

# ***Ten Steps to a Successful AAL proposal***

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

Research Director NOKIA

# Step 1: Ask Yourself Why

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

## Step 2: Be selective

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

# Step 3: Prepare carefully

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- Preparing a proposal starts with carefully finding out **what is asked for**
- **Sources** to consult are
  - The AAL website
  - The AAL Call Documentation
  - Your AAL NCP
- Check the **AAL project characteristics**
- Read the **Special Guidelines**

## Step 4: Start early

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- 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!
- There are clear **differences with FP7/ CIP**

## Step 5: Select trusted partners

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- 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**
- Check **eligibility of partners**

# Step 6: Follow the AAL template; address all criteria

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## Eligibility

- **National eligibility** of each partner
- **Project eligibility** ( 9 criteria)
  - 3 independent eligible organisations from 3 different AAL countries, and at least
  - 1 eligible business partner
  - 1 eligible SME partner
  - 1 eligible end-user organisation

*N.B. max 1/3 of research effort by research partners*

# Step 6: Follow the AAL template; address all criteria

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## Single weight evaluation criteria:

- **Relevance and innovation:**  
addresses objectives; explains innovation; describes (European) application;
- **Scientific and Technical Quality:**  
innovative and effective solution **beyond state of the art**;  
realistic prototype or pilot application



# **Step 6: Follow the AAL template; address all criteria**

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## **Double weight evaluation criteria:**

- **Quality of consortium and efficiency of implementation:** adequate resources; user involvement; role of SME's; quality of workplan
- **Potential impact:** added value for individual; address important market; sustainability through business model and market plan; open interfaces and interoperability for EU market

*Conform to AAL Ethical Guidelines*

# Step 7 : Be clear, concise and precise

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- The evaluators have **limited time**
- 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 will guess wrong
- Demonstrate **innovation**

# Step 8 : Consult your NCP

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- Not everything can be written
- Not everything can be said
- **Test a proposal** at an early stage with **your NCP** (sometimes requirement)
  - Is it eligible
  - Is it in scope
  - Does it complement existing projects
- Never a guarantee for success: *A good proposal can be beaten by a better one!*

## Step 9: Consult the ‘devils advocate’

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- 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

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- Familiarize yourself with the AAL **ESS** 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?'*

# **AAL Information day**

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Thank you

and

**GOOD LUCK!!**