



**DAAD**

Deutscher Akademischer Austausch Dienst  
German Academic Exchange Service



**EUROGRANT**

# Applying Successfully in EU Programmes

Seminar for African and German University  
Representatives

**Frank Bösenberg, Brussels, 25.09.09**

## Background of the speaker

- MSc in civil engineering + MBA from TU Dresden
- 4 years deputy director of European Project Center of TU Dresden
- More than 100 successful applications in more than 10 different EU programmes
- Managed over 15 large international projects coordinated by TUD (TEMPUS, Asia Link, FP6, FP7, Asia Pro Eco, EU India)
- Since 2009: CEO of Eurogrant

# 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

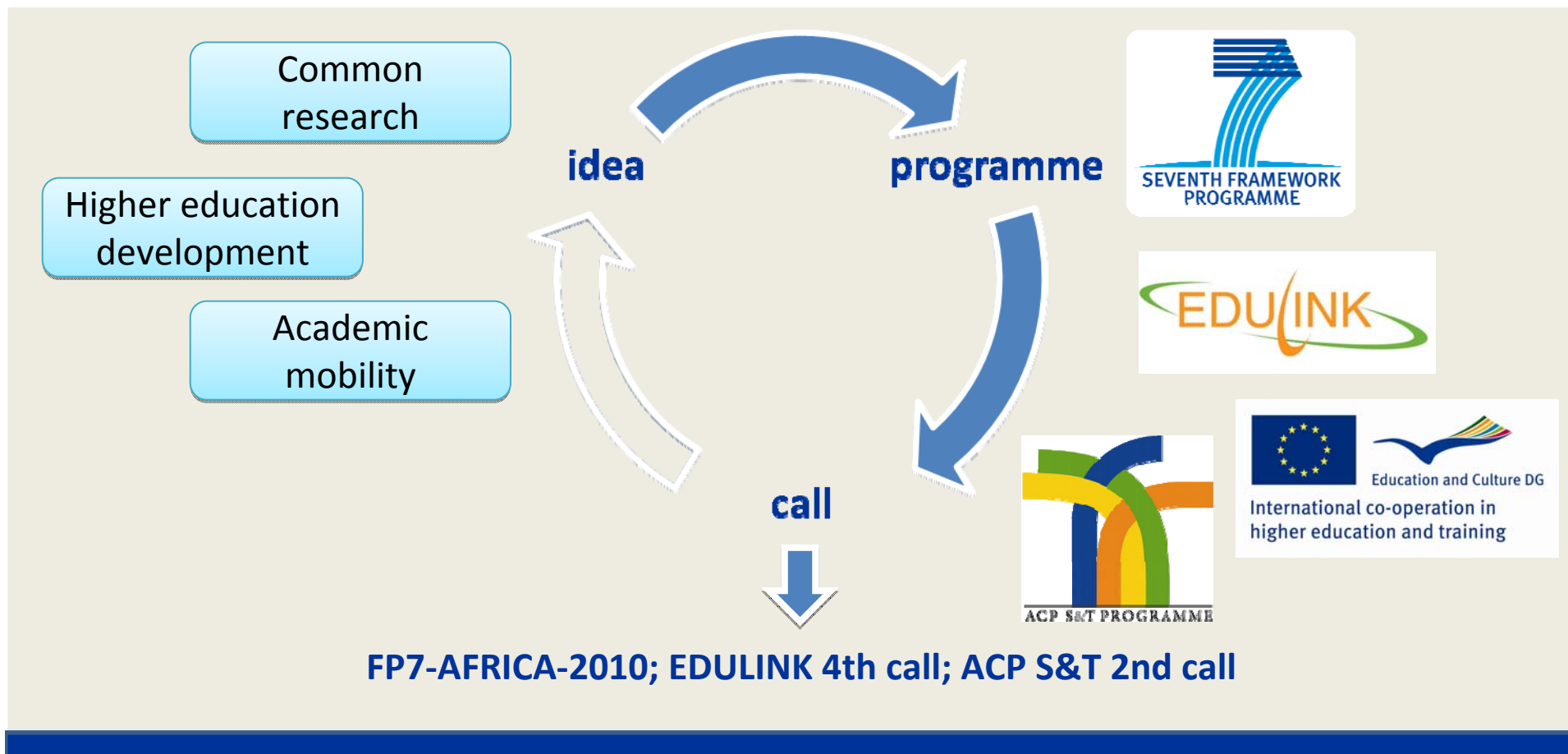
4. Learning from history

3. Reading, reading, reading

2. Haste makes waste

1. The right call

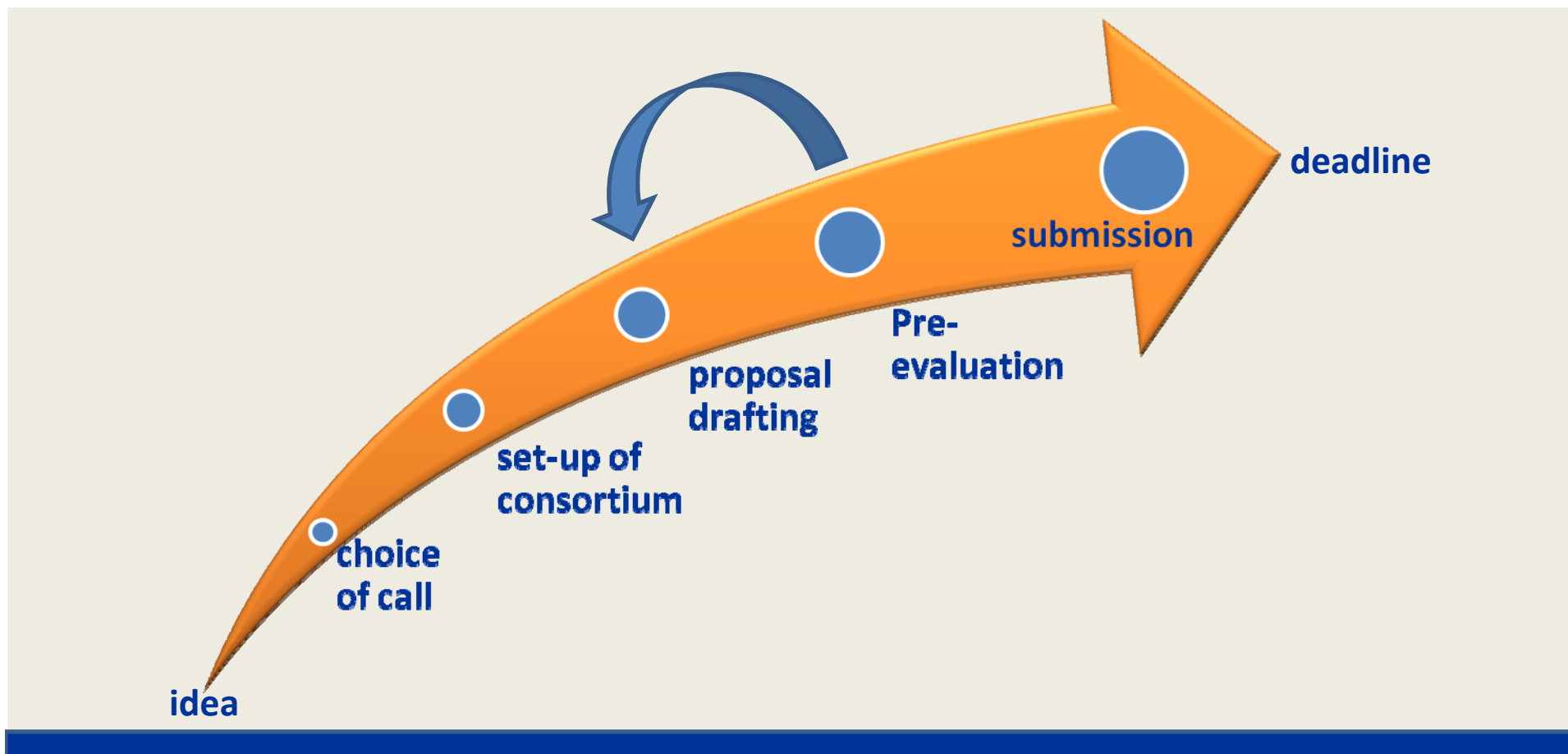
# 1. The right call



## 2. Haste makes waste

- As a co-ordinator, 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 criterions

