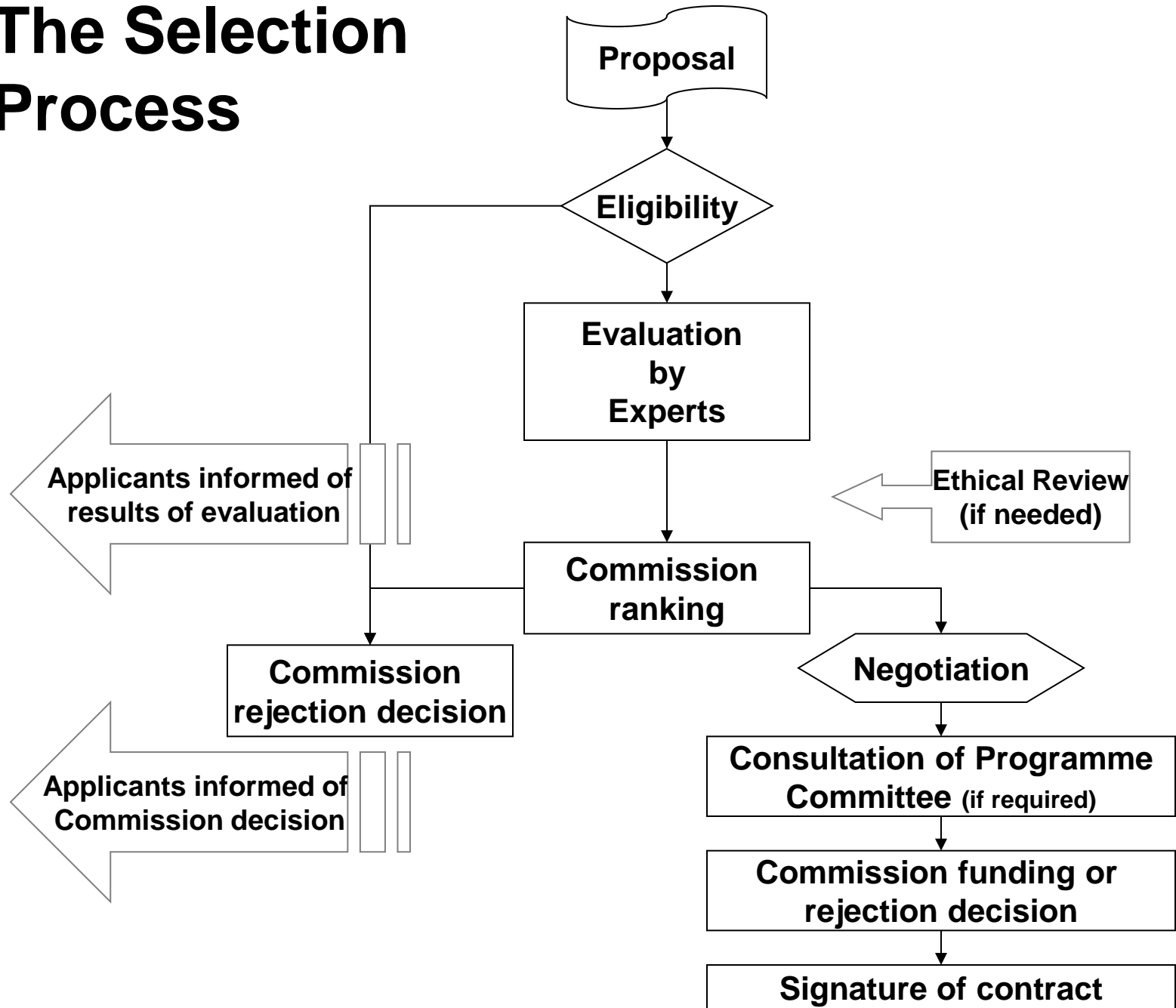


Training Module:

7 - Evaluation and Practical Rules



The Selection Process



Evaluation Criteria

Type of action	Excellence	Impact	Quality and efficiency of the implementation
	<p>The following aspects will be taken into account, to the extent that the proposed work corresponds to the topic description in the work programme.</p>	<p>The extent to which the outputs of the project should contribute at the European and/or International level to:</p>	<p>The following aspects will be taken into account:</p>

	Excellence	Impact	Quality and efficiency of the implementation
All types of action	Clarity and pertinence of the objectives; Credibility of the proposed approach.	The expected impacts listed in the work programme under the relevant topic	Coherence and effectiveness of the work plan, including appropriateness of the allocation of tasks and resources; Complementarity of the participants within the consortium (when relevant); Appropriateness of the management structures and procedures, including risk and innovation management.

