



ERASMUS+

Key Action 1

Erasmus Mundus
Joint Master Degrees
EMJMD

Call for proposals 2017

How to prepare a
competitive proposal



OUTLINE

Preparing the application based
on the requirements of the call for proposals

Good practices for the preparation of EMJMD proposals

Submission procedure



Common requirements for all Erasmus+ International dimension – Centralised Actions

- ✓ Submission on-line to EACEA
- ✓ eForm & Attachments
- ✓ Four types of assessment criteria
 - ❖ **Eligibility Criteria**
 - ❖ *Exclusion Criteria*
 - ❖ *Selection Criteria*
 - ❖ **Award Criteria**

Eligibility criteria

- Erasmus+ Programme Guide – EMJMD
- The eForm has been designed in a way that submission will be possible only if certain basic eligibility criteria are fulfilled:

e.g. submission deadline, minimum consortium composition (n^o, profile and role), attachments uploaded in the eForm, maximum duration of the EMJMD, maximum amount of the grant requested, ...

- Other eligibility criteria will be checked by the Agency staff:

e.g. accreditation, submission language, duly filled in attachments, valid ECHE, ...

It does not matter how well the project has been designed. If it does not fulfil the eligibility criteria, this will lead to the **automatic rejection** of the proposal

Prerequisites for an Erasmus Mundus proposal

- Your consortium has a "**broad knowledge**" of Erasmus+ and a "**sound knowledge**" of the Erasmus Mundus action
 - What/who is it for? How does it work? What activities does it support and how? Who could help you understand it better?
- Your consortium has a **concrete idea** for an **international partnership** to jointly implement a **Erasmus Mundus Joint Master Degree**
 - Does it fit the EMJMD objectives, priorities, requirements, etc.?
 - Does it address the needs of all the consortium partners?
- Your idea is **embedded in your institutions**
 - Have it discussed with the relevant instances (Rector, Dean, international affairs office, etc.)
 - Ensure support for the proposal preparation and, if successful, the project implementation

Building up your EMJMD consortium (1)

- ❖ **Start locally in your institution:**
other colleagues, services, departments with experience in running international mobility projects (in particular Erasmus Mundus)
- ❖ Consult your **Erasmus+ National Agency:**
for advice and networking opportunities
- ❖ Continue searching for **other stakeholders** from Programme Countries to **expand the consortium:**
other HEIs, research institutes, enterprises, local/regional/national authorities, etc.
- ❖ **Enlarge** the consortium with **international partners** from Partner Countries:
organisations you have worked with in the past with specific expertise, colleagues that share the same enthusiasm for international cooperation and mobility projects, etc.
- ✓ *Keep the size of the partnership manageable*

Building up your EMJMD consortium (2)

❖ **Participating organisations:**

- ✓ bring specific expertise, concrete added value to the EMJMD
- ✓ gain a worldwide visibility, work together with excellent students
- ✓ benefit from a very attractive EU funding scheme

❖ Cooperation is based on **trust**, on **confidence** and on **formalised agreements**, ensuring institutional commitment and defining the role and tasks of each partner

❖ **Academic** and **administrative** management are **jointly** designed and structured

Drafting the EMJMD proposal

- ✓ **Coherent** in its entirety; avoid contradictions; avoid "patchwork"
- ✓ **Simple & concrete**: use examples, justify your statements, bring proofs
- ✓ **Clear**: follow the questions and answer them in the right order
- ✓ **Explicit**: do not take anything for granted; do not assume experts will always immediately understand; avoid abbreviations or explain them
- ✓ **Rigorous**: the application is the basis on which your project will be implemented; it is also the cornerstone of your partnership commitment
- ✓ **Focused**: stick to what is asked
- ✓ **Complete**: ensure (twice!) you have followed all the instructions and that the proposal fulfils all the mandatory requirements
- ✓ **Easy Read language**: keep most sentences 10-15 words long. Use varied sentence length to make them interesting, but keep sentences simple.

Advice for a competitive proposal

A successful proposal...

