

# Comment préparer une proposition compétitive ?

**“GIVE THEM WHAT THEY WANT!”**

**Know the evaluation process and criteria to prepare a winning research proposal**

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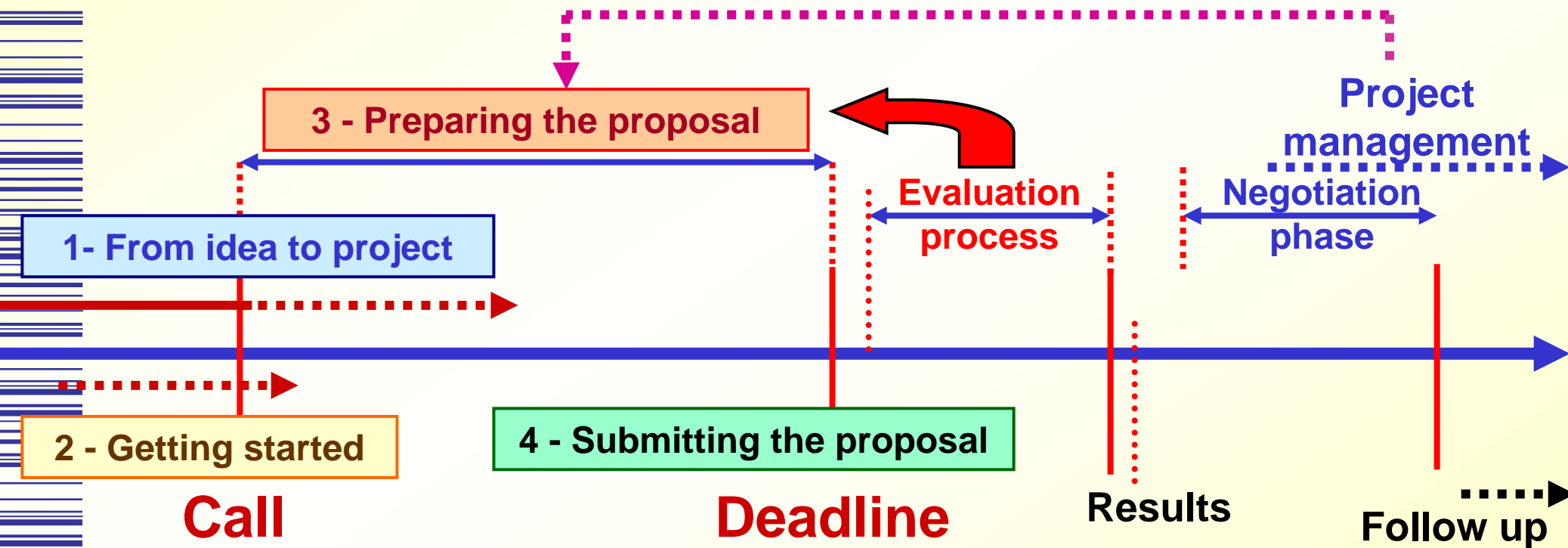
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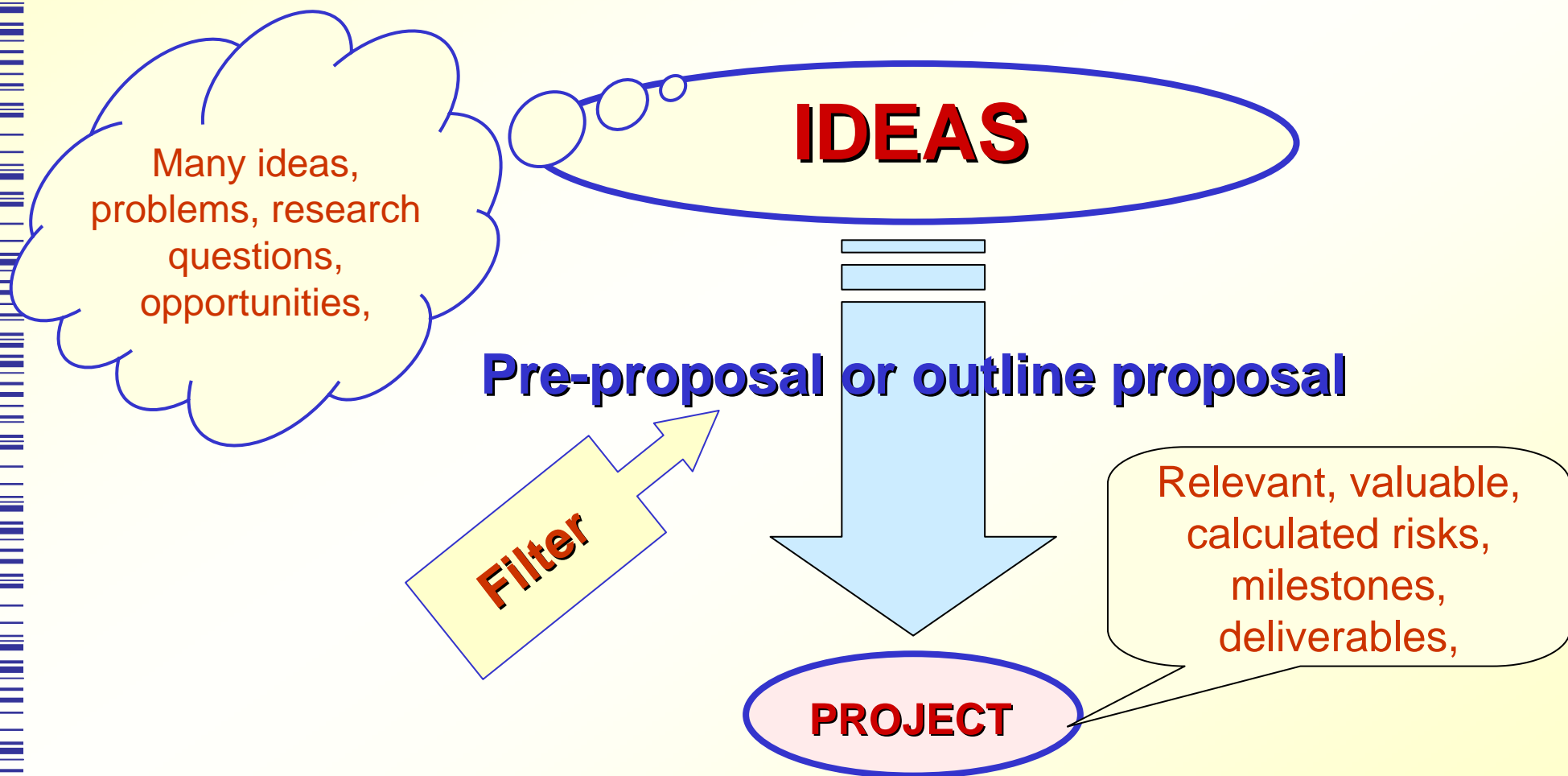
<http://eurosfaire.prd.fr>

