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INFO DAY
2025

COMPETITIVE RESEARCH PROPOSAL FOR PRIMA PROGRAMME – TIPS & TRICKS

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PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION IN THE MEDITERRANEAN AREA

EUROPEAN PARTNERSHIP

Co-funded by the European Union

PRIMA Classifications

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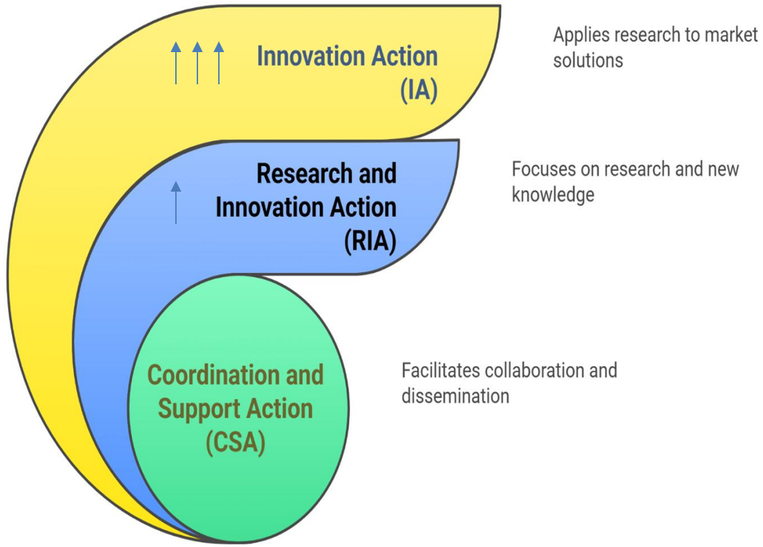
PRIMA Programme Action Types



PRIMA Programme Thematic Areas

Farming System

Aims to improve and sustain agricultural practices resilient to climate change.

Agrofood Value Chain

Addresses the entire agrofood process to enhance security and reduce waste.

Water
nagement

s on sustainable
ter use and
ation practices.

WEFE Nexus

Emphasizes the interconnections between water, energy, food, and environment.

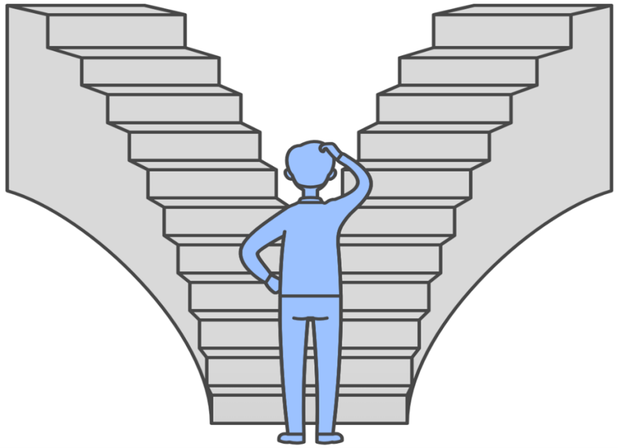
PRIMA SECTIONS

SECTION ONE

IA
Horizon Europe
6-8
All Themes

SECTION TWO

RIA
HE + NFAs
3-5
All Themes



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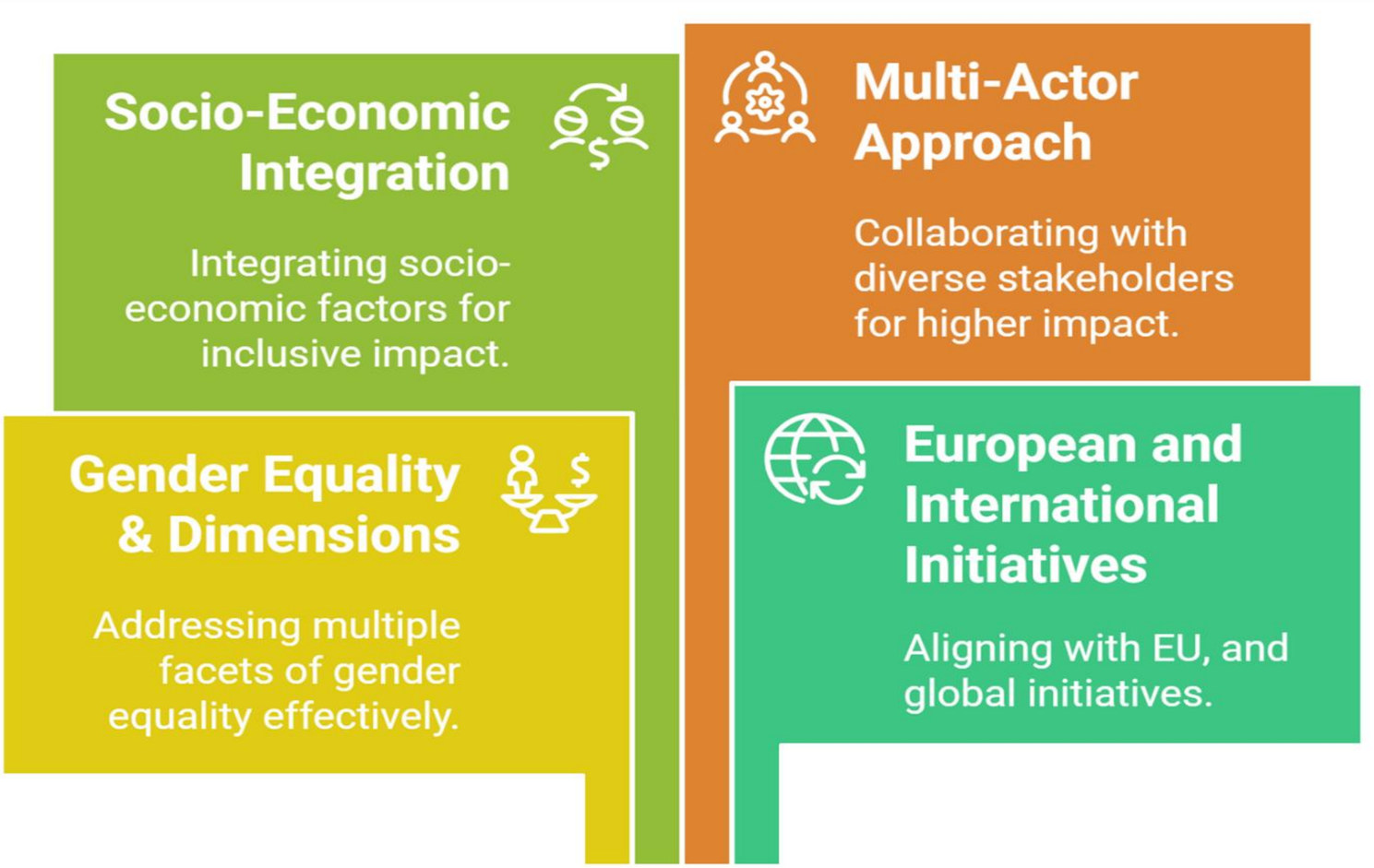
PRIMA APPLICATION NOVALITY (2025)