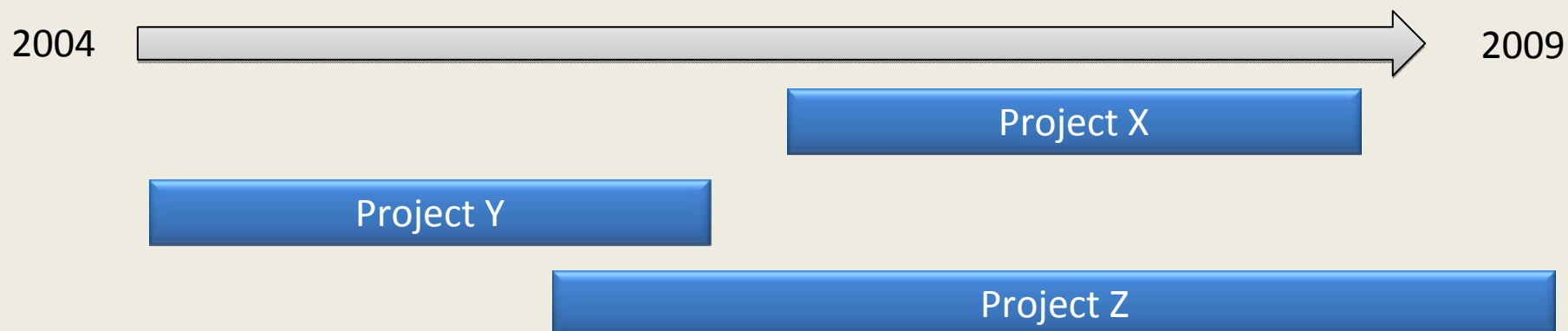
## 2. Haste makes waste (II)



## 3. Reading, reading, reading



## 4. Learning from history



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

## 5. Keep asking

- Information days by NCPs, EU, DAAD, ...
- Usually 2-3 months before deadline
- Important background infos
- Possible brokerage (potential partners and competitors)
- Meeting representatives of programme owners

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



- Preferable existing networks or partnerships (also 2nd level)
- Best case: already common project experience

## 6. United we stand (II)

- Number of partners depends on call/instrument/project
- Complementarity of partners
- Warranty/ prove of collaboration
- Ensurance of proper communication
- Division of labour vs. „too many cooks“

## 7. Sell your idea - 1page proposal

problem analysis

- Background of the idea
- WHY BOTHER?

(European) added value

- Why should the project be international?
- WHY should it be FUNDED by EU?

novelty

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

needs analysis

- WHY is implementation necessary NOW?

consortium

- WHY WE?

## 7. Sell your idea (II)

- Keep limited time of evaluators in mind
- Strong and precise wording
- Short paragraphs
- Use listings
- Accentuate key words
- Illustrating diagrams and tables
- Avoid extensive explanations
- Consider exploitation of results

## 7. Sell your idea (III) - name your baby

-> Acronym – appr. 20 characters, only letters and numbers

- ROBIN: Open Robust Infrastructures
- ICON-HISIM: Intelligent Controls for High-Speed Injection Moulding Machines
- REMARK: Retraining courses in intercultural marketing
- CARIBBEAN-WELCOME: Caribbean Wide Elaboration of COllaboration ScheMEs

## 8. Evaluation starts early

- Try to get former evaluators involved in your proposal
- Use knowledge of NCPs and colleagues
- Consider feedback loops
- Obey evaluation criteria permanently
- Wording of key phrases

## 8. Evaluation starts early (II)

<b><i>Evaluation criteria applicable to Collaborative project proposals</i></b>		
<b>S/T QUALITY</b>	<b>IMPLEMENTATION</b>	<b>IMPACT</b>
<b>“Scientific and/or technological excellence (relevant to the topics addressed by the call)”</b>	<b>“Quality and efficiency of the implementation and the management”</b>	<b>“Potential impact through the development, dissemination and use of project results”</b>
<ul style="list-style-type: none"> <li>• Soundness of concept, and quality of objectives</li> <li>• Progress beyond the state-of-the-art</li> <li>• Quality and effectiveness of the S/T methodology and associated work plan</li> </ul>	<ul style="list-style-type: none"> <li>• Appropriateness of the management structure and procedures</li> <li>• Quality and relevant experience of the individual participants</li> <li>• Quality of the consortium as a whole (including complementarity, balance)</li> <li>• Appropriateness of the allocation and justification of the resources to be committed (staff, equipment ...)</li> </ul>	<ul style="list-style-type: none"> <li>• Contribution, at the European [and/or international] level, to the expected impacts listed in the work programme under the relevant topic/activity</li> <li>• Appropriateness of measures for the dissemination and/or exploitation of project results, and management of intellectual property.</li> </ul>

## 9. No content without form

- Consider administrative requirements
- Number of pages and templates
- Budget limits (% and absolute)
- Requirements for the consortium
- Time and way of submission
- Completeness of documents

## 10. Talk is golden

- Define and test communication channels
  - Phone, email
  - Skype, ICQ, ...
  - Collaborative working platforms (emdesk, BSCW, ...)
- If possible 1-2 physical meetings
- Communication with NCPs

**BUT: 1 Co-ordinator !**

## Never give up...

I have not failed. I've  
just found 10,000 ways  
that won't work.

Thomas A. Edison

Thank you for your attention

## Questions and contact

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