# OBJECTIVES

## PROCESS DIAGRAM



# 1- From idea to project



## 2 - Getting started (1)

### Advance preparation

#### Know:

- **The funding body** (Europe): read Green papers, White papers, Action plans, all relevant policy papers on European strategies;
- **The Framework programme** and the specific programmes : be aware of the priorities, of the participation rules, ...
- **Your subject:** relevant documents, i.e. text of the call, work programme, instruments,
- **Yourself:** what do you want to do? what are your strengths and your weaknesses.  
Play to your strengths!
- **The evaluation process :**

**Know how your proposal will be evaluated before you write it**

**You must convince expert-evaluators**

# ÊTES-VOUS PRÊTS ? (1)

**Il faut savoir EDUQUER les évaluateurs !**

**Répondez à ces questions :**

Quel est l'**objectif** du projet ?

En quoi l'idée est-elle géniale, **innovante** ?

Quelle est votre **stratégie** pour atteindre les objectifs ?

A **quoi** serviront les résultats ?

A **qui** serviront les résultats ?

Pourquoi faut-il entreprendre ces recherches au **niveau européen** ?

**Etc.**

# ÊTES-VOUS PRÊTS ? (2)

**Etc. – et aussi à celles-ci :**

Pourquoi réaliser ce projet **maintenant** ?

Pourquoi ne pas **acheter** un produit ou un service existant ?

Pourquoi ne pas **effectuer un transfert** d'une technologie existant ailleurs ?

Quelles sont les **recherches déjà réalisées** dans ce domaine ?

Il faut **FOURNIR** des chiffres et des figures ...

Il faut **ARGUMENTER** ... pour **CONVAINCRE** !