	Excellence	Impact
<p>Research and innovation</p> <p>Innovation</p> <p>SME instrument</p>	<p>Soundness of the concept, including trans-disciplinary considerations, where relevant; Extent that proposed work is ambitious, has innovation potential, and is beyond the state of the art (e.g. ground-breaking objectives, novel concepts and approaches)</p>	<p>Enhancing innovation capacity and integration of new knowledge; Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets; and, where relevant, by delivering such innovations to the markets; Any other environmental and socially important impacts (not already covered above); Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.</p>

	Excellence	Impact
Coordination & support actions	Soundness of the concept; Quality of the proposed coordination and/or support measures.	Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.

Project proposal evaluation

**What to do and what to avoid
when you write your
proposal...**

1 Excellence/Concept

- **Full of baloney. Sometimes remembered to mention the Theme priority, but not always !**

Zero points

- **Copies and pastes of the Workprogramme, just listing objectives.**

Score 1 or 2

- **Clearly identified the objective, their relevance to the WP, in your own words.**

Score 3

- **Identified the objectives, the approach, clear positioning, stated the relevance *and* explained why it is important and benefits the aims of the WP**

Score 4 or 5

2 Excellence / Ambition

- Impossible to figure out what the proposal is aiming at, ambition unclear ...
Score 1
- Nicely described but not very clear what is new. Is it ambitious?
Score 2 or 3
- Clear explanation of the ambition and the innovation potential.
Score 4
- Clear explanation of ambition, innovation potential *and* how the state-of-the-art will be advanced.
Score 5

3 Potential impact

- Issue ducked (there is no impact / impact not actually related to goals of the Theme).

Score 0

- Re-assuring phrases about how valuable this work is going to be.

Score 1 or 2

- Specific impact (from the WP) is clearly identified in detailed terms.

Score 3

- Additionally, outline of measures to maximise the impact *and* how to advance innovation capacity.

Score 4 or 5

4 Quality of the Implementation / Resources

- **Just claiming that resources are adequate**
Score 1
- **Copy and paste of the text from the corporate brochures;**
Score 2
- **Resource plan specific to the project, but only sketched out**
Score 3
- **Detailed resource planning, but possibly over/under-estimate**
Score 4
- **Just the right amount of resources, convincingly integrated**
Score 5

5 Quality of the Implementation / Consortium

- **Re-assuring phrases about how good the proposal is.**
Score 1
- **Appended the CVs, but no description of partners' role**
Score 2 or 3
- **Clear description of who the partners are and how they contribute**
Score 4
- **Additionally, how they ensure exploitation focused on the objectives addresses, *and* why they are among the best in the business**
Score 5

6 Quality of the Implementation / Management

- **Re-assuring phrases about how well-managed it's going to be and how experienced the partners are.**
Score 1
- **Just the standard management plan everybody learned at business school**
Score 2 or 3
- **Adequately detailed organisation and management plan, clear responsibilities, problem solving mechanism.**
Score 4
- **Additionally, clear outline of innovation management, risk analysis and contingency plans – all reaching beyond the end of the project**
Score 5

Effort Distribution over WPs

Distribution of Effort over Workpackages and Partners:
Identifying weaknesses in a workplan.

