

# DAAD

Deutscher Akademischer Austausch Dienst  
German Academic Exchange Service

## STEPS TOWARDS SUCCESSFUL PROPOSAL WRITING

**ATLANTIS and TEP/TDP Information Seminar**  
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## 10 steps on the road to success

10. Talk is golden

9. No content without form

8 Evaluation starts early

7. Sell your idea

6. United we stand

5. Keep asking

4. Learning from history

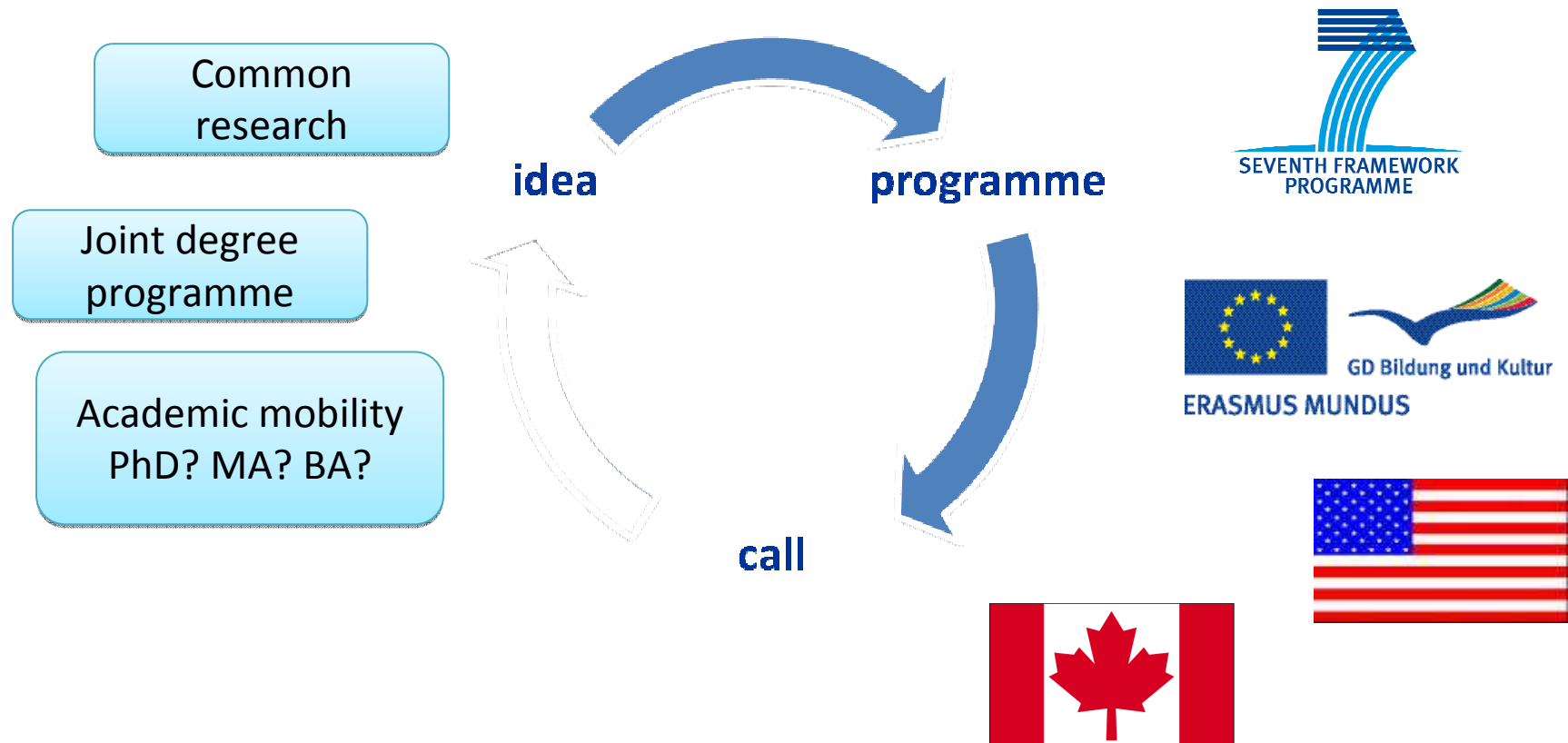
3. Reading, reading, reading

2. Haste makes waste

1. The right call



## 1. The right call?



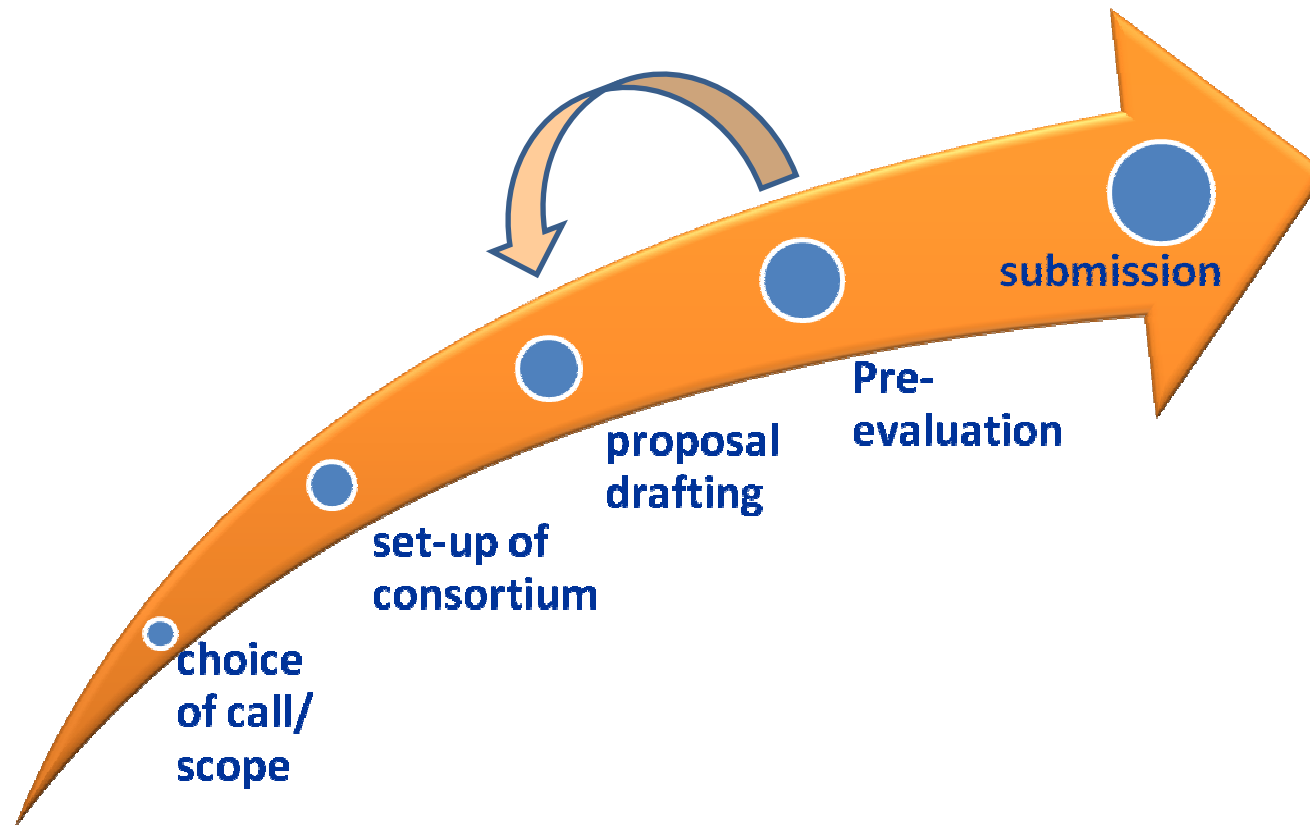


## 2. Haste makes waste

- As a grant holder, plan at least 2-3 months for preparation of a proposal
- Best practice: start 6-8 months before deadline
- Check availability of partners when planning the submission process
- Define milestones
- Define stop criteria