- **Single Stage Submission**
- **Horizon Europe**
- **New Templates** *(PART II, 45pg)*

MAIN ASPECTS (AWP 2025)



PRIMA APPLICATION 2025

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FULL APPLICATION – SINGLE STAGE

PART I – ADMIN (online, pdf)	PART II – FULL APPLICATION (max 45pg, pdf)	BUDGET SHEET (excel)

Admin Check

Technical Evaluation

CONTRACTING PHASE

COMMUNICATION	GRANT AGREEMENT

APPLICATION FORM – PART II

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RIA/IA

1 – EXCELLENCE

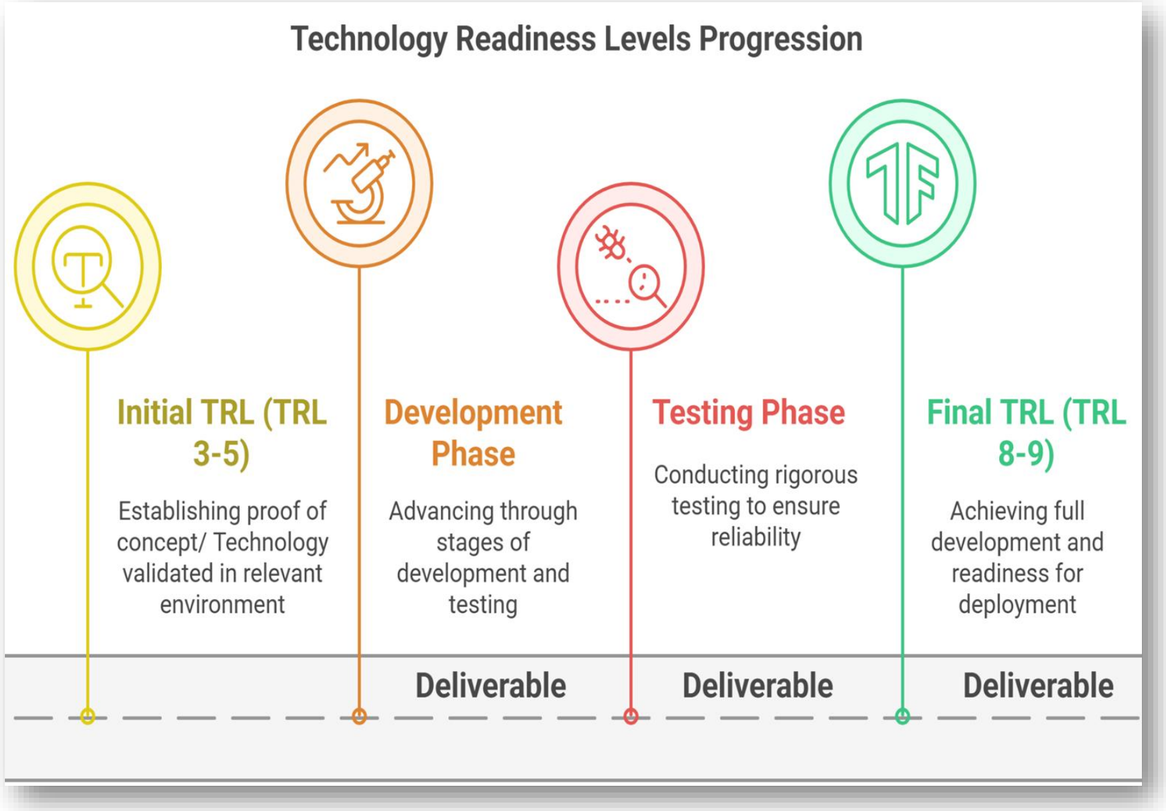
1.1 Objectives and Ambition : Overall and Specific Objectives [e.g. 4 pages]

- **S.M.A.R.T**
- In **Bullets** (SO1,SO2…).
- Be **PRECISE** and **SPECIFIC**.
- Highlight the novelty and innovative aspects
- Present the R&I maturity:
  - *Positioning the project, spectrum ‘idea 2 application’, ‘lab 2 market’.*
  - **Technology Readiness Levels** *[initial TRL + the final TRL] and what type of deliverable (i.e. new device) would be resulted*

EXAMPLE

Technology Readiness Levels (TRL)

- **Initial TRL:** The project begins at TRL 3-5, where PoC/Technology Validation has been established
- **Final TRL:** The goal is to reach TRL 8-9, indicating that the device is fully developed, tested, and ready for commercial deployment.
- **Deliverables:** The primary deliverable will be a new device that meets the outlined specifications and has undergone rigorous testing to ensure reliability and performance.



