

SUCCESSFUL PROPOSAL WRITING TRAINING IN PRIMA CALLS HOW TO ADDRESS THE EXCELLENCE

8 Février 2022



The PRIMA programme is an Art.185 initiative supported and funded under Horizon 2020, the European Union's Framework Programme for Research and Innovation.

Components of Excellence

- **1.1 Objectives**
 - Specific objectives for the project (clear, measurable, realistic and achievable)
- **1.2 Relation to the call/topic**
 - Explain how your proposal addresses the specific challenge and scope of the topic
- **1.3 Concept and approach**
 - Concept, Positioning of the Project, Relation to ongoing research, Methodology & Sex/Gender analysis
- **1.4 Ambition**
 - Advance beyond the state of the art and innovation potential

Objectives : Overall and Specific

Objectives should be consistent with the expected exploitation and impact of the project).

- Be precise and specific as much as you can
- Avoid too ambitious goals, over estimation
- Reflect what is already written in the call text, read it again, again, and again -> reflection



Analyse the problem

4

Effets

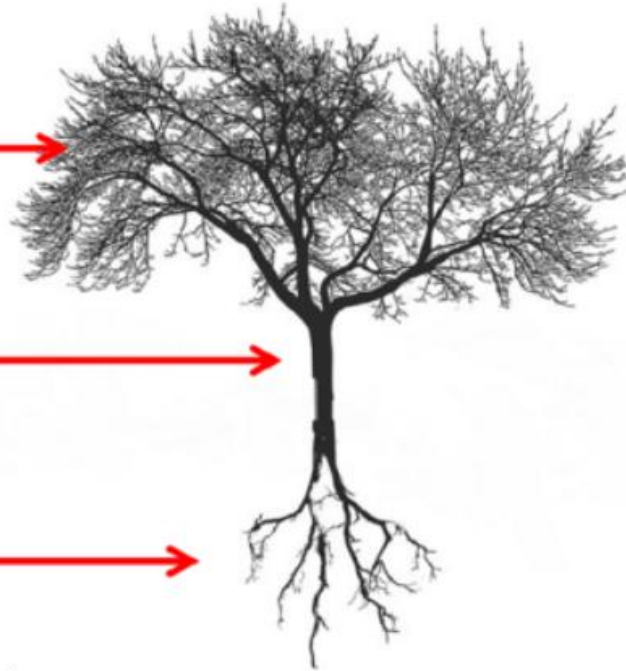
Les jeunes sont au chômage

Problèmes

Les jeunes n'ont pas les moyens d'entreprendre de projets

Causes

Il n'existe pas d'aides financières permettant aux jeunes d'entreprendre de projets lucratifs



Objectif général

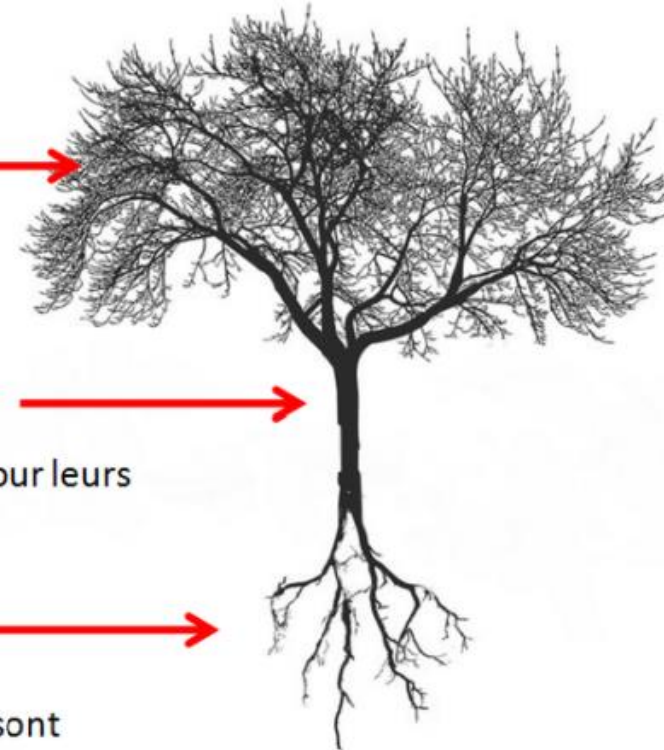
La Baisse du taux de chômage chez les jeunes

Objectifs spécifiques

Les jeunes ont accès à des fonds pour leurs projets entrepreneuriaux.

