

Ten Steps to a Successful CIP proposal

‘Participation in an EU program is an investment **not** a source of easy money’

Research Director NOKIA

Step 1: Ask Yourself Why

- If you do it just for the money: **think twice**
- Building a **network** of peers
- Extending your **national strength**
- Accessing **information**
- Expanding **internationally**

Step 2: Be selective

- **Choose** your topic carefully
- Only go for topics where **you are leading**:
nationally or better still internationally
- The **competition** is fierce
- Demonstrate your **value added**

Step 3: Read carefully

- Preparing a proposal starts with carefully reading **what is asked for**
- **Sources** to consult are
 - The Work Program
 - The Call Text
 - The Guide for Applicants
 - The instructions to the evaluators (Annex to GvA)



Step 4: Start early

- 3 months opening time seems long but it is **not**
- Look carefully at **what is there already**
- Preparing a proposal is a **complicated process** involving different partners
- At the end **most people** are short of time!

Step 5: Select trusted partners

- Success depends on **all partners**, not only the coordinator
- Trusted and reliable partners are key; go for partners that **are good**; **not** that just **look good**
- Ensure partners **complement** each other and do **not compete**

Step 6: Address all criteria

Award criteria:

- **Relevance** is about the content: relate that to the objective addressed
- **Impact** is the results, the effects and on the long term sustainability
- **Implementation** is about how it is organized and managed

Step 7: Consult the Commission

- Not everything can be written
- Not everything can be said
- **Test a proposal at an early stage with the Commission**
 - Is it eligible
 - Is in scope
 - Does it duplicate existing projects
- **Never a guarantee for success: *A good proposal can be beaten by a better one!***



Step8: Be clear, concise and precise

- Demonstrate what you **know**
- Be clear about what you want to **find out**
- Do **not leave room** for interpretation
- Do **not** let the evaluators **guess**;
chances are that they guess wrong
- Be to the point; the evaluators have **limited time**

Step 9: Consult the ‘devils advocate’

- Get a **colleague to proofread** your proposal and test it on readability, relevance, excitement
- Get a **colleague to score** your proposal on relevance, impact and implementation and on your financial and professional capabilities

‘Don’t take your best friend for this’

Step 10: Submit on Time

- Familiarize yourself with the **EPSS** at an early stage
- Allow room for **system delays**
- Avoid **last minute** changes
- Submit **well before** the final deadline

'It is all about common sense, so why is it so difficult?'

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