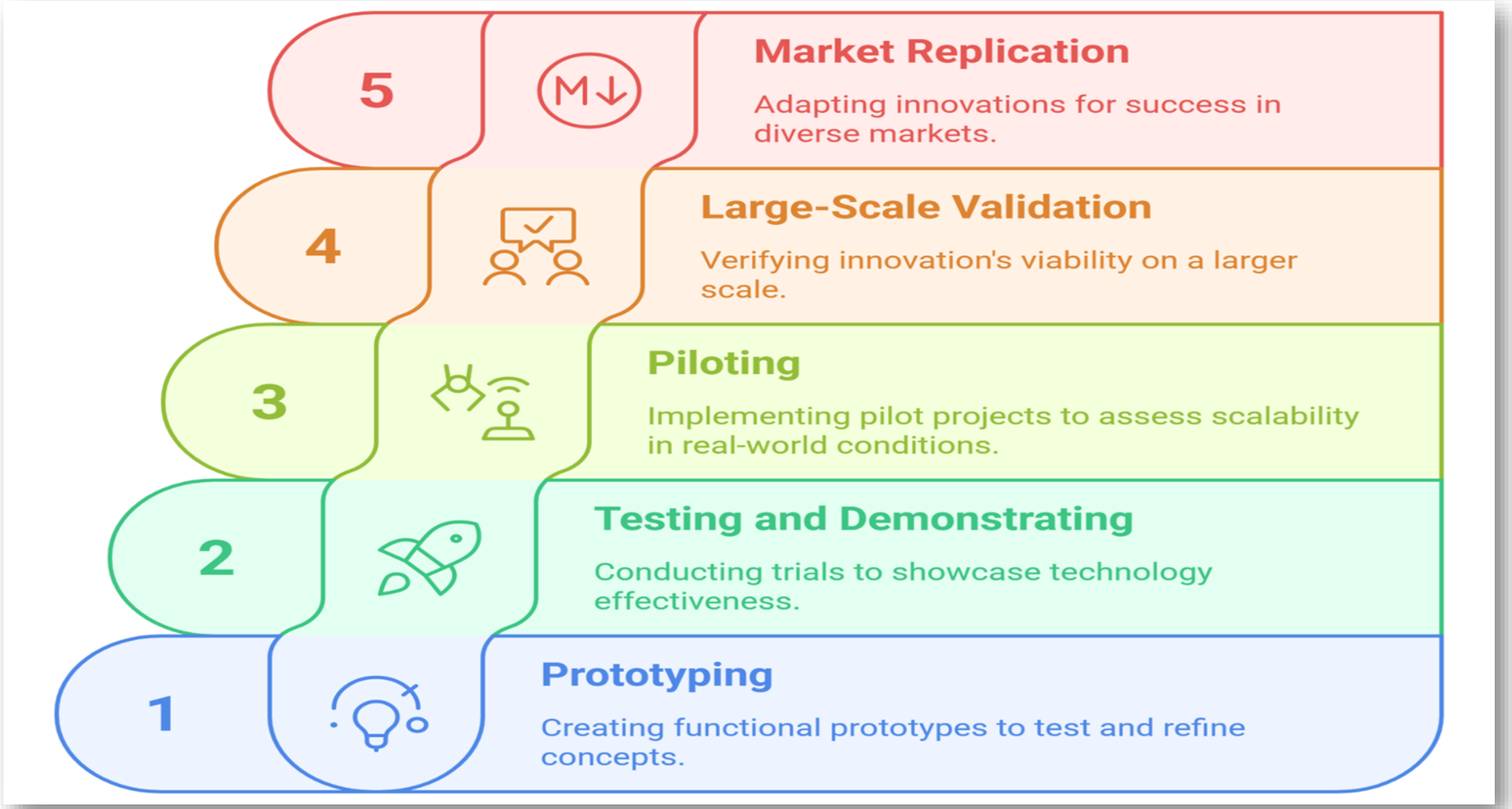
1 – EXCELLENCE

1.2 Methodology [e.g. 14 pages]

(A) Concept & Approach: *main ideas, models, or assumptions* [e.g. 10 pages]

- Explain the **Overall concept** underpinning the project. *- from objectives to results?*
- Describe overall methodology (briefing – not detailed activities and steps)
- Implementation Challenges and how to overcome it (applied approach)
- **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, market replication, etc;
- Describe national | international R&I activities & policies (**synergy & complementarity**) [e.g. 1 page]

INNOVATION ACTIONs - ADVANCED TRLs (7-9)



1 – EXCELLENCE

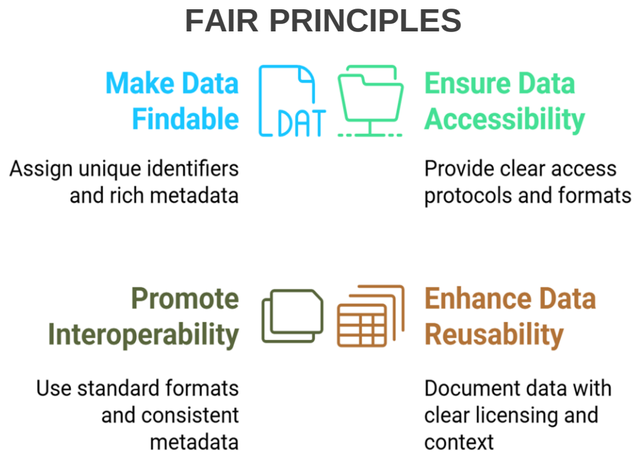
1.2 Methodology

(B) Interdisciplinary among partners' knowledge & roles **| Interdisciplinarity** of diff relevant sectors. [e.g. 1/2 page]

- Include measures for **public/societal engagement**.
- Include measures for **gender dimension and analysis**

(C) Open Science Practices [e.g. 1 page]

- Detail your commitment to open science practices, including how you will manage research data in line with FAIR principles
- Open access to Publications.



*Proposals will need to develop a detailed data management plan (**DMP**) for making their data/research outputs (FAIR) as a deliverable by **month 6 (a deliverable)** and **revised** towards the end of a project's lifetime.*

2 – IMPACT

2.1 Project's pathways towards impact: [e.g. 4 page]

– how the project's results are expected to make a difference in terms of impact to the target (regions, beneficiaries, markets…)

