HOW TO MAKE YOUR PROPOSAL ATTRACTIVE?

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BEST PRACTICES FOR A PROPOSAL

HOW?

Which one do you prefer?

Which one will you offer to someone you care about?

Your objective

Get your proposal Funded !

This project is funded by the European Union

HOW?

Cutting-edge science	Complete value chain with industrial involvement	Sound implementation	Huge socio-economic impacts	Effective dissemination, communication and exploitation plan

Your objective

Get your proposal
Funded !

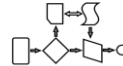This project is funded by
the European Union

HOW?

INNOVATION	VALUE CHAIN	IMPLEMENTATION	IMPACTS	DISSEMINATION COMMUNICATION EXPLOITATION

MAKE IT EASY AND ATTRACTIVE !

How much time does a reviewer have to evaluate a project?

How your proposal should look like?

FULFILL ELIGIBILITY CONDITIONS

➔ Relevant project corresponding to the call
➔ Structure in accordance with the EC template and expectations

CONVINCE YOUR READER

➔ Propose a **UNIQUE**, **MEMORABLE** and **EASY TO READ** proposal
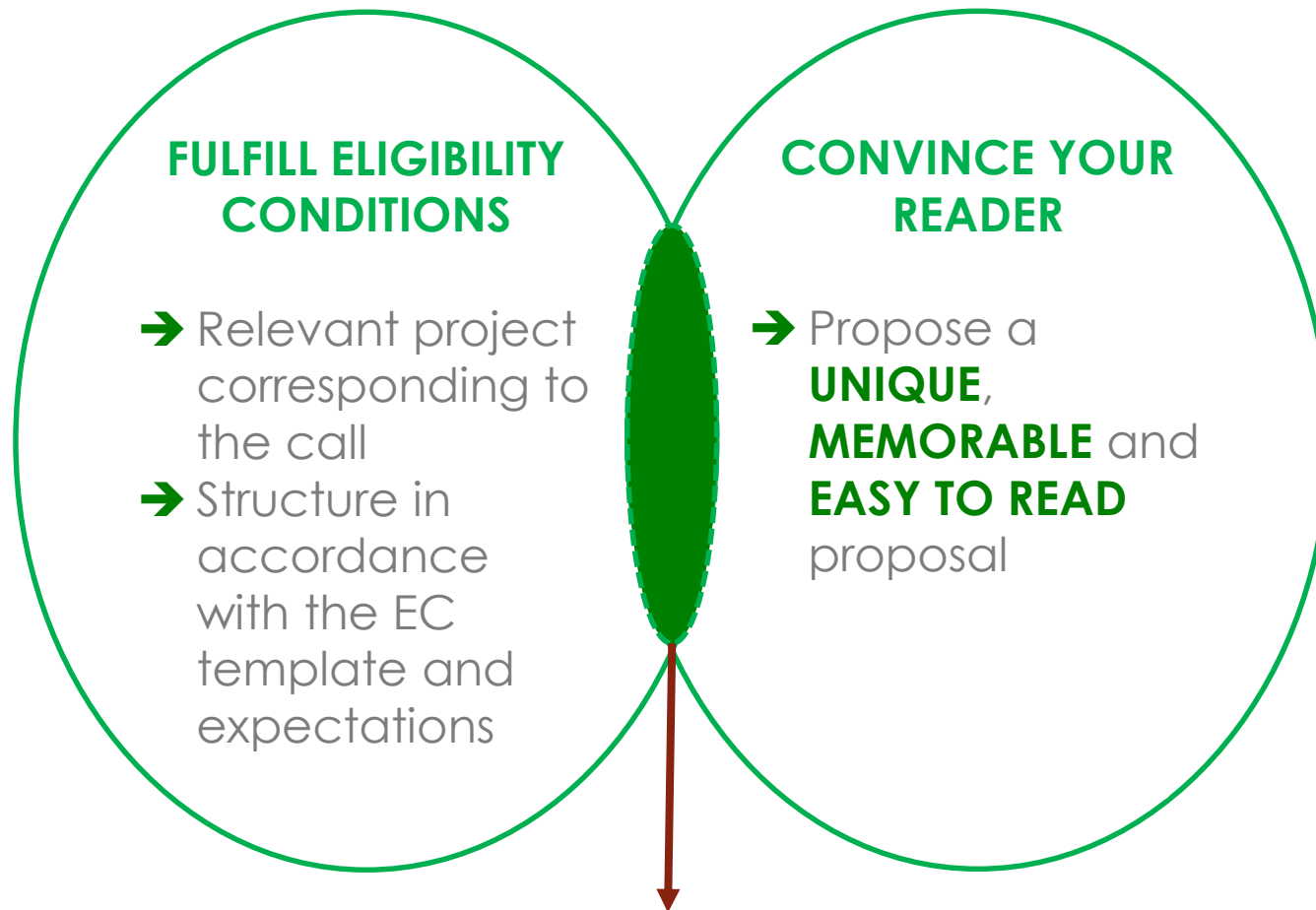
OPTIMIZE YOUR PROBABILITY OF SUCCESS !

