# COMPETITIVE RESEARCH PROPOSAL FOR PRIMA PROGRAMME


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PRIMA

PARTNERSHIP FOR RESEARCH AND INNOVATION IN THE MEDITERRANEAN AREA


PRIMA is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation

PRIMA Application

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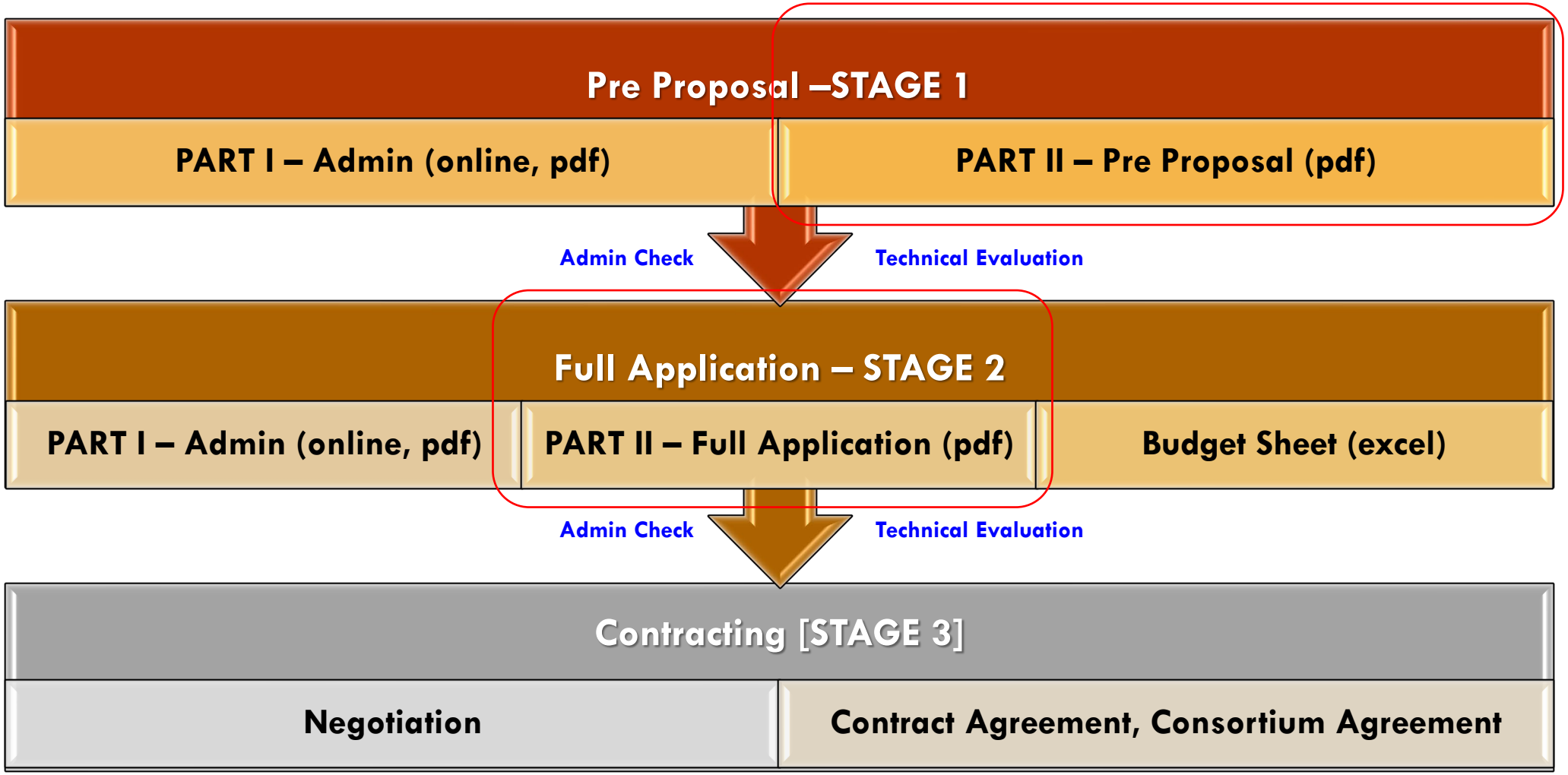
# PRIMA APPLICATION PROCEDURE

## Two Stages Submission

PRIMA Application




*While all technical evaluation done through PRIMA IS, further Admin Check done via the NFAs for Section 2.*