Résultats

Les financements pour les projets sont plus nombreux et plus facile à obtenir



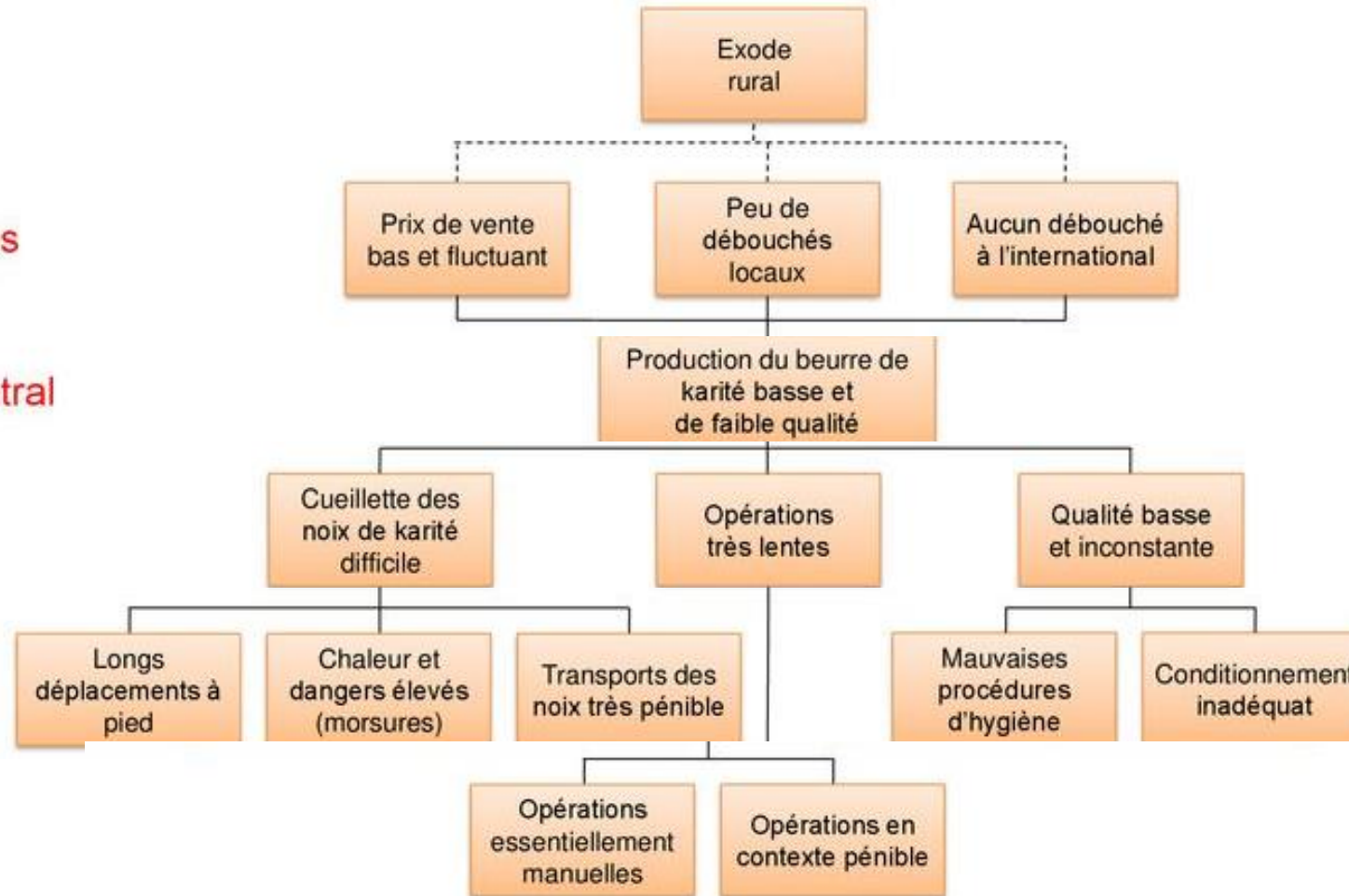
