

Capacity Building in the field of Higher Education

How to prepare a competitive project proposal?

Regional Information Event

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OUTLINES

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**

Common requirements for all Erasmus+ International dimension – Centralised Actions

- Submission on-line to EACEA
- eForm & Annexes
- Criteria
 - ❖ Eligibility Criteria
 - ❖ Exclusion Criteria
 - ❖ Selection Criteria
 - ❖ Award Criteria

Eligibility 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:

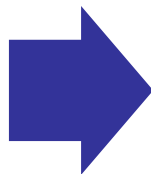
- Formal submission requirements
- Grant size (and duration)
- Applicant, Partners and Partnership requirements (number of partners, status of the grant applicant & partners, etc.)

*It does not matter how well the project has been designed if it does not fulfil the eligibility criteria: this will lead to the **automatic rejection** of the proposal*

Award Criteria: 1. Relevance (30 points)

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: 2. Quality of Design and Implementation (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

Assessment by
Independent
experts

EACEA

Evaluation
Committee
EACEA, DGs,
EEAS

EACEA

Eligibility check

Ranking on
QUALITY based
on award criteria

Consultation: EU
Delegations, PC
authorities, NEOs

Final ranking
list

Grant Award
Decision



Award Decision

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

Application form

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.



➤ **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.

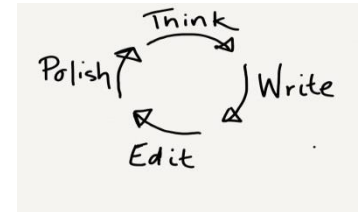
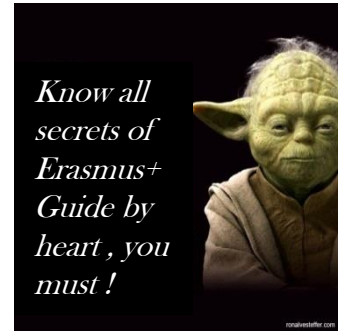
➤ **Drafting the proposal is a shared exercise**

- 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**



European
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Questions & Answers

