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DISCLAIMER Preliminary information, AWP has not been approved by European Commission yet.

# How to Write a PRIMA Competitive Proposal?



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

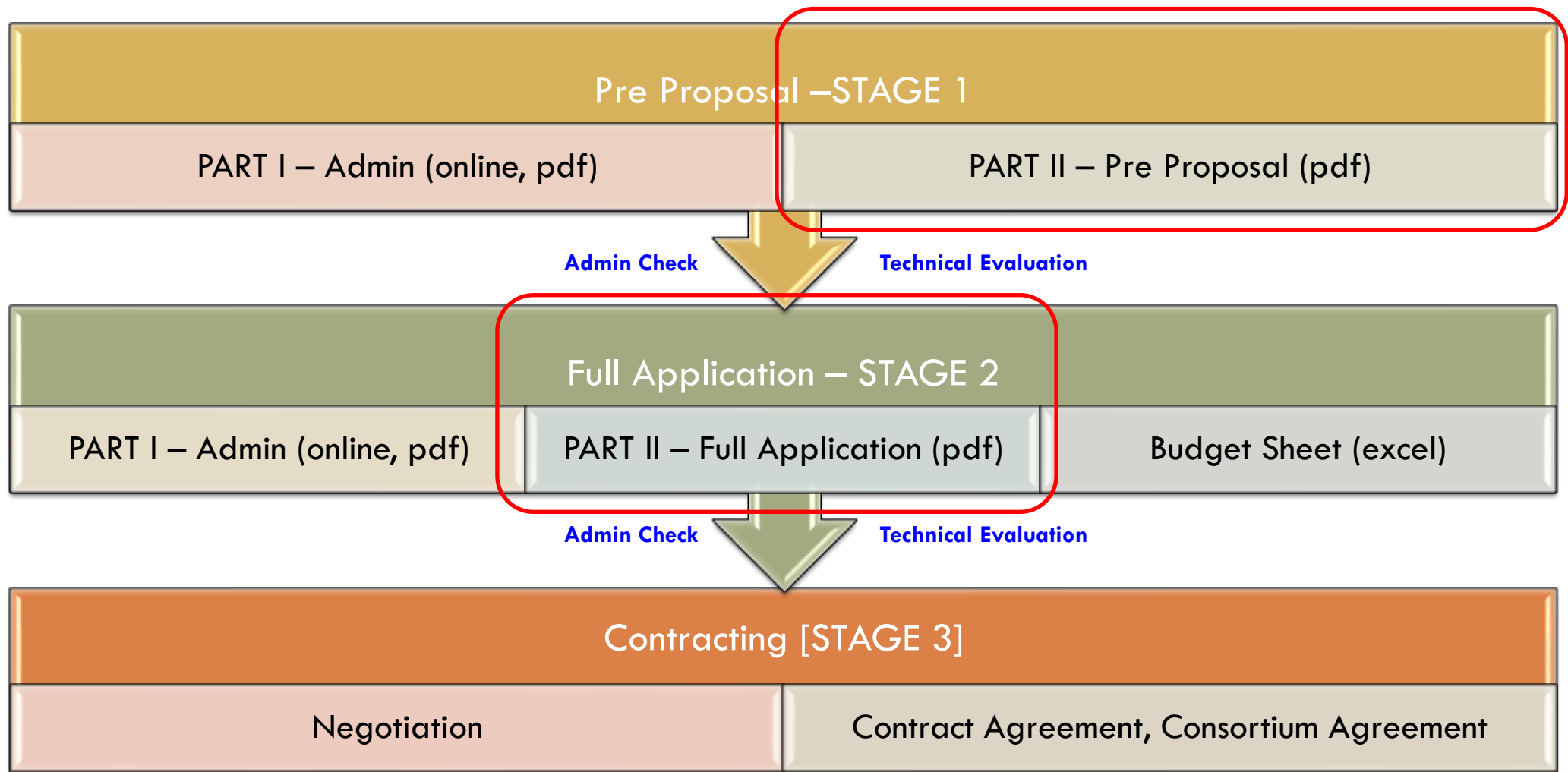
# PRIMAINFODAY



**PRIMA**  
PARTNERSHIP FOR RESEARCH AND INNOVATION  
IN THE MEDITERRANEAN AREA



# Structure of PRIMA Application Procedure



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

# Content of PRIMA Application

## 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

**Pre Proposal  
STAGE 1  
10 pages**

## 2. Impact

- 2.1 Expected impacts
- 2.2 Measures to maximise impact
  - a) Dissemination and exploitation of results
  - b) Communication activities

**Full Proposal  
STAGE 2  
50 pages**

## 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



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

*(1<sup>st</sup> stage of a two-stage submission procedure)*

*(max number of pages, 10)*



# Main Sections of Part II- Pre Proposal

## 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*



# Main Sections of Part II- Pre Proposal

## 1 - Excellence

### 1.1 S.M.A.R.T Objectives: Overall and Specific Objectives

- Be **precise** and specific as much as you can
- Reflect what is already written in the **call text**, read it again, again, and again → reflection
- **Avoid too ambitious goals, over estimation**
- **Avoid narrative description**, implementation steps, blablabla.....
- Define as well: location/geographical coverage, main stakeholders/target groups, main deliverables (new analytical devices....)...



# Main Sections of Part II- Pre Proposal

## 1 - Excellence

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

- *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 particular demands of target **Mediterranean countries**,*
- *Refer to any significant plans undertaken at national, regional, global level relevant to the project*



# Main Sections of Part II- Pre Proposal

## 1 – Excellence

### 1.3 Concept and methodology

(a) Concept: main ideas, models or assumptions

- ***Overall Concept*** underpinning the project.
- ***Inter-disciplinary and, stakeholders'/partners' Knowledge and Roles.***
- ***'Technology Readiness Levels' . 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 R&I activities which will be linked with the project, especially where the outputs from these will feed into the project (Synergy and Complementarity);***