# RIA/IA

MAIN SECTIONS

**1. Excellence**

1.1 Objectives
1.2 Relation to call and/or topic
1.3 Concept and methodology
(a) Concept
(b) Methodology
1.4 Ambition

**2. Impact**

2.1 Expected impacts

**Pre Proposal STAGE 1 10 pages**

2.2 Measures to maximise impact
a) Dissemination and exploitation of results
b) Communication activities

**3. Implementation**

3.1 Work plan — Work packages, deliverables
3.2 Management structure, milestones and procedures
3.3 Consortium as a whole
3.4 Resources to be committed

**4. Members of the consortium**

4.1. Participants (applicants)
4.2. Third parties involved in the project (including use of third party resources)

**5. Ethics and Security**

**Full Proposal STAGE 2 50 pages**

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FIRST STAGE

# Main Sections of Part II- Pre Proposal (Technical)

(max 10 pages)

## 1 - EXCELLENCE

1.1 **Objectives**: *overall and specific objectives*

1.2 **Relation** to call/ topic: *how your proposal addresses the challenge & scope*

1.3 **Concept** and **Methodology**

(a) Concept: *main ideas, models, or assumptions*

(b) Methodology: *overall methodology, activities*

1.4 **Ambition**: *beyond the state-of-the-art*

## 2 - IMPACT

2.1 **Expected Impacts**: *expected impacts mentioned in the work programme*

# PRIMA PRE-PROPOSAL SECTIONS

FIRST STAGE

## Section 1 – EXCELLENCE

### 1.1 Objectives: overall and specific objectives

- **S.M.A.R.T Objectives**.
- In **Bullets** (SO1,SO2…), present the overall/general objective(s) of the project.
- Be **PRECISE** and **SPECIFIC**.
- Avoid too ambitious goals, over estimations.
- Read & **Reflect** on the call text.
- Avoid too long narrative description, implementation steps, blablabla…….
- Define **Sites**/geographical coverage, **Stakeholders**/target groups, main deliverables…

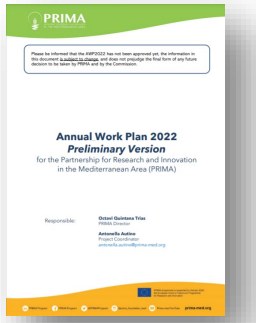
# PRIMA PRE-PROPOSAL SECTIONS

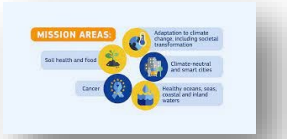
FIRST STAGE

## Section 1 - EXCELLENCE

### 1.2 Relation to call/ topic: *how your proposal addresses the challenge & scope*

- Reflection from the call text, again.
- Alignment with **PRIMA SRIA + CALL + TOPIC** (+ **EU** relevant policies and strategies)
- You can use a tabular form, or any other format to summarize your points.
- **Relevance** to the particular demands of the **MEDA countries**, where the action will be organized, and the relevant sectors (including synergy with other initiatives, built on results of previous actions/projects)





# PRIMA PRE-PROPOSAL SECTIONS

FIRST STAGE

## Section 1 – EXCELLENCE

### 1.3 Concept and methodology

(a) Concept: *main ideas, models, or assumptions*

- Explain the **Overall concept** underpinning the project.
- Identify **interdisciplinary** among **stakeholders'/PARTNERS' knowledge & roles**.
- Include measures for **public/societal engagement**.
- **Positioning the project,** spectrum 'idea 2 application', 'lab 2 market'.
- **Technology Readiness Levels** *Refer to the initial TRL + the final TRL and what type of deliverable (i.e. new device) would be resulted from the action/project.*
- Describe any national or international R&I activities which will be linked with the project (**synergy and complementarity**);

# PRIMA PRE-PROPOSAL SECTIONS

FIRST STAGE

## Section 1 – EXCELLENCE

### 1.3 Concept and methodology

(b) Methodology: *overall methodology, activities* - *from objectives to results?*

- Describe **overall methodology** (applied approach – not detailed activities and steps)
- Present the **state-of-the-art** of the technologies used and its rational.
- **Present the logic behind the Workpackages structure, not the details.**
- 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.

*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. For guidance on methods of sex / gender analysis and the issues to be taken into account, please refer to: http://ec.europa.eu/research/swafs/gendered-innovations/index_en.cfm?pg=home*

# PRIMA PRE-PROPOSAL SECTIONS

FIRST STAGE

## Section 1 – EXCELLENCE

### 1.4 Ambition: *beyond the state-of-the-art*

- What the proposed project would advance/go beyond the state-of-the-art, and the extent the proposed work is ambitious (**Novelty** of your project and added values).
- Describe the **Innovation Potential** (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models). 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**.

