



# Submitting a successful proposal

Tips and processes for submitting an excellent proposal

Alex E. Papacharalampous



# Participating in a proposal

- There are various levels of participation in a proposal
  - Coordinate a proposal
  - Actively participate in a proposal
  - Passively participate in a proposal
- Passively participating in a proposal can happen because you bring specific expertise or references to previous projects
- It is the least rewarding type of participation because there is minimal input to the direction of proposal



# Participating in a proposal

- Active participation can happen when:
  - You are part of the core group
  - You are coordinating a use case
  - You are a WP leader
- You will be expected to provide significant contributions to the proposal
- WP leaders of the proposal are usually active participants and contribute vertically to the proposal

# Coordinating a proposal

- You have an idea and you have found a call where it fits (or the other way around)
- You wrote an abstract of the idea and want to turn it into a project
- You should ask yourself beforehand:
  - Is it a Research and Innovation Action, and if not, can I support it?
  - Can I leverage strong technical partners and use cases?
  - Am I ready to commit the resources for writing the proposal?

# The project of proposal writing

- Proposal Writing is a project
- It can require up to 2 people working full time for 3 months
- It requires a good time plan, negotiation skills, goal-oriented attitude and perseverance
- The formal % of successful proposals in HorizonEurope is 12-15%

# The project of proposal writing

- Proper project management aims to reduce required resources for finalizing a proposal
- Roles are important in proposal writing because they manage expectations for all
- There are many roles in proposal writing:
  - Proposal Writers
  - Proposal Coordinator
  - Core Group
  - Project Coordinator
  - Dissemination Leader
  - Partners (participating actively or passively)
  - Use Cases leaders and partners

# Where to find a proposal

- Funding and Tenders and the Work Programme
- Enterprise Europe Network
- Up2Europe
- Networking and informational events
- Research institutions
- Your working groups

## Partner search announcements

Searches of partners to collaborate on this topic

8

[View / Edit](#)

LEARs, Account Administrators or self-registrants can publish pa

# Initializing a proposal

---

- Write an abstract. Focus on tackling the call's scope and providing an “WOW factor”
- Link to existing work and previous projects
- Horizon Europe proposals should not (appear to) be disruptive or groundbreaking. They should be incremental and feasible
- Avoid politically sensitive arguments



# Initializing a proposal

---

- After writing the abstract consider:
  - Which are the two-three most prolific technical institutions that can help you evolve the idea into a proposal?
  - Which are the two-three most important institutions that can make your project and proposal happen?
- Divide the partners you need to those who are interested to assist with progressing the idea to a proposal and those who are not
- In the first days, focus on the former set of partners and build the core group

# Initializing a proposal

---

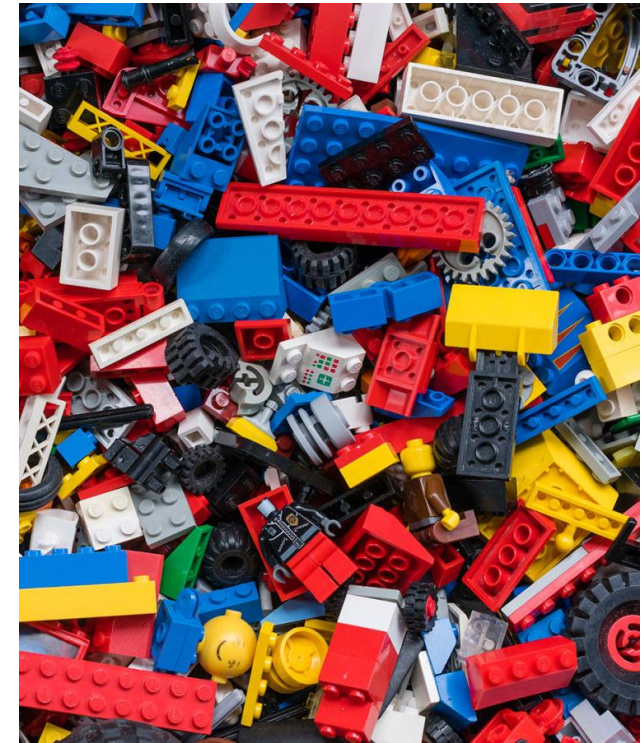
- Cluster 5 is hugely cross disciplinary. You should consider addressing a problem from every possible angle or not
- Do not get into the rabbit hole of “this has already been done” (provided you have done your research)
- Focus on your idea’s added value and quantify it by providing clear cut KPIs
- Create a plan by setting milestones (by that date, have x% completed)

# Writing the proposal

- Objectives are the core of your project and what you will deliver in the end
- They should be linked with Work Packages and potentially KPIs
- Following the Objectives with Work Packages makes the proposal so much more tangible to the reader
- Keeping the consortium motivated to contribute requires that the idea becomes solid as fast as possible

# Writing (Building) the proposal

- Write an abstract
- Define expertise required in the project
- Create a core group
- Start partner search
- [Writing] Objectives (Excellence ch.) and Work Packages
- [Writing] Finish Excellence ch.
- [Writing] Finish Impact ch.
- [Writing] Finish Implementation ch. and Budget



# Submitting the proposal

- Do a preliminary upload of the proposal some days before the deadline
- Do not underestimate document formatting. Reducing a text from 55 pages to the limit, can take many hours
- Finalise the budget a week before submission. This might require negotiations that sometimes can lead to partners changing their participation or even leaving

# Some final thoughts

---

- Losing a proposal also has merits:
  - You will receive the Evaluation Summary Report where you can examine how reviewers assessed the proposal, so you can become better next time
- Proposal writing journey is also valuable towards idea maturity
- In addition, partnering up in proposals can provide secondary collaborations, after proposal submission

# Thank you!

[a.papacharalampous@aethon.gr](mailto:a.papacharalampous@aethon.gr)

[www.aethon.gr](http://www.aethon.gr)