# QUEL EST L'IMPACT DU PROJET ?

## Préciser l'impact à différents niveaux :

- **Citoyen** : impact sociétal, bien-être, etc.,
- **Région** : développement régional, emploi, etc.,
- **Union européenne** : compétitivité de l'Union européenne, Contribution aux politiques communes, ...
- **International** : face aux Etats-Unis, Japon, ...

# Conseils de base !

## Lire les documents :

- ❑ Guidelines on Proposal Evaluation and Selection Procedures
- ❑ Guidance Notes for Evaluators : document spécifique à l'appel

## Connaître :

❑ La procédure



Guidelines on Proposal Evaluation  
and Selection Procedures

❑ Les critères



GUIDANCE NOTES FOR EVALUATORS

Participating in evaluation of proposals for the Research  
Infrastructures Action Call a.1

Fixed deadline call for proposals  
Call identifier: FP6-2002-Infrastructures-1

Les formulaires utilisés par  
les experts

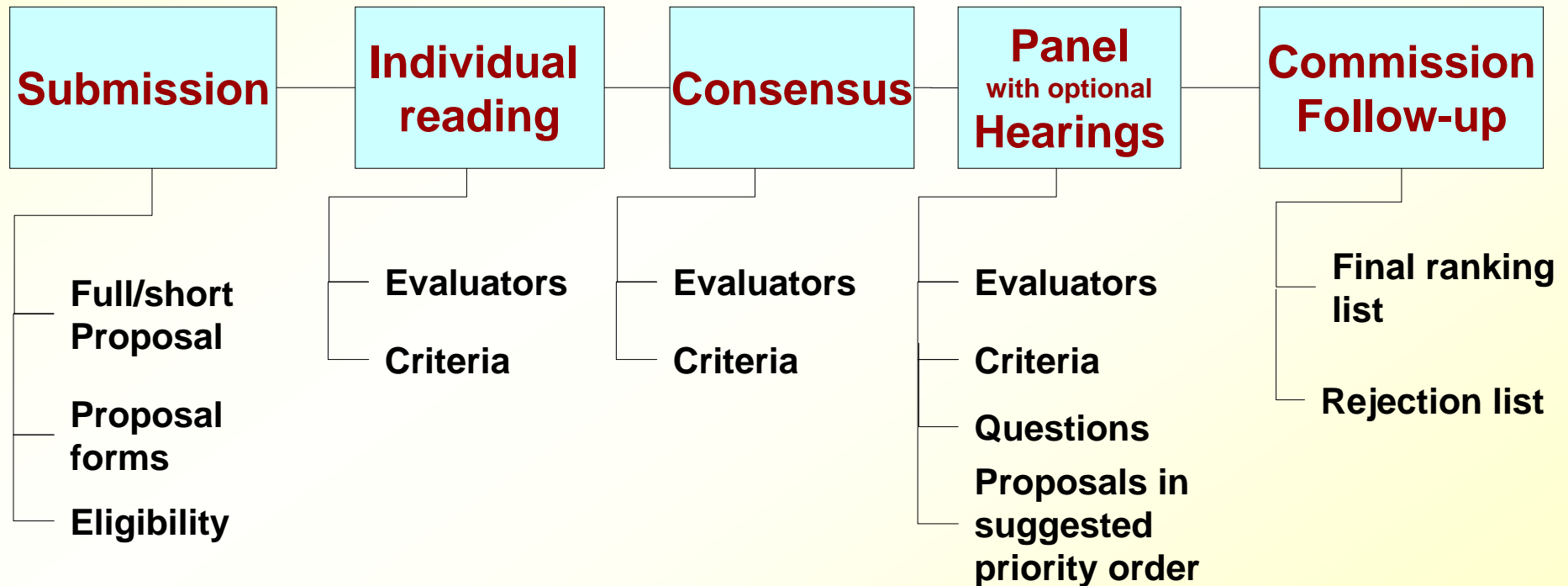
46 pages

40 pages

02 May 2003

# La procédure d'évaluation

## Principales étapes



# Evaluation Criteria

- Relevance to Call
  - Potential Impact
  - S&T Excellence
  - Quality of the Consortium
  - Quality of the Management
  - Mobilisation of Resources
  - The JPA & Degree of integration
  - Excellence of the participants
  - Organisation and management
- } **All** (key for stage 1)
- } **IP**
- } **NoE**

# Le rôle du coordonnateur :

## Le coordonnateur doit :

- mener une **réflexion stratégique**,
- construire une **vision commune**,
- obtenir une **adhésion forte et durable**,

C'est à dire **construire, organiser, argumenter, choisir** pour convaincre les évaluateurs que la proposition doit être réalisée donc financée.

