



## How to submit a successful proposal ?

Joint call 2021



## Seminar Topics

### Navigating the PO Phase of a Project

- Introduction
- Technical Experts' viewpoint
- Public Authorities' viewpoint
- Submitting a project outline – Process, Tips and Pitfalls
- Next step: FPP
- Q&A

## Be Aware of Your Audience!

### Technical Experts & National Funding Authorities

- Technical Experts will focus on the impact, quality and viability of the project as a whole
  - Extending the State-of-the-Art
  - Clear goals and objectives
  - Complementary and appropriate consortium
  - Stretch, but viable, targets reached through a well organised project
  - Relevant to the Penta & Euripides programme targets (ECS SRIA)
- National reviews will focus on **National** impact within the context of a trans-national collaborative project
  - Fulfilling National funding body criteria
  - Matching National RD&I focus areas
  - Must be addressed individually and collectively by the partners in each country
  - Clear in country impact in return for national support given



## How to submit a successful proposal ?

A Technical Expert Viewpoint

Patrick Pye and Wolfgang Dettmann



## Overall evaluation

Evaluation summary	
<i>Conclusions</i>	
Plus	
Minus	
<i>Recommendations for Full Project Proposal or New Submission</i>	
Mandatory	
Recommended	

# Project overview

Project overview		
Rationale of the project		
One-page description		
	Problem statement and market value chain	Good: Expected quality
	Project innovations and technology value chain	Good: Expected quality
Writing quality		
	Readability	Good: Expected quality
	Focus and conciseness	Good: Expected quality

## Impact

Targeted impact		
Market analysis	Good: Expected quality	
Consortium market access	Good: Expected quality	
Partner market access	Good: Expected quality	
Impact of the project on the overall goals of PENTA and/or EURIPIDES	Good: Expected quality	

## Technology

<i>Technology</i>		
	State-of-the-Art analysis	Good: Expected quality
Proposed technical innovation and novelty in relation to the SotA		Good: Expected quality
Expected project outputs		Good: Expected quality
Quantified objectives and quantification criteria		Good: Expected quality



## Consortium

Consortium overview		
Cooperation added value: business level	Good: Expected quality	
Cooperation added value: technology level	Good: Expected quality	
Partner description		
Partner contribution		
Partner contributions and strategic importance of the project	Good: Expected quality	