– Describe the unique contribution your project results would make towards

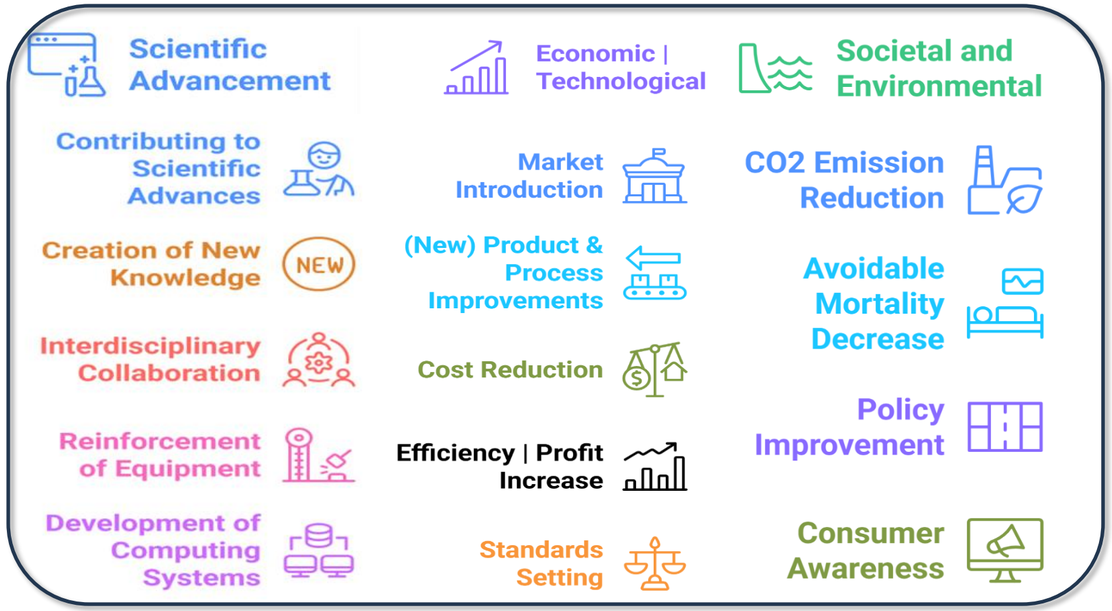
- The **TOPIC SPECIFIC Expected Outcomes**, and
- The wider impacts, in *line with the overarching* objectives of the **PRIMA partnership**.

– Define, Quantify Target Groups (TGs) | Final Beneficiaries (FBs). Define their demands/challenges and how to be addressed.

– Be specific, avoid general description.

– Categorize the **OUTCOMES & IMPACTS**:

- Scientific
- Economic/technological
- Societal



2 – IMPACT

2.2 Measures to maximise impact – Dissemination | Exploitation | Communication: [e.g. 5 pages + 2.3]

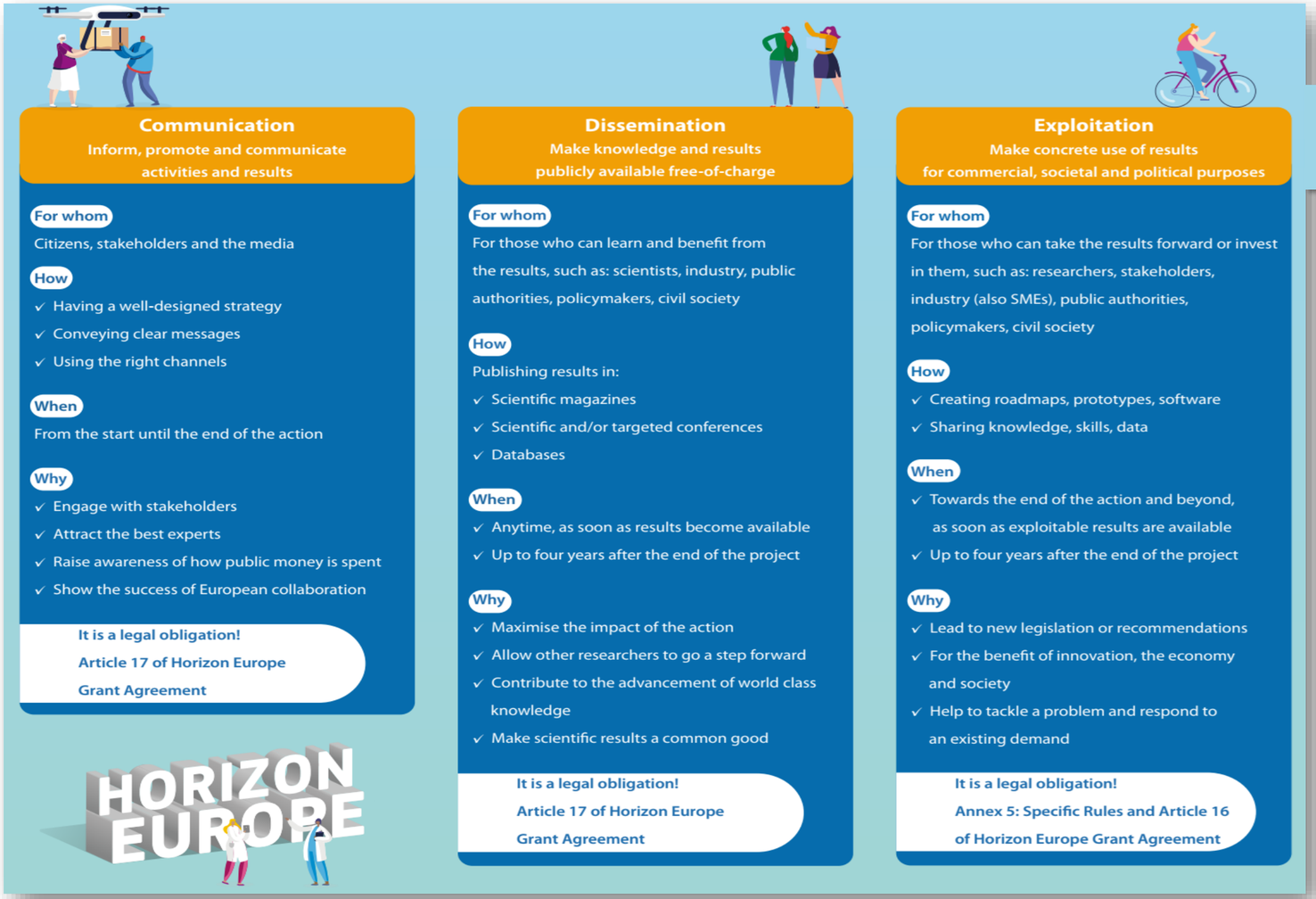
- Plan for the dissemination and exploitation including communication activities
- For Exploitation: Outline your strategy for the management of IP, foreseen protection measures, such as patents, design rights, copyright, trade secrets, etc.
- For Communication: present the tools and activities in order to reach out to the society.