- ✓ demonstrates that the combination of all its elements will produce concrete and sustainable results for the benefit of all the parties concerned
- ✓ has been prepared and agreed jointly by all consortium partners
- ✓ involves representatives from the world of work and bridges the needs of academia and the labour market
- ✓ has received the full institutional commitment and support of all consortium partners
- ✓ is ready to start immediately after the selection decision

Award criteria - General advice

DO's

- ✓ Respond to the **sub-points** of the Award Criteria paying attention to the **specific context**
- ✓ Make sure you get all your points across in a **structured and coherent** manner, but keep it **short and simple**
- ✓ Present all **important and distinguishing features** of your project – the experts' assessment will be based **only** on information provided in the application
- ✓ Provide **supporting evidence** for your statements

Award criteria - General advice

DON'Ts

- ✘ *Avoid being **vague** in demonstrating the project's reasoning and strengths*
- ✘ *Do not assume that because of your expertise and **previous experience**, you do not need to explain how your project is built-up and will develop in the future*
- ✘ *Make sure you are not presenting your proposal as the sum of each partner's contribution, but rather demonstrate the **joint undertaking** of the consortium*

Award criterion 1

Relevance of the project (40 points)

DO's

- **Convincing evidence for "jointness" and course integration**
- **Thoroughly assessed results of needs analysis at different levels**
- **Innovation and excellence for HEIs and attractiveness of EHEA**
- **Concrete benefits for each targeted group (students, academic staff, etc.)**



DON'Ts

- **Dominance of coordinating institution instead of a common and integrated approach**
- **Imprecise targets for the degree award and lack of joint strategy**
- **Inaccurate needs analysis methodology resulting in irrelevant conclusions**
- **Weak integration of internationalisation strategies at the cost of stakeholders**

Award criterion 2: Quality of project design and implementation (20 points)

DO's

- **Effective strategy and tools** for monitoring and ensuring excellence
- **Academically relevant design and rationale** of mobility paths with **concrete learning outcomes**
- **Proactive consortium support** responding to students and staff needs
- **Interaction** with world of work **integrated** in the course



DON'Ts

- **Absence of an established mechanism** to appropriately react to evaluation findings
- **Unfeasible, unbalanced and ineffective** mobility schemes
- **Underestimation** of the administrative **workload** to the detriment of the course
- **Negligence of student integration** in socio-cultural and professional context

Award criterion 3: Quality of project team and cooperation arrangements (20 points)

DO's

- **Synergies** resulting from the **complementarity** of the partners
- **Inclusive and transparent** cooperation mechanisms, based as well on **mutual trust**
- **Academic jointness as central theme** during course implementation
- **Realistic and transparent** financial plan



DON'Ts

- **Unclear motivation** of partners to join the project
- **Failure** to ensure **institutional backing** of the partners
- **Lack of attention** to the variety of national **legal frameworks**
- Avoid too **rigid cooperation arrangements** not allowing for necessary adaptations
- **Imprecise** financial management provisions of the consortium

Award criterion 4

Impact and dissemination (20 points)

DO's

- **Concrete indicators and tools** for measuring the impact on all stakeholders
- **Tailored** promotion /dissemination approach to different audiences
- **Integration of labour-market elements** to promote employability and support sustainability
- Provisions for **wide access** to course materials



DON'Ts

- **Lack of definition and promotion of the programme's distinctive selling points** demonstrating its competitiveness
- **No networking activities** to ensure wide programme **visibility** and **recognition** by academia, students and future employers
- **Sustainability strategy** not adequately considered and not integrated in **all project stages**



European
Commission

Only if additional scholarships requested

Award criterion 5: Additional scholarships for targeted regions

DO's

- **Mutual benefits** through the cooperation with the specific regions/countries
- **Concrete contribution** to meet the **challenges** in the **HE systems** of these countries
- Support for a strong and educated **human capital**
- Effects of the cooperation on **economic and social development**



DON'Ts

- **Imprecise plan and objectives** for building up cooperation with the regions/countries
- **Limitation** of collaboration to the level of student exchange
- **Unclear methodology and inappropriate approach** to reach excellent students

How to apply

- ***How?***

- ✓ Applications to be **submitted to EACEA** using an **eForm with attachments**
- ✓ **One-phase submission**

- ***When?***

- ✓ **Deadline: February 2017 – 12:00 CET (Brussels time)**

Applicants are strongly advised to submit their application well in advance of the deadline, thus avoiding last-minute submission.



**We wish you a lot of success for
your application!**

For further questions, please contact us at:

EACEA-EPLUS-JMD@ec.europa.eu: questions on the application process and content of eForm & annexes

eacea-helpdesk@ec.europa.eu: technical problems in relation to the eForm [helpdesk phone: +32 (0)2 2990705]