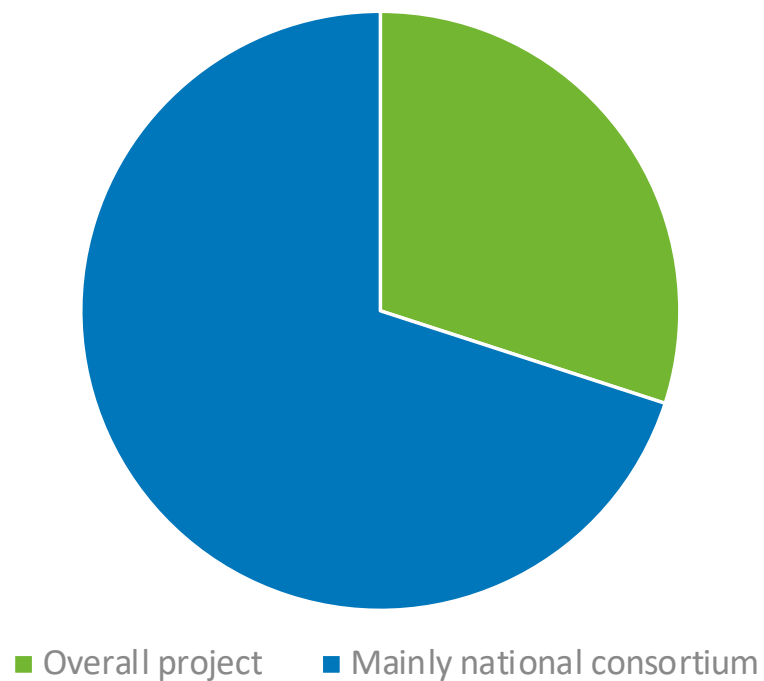
## Submitting a successful proposal

A Public Authority Viewpoint

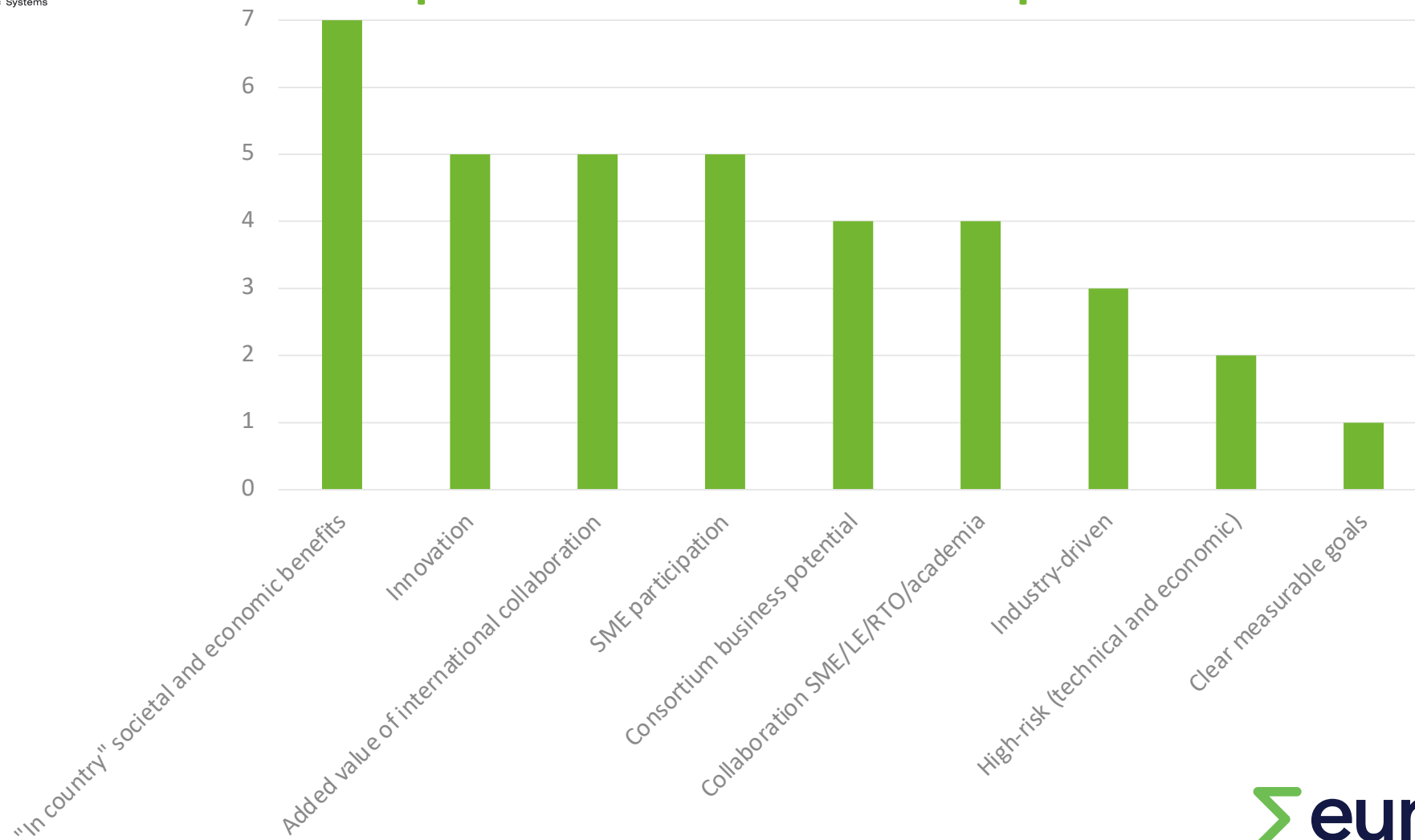


## Focus of evaluation

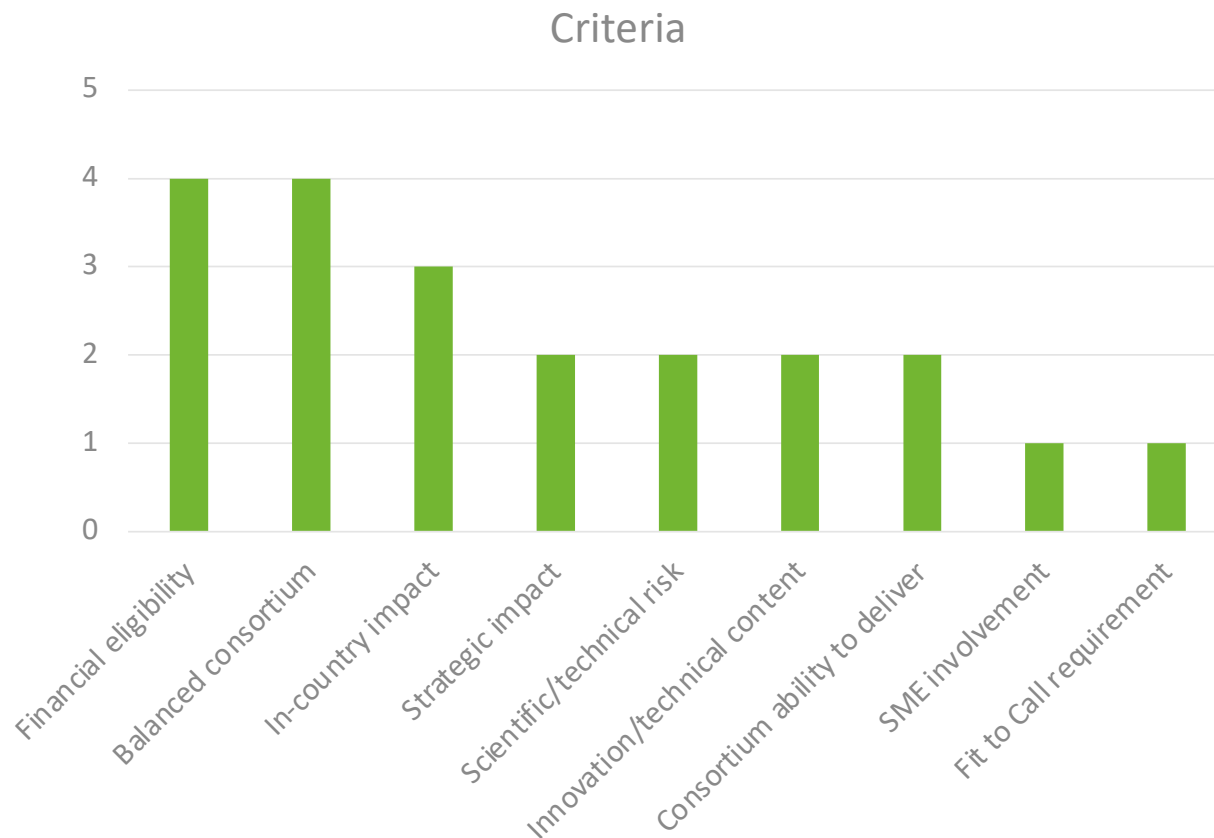
From a Public Authority  
survey conducted in Q1  
2020, with 10  
respondents:  
Canada, France,  
Finland, Germany,  
Malta, Spain, Sweden,  
Switzerland, the  
Netherlands, Turkey



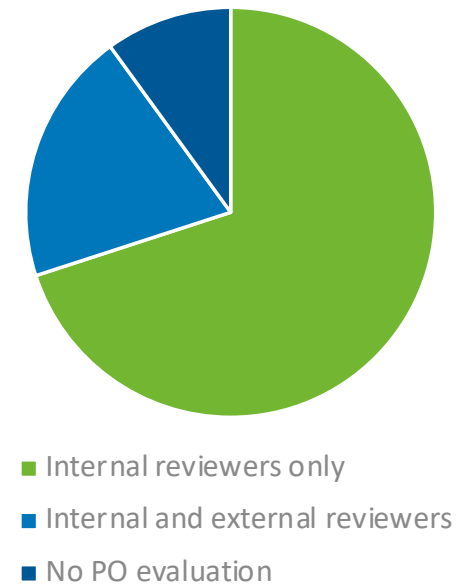
## Expectations at evaluation phase



## PO Evaluation



Evaluation method



- Large diversity of criteria, with no clear “winner”
- The message is to clearly understand the criteria as specific to each country in the consortium