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INVOLVE YOUR READER

**What does he wants?
What is he looking for?**

**Instore
a confident
atmosphere**

**Raise
common
memories**

Use "WE"

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Best practice #2: FACILITATE THE READER'S WORK

EASE OF READING AND UNDERSTANDING

Tinkle the reader's curiosity with questions

Use bulleted list

Make it possible to follow your idea through the titles of your subsections

Best practice #2 : FACILITATE THE READER'S WORK

H2020 Template

1   Excellence

1.1   Objectives

1.2   Relation to the Work Plan

1.3   Concept and methodology

1.4   Ambition

2   Impacts

2.1   Expected impacts

2.2   Measures to maximize impact

3   How do we do that?

3.1   Work plan – work packages, deliverables and milestones

3.2   Management structure and procedures

3.3   Consortium as a whole

3.4   Resources to be committed

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Best practice #2 : FACILITATE THE READER'S WORK

Customized Template

1   Car of tomorrow

1.1   Let's develop an hybrid, silent and autonomous car

1.2   Using an approach based on European needs…

1.3   …based on hybrid motors, acoustics studies and artificial intelligence

1.4   … to go beyond the current technological limitations

2   A car that will change our lives

2.1   Less CO_2 emission

2.2   Decrease of acoustic pollutions in our towns

2.3   Saving peoples' lives

2.4   Allowing business generation and job creation

3   How do we do that?

3.1   Through a specific plan (plan A) where each member of the team is included through a specific task related to his/her (super) skills but also including a   plan B

3.2   Team structure and procedures

3.3   Done by the most suitable people composing a highly complementary team

3.4   Only possible through EU founding

Best practice #3: BE REMEMBERED

EASE OF READING AND UNDERSTANDING

Create a Framework
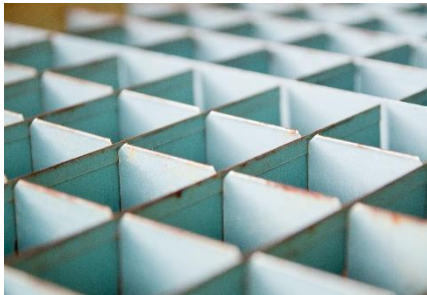
Clearly explain the mission you are going to accomplish

Use artwork, pictures and diagrams

"A good sketch is better than a long speech" **– Napoleon Bonaparte**

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As a person, How do you best remember a message?

