

# DAAD

Deutscher Akademischer Austausch Dienst  
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## Information Seminar

ATLANTIS (EU-USA), TEP (EU-Canada), ICI ECP (EU-Australia, Japan, New Zealand, Republic of Korea)

## STEPS TOWARDS SUCCESSFUL PROPOSAL WRITING

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## **STEPS TOWARDS SUCCESSFUL PROPOSAL WRITING**

### **Structure**

- ⇒ **Preparatory steps**
- ⇒ **Key criteria for successful applications**
- ⇒ **Project partners and associates**
- ⇒ **Application Form**
- ⇒ **Budget**



## Preparatory steps

- Familiarise yourself with the objectives and the purpose of the programme
- Study **Call for Proposals** and **Guidelines for Applicants** carefully (including **annexes** and manual if available)
- Establish a network with **reliable partners**
- Ensure **applicant's and partners' eligibility**
- Ensure your **partners' active participation** in the application procedure
- Respect the **minimum requirements** for eligible activities and costs



## Key criteria for successful applications

- Strictly follow the rules and provisions of the Call for Proposals
- Find an attractive title for your project (including acronym)
- Make a thorough analysis of the background of your project by actively involving your partners
- Identify clear objectives, methods and outcomes of the project
- Develop a realistic, well-structured workplan
- Calculate a realistic budget
- Have a clear text structure and use a good standard language

**Have your proposal checked by a competent person (preferably a native speaker) to avoid poor linguistic quality!**



## Project partners and associates

### Partners (non-profit institutions)

- minimum requirements are to be respected
- **each** member of the network must have a precisely defined role in the project's design and implementation
- make sure your transatlantic partners are fully engaged in preparing their part of the project proposal
- Memorandum of Understanding for Transatlantic Degree Projects

### Partners (for-profit institutions)

- business and industry groups
- play a supplementary but active role in the project



## Grant Application Form

- Proposal Narrative must be identical on the EU and transatlantic side
- No specific funding for the participation in the annual conference for running projects
- Brief bios only of key staff involved in the project
- Budget should be coherent with the work plan
- Letters of endorsement from the highest academic officers on both sides
- Legal status documents only from applicants
- Measures to ensure sustainability

**Keep in mind that the evaluators are not necessarily experts in your academic field !**



## Budget

### 1. Personnel costs

- staff costs (according to categories)

### 2. Direct costs

- travel accommodation and subsistence costs
- costs related to purchase or rental of equipment
- cost of subcontracting, consultancy, evaluation and commissioning other outside experts
- other direct costs (hiring of conference premises, bank charges etc.)

### 3. Indirect costs

- administrative costs  
(may not exceed 7 % of the total eligible costs)



## Award criteria for funding

- 1. Significance of the proposed project** ⇒ **30 %**
  - utility of the products resulting from the project
  - significance of the project's outcomes
  - contribution to educational excellence and innovation
  - distinctive transatlantic added value for the proposed discipline
  
- 2. Quality of the proposed project design** ⇒ **70 %**
  - objectives and priorities of the call achieved
  - needs of the target population successfully addressed
  - level of commitment
  - arrangements for academic credits (ECTS)
  - clearly identified student and faculty mobility
  - plan for language training
  - quality of evaluation plan
  - quality of dissemination plan



**Thank you very much for your attention!**



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