# PRIMA PRE-PROPOSAL SECTIONS

FIRST STAGE

## Section 2 – IMPACT

### 2.1 Expected impacts: *expected impacts mentioned in the work programme*

- Be CLEAR and SPECIFIC to your proposed project and its objectives, avoid general terms.
- **USE QUANTIFIED KPIs AND TARGETS/VALUES,** Means of **VERIFYING/MEASURING.**
- **Classify Impacts**: Social, Economic, Environment, Political, Technological advancement.
- Define **TARGET GROUPS** and **BENEFICIARIES** (i.e. small farmers, organic food market…) and the geographical coverage (involved countries).
- Describe how your project will contribute to each of the expected impacts mentioned in the PRIMA AWP, (**Topic: Expected Impact**).
- Do not forget the **Cross-cutting areas** (i.e. ICT revolution, gender issue,….)
- Refer to PRIMA **SRIA**

Useful Tables

*Stage 1- Pre Proposal (Excellence)*
*Stage 2 – Full Proposal (Implementation)*

| PRIMA Topic Challenges & Scope | Project Response |
|---|---|
| Call Challenge | |
| PRIMA SRIA Objective | |
| Topic Scope | |

| Technology | Initial TRL | Developed Solution | Final TRL |
|---|---|---|---|
| Technology 1 | 3 | New Tech.1 | 6 |
| Technology 2 | 3 | New Tech.2 | 7 |
| Technology 3 | 4 | New Tech.3 | 6 |

| TG/FB | Demands & Challenges | Project Response |
|---|---|---|
| [Target Group 1] | | |
| [Final Beneficiary 1] | | |
| [Target Group 3] | | |

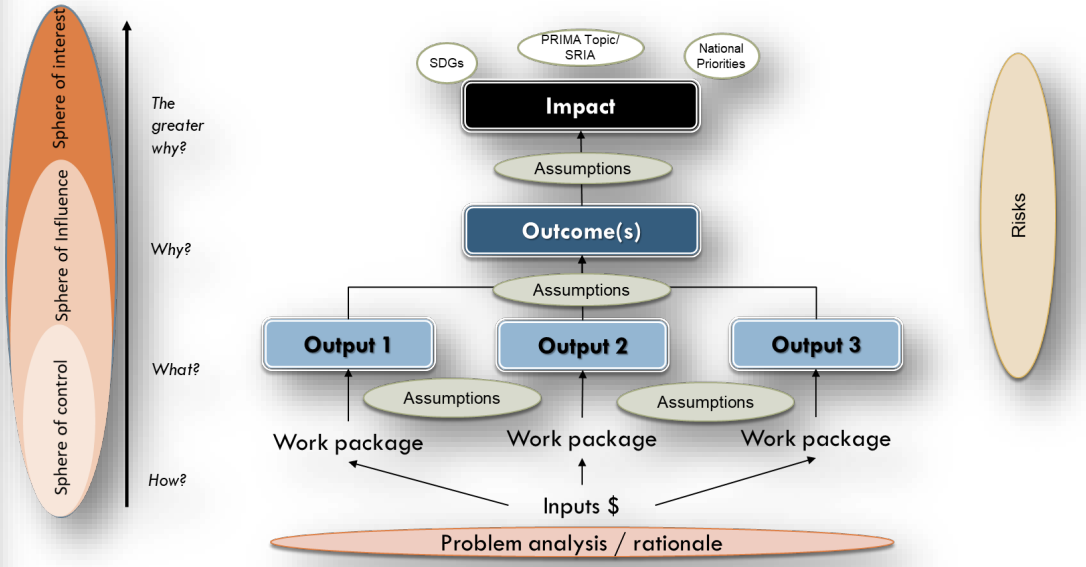
| Communication Action | KPIs | Target Audiences |
|---|---|---|
| Website | 1 | Public |
| Leaflets | 1000 | Scientific communities in… |
| Workshops | 4 | Smallholders in…. |

| WP Title | Start Date | End Date | Resp. Partner | Deliverables |
|---|---|---|---|---|
| WP1… | M1 | M5 | P1 | D1.1…. |
| WP2… | M3 | M10 | P2 | D2.2…. |
| WPn…. | M23 | M36 | P1 | Dn.1….. |

