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Practical guidance on how to do better in the presentation of project management, budget, impact and dissemination

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General situation:

- Analysis of 2008 ESR found that relatively good Turkish proposal often lost scores on the presentation of management structure, budget / resources and impact /dissemination for the project
- Some common practices of presenting management and dissemination in EU RTD proposals need to be recalled
- Scientific excellence of applicants alone does not guarantee success in the strongly competitive evaluation
- Management and dissemination need to be “ tailor-made ” to the objectives and the scale of the project

Objectives:

- To give some practical guidance in line with evaluation criteria and guide for applicants
- Avoid typical pitfalls
- Convince evaluators
- Underline particularities of funding scheme CSA / SA



RESEARCH POTENTIAL

Criterion 2

CRITERION 2 according to the guide for applicants 2009 :

IMPLEMENTATION “Quality and efficiency of the implementation and the management”

- Appropriateness of the management structure and procedures
- Quality and relevant experience of the individual participants
- Quality of the consortium as a whole (including complementarity, balance) (not fully applicable for REGPOT 1)
- Appropriateness of the allocation and justification of the resources to be committed (budget, staff, equipment)



RESEARCH POTENTIAL

Criterion 2: Management matters !

Management structure and procedures

- Describe the organisational structure and decision-making mechanisms of the project. Show how they are matched to the complexity and scale of the project.
 - *Clear allocation of responsibilities built on sound work plan (workpackages, milestones, deliverables, timelines)*
 - *Appropriate use of steering committees and boards*
 - *Who does what ?*
 - *Decision making and conflict resolution mechanisms*
 - *Awareness about work flow ?*
 - *Clear distinction between operational « daily business » and strategic level*
 - *Experienced and competent project manager identified*
 - *WP leader identified and suitable*
 - *Project organigramm ?*
 - *Timelines realistic and in line with GANT / PERT charts*
 - *Risk mitigation approach*
 - *Overall credibility and scaling*
 - *Complexity / simplicity of management matches project size and objectives*
 - *Tailor made to project , no « cut and paste » standard management template*
 - *Address IPR matters if applicable*
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RESEARCH POTENTIAL

Deploying Resources and Finance (1)

Resources to be committed

- Describe how the totality of the necessary resources will be mobilised, including any resources that will complement the EC contribution. Show how the resources will be integrated in a coherent way, and show how the overall financial plan for the project is adequate
 - Design resources / budget planning to scope of intended activities and not vice versa
 - Derive personnel cost from actual monthly salaries and realistic estimation of person months efforts per activity / work package
 - Ensure coherence of efforts (person months), activities and finance (cost)
 - Only necessary and economically spent costs can be reimbursed
 - Over-estimation of cost will lead to loss of score
 - But also avoid under-financing of project which might affect capacity to carry out the work
 - Keep in mind overall value for money of project
 - Provide breakdown of cost and efforts to WPs and simple cost categories such as personnel, equipment, travel and subsistence)
 - Beware of depreciation rules for equipment
 - Neither salaries nor complements of salaries for seconded staff will be covered by the Commission under this activity.
 - as a general rule, costs related to travel, accommodation and any other expenses related to the seconded staff stay abroad
 - Provide sufficient explanation and justification on all aspects of budget and resources
 - Ensure coherence of figures in parts A and B of proposal



RESEARCH POTENTIAL

Deploying Resources and Finance (2)

- In addition to the costs indicated in Part A3 of the proposal, and the staff effort shown in section 1.3 above, please indicate any other major costs (e.g. equipment).
 - Clearly specify any major equipment item, indicate supplier if possible and technical key features,
 - Justify expenditures in view of improving research potential
 - Beware of the restrictions on equipment procurement (no more than 30 % of the total project's budget, up to 45 % in duly justified cases)
 - Identify any other major item e.g. dissemination events, publication costs, web site etc.
 - In case you foresee sub-contracting beware of the restrictions imposed by the FP 7 participation rules
 - No sub-contracting of core scientific tasks or project co-ordination
 - Provide sufficient description of tasks to be sub-contracted and ensure adequate selection practices in view of best price ratio



RESEARCH POTENTIAL

Criterion 3: Impact and Dissemination (1)

CRITERION 3 : IMPACT“Potential impact through the development, dissemination and use of project results”

- **Contribution, at the European [and/or international] level, to the expected impacts listed in the work programme under the relevant topic/activity**
 - **Read the work programme carefully in details**
 - **Convince evaluators that the project will contribute both to regional sustainable development and achieve better integration of the research entity into the European Research Area (ERA)**
 - **Explain synergies of proposed action plan with cohesion policy programmes or analogous pre-accession or national programmes on regional development**
 - **Set up bunch of practical tasks / activities in the work plan to tackle these issues**



RESEARCH POTENTIAL

Criterion 3: Impact and Dissemination (2)

CRITERION 3 :IMPACT“ Potential impact through the development, dissemination and use of project results”

- **Appropriateness of measures for spreading excellence, exploiting results, and disseminating knowledge, through engagement with stakeholders, and the public at large.**
 - **Develop a coherent communication strategy for the project and the selected research entity**
 - **Orientate communication approach both on European level and region**
 - **Address different levels and target groups such as scientific community, policy makers / administration, local stakeholder, European research networks, general public**
 - **Use diverse set of communication channels such as scientific publications, press articles, web site, conferences speeches, interviews, media events attendance to trade fairs (as far as applicable) etc.**
 - **But: keep coherence with content, scope and scale of the project and the research entity**
 - **Identify potential IPR issues proactively and foresee adequate measures to deal with them**
 - **Keep track of all above mentioned activities in the work plan by appropriate tasks, deliverables and milestones**



RESEARCH POTENTIAL

Conclusions:

- Improved presentation of management, resources, impact and dissemination can potentially raise submission success
- But: there is no guarantee for selection as very high competition is expected and expert evaluators are deciding independently and on their own responsibility
- Beware of overall coherence between objectives of the work programme, needs of applicants, proposed set measures, practical work plan and budget
- Think both European and regionally !



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Thank you for your attention !