*Proposals will need to develop a detailed plan for dissemination and exploitation including communication activities' (**DE&C**) as a deliverable by **month 6 (a deliverable)** and **periodically updated***

*If your project is selected, you will need an appropriate consortium agreement (**CA**) to manage (amongst other things) the ownership and access to key knowledge (IPR, research data etc.).*

2 – IMPACT

2.2 Measures to maximise impact – Dissemination | Exploitation | Communication: [e.g. 5 pages + 2.3]



COMMUNICATION, DISSEMINATION & EXPLOITATION

WHAT IS THE DIFFERENCE AND WHY THEY ALL MATTER

https://op.europa.eu/en/publication-detail/-/publication/58ad3394-0a63-11ee-b12e-01aa75ed71a1/language-en

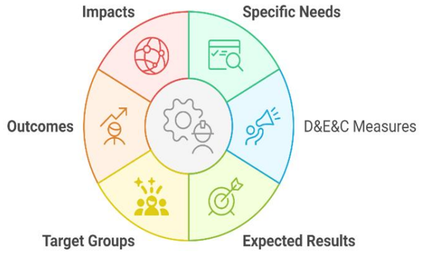
TO WHOM?

HOW/TOOLS?

WHEN (START-MID-END)?

WHY IMPORTANT?

2 – IMPACT



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2.3 Summary: fill the table

SPECIFIC NEEDS

Irrigation Systems
Outdated systems lead to water inefficiency and waste.

Food Packaging
Non-biodegradable plastics cause pollution, consumer dissatisfaction.

EXPECTED

Smart Irrigation
Pilot implementation of smart irrigation systems using data.

Decision Support System
Development of a system for efficient irrigation scheduling.

Biodegradable Packaging
Creation of food packaging from agricultural waste.

Research Publication
Publication of findings on bio-based packaging benefits.

D & E & C MEASURES

Example 1
Actions related to irrigation technology dissemination.

Example 2
Actions related to biodegradable packaging dissemination.

TARGET

Example 1
A list of various stakeholders in agriculture.

Example 2
A list of entities involved in agri-food supply chain.

OUTCOMES

Smart Irrigation
Adoption of systems for water efficiency and productivity.

Scientific Publications
High citation rates and start-up creation for packaging.

IMPACT

Scientific Impact
Breakthrough discovery in biodegradable packaging materials.

Economic Impact
Creation of a market for eco-friendly packaging solutions; potential replacement of up to 20% non-biodegradable plastics in agri-food supply chains.

Societal Impact
Reduced plastic waste, promotion of circular economy principles, increased consumer awareness, and job creation.

3. Quality & efficiency of the implementation

3.1 Work plan and Resources : [e.g. 14 page]

- Present the overall structure of the work plan;
- Show the timing and the interdependencies of the different Work Packages (WPs) and sub-tasks (Gantt chart or similar);
- Visualize the WPs and its interactions (Pert chart or similar). Fill the TABLES:

TABLE	DESCRIPTION
Table 3.1a:	a list of **Work Packages** (**WPs**);
Table 3.1b:	a **description of each WP**;
Table 3.1c:	a list of **Deliverables** (D);
Table 3.1d:	a list of **Milestones** (M);
Table 3.1e:	a list of **Critical Risks** (R) relating to project implementation (Risk + **Mitigation measures**);
Table 3.1f:	a table showing number of **person months** (**PMs**) required;
Table 3.1g:	a table showing description and justification of **subcontracting costs** for each participant;
Table 3.1h:	a table showing justifications for '**purchase costs**' for participants where those costs exceed 15% of personnel costs;
Table 3.1i:	*if applicable, a table showing justifications for '**other costs categories**' ;*
Table 3.1j:	*if applicable, a table showing **in-kind contributions** from third parties;*

3. Quality & efficiency of the implementation

3.2 Capacity of participants and consortium as a whole: [e.g. 3 page]

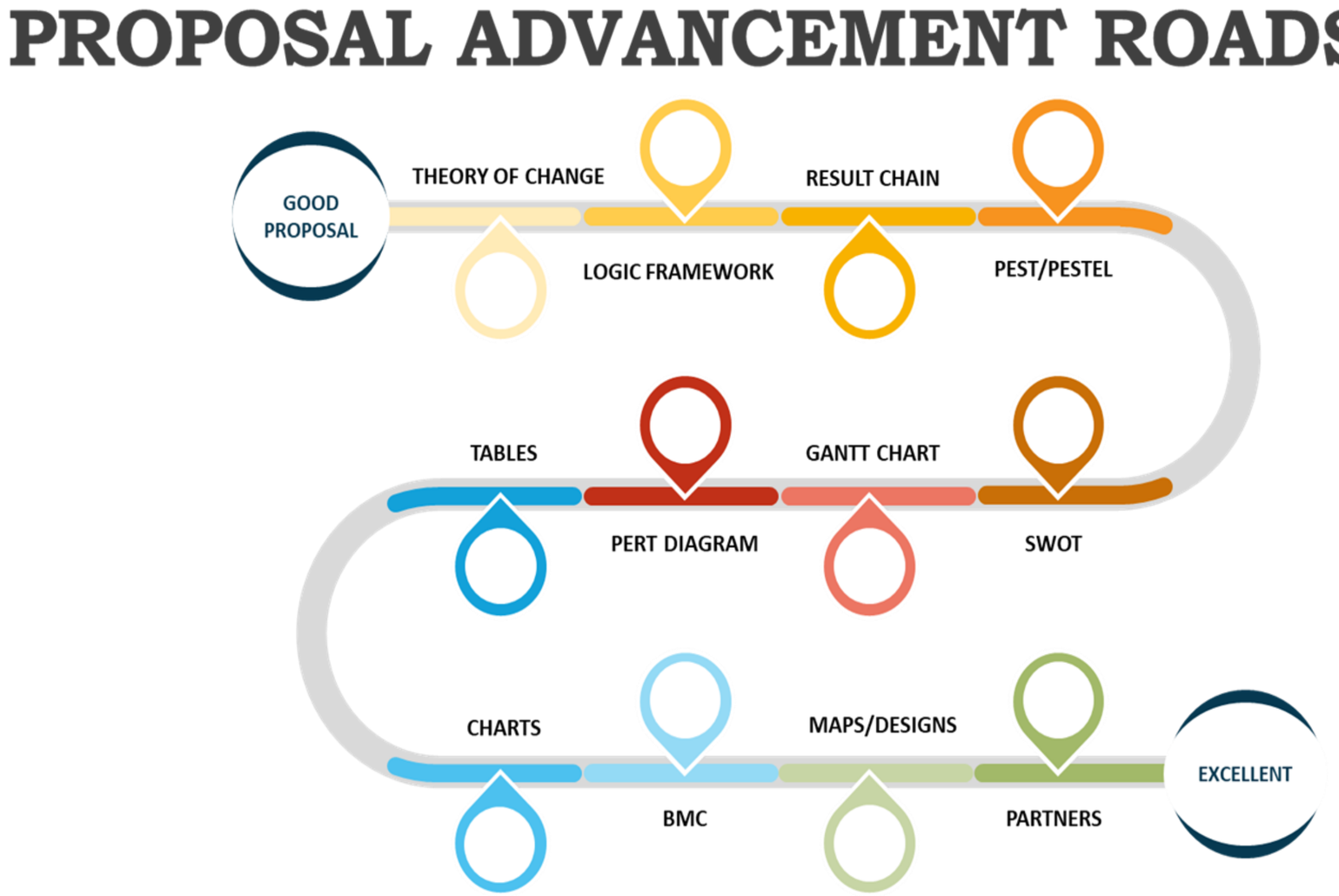
- Describe the consortium (the **necessary disciplinary** and **inter-disciplinary knowledge/expertise**).
- Show the **partners' critical infrastructure** needed to carry out the project activities.
- Show **Complementarity among partners**. Show that each has a valid **role**, and adequate **resources**.
- If applicable, describe the **industrial/commercial involvement** in the project to ensure **exploitation** of the results and its specific measures.

