

# How to avoid the pitfalls of proposal preparation



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# Key elements of a modern proposal

- Excellence
- Impact
- Implementation

...and lots of other details: abstract, budget, cvs, declarations...

The proposal template guides you.

→ Attention to detail!!

→ Use the correct template!



# Excellence



- The background to the project, its scientific merits
  - Problem statement, objectives, approach.
  - Link to the call's scope/work programme priorities.
  - Description of your ideas how to address the problem and expected outcomes. What is new and innovative about it. How will you go beyond the state of the art?
    - **What makes you the winning team?**



# What the reviewer assesses (Excellence)

- *Whether the objectives are clear and appropriate*
- *Whether the concept is sound and the method appropriate and credible.*
- *The quality of the proposed measures (i.e. appropriate for the objectives, spelled out with enough detail)*

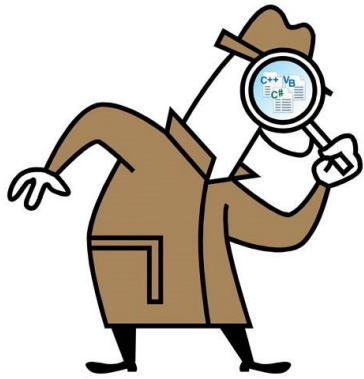


# Impact



- What will the project achieve in the short, medium and long term?
  - How does it address the “expected impacts” formulated in the call?
  - What are risks that may act against reaching these impacts and how can they be alleviated?
  - What measures will you take to increase the expected impacts?

**→ Impact must be realistic and ambitious.**



## What the reviewer assesses (Impact)

- *The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme under the relevant topic.*
- *Quality of the proposed measures to:*
  - *exploit and disseminate the project results (including management of IPR), and to manage research data where relevant;*
  - *communicate the project activities to different target audiences*



# Implementation

- How will the project attempt to realise the work?
  - Work plan and detailed work packages – who does what and when.
  - Consortium members and governance structure.
  - Resources required (time/personnel/money).

**→ We can do the job best of all!**

# What the reviewer assesses (Implementation)



- *Whether the work plan is appropriate, of high (scientific) quality and whether the resources assigned to work packages are in line with their objectives and deliverables.*
- *Appropriateness of the management structures and procedures.*
- *Complementarity of the participants and extent to which the consortium as a whole brings together the necessary expertise.*
- *Whether tasks are allocated so that all participants have a valid role and adequate resources in the project to fulfil that role.*



Good luck!