## How to submit a successful proposal ?

Submitting a project outline – Process, Tips and Pitfalls

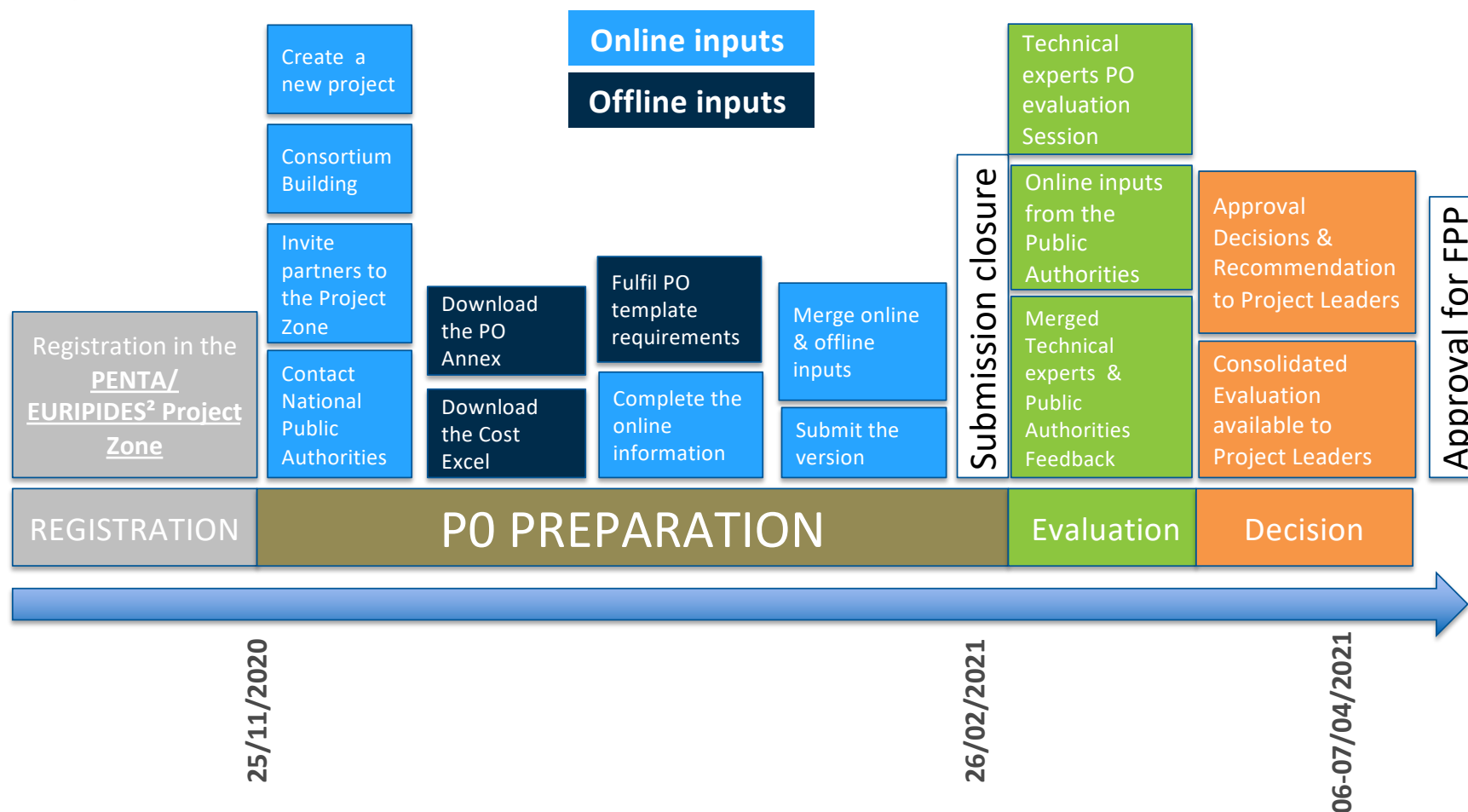


## Process submission

What should you expect ?

- Project submission is all via the PENTA-EURIPIDES<sup>2</sup> PROJECT ZONE
- Two channels for providing information
  - Directly via the PENTA-EURIPIDES<sup>2</sup> PROJECT ZONE  
<https://projects.aeneas-office.org/community>
  - Complemented by uploading two files
    - - Word document template
    - - Excel cost file
- **The sooner you start, the better!**

## Process flow to submit a Project Outline



- Keep in mind the PO submission deadline: **Friday, 26 February 2021 17:00:00 CET**



## Project Zone

How should you start ?

Create my account in the PENTA-EURIPIDES² Project Zone:

<https://projects.aeneas-office.org/community>

- Once you have registered. You will receive an email to get access to my PENTA-EURIPIDES² profile

### Welcome

Registration and logging in on this page gives users access to the PENTA/EURIPIDES2 Project Zone which provides access to all the information necessary for submitting, evaluating and running a PENTA or EURIPIDES2 Project



Login

[Forgot your password? Reset password](#)

[Don't have an account? Create your account](#)

## HELLO SHEHERAZADE AZIZI!

[Profile](#) [Organisation](#) [Events](#) [Privacy settings](#)

### PERSONAL PROFILE

**Name** Sheherazade AZIZI (2)  
**Email** azizi@aeneas-office.org  
**Phone (direct)** 0033140644571  
**Phone (mobile)**  
**Mail address** 44 rue cambronne  
 75015 Paris  
 FRANCE  
**Profile visibility** Visible in ACT  
**Expertise**

[Edit your profile](#)

[Update your password](#)

## Project Zone

### How to edit your PENTA-EURIPIDES² profile ?

Project Zone / Account information / Edit profile

#### EDIT PROFILE

Use the form below to edit your profile

Attention	<input type="text" value="Mr./Ms."/>
Title	<input type="text"/>
First name	<input type="text" value="Give your first name"/>
Middle name	<input type="text" value="Give your middle name"/>
Last name	<input type="text" value="Give your last name"/>

