4. Lessons learnt from an experienced coordinator
HOW TO PREPARE SUCCESSFUL PROJECT PROPOSALS:
EXPERIENCE FROM COMPETE4SECAP AND OwnYourSECAP PROJECTS

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Idea and concept of OwnYourSECAP

• To deliver a systematic approach to development and implementation of SECAP measures in local authorities!

1) energy management systems (EnMS) concept according to ISO 50001 standard,
2) climate adaptation in municipalities concept according to ISO 14092, and
3) innovative engagement approaches.

https://www.ownyoursecap.eu/

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The idea

- **Mature**
  - Have you thought about it already for some time? Do you «burn» for it?
  - Are you sure it will really work and it is really what Europe needs?

- **Concrete**
  - Is the idea concrete and not abstract?
  - Can you see how you can bring it through to the end?

- **Clear**
  - Can you put it in a clear and well structured framework?
  - Have you selected the right call topic for your idea and it is coherent with the text of the call topic?
Consortium

- **Reliable**
  - Have you or your colleagues worked with the potential partners? Did they deliver in the previous projects good quality results?

- **Competent, experienced and recognised**
  - Are potential partners competent and experienced in the field of your idea and the call topic? Do they have references?
  - Are they recognised in their country? Europe?
  - Are they motivated to deliver the results?

- **Good to work with**
  - Do you have a good feeling about your potential partners and you want to work with them?
The writing

• **Plan and organise the writing process**
  • How do you prefer to work with your partnership during writing process?
  • Do you intend fully involve them (e.g. each WP leader writes its own WP) or write on your own and then share or to find a way in between?

• **Focus on the reader, i.e. evaluator**
  • Are you credible, clear in the form and content?
  • Will evaluator understand you throughout the whole proposal? Are all details/risks foreseen and solved?
Step by step

- Start with overall abstract and continue with the part you feel most confident

1. **Relevance**
   - Have you looked at any previous proposals and feedback received from evaluators on them?
   - Do you have clear statements?
   - Have you assessed all synergies?

2. **Impact**
   - Are you ambitious but also realistic, credible and well substantiated?
   - Is your project idea sustainable and will survive after end of the project?
   - Is your idea credibly replicable?

3. **Implementation**
   - Well structured work packages and tasks interconnected?
   - All roles and responsibilities clear?

4. **Resources**
   - Enough resources allocated?
   - Are key work packages /activities sufficiently resourced?
   - Risks addressed?

5. **FULL PROPOSAL**
   - Has anyone reviewed your full proposal for consistency and mistakes?
The time

• Plan it
  • Have you foreseen time for everything (brainstorming, writing, discussing, reviewing etc.)?
• Will it be enough?
  • Do you start writing the proposal from zero or you have already draft parts ready?
  • Add contingency time (e.g. you might double the initial time for some potentially difficult phases)
Tips that helped us to prepare winning proposals

- Read the guide: *How to write clearly* by European Commission:
  - Think before you write
  - Focus on the reader (evaluators)
  - Have a good structure
  - Keep it short and simple
  - Make sense
  - Cut out excess information
  - Be concrete, not abstract
  - Revise and check

- Follow the template
- Formulate your idea and be 100% sure about it
- Team up with a colleague
- Be ambitious but don’t exaggerate
- Get comments/input from other partners
- Plan the time
- Create infographs
Any questions on CET call topics? Email us on: CINEA-LIFE-CET@ec.europa.eu

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