# Main Sections of Part II- Pre Proposal

## 1 – Excellence

### 1.3 Concept and methodology

- (b) Methodology: overall methodology, activities - *from Objectives to Results/ Impact?*
- ***Applied Approach*** – *not the detailed activities and steps*
  - ***State-of-the-art*** of the technologies used and its rational.
  - ***Logic behind the Workpackages structure***, not the details of the WPs/tasks.
  - 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](http://ec.europa.eu/research/swafs/gendered-innovations/index_en.cfm?pg=home)



# Main Sections of Part II- Pre Proposal

## 1 – Excellence

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

- *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). 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.*



# Main Sections of Part II- Pre Proposal

## 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 Indicators and Targets/Values.*
- *Means of Verifying/Measuring the KPIs.*
- *Classify the Impact: social, economic, environmental, political, scientific/technological...*
- *Target Groups & Beneficiaries (i.e. small farmers...) and the geographical coverage.*
- *Describe how your project will contribute to the expected impacts in the PRIMA AWP.*
- *Do not forget the Cross Cutting areas as well (i.e. ICT revolution, gender issue, ....*
- *Refer to PRIMA SRIA ([http://prima-med.org/wp-content/uploads/2018/02/PRIMA-SRIA\\_Strategic-Research-and-Innovation-Agenda.pdf](http://prima-med.org/wp-content/uploads/2018/02/PRIMA-SRIA_Strategic-Research-and-Innovation-Agenda.pdf))*



## GENERAL REMARKS – CONCEPT NOTE

- Two sections, equal scores/weights/thresholds → **EQUAL ATTENTION** (pages, time, way of presentation...).
- Only **10** pages, use it precisely and concisely.
- Don't waste spaces for the implementation/details (*2<sup>nd</sup> stage*). instead, focus on methodology, main actions/wp briefs, outputs & outcomes, added values of the project.
- **Quantify** as much as you can: outputs, deliverables, KPIs, activities....
- Use tables, figures and diagrams, but not extensively.
- Present a clear **Dissemination, Communication and Exploitation Plan**, in brief.
- Show roles and engagement of your partners, stakeholders, end users and public.
- Networking and Synergy with previous/other actions, initiatives, policies and projects.