02

STORY TELLING
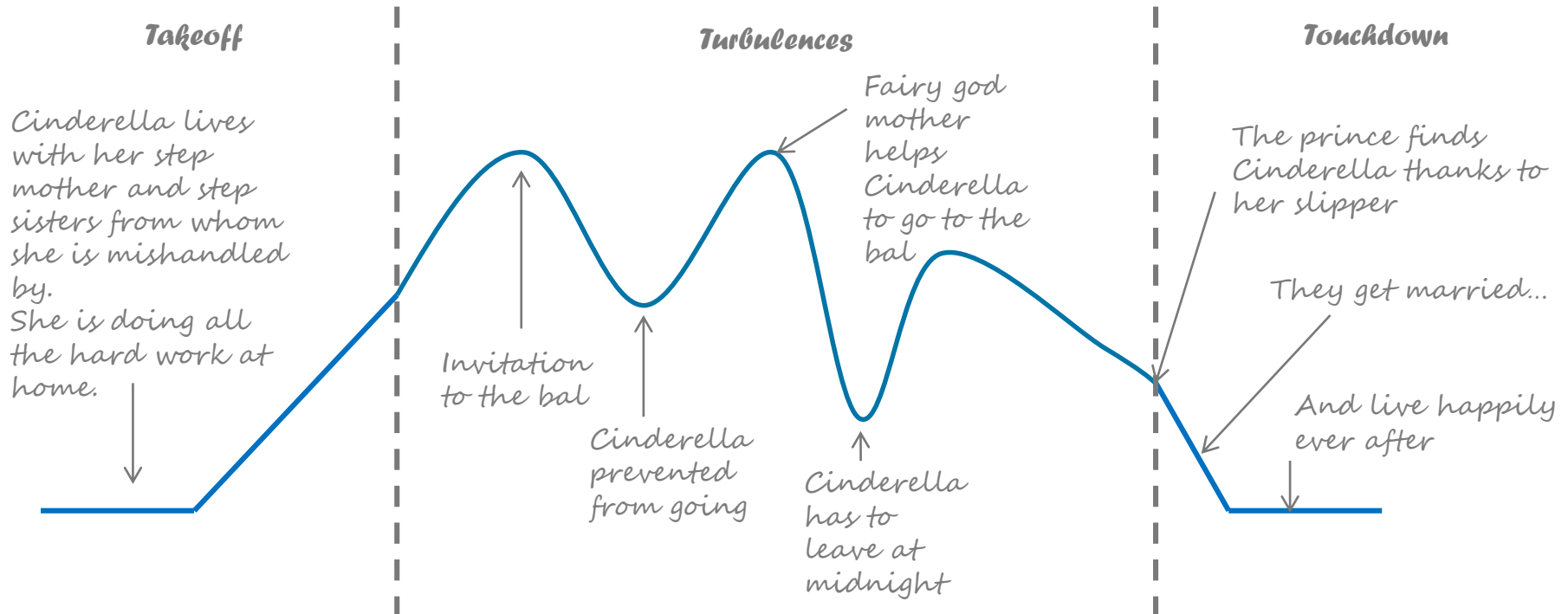
Why should you consider Story Telling?

- **Limited concentration time** of human brain

- Human memory is **story based**

- Helps us **to link information to emotion**, <u>AND</u> **clarify complex information**,