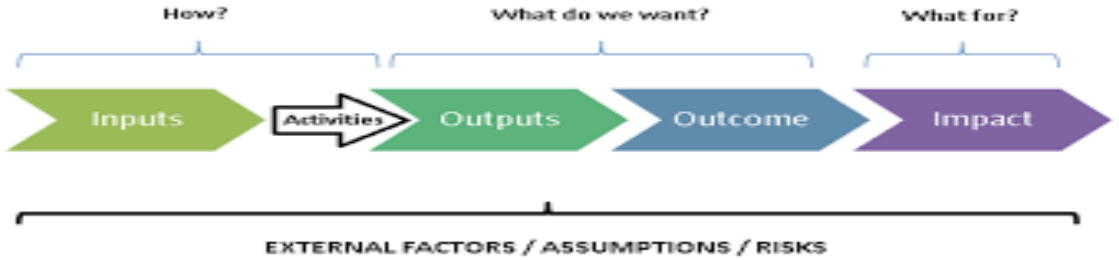
For demonstration purpose only. Not part of the PRIMA official template

Useful Diagrams

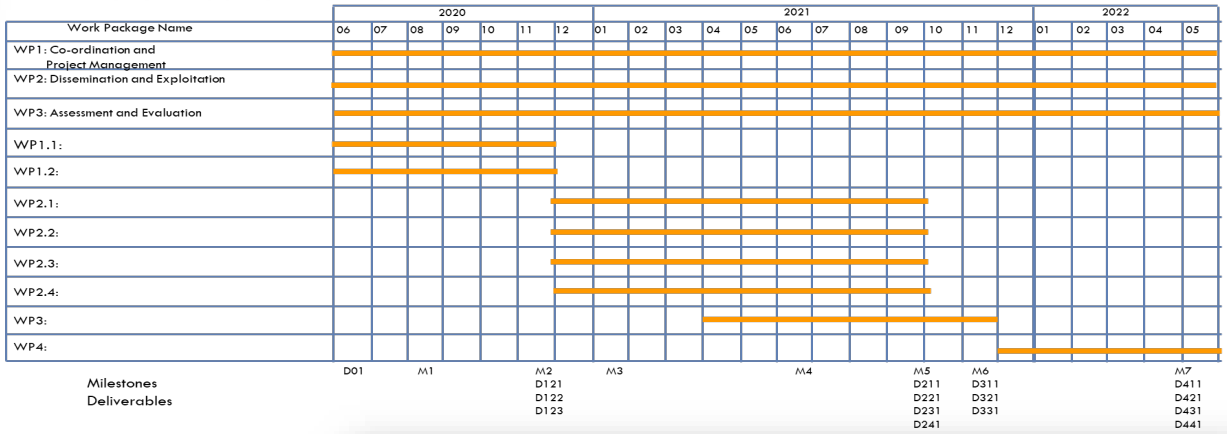
# Theory of Change



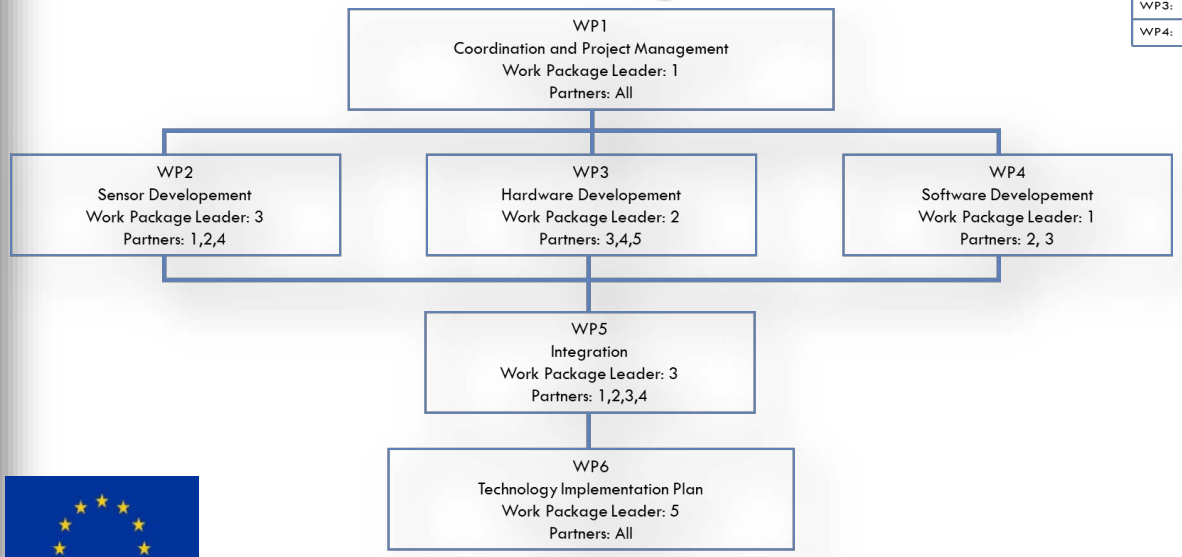

# Impact Pathway



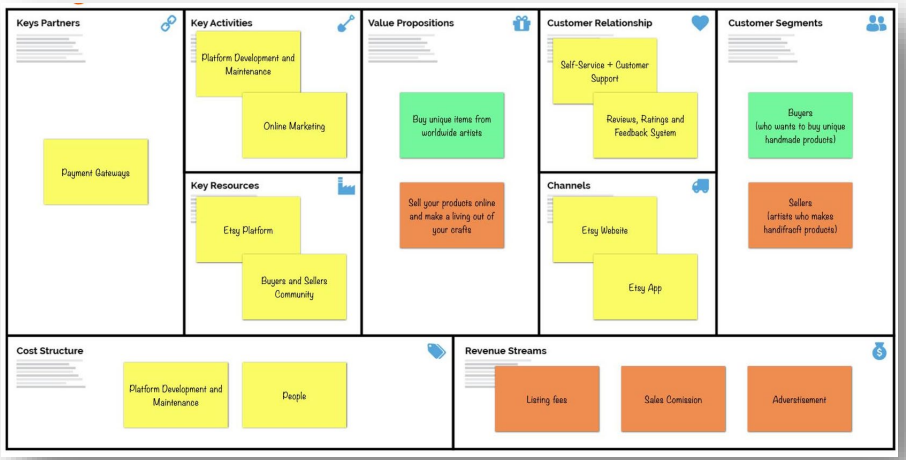

# Gantt Chart




# PERT Diagram




# BMC

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# GENERAL REMARKS – PRE PROPOSAL

FIRST STAGE

- Two Sections → Equal Scoring → **Equal Attention**.
- Only **10** pages, use it **precisely** and concisely.
- Don't waste space on the implementation/details.
- **Quantify**, Quantify, Quantify, Quantify …
- Use tables, figures, and diagrams, but not extensively.
- Present dissemination, communication, and exploitation plan, *in brief*.
- Show **INTERDISCIPLINARY** of **PARTNERS**, stakeholders, end users...
- Show the **NOVELTY** (process, solution, methodology, presentation).
- **NETWORKING** and **SYNERGY**

SECTIONS REMAKRS

# EXCELLENCE *(max. score /5)*

- **Fit with the Scope** and objectives of the PRIMA programme, the call topic, SRIA…;
- Importance, **Relevance**/pertinence, and clarity of **the Objectives**;
- Soundness of **the Concept** and credibility of the proposed **Approach/Methodology**.
- Extent that the proposed work is beyond the **State of the art**, and demonstrates **Innovation Potential.**
- Appropriate consideration of **Interdisciplinary approaches** and, where relevant, use of **Stakeholder Knowledge**.

SECTIONS REMAKRS

# IMPACT *(max. score /5)*

- The extent to which the **Outputs** of the project would contribute to several of the **expected impacts mentioned in the AWP** (*Scores of the proposals will not depend on the number of expected impacts covered*).