## 3 - Preparing the proposal

### Six key points:

- Formulate (an) appropriate research objective(s);
- State your (research) objective(s) clearly in your proposal;
- Develop a realistic research plan;
- Frame your project around the work of others;
- Format, brevity, grammar and spelling are important;
- More common reasons for failure of proposals.

# Formulate (an) appropriate research objective(s)

## **SMART** Objectives

<b>S</b>	Specific
<b>M</b>	Measurable
<b>A</b>	Achievable
<b>R</b>	Result-oriented
<b>T</b>	Time-related

## Good objectives are:

- ✓ **“SMART”**
- ✓ Developed co-operatively by partners,
- ✓ Under the control of the co-ordinator, the “core team”, WP leader,
- ✓ Expressed clearly in writing,
- ✓ Not too complicated ...

# State your (research) objective(s) clearly in your proposal

## FP6 proposal

Strategic objectives

Overall and specific  
objectives

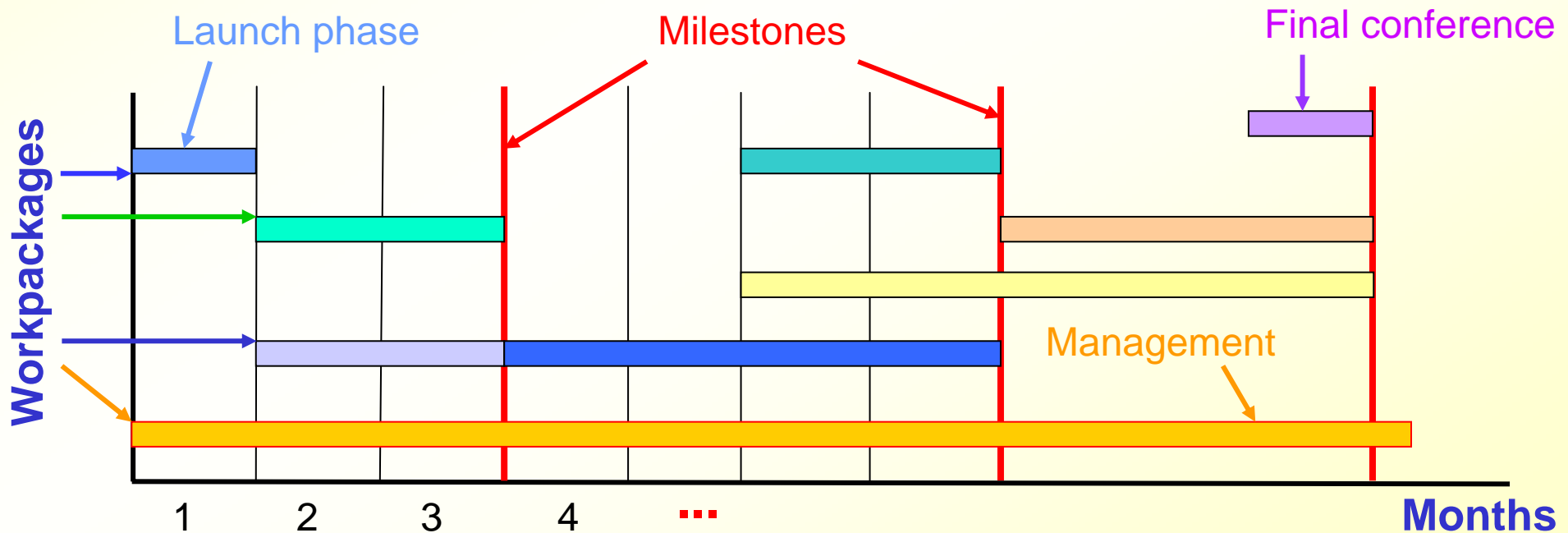
Achievements

- European policies
- Framework programme
- Call & work programme
- Proposal itself
- What will be achieved ...

⊗ The research objective(s) of this proposal is (are) ....