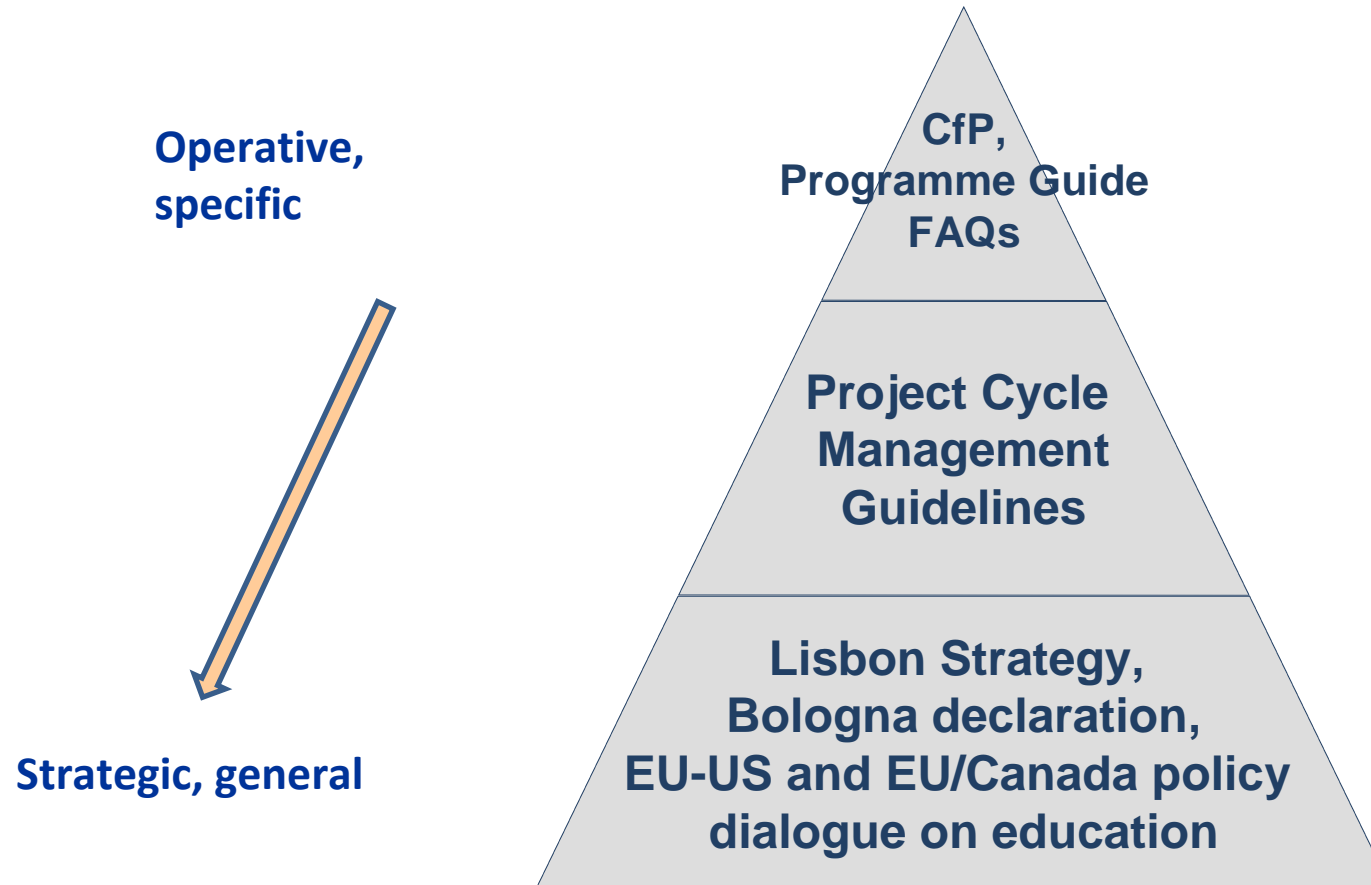


## 2. Haste makes waste (II)



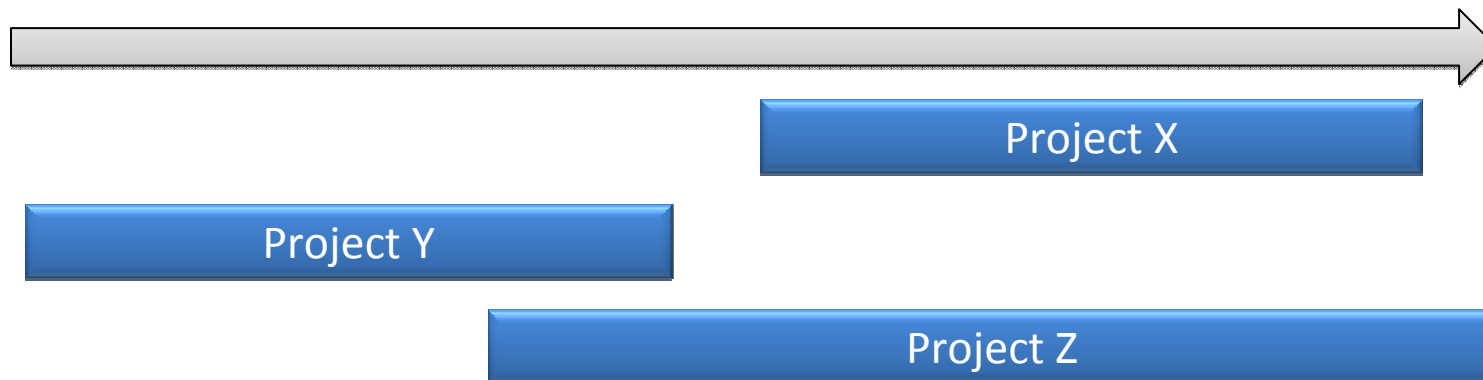


## 3. Reading, reading, reading





## 4. Learning from history



- Use of project databases
- Identification of potential partners (and competitors)
- Avoidance of repetition



## 5. Keep asking

- EACEA
- National Contact Point: Section 604, DAAD
- U.S. Department of Education Fund for the Improvement of Post Secondary Education (FIPSE)
- Department of Human Resources and Skills Development (HRSDC)
- EU office, international office, experienced project leaders



## 6. United we stand (divided we fall)



- Preferably existing networks or partnerships
- Best case: already common project experience



## 6. United we stand

- Number of partners according to the requirements of the programme
- Complementarity of partners
- Warranty / proof of collaboration
- Ensurance of proper communication
- Division of labour



## 7. Sell your idea

### problem analysis

- Background of the idea
- WHY BOTHER?

### stakeholders

- WHO cares?

### novelty

- WHY in THIS WAY?
- WHY should the planned approach be used?

### needs analysis

- WHY is implementation necessary NOW?

### consortium

- WHY WE?

**Project narrative: Follow description in the Programme Guide!**



## 7. Sell your idea (II)

- Keep limited time of evaluators in mind
- Strong and precise wording
- Short paragraphs
- Use listings
- Accentuate key words
- Avoid extensive explanations
- Consider exploitation of results
- Stick to the application form and max. length of project narrative!
- Name your Baby! Acronym – no more than 10 characters



## 8. Evaluation starts on day 1

- Best insight: evaluators
- Use knowledge of colleagues, EU offices, DAAD,
- Consider feedback loops
- Obey evaluation criteria permanently
- Wording of key phrases
- Regular update of workplan



## 9. No content without form

- Consider administrative requirements
- Number of pages and templates
- Requirements for the consortium
- Time and way of submission -> MAIL DELIVERY TIMES!
- Completeness of documents



## 10. Talk is golden

- Define and test communication channels
  - Phone, email
  - Skype, ICQ, ...
  - Collaborative working platforms
  
- If possible physical meetings (travel grants by DAAD)



## Never give up...

# GOOD LUCK!

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