The individual participants of the consortium are described in a separate section under Part I.

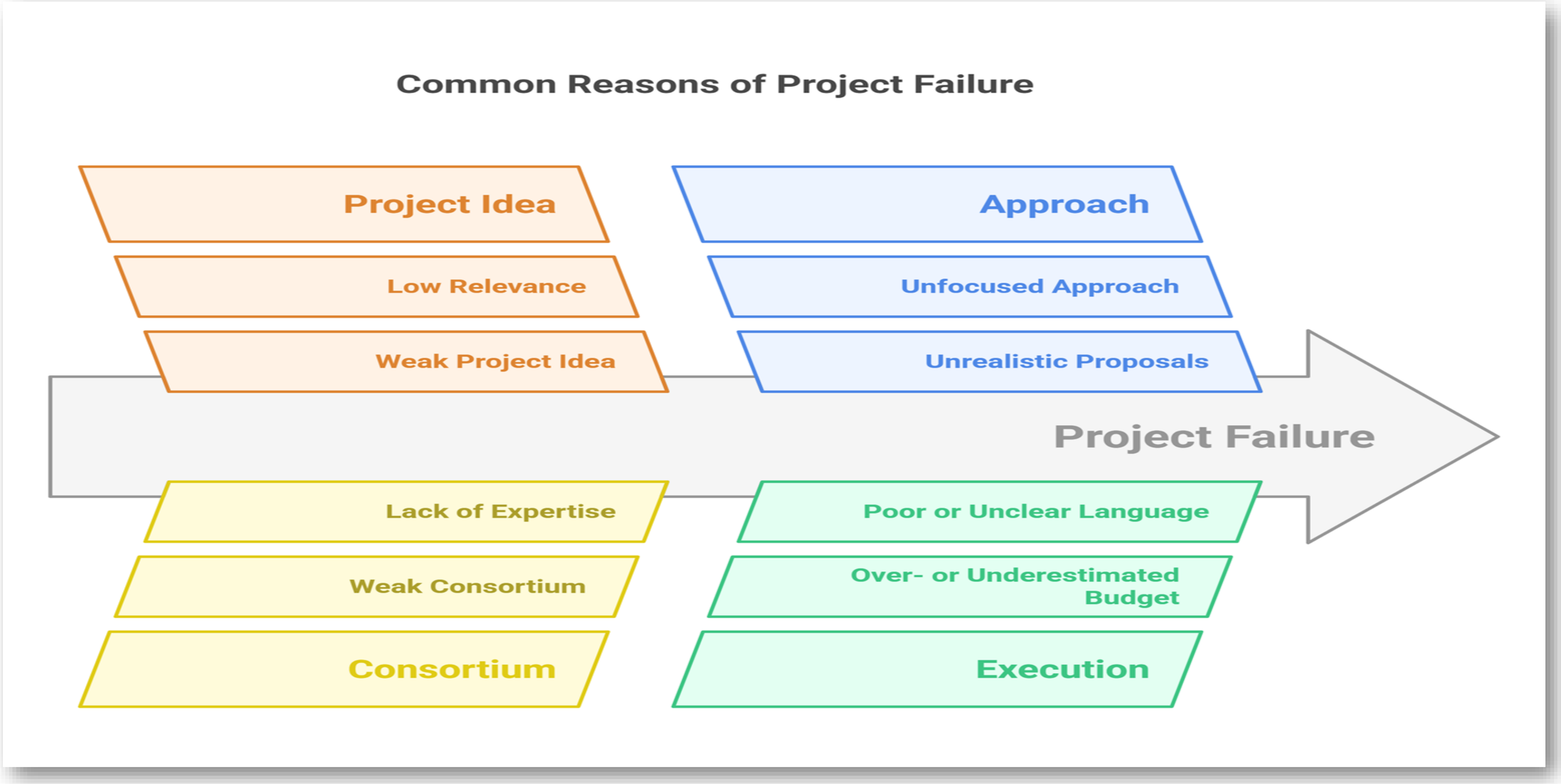
PARTICIPANTS						
#	Role	Short name	Legal name	Country	LF	Expertise
P1	PC		Partner Number 1		RTO	Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
P2	BEN		Partner Number 2		HEI	Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
P3	BEN		Partner Number 3		RTO	Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
P4	BEN		Partner Number 4		SME	Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
P5	BEN		Partner Number 5		SME	Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
P6	BEN		Partner Number 6		ENT.	Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
P7	BEN		Partner Number 7		IO	Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
P8	BEN		Partner Number 8		NGO	Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
P9	BEN		Partner Number 9		RTO	Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
P10	BEN		Partner Number 10	.	NGO	Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
…	..	…	..	..	….	