## 4. Main Sections of the Part II- Full Proposal (Technical)

*(2<sup>nd</sup> stage of a two-stage submission procedure)*  
*(max number of pages, 50)*



# Stage 2 - Full Proposal

## 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*

As 1<sup>st</sup> Stage, with more details, figures, tables. Elaborate!

Avoid drastic changes!

Reviewers can access the 1<sup>st</sup> (CN) as well during assessment of the 2<sup>nd</sup> (FA).

Reviewers' Circulation

## 2 - Impact

- 2.1 Expected impacts: *expected impacts mentioned in the work programme*
- 2.2 Measures to maximize impact
  - a) *Dissemination and exploitation of results*
  - b) *Communication activities*

*Quantify, quantify, quantify!!!*



## Stage 2 - Full Proposal

### **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**

- 5.1 Ethics
- 5.2 Security



## Stage 2 - Full Proposal (**3 - Implementation**)

**Table 3.1a: List of work packages**

Work package No	Workpackage Title	Lead Participant No	Lead Participant Short Name	Person-Months	Start Month	End Month
				Total person-months		

*‘Work package’ means a major sub-division of the proposed project.*





## Stage 2 - Full Proposal (**3 - Implementation**)

**Table 3.1b: Work package description**

Work package number		Lead beneficiary					
Work package title							
Participant number							
Short name of participant							
Person months per participant							
Start month				End month			

**Objectives**

**Description of work** (where appropriate, broken down into tasks), lead partner and role of participants

**Deliverables** (brief description and month of delivery)



## Stage 2 - Full Proposal (**3 - Implementation**)

**Table 3.1c: List of Deliverables**

Deliverable (#)	Deliverable name	Workpackage number	Short name of Lead participant	Type	Dissemination level	Delivery Date (in months)
<b>D4.1</b>						
<b>D5.2</b>						

‘**Deliverable**’ means a distinct output of the project, meaningful in terms of the project's overall objectives and constituted by a report, a document, a technical diagram, a software etc.

**Type:** **R:** Document, report (excluding the periodic and final reports), **DEM:** Demonstrator, pilot, prototype, plan designs, **DEC:** Websites, patents filing, press & media actions, videos, etc. **OTHER:** Software, technical diagram, etc.

**Dissemination level:** **PU** = Public, fully open, e.g. web. **CO** = Confidential, restricted under conditions set out in Model Grant Agreement, **CI** = Classified, information as referred to in Commission Decision 2001/844/EC.



## Stage 2 - Full Proposal (**3 - Implementation**)

**Table 3.2a: List of milestones**

<b>Milestone Number</b>	<b>Milestone Name</b>	<b>Related work package(s)</b>	<b>Due date (in month)</b>	<b>Means of verification</b>

‘**Milestones**’ means control points in the project that help to chart progress. Milestones may correspond to the completion of a key deliverable, allowing the next phase of the work to begin. They may also be needed at intermediary points so that, if problems have arisen, corrective measures can be taken. A milestone may be a critical decision point in the project where, for example, the consortium must decide which of several technologies to adopt for further development.

**Means of Verifications:** Show how you will confirm that the milestone has been attained. Refer to indicators if appropriate. For example: a laboratory prototype that is ‘up and running’; software released and validated by a user group; field survey complete and data quality validated



## Stage 2 - Full Proposal (**3 - Implementation**)

**Table 3.2b: Critical risks for implementation**

Description of <b>RISK</b> (indicate level of <b>IMPACT</b> : Low/Medium/High), <b>PROBABILITY</b> (Low/Medium/High)	Work package(s) involved	Proposed risk-mitigation measures

**Definition critical risk:** A critical risk is a plausible event or issue that could have a high adverse impact on the ability of the project to achieve its objectives.

