontracting must be always justified

4. Partners in the project

4.1.

- Describe each partner, its profile and tasks in the project, present the way the partner contributes to the project
- Provide CVs and short work description for key project staff members
- Provide up to 5 publications/projects per each partner that are connected to the call
- Describe infrastructure that is needed for the project implementation

Proposal evaluation – key points

- Evaluation is done with the help of independent external experts.
- Excellence: Proposals must demonstrate high quality in relation to the topics and criteria set out in the calls.
- Transparency: Funding decisions must be based on clearly described rules and procedures, and applicants should receive adequate feedback on the outcome of the evaluation.

Proposal evaluation – key points

- Fairness and impartiality: All proposals submitted in response to a call are treated equally and evaluated impartially on their merits, irrespective of their origin or the identity of the applicants.
- Efficiency and speed: Evaluation, award and grant preparation should be done as quickly as possible without compromising quality or neglecting the rules.
- Ethics and security: Proposals must not contravene fundamental ethical principles or relevant security procedures.

Thank you for your attention !!!

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