	P1	P2	P3	P4	P5	P6	P7
Agro-Food value chain, feeding industries, manufacturing	✓			✓			✓
Market assessment, business development	✓					✓	✓
Assessment of innovation-technology-entrepreneurship (ITE) capability		✓			✓		
Information & communication technologies, programming		✓	✓				
Educational modules and blended/distant learning			✓			✓	
Entrepreneurship, Innovation Business Development Services (IBDS)	✓			✓	✓	✓	✓
R&D development facilities, Laboratories	✓			✓			
Business incubation and acceleration	✓	✓		✓		✓	
Technology transfer, IPR, copyrights, registration advice	✓	✓	✓	✓	✓	✓	✓
Commercialisation and scaling support	✓						✓
National HUBs, strategic partnerships		✓				✓	
EU previous coordination	✓	✓				✓	

Useful Diagrams



WHY DO WE FAIL?



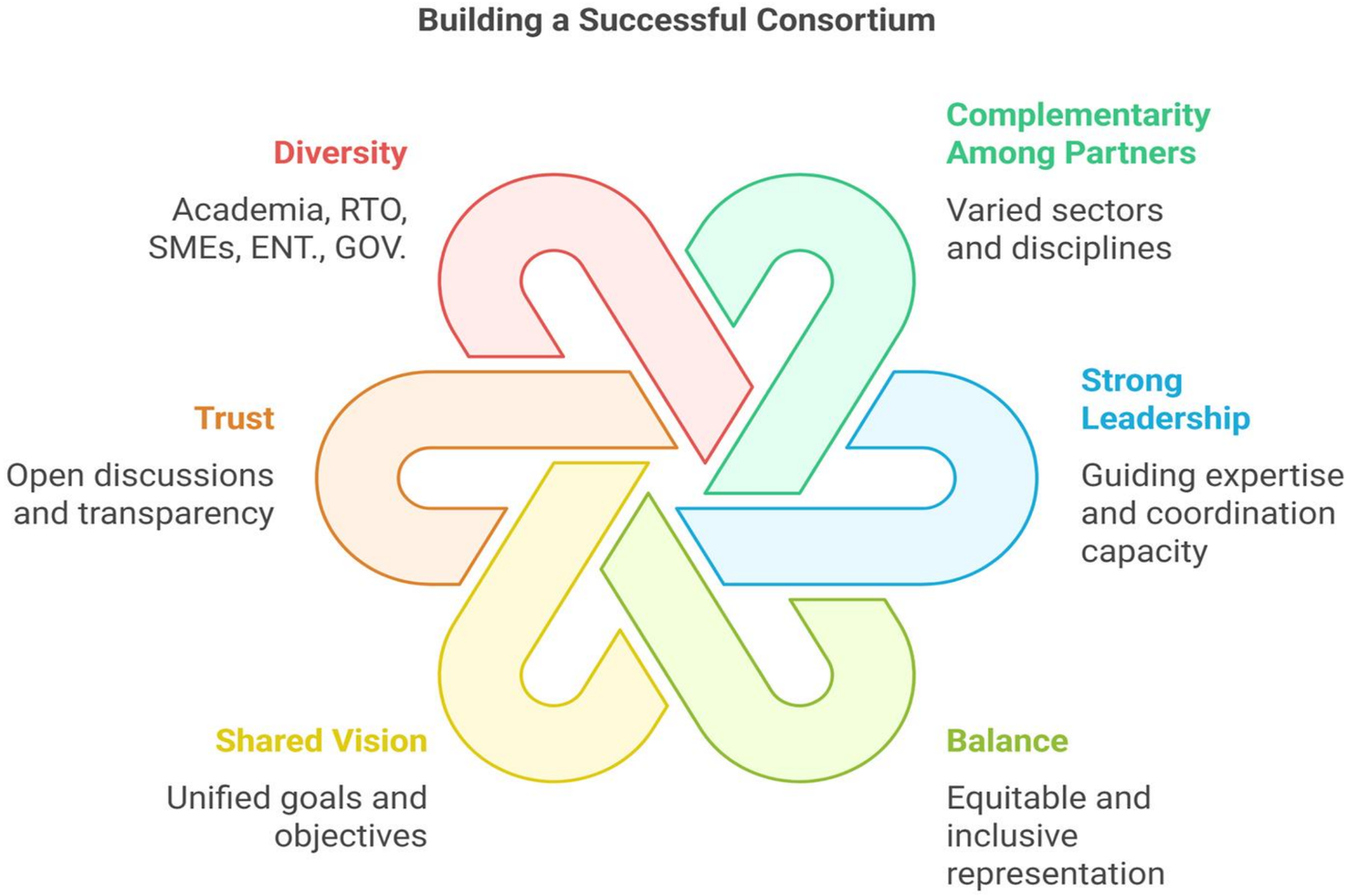
General Remarks

- **Three Sections □ Equal Scoring □ Equal Attention.**
- **Only 45 pages, use it precisely and concisely.**
- ✓ **Measurable KPIs, Quantify activities, deliverables, outputs, targets.**
- ✓ **Invent tools, diagrams, tables, charts, instruments to present your idea.**
- **Present Dissemination, Communication, and Exploitation plan.**
- **INTERDISCIPLINARY of PARTNERS, Stakeholders, end users...**
- **Cross-cutting aspects (Gender Dim., Digitalization, Capacity building, Awareness…)**
- **NOVELTY (process, solution, methodology, presentation).**
- **NETWORKING and SYNERGY (previous projects, initiatives, policies)**

GEBERAL Advices!!