- The name of my organisation is appearing by default taken from your **business address**
- While editing your profile, use the drop down menu to select your Organisation
- If your organisation is missing fill it in using the **legal company name**

#### Organisation

Organisation	<input checked="" type="radio"/> AENEAS (France) <input type="radio"/> — None of the above
Full company name	<input type="text" value="AENEAS"/> <small>Select here the full name of the organisation. There typical appendings as SAS, GmbH or BV can be chosen</small>
Department	<input type="text" value="Give your department"/>
Position	<input type="text" value="Give the position in your organisation"/>

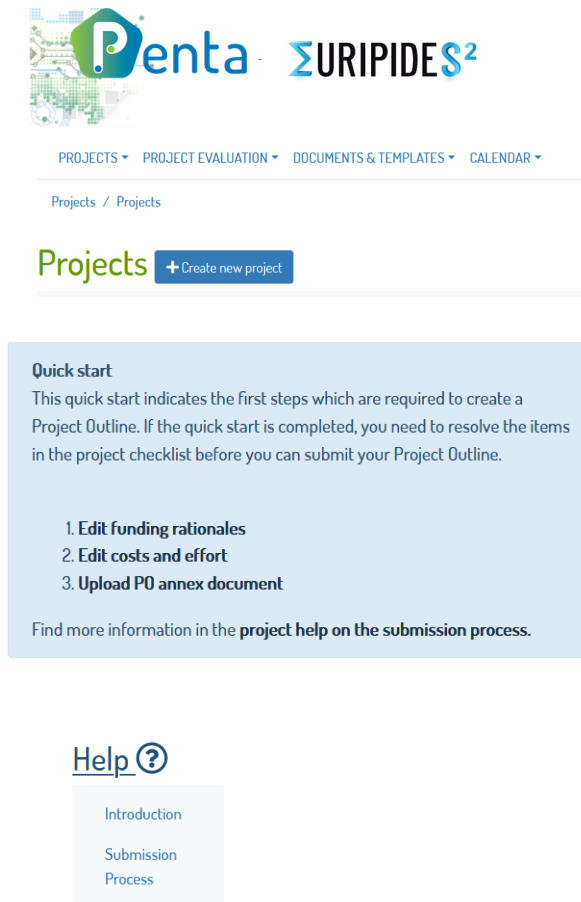
## Project Zone

What are the different steps of a project submission ?

- Create project
  - View Project Zone website homepage
  - Create Project
- Edit project basics
- Create/edit consortium
  - Invite partners
  - Edit partner details
  - Add partner associates
  - Edit cost & effort for funding (per country)
- Final project version
  - Upload annex document
  - Check merged document Submit project version
  - Re-submit version until the given deadline

## Project Zone

How should you start and get some support ?



- Log in with your PENTA-EURIPIDES<sup>2</sup> profile then click on “Create new project”

- A quick start “blue box” is available through the submission which:
  - Indicates the first steps which are required to create a Project Outline
- You can retrieve more support in the project help section on the submission process
- Or/and send an email to:

[penta@aeneas-office.org](mailto:penta@aeneas-office.org)

 eureka

## Project Zone

How should you provide information ?

Basics

Partners

Countries

Costs & effort

Management

### Project basics

<b>Project name</b>	2021001 P6E14-2021
<b>Project title</b>	PENTA6-EURIPIDES14-2021
<b>Description</b>	PENTA6 EURIPIDES14 YEAR 2021
<b>Status</b>	Concept
<b>Project leader</b>	Sheherazade Azizi (AENEAS)   <a href="#">Manage project leader / proxy</a>
<b>Call</b>	PENTA Call 6 (Co-Labelled with EURIPIDES2 Call 14)
<b>Start date</b>	01 Dec 2021
<b>End date</b>	31 Dec 2024
<b>Challenge</b>	<a href="#">Digital society (SRIA)</a> <a href="#">Health and Wellbeing (SRIA)</a>
<b>PCA</b>	<a href="#">Upload PCA</a>

 Edit project key data for 2021001 P6E14-2021

- The Project Zone User Interface uses tabs for the different steps in creating the Project Outline. The process is not entirely linear and some elements can be iterated (e.g. when inviting a new partner).
- You can select multiple strategic challenges for your project
- Feel free to come back to your project and navigate through the project's tabs completing and changing the information up until the deadline

## Project Zone

### How to create a consortium ?

- From the “Partners” tab you can invite a **new partner organisation** by giving an email address and clicking the button “Invite partner”:
- Invited partners will show in the 'list of pending invitations' overview at the top
- Partners that have accepted the invitation will be added to the 'list of partners' at the bottom.
- Inviting a partner applies to inviting a partner organisation. An invitation should be sent to and accepted by **only 1 person per organisation**: the main technical contact for that partner organisation. → Extra contact persons per organisation can be added by via the “Associates” tab (on a partner page).