Example 1

5

Conséquences

Problème central

Causes

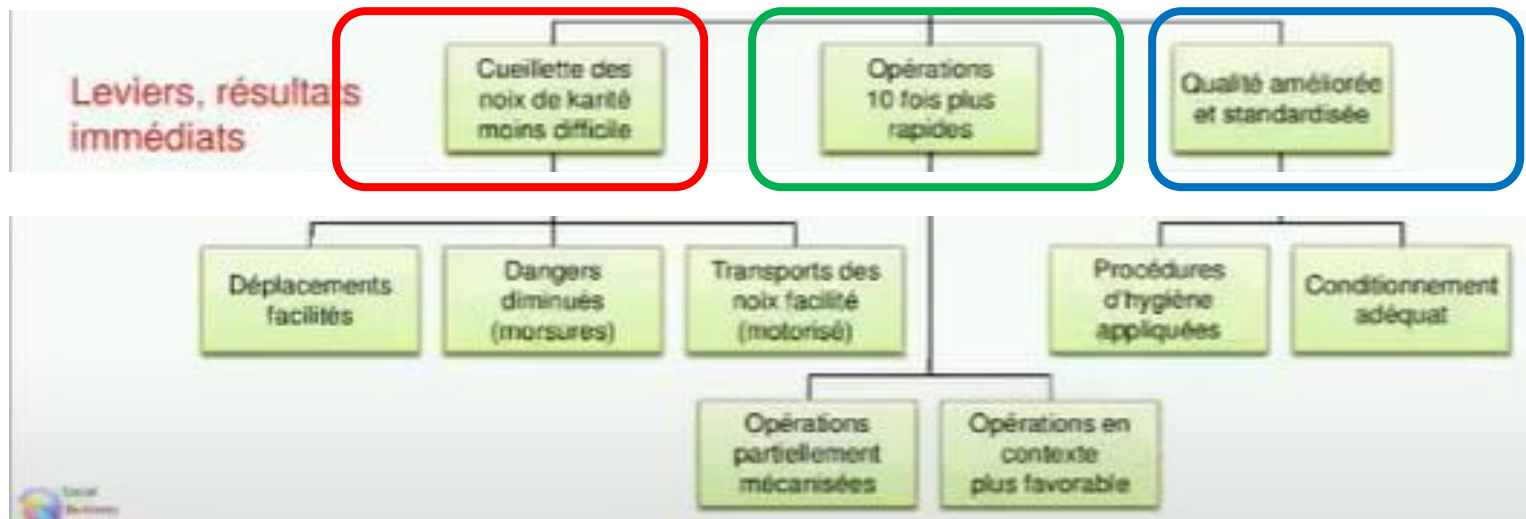
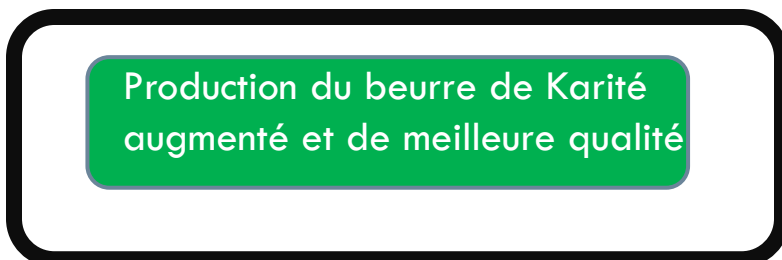