- **Be CONCISE and write specifically about your project proposal;**
- **Register on the platform and update information regularly;**
- **Read the Guidelines, and the Call text carefully;**
- ✓ **Justify: applied technologies, sites and locations, partners…**
- ✓ **Relevance to PRIMA SRIA, PRIMA Call, PRIMA Topic, EU Regulations.**
- **Own check-list table - Provide ALL the information requested (PART I, II, Budget);**
- **Check the PRIMA Website regularly for updates (e.g. deadline extension).**
- **Contact Your National Contact Point.**

Characteristics of a Successful Consortium



EU/PRIMA Partnership Tools & Platforms

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PRIMA PARTNERSHIP

Post a partnership request
Use the search engine to view requests posted by others

https://prima-med.org/find-partners/

HE Funding & Tenders Portal

partners for your proposal ideas among the participants in past EU projects
You can filter by:
Keyword | Organization type | Country

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/partner-search?isExactMatch=true&type=ORGANISATION,PERSON&order=DESC&pageNumber=1&pageSize=50&sortBy=lastModified

CORDIS

Provide access to EU projects, factsheets, results and publications

https://cordis.europa.eu/

Enterprise Europe Network

Supports SMEs in leveraging EU business opp.

https://een.ec.europa.eu/

ERA LEARN

Partnering Tool," which is designed to help researchers and innovation practitioners find potential partners

https://www.era-learn.eu/

PRIMA NATIONAL CONTACT POINTS

Contacts of all NCPs at all PRIMA Participating States

https://prima-med.org/ncps-contacts/

HE Funding & Tenders Portal

Contacts of all Countries participating and resgierting to the Horizon Europe Platform

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/ncp

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… one final point

The best way to learn is by doing

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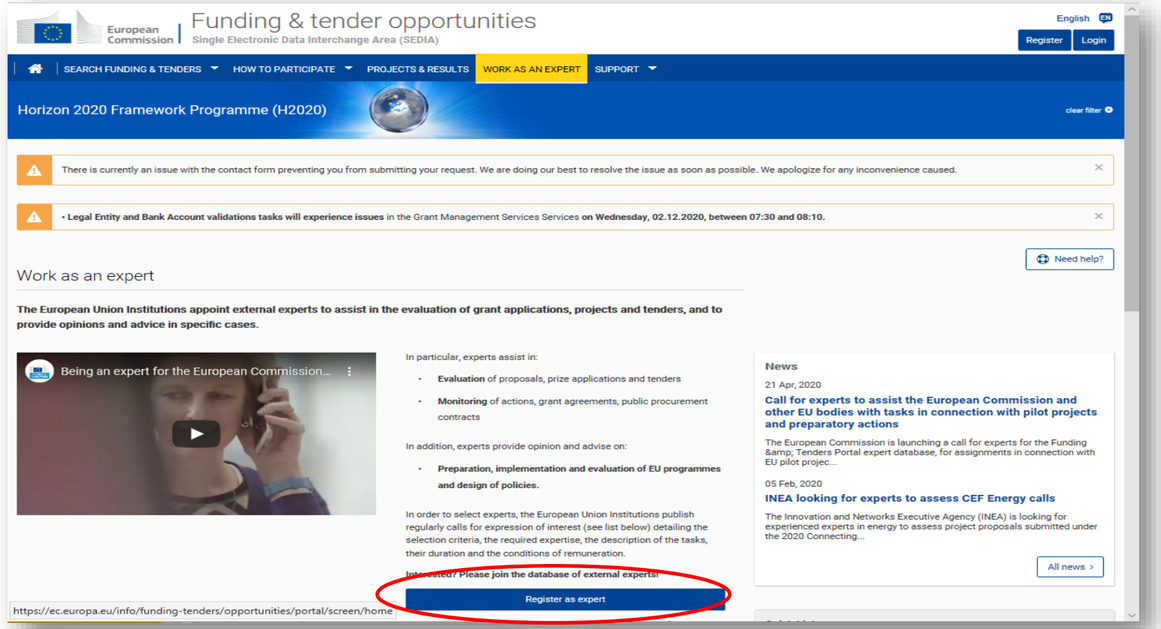

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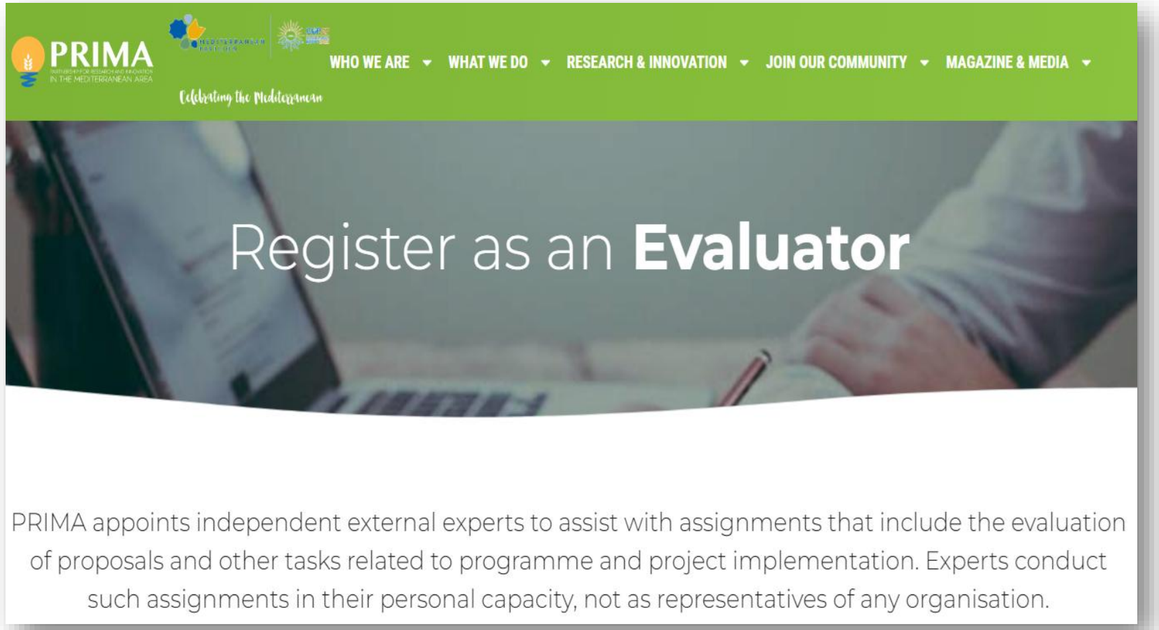

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THANK YOU

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