PROJECTS ▾ PROJECT EVALUATION ▾ DOCUMENTS & TEMPLATES ▾ CALENDAR ▾

Projects / 2021001 P6E14-2021 / Partners

### Details of 2021001 P6E14-2021

PENTA6-EURIPIDES14-2021

Basics Partners Countries Costs & effort Management ▾

#### Invite a new partner

Invite partner

Please give an email address

Give here the email address to which the invite should be addressed. Note that you are inviting an organisation via a person. **Do not send the email to an info address**

Invite partner Create / Edit consortium

### Details of 2021001 P6E14-2021

PENTA6-EURIPIDES14-2021

Basics Partners Countries Costs & effort Management ▾

#### Invite a new partner

Invite partner

Please give an email address

Give here the email address to which the invite should be addressed. Note that you are inviting an organisation via a person. **Do not send the email to an info address**

Invite partner Create / Edit consortium

#### Active partners

Organisation	Technical contact	Country	Role in the project	Funding ②
1 AENEAS	Sheherazade Azizi	FRA	Role in the project not set	2021 2022 2023 2024
2 EURIPIDES²	Remy Renaudin	FRA	Market access	

Edit roles in the project of 2021001 P6E14-2021

## Project Zone




### How to edit a consortium ?

#### AENEAS

Partner in 2021001 P6E14-2021 

[Partner details](#)
[Description](#)
[Market access](#)
[Costs & effort](#)
[Contacts](#)
[Membership](#)
[Payment sheet](#)
[Questionnaires](#)

#### Partner information

**Project name** 2021001 P6E14-2021  
**Project title** PENTAG-EURIPIDES14-2021 (Concept)  
**Role in the project**   
**Main contribution**   
**Strategic importance of th...** 

**Membership status** No member  
**Project DoA** [Submit DoA for AENEAS in 2021001 P6E14-2021](#)

**Technical contact** Sheherazade Azizi   [Manage technical contacts](#)

**Financial contact** Peter Connock  

Funding status	Year	Partner status	Office status
	2021	Not set	Not set
	2022	Not set	Not set
	2023	Not set	Not set
	2024	Not set	Not set

[Edit AENEAS](#)

- From the “Partners” tab, by clicking on a partner's name, you will be redirected to a dedicated partner page including tabs for:
  - Partner details (incl. position on the value chain and technical & financial contact),
  - Description → **Make sure you add a description per partner organisation that adheres to the criteria as stated in the Annex template,**
  - Costs & effort,
  - Contacts,
  - Invoicing details.
- **Depending on access rights, you will be able to update / complete these partner details via the “Edit” button (available per tab).**
- **It is advised to first make sure all partners are listed correctly before editing costs and effort.**

## Project Zone

How to inform and edit the rationale for funding ?

### Details of 2021001 P6E14-2021

PENTAG-EURIPIDES14-2021

[Basics](#)
[Partners](#)
[Countries](#)
[Costs & effort](#)
[Management](#)

#### Country overview

Country	Coordinator	Organisation	Public Authorities contacted	Partners	Total effort (PY)	Total costs (k€)
1 France	Remy Renaudin	EURIPIDES²	Yes	2	1.00	500.00
Total					1.00	500.00

#### Country date information

Country	Project level		Call level	
	Expected national application date	National application submitted	Date national application	Expected funding decision
1 France	01/09/2021	01 Sep 2021	Not provided	Not provided

- The Project leader must fill in the names of the national coordinators
- It is crucial that all national coordinators get in touch with their national Public Authorities (PAs) to present them the project (idea, partnership, budget, etc.), checking funding opportunities and ensuring that the national consortium is eligible.

→ Beware of eligibility issues at national level

- You must confirm that all Public Authorities involved in the project have been contacted to confirm their knowledge of and provisional support to the submission by checking the box in the Project Zone and summarising their feedback

☒ **Public Authorities contacted**  
 Please confirm that all Public Authorities involved in the project have been contacted to confirm their knowledge of and provisional support to the submission by checking the box above

Summary of feedback

Not applicable

Please provide short summary of Public Authorities feedback to your national consortium (mandatory)

Expected national application date

01/09/2021

Indicate here the date on which the submission of the national application is expected. Note that this form field accepts texts, so also a period like Q4 2020 could be given.