- Mention **Impacts not mentioned in the work plan**, (*enhance innovation capacity, create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society)*.
- Quality of the proposed measures to: **Exploit and disseminate the project results** (incl. IPR management, Data management), **Communication of the results.**

# GEBERAL ADVICES!!

- Keep the **title**/ acronym of the project SIMPLE, CATCHY
- Avoid TOO GENERAL BACKGROUND
- Be **CONCISE** and write specifically about your project proposal
- Register on the platform and update information regularly;
- Own **check-list** table;
- Read the **Guidelines**, and the **Call text** carefully;
- Provide ALL the information requested;
- Check the PRIMA website regularly for updates/modifications (e.g. deadline extension).

TAKEAWAYS

TAKEAWAYS

# TECHNICAL ADVICES!!

- ✓ Engage external **Stakeholders/end-users** + **Communication** tools and activities.
- ✓ **Relevance** of your Project to PRIMA SRIA, PRIMA Call, PRIMA Topic, EU Regulations.
- ✓ **Justify**: applied technologies, sites and locations, partners…
- ✓ Check **Numbering** and **Consistency**: partners' order, deliverables, WPs, tasks…
- ✓ **Invent** tools, diagrams, charts, instruments to present your idea.
- ✓ Measurable **KPIs**, Quantify activities, deliverables, outputs.
- ✓ **Polish** and **clear** your proposal to be more appealed (not so colorful, not black & white).
- ✓ Contact Your **National Contact Point**.

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# *Thank You, GOOD LUCK with PRIMA 2023!*

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