- A story can be **recalled.**

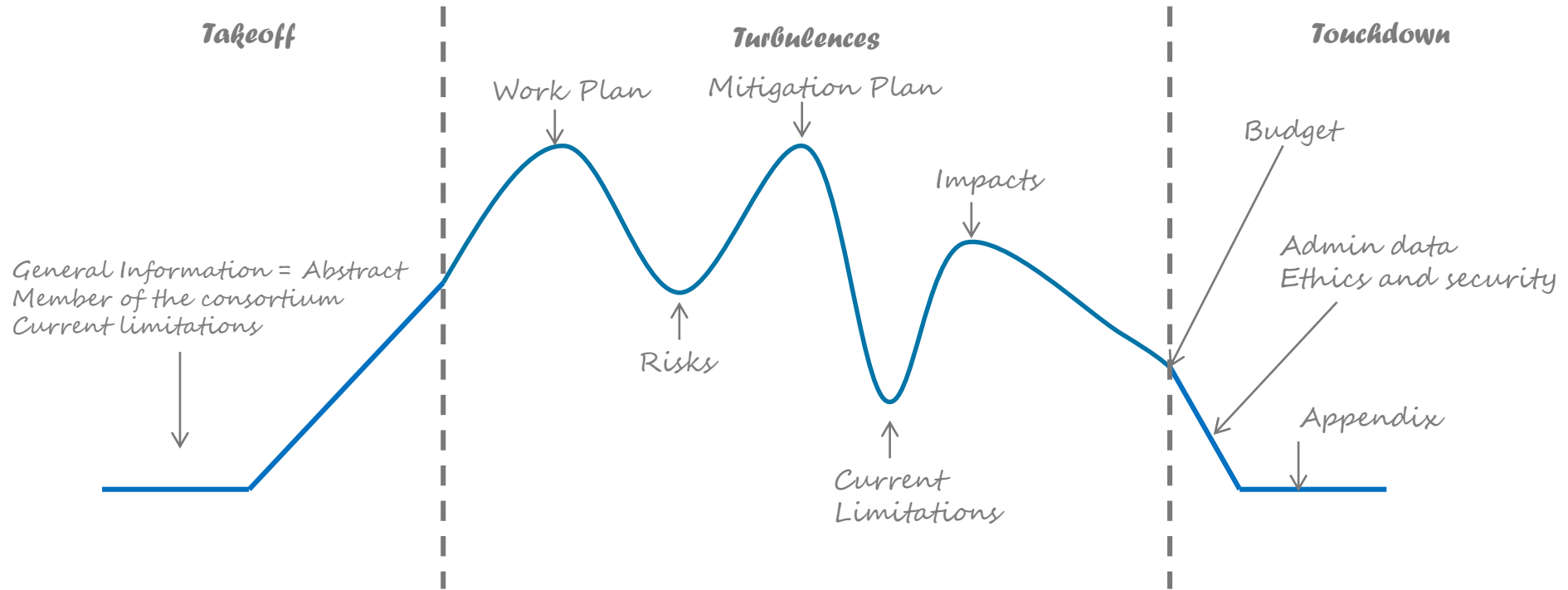- The scheme of a story works for all kind of culture => **suits every people**!

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What is story telling?

Takeoff

Turbulences

Touchdown

Cinderella lives with her step mother and step sisters from whom she is mishandled by.
She is doing all the hard work at home.

Invitation to the bal

Cinderella prevented from going

Fairy god mother helps Cinderella to go to the bal

Cinderella has to leave at midnight

The prince finds Cinderella thanks to her slipper

They get married...

And live happily ever after

-Cinderella-

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What is story telling?

Takeoff

Turbulences

Touchdown

Work Plan

Mitigation Plan

Budget

General Information = Abstract
Member of the consortium
Current limitations

Impacts

Admin data
Ethics and security

Risks

Appendix

Current
Limitations

- YOUR PROPOSAL-

Identify members

IDENTIFY THE MAIN CHARACTERS OF YOUR PROPOSAL

Project leader and staff

People impacted by the project

Funders

What if **X-men** were a H2020 project proposal?

The coordinator

The consortium

Objectives :
defend
humanity
against attacks

Excellence = super powers

Current limitation

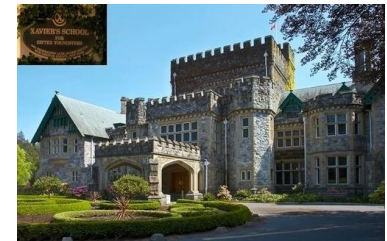Impact = save
humanity

Work Plan

WP1 : Mutants'
training
WP2 : Plan A

Risk management

R1 : To Fail
Risk level = high
Mitigation plan = Plan B

Ressources/Budget

Depreciation, Lab,
Training, Suits, Equipment,
Travel and
Communication…

H2020 Grants Required

Sum up of the keys elements to write an attractive proposal

- Write to convince specialists **AND non-specialists**
- Choose **easily understandable terms**
- When in doubt, **simplify**
- Strategize around you « **win themes** »
- Get to the point **quickly**
- Use **clear language** and prioritize shorter sentences
- Leverage **colors, formatting**, and data to paint a persuasive picture
- Demonstrate leadership and innovation – **bring the « wow effect »**
- Provide supporting evidence and **facts** to show impact and excellence
- Write to **be remembered**

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Questions?

Your contacts

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