Date national application submitted

01 / 09 / 2021

Indicate here the date on which the national application is submitted. Note that an exact date is expected.



## Project Zone

### How to finalise your project version ?

#### Details of 2021001 P6E14-2021

PENTA6-EURIPIDES14-2021

Basics Partners Countries Costs & effort Management

No Project Outline has been submitted. You first need to complete the project checklist. When all checks are successful, a Project Outline submission button will appear below. The submission deadline is Friday, 26 February 2021 17:00:00 CET.

Finalise project version

#### Documents available for submission

No documents have been uploaded yet. Use the form to upload documents

#### Upload new documents

Type	Upload	Templates
P0 Annex	<input type="button" value="Browse..."/> No file selected.	<a href="#">PENTA-EURIPIDES* PO Annex Template</a> <a href="#">PENTA-EURIPIDES* PO Project Cost Detail Templ...</a>
P0 Cost Detail Annex	<input type="button" value="Browse..."/> No file selected.	

Only Microsoft Word and Excel documents are accepted

#### Project checklist

General

⚠ The required documents of types 'P0 Annex, P0 Cost Detail Annex' are missing in your proposal documents section

AENEAS

⚠ Partner description is missing

⚠ AENEAS is missing Role in project, Main Contribution, Strategic importance

⚠ AENEAS is missing Market access

⚠ Partner has no effort. Indicate effort or deactivate the partner

- In the “Management” tab of your project page:
  - Upload the PO annex document
  - Check the merged document
  - Submit a project version
  - Re-submit the version until the deadline
- Submitting a proposal is the last step of the proposal creation process. **It is highly recommended to already start testing to upload an Annex, checking the merged document and submitting a proposal well in advance to avoid problems just before the deadline**
- Please make use of the re-submit functionality to improve your proposal towards the final version
- Only Once all checks are successful, will your Project Outline submission button appear
- The Project checklist guides you through the missing information you need to provide before being able to submit a version.

## Project Outline Annex

### General Remarks

- Read the green text, and, if you don't understand it, ask the office team
- Key point: respect the page limits! Going beyond them will be interpreted by the experts as substituting quality by quantity
- Don't forget a picture is worth a thousand words
- Check for correctness of language. Poor English and incorrect spelling make it hard for the evaluators and do not help your case

## Project Outline Annex

### Specific guidelines – PO Introduction

#### 1. One-page project description

Main idea: **what is your Unique Selling Point? and why are you able to deliver it?**

#### 2.1. Rationale of the project

##### 2.1.1. Problem statement and market value chain – Max 2 pages

What is the problem that the project aims to solve?

This subsection describes the context and background relevant to the project, in terms of technological and market status, **not the project itself**. It should convince evaluators that **the project partners have a good understanding of the context** in which they will be evolving, both technology- and business-wise.

##### 2.1.2. Project innovations and technology value chain – Max 1 to 2 pages

Explain how the project differs from existing results and previous or current projects, products and services, how partners will be able to differentiate themselves from existing market actors and become competitive.

This subsection should convince evaluators of the **novelty of the project** proposal

## Project Outline Annex

### Specific guidelines - Impact

#### 2.2. Targeted impact

##### 2.2.1. Market analysis – Max 2 pages

This subsection should convince evaluators that **the project partners have a clear and detailed understanding of the market they are targeting**, including not only the current situation but also the current trends, forecasted evolutions and potential threats

**A common mistake to avoid is to provide numbers which are relevant to a whole industry, not the market segment which you are targeting.** For example, if your project is on connected sensors for water quality monitoring, what matters is the market for that type of sensors and its forecasted evolution, not the planned increase of IoT devices worldwide. Be specific, this will evidence that you know the market you are addressing.

##### 2.2.2. Consortium market access – Max 2 pages

This subsection should convince evaluators that **the consortium is credible, legitimate and relevant to address the market and to exploit the project results** (if successful) to generate business (i.e., that it can have an impact on the market). This subsection should be market oriented and should only focus on the long-term goals of the project (i.e. what is expected to be achieved thanks to the project outcomes, i.e. after the project closure)

**Why is the consortium well positioned to bring the developed innovation to the market?**

## Project Outline Annex

### Specific guidelines - Sustainability

#### 2.3. Contribution to Sustainability – Max 2 pages

Level 1 (incremental): Incremental or small, progressive improvements to existing products

Level 2 (re-design or ‘green limits’): Major re-design of existing products

Level 3 (functional or ‘product alternatives’): New product or service concepts to satisfy the same functional need e.g. teleconferencing as an alternative to travel

Level 4 (disruptive): Design for a sustainable society

This section is designed to provide summary information on how you expect your project to contribute towards the creation of a more sustainable society and **all claims will need to be substantiated**

**Do not exaggerate, do not fill the page with “hot air”**

## Project Outline Annex

### Specific guidelines – Technology (1/2)

#### 2.4. Technology

##### 2.4.1. State-of-the-Art (SotA) analysis – Max 3 pages

This subsection should convince evaluators that the project partners have detailed knowledge of the technological background (and evolution) in the targeted field. PENTA and EURIPIDES<sup>2</sup> consider the State-of-the-Art analysis as a key tool to clearly understand and steer innovation all along the project lifespan.