OBJECTIFS: L arbre à solution est la fois la base et la synthèse de votre travail

Objectif
General /
Impact



Objectif
Principal &
Resultats
attendus



Objectives : AVOID

- Too Many Objectives
- Objectives not measurable/Quantifiables
- Project idea does not Fit to the Topic
- Not Enough information provided why the idea is realistic

Relation to the Call

- Reflection from the call text, again
- State how your proposed project shall address the **PRIMA SRIA + CALL + TOPIC** challenges & scopes (+ **EU** relevant policies and strategies)
- Use a tabular form [addressed scope/challenge, how your project will respond to this?]
- Relevance to the particular demands of the target **Mediterranean countries**, where the action will be organized, and the relevant sectors (including synergy with other initiatives and projects)
- Refer to any significant plans undertaken at national, regional, global level relevant to the project

Concept and Methodology/Concept

- Describe and explain the overall concept underpinning the project. Describe the **main ideas, models or assumptions** involved
- Identify any **inter-disciplinary considerations** and, where relevant, use of stakeholder knowledge.
- Where relevant, include measures taken for public/societal engagement on issues related to the project.
- Describe the positioning of the project e.g. where it is situated in the spectrum from **'idea to application'**, or from **'lab to market'**.
- Refer to **Technology Readiness Levels** where relevant. Refer to the initial TRL and the final/planned TRL and what type of deliverable (i.e. new device) that would be resulted from the action/project.
- Describe any **national or international research and innovation activities which will be linked with the project**, especially where the outputs from these will feed into the project (synergy and complementarity).

