Capacity Building in the field of Higher Education

How to prepare a competitive project proposal?

Regional Information Event

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Part I. Preparing the application based on the requirements of the call

Part II. Selection process

Part III. Application form and requirements
Part I

Preparing the application based on the requirements of the call
Submission on-line to EACEA

eForm & Annexes

Criteria

Eligibility Criteria

Exclusion Criteria

Selection Criteria

Award Criteria
Most of eligibility criteria (see E+ Programme Guide – CBHE action) are featured in the e-form; following criteria are double checked by the Agency staff:

- Formal submission requirements
- Grant size (and duration)
- Applicant, Partners and Partnership requirements (number of partners, status of the grant applicant & partners, etc.)
**DEFINITION**

- The project contributes to the achievement of the policy objectives of the participating partners.

- It is based on and addresses real needs & problems of the target groups.

**CONTENT**

- How clearly the project addresses the Programme objectives and priorities (thematic, geographical priorities: National / Regional).

- Needs analysis and presentation of specific problems addressed.

- Advice from EU Delegations on the relevance and feasibility of the project in the local context.

- Definition of target groups.

- What is innovative or complementary to other initiatives.

- How the project was prepared.

Award Criteria: 1. Relevance (30 points)
DEFINITION

• The activities proposed are appropriate to achieve the specific and wider objectives
• It uses the most appropriate methodology
• It demonstrates a logical and sound planning capacity

CONTENT

Description of the project as a whole, including:
• specific objectives
• activities, expected outcomes, wider and specific objectives
• academic content and pedagogical approach
• involvement of academics, students and stakeholders at large
• quality control processes
Award Criteria: 3; Quality Team and Cooperation (20 points)

**DEFINITION**

- The partnership includes all the skills, recognised expertise and competences required
- Suitable distribution of tasks
- Sound communication and coordination

**CONTENT**

- Presentation of the **partners competences** and **roles** in the project
- Description of any **complementary skills**, expertise and competences directly relating to the planned project activities
- Ensure **regional dimension**
- Planned measures to ensure effective **communication**
Award Criteria: 4. Impact and Sustainability (20 points)

DEFINITION

- Information/outcomes of the project are made available to groups not directly involved (multiplier effect)
- Optimal use of the results during & beyond the project lifetime
- Expected impact will be substantial and sustainable in the long term (financial, institutional and policy level)

CONTENT

- Expected impact at different levels
- Dissemination strategy: outputs to be disseminated, target groups, dissemination tools & activities
- Measures planned to ensure the sustainability of project outcomes and outputs at three levels: financial, institutional and political
- Evidence of impact on HE at institutional / national level in PCs
Part II

Selection process
Selection process - Steps

Project Proposal

- EACEA
  - Eligibility check
  - Ranking on QUALITY based on award criteria
  - Consultation: EU Delegations, PC authorities, NEOs
  - Final ranking list
  - Grant Award Decision

- Assessment by Independent experts
- Evaluation Committee EACEA, DGs, EEAS

EACEA
EACEA takes decision based on:

- Evaluation Committee's recommendation taking into account:
  - ranking list on quality established by external experts + feedback from the consultation process
  - the budget available for each region
  - the need to achieve a geographical representation within a region
  - sufficient coverage of the priorities
Key messages for 2018

- Keep on intensifying efforts to encourage the cooperation with Asian countries
- Pay particular attention to the eligibility criteria, mainly minimum number of nationally recognised HEIs in consortia
- Encourage the diversification of projects in terms of overall and specific objectives, activities, target groups and consortium composition.
- New national and regional priorities as of 2018 Call for proposals
- Consider properly the relevance of cross-regional applications
Part III

Application form and requirements
When? How? Where?

- One deadline - One-phase submission - on-line to EACEA
- Application form = unique reference information for the submission deadline.

What?

- Specific application form:
  - eForm: project data – parts A, B, C
  - compulsory annexes:
    - Detailed project description (Word doc) – parts D, E, F, G, H, I, J
    - Budget tables (Excel doc)
    - Declaration of Honour+ Mandates (in one single PDF doc)
✓ Successful vs. good proposals
✓ How should I start?
✓ Drafting a good proposal
✓ When can I start?
A successful proposal demonstrates that the combination of all its elements will produce concrete and sustainable results for the benefit of all the parties concerned.
Necessary condition but... **not sufficient**!

A good proposal is a proposal that

- **Has been** *prepared and agreed jointly* by the partnership.

- **Has received the** full commitment and support of the participating institutions.

- **Is ready to start** immediately after the selection decision.

**All** proposals start from individual initiatives.

**Good** proposals are always the result of a joint institutional commitment.
Start locally
- In your institution
  (other colleagues, services, departments, authorities, etc.)
- Among local stakeholders (other universities, education providers, employers, local / regional / national authorities, NEOs in Partner Countries etc.)

International partners
- Colleagues / Organisations you (/your partners) have worked with in the past
  Partners are not individuals, they are organisations
- Each partner must
  - Bring a concrete added value to the project
  - Gain a concrete added value from the project

Cooperation is based on trust, confidence AND on formalized agreements
Broad knowledge of Erasmus+ is not sufficient anymore

- You must become a "master" in the relevant Erasmus+ Action (objectives, priorities, requirements, criteria, etc.)
- Most probably, you will need to adapt your idea to the Action requirements.

Drafting the proposal is a shared exercise

- It reflects the partners shared responsibilities at project implementation stage
- It requires regular revisions/rewriting in order to ensure
  - Consistency and coherence
  - Comprehensiveness
  - Fulfilment of all the E+ Action requirements

Choose the language common/comfortable to all project partners

Have your final Draft proofread by a colleague not involved in the proposal
- **COHERENT**: in its entirety; avoid contradictions; avoid "patchwork"
- **SIMPLE**: better a few well-chosen words than long/vague explanations
- **CONCRETE**: use examples, justify your statements, bring proofs
- **CLEAR**: Follow the questions and answer them in the right order
- **EXPLICIT**: do not take anything for granted; don't assume: experts cannot read your mind; avoid abbreviations or explain them
- **RIGOROUS**: the application is the basis on which your project will be implemented; it is also the cornerstone of your partnership commitment
- **FOCUSED**: stick to what is asked
- **COMPLETE**: ensure (twice!) you have followed all the instructions and that the proposal fulfils all the mandatory requirements.
✓ Respect the Call requirements & criteria

✓ Be clear, well-structured, concise, to the point (see guiding questions in the Application Form)

✓ Manageable partnership

✓ Cost-effective
Questions & Answers