	WP1	WP2	WP3	WP4	WP5	WP6	
P1	10	4		4		2	20
P2	2	2	2	2	2	2	12
P3			5	11		2	18
P4		12	2	12		2	28
P5			14	3		2	19
P6					6	2	8
P7					6	2	8
Total	12	18	23	32	14	14	113

The workpackage that nobody wanted

	WP1	WP2	WP3	WP4	WP5	WP6	
P1	10	4		4		2	20
P2	2	2	2	2	2	2	12
P3			5	11		2	18
P4		12	2	12		2	28
P5			14	3		2	19
P6					6	2	8
P7					6	2	8
Total	12	18	23	32	14	14	113

The workpackage that does too much

	WP1	WP2	WP3	WP4	WP5	WP6	
P1	10	4		4		2	20
P2	2	2	2	2	2	2	12
P3			5	11		2	18
P4		12	2	12		2	28
P5			14	3		2	19
P6					6	2	8
P7					6	2	8
Total	12	18	23	32	14	14	113

The partner who didn't know what to do

	WP1	WP2	WP3	WP4	WP5	WP6	
P1	10	4		4		2	20
P2	2	2	2	2	2	2	12
P3			5	11		2	18
P4		12	2	12		2	28
P5			14	3		2	19
P6					6	2	8
P7					6	2	8
Total	12	18	23	32	14	14	113

The token SME

	WP1	WP2	WP3	WP4	WP5	WP6	
P1	10	4		4		2	20
P2	2	2	2	2	2	2	12
P3			5	11		2	18
P4		12	2	12		2	28
P5			14	3		2	19
P6					6	2	8
P7					6	2	8
Total	12	18	23	32	14	14	113

Well-lead work packages which will get results

	WP1	WP2	WP3	WP4	WP5	WP6	
P1	10	4		4		2	20
P2	2	2	2	2	2	2	12
P3			5	11		2	18
P4		12	2	12		2	28
P5			14	3		2	19
P6					6	2	8
P7					6	2	8
Total	12	18	23	32	14	14	113

Fatal Mistakes

- **Out of scope of call (objective or instrument) Only a few objectives are open in a specific call. Read the call text !**
- **Late submission: Submit early on the EPSS, and submit often, even if the proposal is not fully mature!**
- **Lack of understanding of Evaluation criteria (objective vs subjective)**
- **Poor needs analysis and description of the starting point (stakeholders, problems, target groups, state-of-the-art, markets, etc)**
- **Little relevance for the call objectives**

Fatal Mistakes (2)

- **Poor impact analysis**
- **Insufficient details given of planned activities as evidence to convince evaluators of impact**
- **The text of different parts of a proposal is not consistent so evaluators get confused**
- **No respect for instructions. Be intelligent in implementing the instructions. Every word of the guidance documents has a meaning.**

Rule no. 1

Choose the right instrument for your idea !

- Research Action - RA
- Research and Innovation Action – RIA
- Coordination and Support Action – CSA

Rule no. 2

Remember that every half-mark will count !

Think of the finishing touches which signal quality work:

in presentation

- clear language
- well-organised contents
- no typos, no inconsistencies, no obvious paste-ins, no numbers which don't add up, no missing pages

in content

- ethical issues
- gender issues

Rule no. 3

You are going to need consistently high marks on all criteria !

1. Make it *easy* for the evaluators to give you high marks. Don't make them work at it !
 - Don't write too little; cover what is requested
 - Don't write too much
 - Don't leave them to figure out why it's good, tell them why it's good
 - Leave nothing to the imagination
2. Divide your effort over the evaluation criteria
3. And *never* fill a Part B section with hot air instead of content

Rule no. 4

Use the Guidance notes for evaluators !

1. Give the Guidance notes and your draft proposal to experienced colleagues
2. Then re-write your proposal following their recommendations

Rule no. 5

Make sure your Project Workplan reflects the promises you make in the rest of Part B !

For example:

- Strong impact implies an important dissemination effort
- S&T excellence implies an adequate and well-organised research effort
- Good consortium management implies clear Workpackage leadership

Rule no. 6

Use all the help you can get (and don't wait till it's too late) !

- Commission contact person for each objective open in a call
- Pre-proposal checks by the EC
- A help desk for proposers questions
- A help desk for electronic submission problems
- Partner search facilities

Recommendations

You can learn to present a *good proposal* in the *best possible way*

But no amount of creative writing will disguise an *inadequate proposal*

- are you really fully in scope of the strategic objective?
- will your project have a significant impact?
- is it scientifically and technically excellent?
- is your consortium competent and complete?
- do you have a well-worked out project management plan?
- do you have all the resources you need?