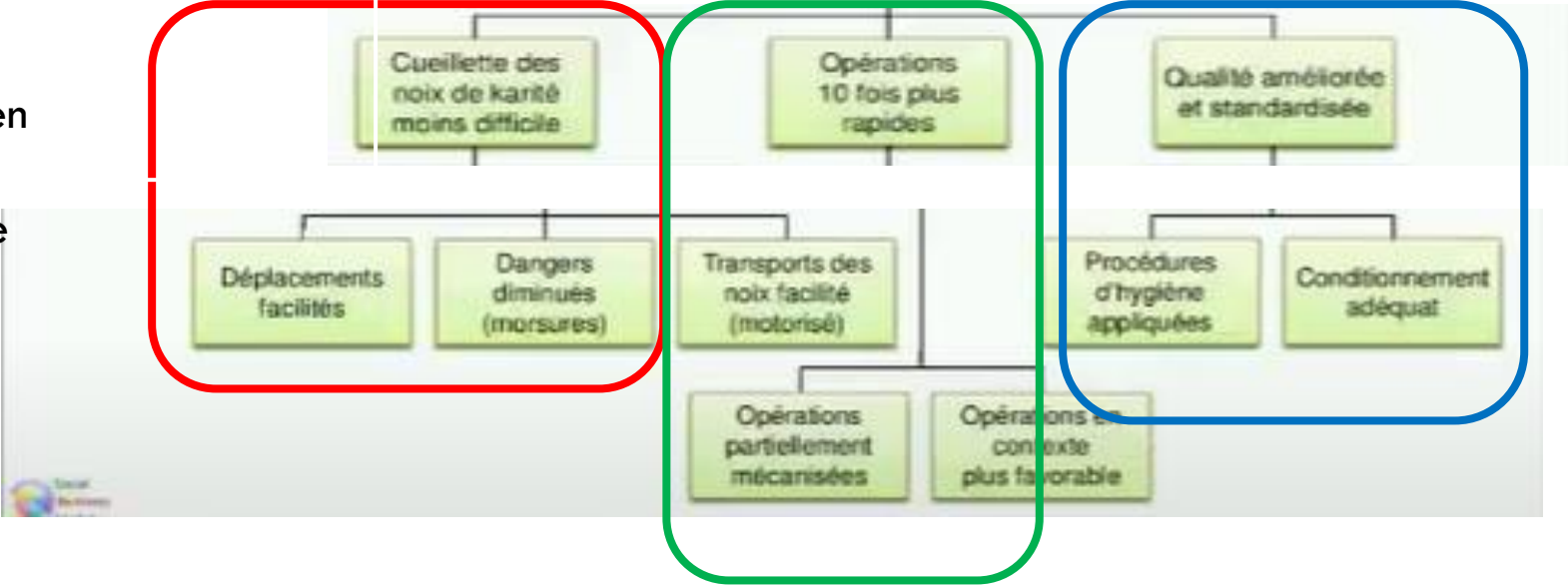
Concept and Methodology/Methodology

- Describe the **overall methodology** (the applied approach – not the detailed activities and steps)
- Present the logic behind the **Workpackages structure**, not the details of the WPs/tasks;
- Distinguishing, as appropriate, **activities indicated in the relevant section of the work programme**, e.g. for research, demonstration, piloting, first market replication, etc;
- Describe **gender dimension**, i.e. sex and/or gender analysis is taken into account in the project's content. Please note that this question does not refer to gender balance in the teams in charge of carrying out the project but to the content of the planned research and innovation activities.

Concept and Methodology



Production du beurre de Karité augmenté et de meilleure qualité



Work packages
Ne pas décrire en détails dans la partie Excellence
Taches

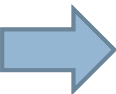
Interdisciplinarité

Conditions de travail / partie Sociale

Mecanisation / machinerie

Technologies / Methodes de preservation / stockage

TRL



Présentez la logique Les idées principales

Concept and Methodology : **Be Careful to**

- State the Novelty of the approach in the concept
- Provide statistical relevant information in the methodology (sample size, species, location, duration.....)
- Provide Information Who is doing What

Ambition

- What the proposed project would advance/go beyond the state-of-the-art, and the extent the proposed work is ambitious (show the novelty of your project and the added value).
- Describe the innovation potential (e.g. ground-breaking objectives, novel concepts and approaches, new Products, services or business and organisational models) which the proposal represents. Where relevant, refer to products and services already available on the market. Please refer to the results of any patent search carried out.
- Why you choose this/these technologies, advantages over alternatives in the market.
- In brief, also describe the nature and size of the tackled market.
- Use references. Use Figures, tables, charts when appropriate.

Ambition

- What are the market needs in your field
- Do you know them first hand : from an end user or future customer for your technology
- Are they currently partially met, or totally unmet
- What is your ambition in terms of meeting the market needs
- What is your offer to the end user, how would an end user benefit your technology
- How much is your technology better : faster; cheaper, more reliable, more efficient, with less unwanted effects than the existing one

Be careful to

- Mentioning relevant patents
- Comparing between what is already available and what your results/findings will offer
- Provide a detailed description of the exploitation potential of your project results/findings





Some Criticisms from Evaluators

Criticisms from Evaluators

- Key objectives are described mainly in **broad terms**, with specific objectives only listing work plan tasks.
- The proposal **insufficiently develops the needs, the problems** and the opportunities of the project stakeholders.
- There are only **weak links between the objectives and the work plan**. In some cases it does not become clear how the objectives will be addressed in each of the work packages.
- Alternative production methods are not appropriately quantified and compared; so that the evaluation of the **techno-economic contribution is not entirely convincing**.

Conclusion : General Tips

- Be precise, comprehensive and realistic – avoid too ambitious goals.
- Show the roles, involvement of each stakeholder (why they are in?)
- Top-notice scientific description of the updated state-of-the-art.
- Link with other initiatives, build on previous networks and actions -> ensure sustainability of your project results
- Demonstrate the interdisciplinary and intersectoral competences and expertise
- Show the novelty and innovative aspects (process, solution, methodology, presentation).
- Make use of graphs/charts to present your ideas.

Thank you.....



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