# Producing a Gantt Chart

A Gantt Chart helps organize a **plan** to implement a (research) project. It documents **what** is to be accomplished, **who** will be involved and **when** workpackages and tasks will take place and how they will interrelate. It shows at a quick glance **the course of the project**. Additionally it provides guidance for managing the project. A simple example looks like:



## From the NIAID-NIH web site:

[http://www.niaid.nih.gov/ncn/grants/write/write\\_e3.htm](http://www.niaid.nih.gov/ncn/grants/write/write_e3.htm)

### Many writing labs are available on the web

- **Write a topic sentence for each main topic:** then write a topic sentence for each sub topic in the outline;
- **Make one point in each paragraph:** this is key to creating text that's easy to read;
- **Divide the document into sections and subsections.** This organizes your text and, together with paragraph headers, creates white space;
- **Include bullets and lists:** they draw attention to key facts and create a visual break;
- **Use short sentences with a basic structure:** subject, verb, object;
- **Include transitions:** at the beginning of a new paragraph or concept;
- **Keep related ideas and information together:** e.g. put clauses and phrases as close as possible;
- **Use strong, active verbs:** write "We will develop a cell line," not "A cell line will be developed";
- **Use verb forms instead of abstract nouns:** say 'creating the assay leads to...' rather than 'the creation of the assay leads to...'

**If writing is not your forte, get help**

## 4 - Submitting the proposal

### Proof read your proposal before it is sent:

**Too many proposals are submitted with stupid mistakes, omissions and errors of all sorts**

**Don't spend months writing a proposal just to kill it with stupid mistakes that are easily prevented**

### Submit your proposal in time:

**A co-ordinator is responsible to submit the proposal in due time**

**Plan your work to submit one or two days before the deadline**

**The Commission strongly encourages the use of the on-line**

**Electronic Proposal Submission System (EPSS)**

# Ce qu'en disent les évaluateurs\* ...

- Excellence scientifique** : à quelle **question nouvelle** le projet souhaite-t-il répondre ? **Objectifs** bien structurés, organisés progressivement et logiquement. **Méthodologie** bien décrite, justifiant clairement les **méthodes**,
- Argumentation** : justifier les choix (**problème à résoudre, stratégie et méthodologie**),
- Pertinence** : **objectifs socio-économiques, démarche choisie**,
- Cohérence** : **projet fédérateur** (vision large intégrant différentes approches), **cohérent**, bien articulé, révélant les capacités du coordonnateur à décider,
- Évaluation** : **résultats attendus** ; mentionner les **risques d'insuccès**,
- Forme** : **clarté**, respect des recommandations, **anglais clair et correct** (pas de jargon).

\* Synthèse réalisée avec **M.C. Roland** d'après des témoignages d'experts évaluateurs INRA

## 5 - Conclusions (1)

### It is not easy to write a good proposal:

it takes **time** and **efforts**; it can take several months ...

### Keep in mind what evaluators are looking for in proposals:

- **relevance**
- **scientific and technical excellence**
- **quality of project management**
- **technical credibility of the proposal**
- **added value of carrying out the research at a European level**
- **strategy for exploitation and dissemination of results**
- **costs and budget breakdown**
- **competence and effectiveness of the consortium**

## 5 - Conclusions (2)

### What makes a good proposal?

- clear objectives / fits programme
- scientific excellence / innovation
- European dimension / collaboration
- high quality project management
- balanced distribution of workload
- clear timescale and workplans
- understandable, non-technical, scientific jargon-free language
- industrial relevance
- a well defined marketable project result / product (what are benefits to EU?)

⊗ **A good proposal is convincing from the outset.** The essential facts must be readily extractable. A well written summary can often help hard-pressed evaluators to grasp the main points. Presentation is extremely important.

## 5 - Conclusions (3)

**For the Commission, quality of management is essential**

The proposal must clearly state:

- What each member of the consortium will do;
- How they will work together effectively;
- How the various work packages relate to each other;
- That each activity has been properly resourced;
- Expected **deliverables** and **milestones** : they must be clearly identified and charts must be drawn up.

✘ **Keep the core team small and well balanced.**

# A retenir :

## “GIVE THEM WHAT THEY WANT!”

- Suivez les recommandations à la lettre !
- Ne “bâclez” aucune rubrique !
- Expliquez les risques et vos stratégies de contournement ...

**Tout ceci ne relève que du bon sens !**

## DEVENEZ EXPERT-EVALUATEUR !!!

[http://www.cordis.lu/experts/fp6\\_candidature.htm](http://www.cordis.lu/experts/fp6_candidature.htm)