**Level of likelihood to occur: Low/medium/high:** The likelihood is the estimated probability that the risk will materialize even after taking account of the mitigating measures put in place.



## Stage 2 - Full Proposal (**3 - Implementation**)

**Table 3.4a: Summary of staff effort**

	<b>WP<sub>n</sub></b>	<b>WP<sub>n+1</sub></b>	<b>WP<sub>n+2</sub></b>	<b>Total Person-Months per Participant</b>
<b>Participant Number/ Short Name</b>				
<b>Participant Number/ Short Name</b>				
<b>Participant Number/ Short Name</b>				
<b>Participant Number/ Short Name</b>				
<b>Total Person Months</b>				



## Stage 2 - Full Proposal (**3 - Implementation**)

**Table 3.4b: ‘Other direct cost’ items (travel, equipment, other goods and services, large research infrastructure)**

<b>Participant Number/Short Name</b>	<b>Cost (€)</b>	<b>Justification</b>
<b>Travel</b>		
<b>Equipment</b>		
<b>Other goods and Services</b>		
<b>Total</b>		



# GENERAL RECOMMENDATIONS – Full Application Stage

## 2. Impact:

- Define and measure your **KPIs** in order to achieve the expected Impacts
- The extent to which the outputs of the project would contribute to one or several of the **Expected Impacts** mentioned in the call text under the relevant topic. (Scores of the proposals will not depend on the number of expected impacts covered).
- Quality of the proposed measures to:
  - **Exploit and disseminate the project results** (including management of IPR).
  - **Communicate** the project activities to different target stakeholders.

### *RIA and IA:*

- **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**



# GENERAL RECOMMENDATIONS – Full Application Stage

## 3. Quality and efficiency of the implementation

- Quality and effectiveness of the **work plan**, including extent to which the **resources** assigned to work packages are in line with their objectives and deliverables;
- Appropriateness of the **management structures and procedures**, including risk and innovation management;
- **Complementarity** of the participants and extent to which the consortium as whole brings together the necessary expertise;
- **Appropriateness of the allocation of tasks**, ensuring that all participants have a valid role and adequate resources in the project to fulfil that role.



## WHY DO WE FAIL? Most Common Reasons for Failure, AVOID!!

- ✗ Weak/vague project idea (novelty and applicability);
- ✗ Low relevance – not aligned to PRIMA calls/topics;
- ✗ Weak consortium, partners overlapping, unjustified roles;
- ✗ Lack of expertise (technical, management) and/or resources;
- ✗ Unfocused approach; vague objectives;
- ✗ Unrealistic: amount of work proposed, objectives, absence of clear indicators/targets (irrelevant to PRIMA SRIA);
- ✗ Uncertain long-term impact and/or lack of future direction;
- ✗ Over-/ Underestimated- budget;
- ✗ Poor/unclear language.

# PRIMA – LAST ADVICES

- ✓ Register in ESS and update information regularly, do not wait till the last moment;
- ✓ Ensure that your contacts details are up to date to facilitate correspondence;
- ✓ Prepare carefully your own check-list table;
- ✓ Read the Guidelines (technical + eligibility/admissibility), and the Call text carefully, and others as well (i.e. PRIMA SRIA);
- ✓ Provide ALL the information requested and ONLY the information requested, respecting the provided Structure;
- ✓ Check the PRIMA website regularly in case of updates/modifications (e.g. deadline extension).



كي لا ناسي  
NOT TO FORGET

*Thank You for Your Attention*  
*Wish You All the Best*

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**PRIMA – The Partnership for Research and Innovation in the Mediterranean Area**

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