**Do not describe the current status of the consortium partners technologies, but the worldwide state-of-the-art**, including research status when academic papers are available. **This is a very important section for experts to assess whether you are aware of the competition, technology-wise.**

##### 2.4.2. Summary of technological innovation and novelty in relation to the SotA – Max 3 pages

This subsection should convince evaluators that the consortium has sufficient insight into the technological challenges, enough R&D competence and proposes significant breakthroughs to bring technological innovation and novelty

Here you describe how your developments are going to put you on a par or even ahead of the competition. Do not forget that the competition will also make progress, so your technological goals should be at least on par with what will be available, at the same level of maturity, at the expected end date of your project.

##### 2.4.3. Expected project outputs – Max 1 page

This subsection should convince evaluators that the project will deliver tangible results of interest that will support the business goals of the project partners

**Define tangible outputs, such as a prototype, or a technology maturity level**

## Project Outline Annex

### Specific guidelines – Technology (2/2)

#### 2.4. Technology

##### 2.4.4. Summary of Project Objectives (measurable) – Max 1 page

This subsection should convince reviewers that the clear analysis and quantification of project progress will be possible during the project lifetime (and sometimes beyond)

Define a limited number of quantified Key Performance Indicators, covering innovation (progress vs. initial SotA), Unique Selling Proposition (differentiation vs. competition), and market access

SMART

**Specific** (the KPI must be unambiguous)

**Measurable** (the KPI must be measurable in order to indicate its progress and prove if the target has been reached)

**Achievable** (the KPI must be achievable by the current consortium)

**Relevant** (the KPI must demonstrate the uniqueness of the project results)

**Timely** (the KPI must be achievable within the project's time frame)

## Project Outline Annex

### Specific guidelines – Consortium

#### 2.5. Consortium overview

##### 2.5.1. Cooperation added value: business level – Max 2 pages

This subsection should convince the evaluators that the consortium has enough business power to have an impact on the market

##### 2.5.2. Cooperation added value: technology level – Max 2 pages

This subsection should convince the evaluators that there is enough R&D competence in the consortium, that the consortium is appropriate, and that value will be created from a technological point of view.

Both business and technological “sleeping” partners must be avoided.



## Finalise your submission

- Check that there are no blocking points in the project checklist
- You can upload Project Outline annexes and Cost file as many times as you want before the deadline
- The deadline IS a deadline
- The PENTA-EURIPIDES<sup>2</sup> office is here to help!

## Next step: Full Project Proposal

- You will be requested to provide Work Package details
  - Demonstrate that the project will be well managed
  - Demonstrate that the project will be easy to monitor – The FPP is the basis for the project monitoring later on, therefore progress during the project duration should be easy to check, thanks to well defined milestones and regular deliverables
- The proposals invited for FPP will have received detailed feedback on how to improve vs. the PO phase. **Make sure that you take this feedback into account**

## In summary

- For **technical experts**, the PO should demonstrate that:
  - The consortium is knowledgeable in the field
  - There is innovation beyond state-of-the-art – not a “me too” product, or a pure engineering project
  - There is a market potential
  - The consortium is complementary and there will be real cooperation
  - There is added value through the collaboration
- For **national Public Authorities**, show that
  - The project is aligned with national priorities
  - It will have positive national impact for each country involved
    - Projects which do not meet those two criteria will be eliminated at the Project Outline stage
- **Get advice & help**
  - Contact your National authority contact as soon as possible for guidance and support
  - Use the PENTA-EURIPIDES office to get help
  - Start entering your project in the Project Zone **NOW**

# Thank you!



## The PENTA & EURIPIDES Team



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# 2021

## EURIPIDES<sup>2</sup> and PENTA Call



ΣURIPIDES<sup>2</sup>

PO submission → 26 February 2021

FPP submission → 28 May 2021

Σ eureka  
innovation beyond borders



## Q&A

For more information

[www.euripides-eureka.eu](http://www.euripides-eureka.eu)

[www.penta-eureka.eu](http://www.penta-eureka.eu)

