FP7 proposals
Some hints to unlock

Paolo Pedrazzoli

Who’s the GUY!?
'99 - Mechanical Engineering - Automation and Robotics - Polytechnic of Milan

‘00 to ‘02 - SEA research group – ITIA CNR (National Research Council of Italy – Institute of industrial technologies and automation)

‘00 to ‘03 - Lecturer at the Polytechnic of Milan on “robotized production processes”

Author of more than 20 papers in the field of applied computer science to manufacturing, Virtual Manufacturing Environment and Simulation

TTS - www.ttsnetwork.com
Private company in Milan

SUPSI – www.supsi.ch
Univ. of Applied Science of Southern Switzerland
PTA to 2 European Projects

Scores
FP6 – KoBaS: concept – writing – management
FP7 – DOROTHY: concept – writing – management
FP7 – VFF: concept – writing
FP7 – SOMMART: writing – management
FP6- Eupass; FP6- CECmadeSHOE; FP7- Remplanet;
I’ll give for granted that your PRJ idea is good

FP7 at a glance

- Framework Programme
- Work Programme
- Rules
- CALL
FP7 at a glance

Differences with FP6

- Longer
- Richer
- New structures (Cooperation, Ideas, People and Capacities)
- JIT
- Somehow simpler
- Increased funding rate
- ...

In a WORD..
Forget what you know about FP6 and you’ll avoid mistakes…

The EC loves to change things as soon as they start working… ;-)

Rules to be aware of:
- minimum condition of participation
- consortium agreement
- eligibility
- funding schemes and rates
- direct and indirect costs
- guarantee mechanism
I’ll say no more on that

No further added value and plenty of info around

FP7 at a glance

Framework Programme  Work Programme  Rules

CALL

Your Ideas  Proposal Set-up  Proposal evaluation  Project management and execution
FP7 Cooperation Work Programme: Theme 4 – Nanosciences, Nanotechnologies, Materials and New Production Technologies

Call Fiche

- **Call identifier:** FP7-NMP-2008-LARGE-2
- **Date of publication:** 30 November 2007
- **Deadline:** For Large scale integrating collaborative projects - first stage: 6 March 2008 at 17:00 UTC (Brussels local time)
- **Indicative budget:** EUR 60 million in 2008. An amount for the 2009 budget is expected to be added to this call for which no financing decision has been taken as yet.
- **Funding schemes:**

<table>
<thead>
<tr>
<th>Activity/Area</th>
<th>Topics called</th>
<th>Funding Schemes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nanotechnologies and emerging technologies</td>
<td>NMP-2008-1.2-1 This aims to introduce nanotechnology-based processes into the value chain of existing industries</td>
<td></td>
</tr>
<tr>
<td>Health and environment impacts</td>
<td>NMP-2008-1.3-1 Validation, adaptation and/or development of risk-assessment methodology for engineered nanoparticles</td>
<td></td>
</tr>
<tr>
<td>Knowledge-based smart materials with tailored properties</td>
<td>NMP-2008-2.2-1 Compound semiconductors for electronics and photonics</td>
<td></td>
</tr>
<tr>
<td>NMP-2008-4.0-6 Sustainable new products and markets through bioconversion of green forest-based chemicals and materials</td>
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</tbody>
</table>

- **Evaluation procedure:** For Large scale integrating collaborative projects the evaluation shall follow a two-stage procedure. The first stage proposal, of a maximum of 10 pages (first size 12) should focus on the S&T content and on clear identification of the intended results, their intended use and the expected impact (economic, social, environmental, etc.) and 2 additional pages to describe the consortium and the estimated financial resources involved. It will be evaluated on the basis of two evaluation criteria, i.e.: scientific quality and expected impact. Stage 1 proposals will be evaluated remotely. Stage 1 proposals shall be submitted at the closure date mentioned above. Coordinators of retained proposals in stage 1 ("go" proposals) will be invited to submit a complete proposal that will be then evaluated against the entire set of evaluation criteria. The closure date of the second submission will be specified in the invitation to submit the complete proposal. The indicative closure date is 23 September 2008.
- **Indicative evaluation and contractual timetable:** Evaluation Stage 1 proposals: End of March/beginning of April 2008. Evaluation stage 2 proposals. October 2008. Evaluation results estimated to be available within two months after the closure date. A reserve list of projects might be established.
• **Consortia agreements**: Participants are required to conclude a consortium agreement.

• **Particular requirements for participation, evaluation and implementation:**

  The minimum number of participating legal entities for all funding schemes is set out in the Rules for Participation.

  For large scale integrating projects the minimum EC funding requested must be greater than EUR 4 million.

  In order to ensure industrial relevance and impact of the research effort, the active participation of industrial partners represents an added value to the activities and this will be reflected in the evaluation.

  In line with the objectives of each topic, additional eligibility or evaluation criteria may be indicated under "Specific Features" in the Work Programme.

  For this call, implemented via a two stage procedure, the following criteria and thresholds are applied:

<table>
<thead>
<tr>
<th>Evaluation criteria and thresholds for stage 1 proposals:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 1 proposals are evaluated on the basis of the following two criteria: <strong>S/T quality</strong> and <strong>Impact</strong>. For each criterion marks from 0 to 5 will be given, with the possibility of half-point scores. Successful proposals must pass the minimum thresholds as follows:</td>
</tr>
<tr>
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<tr>
<td>----------------</td>
</tr>
<tr>
<td>Minimum threshold</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Evaluation criteria and thresholds for stage 2 proposals:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 2 proposals are evaluated on the basis of the following three criteria: 1. S/T quality; 2. Implementation; 3. Impact. For each criterion marks from 0 to 5 will be given, with the possibility of half-point scores. Successful proposals must pass the minimum thresholds as follows:</td>
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<tr>
<td>----------------</td>
</tr>
<tr>
<td>Minimum threshold</td>
</tr>
</tbody>
</table>

See also Annex 2: Eligibility and evaluation criteria for proposals.

• **Forms of grant and maximum reimbursement rates** for projects funded through the Cooperation work programme are given in Annex 3 of this work programme.
GUIDE FOR APPLICANTS

NMP
COLLABORATIVE PROJECT
Two-stage submission process

Call identifier FP7-NMP-2008-LARGE-2

Evaluation criteria applicable to Collaborative project proposals

<table>
<thead>
<tr>
<th>S/T QUALITY</th>
<th>IMPLEMENTATION</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Scientific and/or technological excellence (relevant to the topics addressed by the call)”</td>
<td>“Quality and efficiency of the implementation and the management”</td>
<td>“Potential impact through the development, dissemination and use of project results”</td>
</tr>
<tr>
<td>• Soundness of concept, and quality of objectives</td>
<td>• Appropriateness of the management structure and procedures</td>
<td>• Contribution, at the European [and/or international] level, to the expected impacts listed in the work programme under the relevant topic/activity</td>
</tr>
<tr>
<td>• Progress beyond the state-of-the-art</td>
<td>• Quality and relevant experience of the individual participants</td>
<td>• Appropriateness of measures for the dissemination and/or exploitation of project results, and management of intellectual property</td>
</tr>
<tr>
<td>• Quality and effectiveness of the S/T methodology and associated work plan</td>
<td>• Quality of the consortium as a whole (including complementarity, balance)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Appropriateness of the allocation and justification of the resources to be committed (budget, staff, equipment)</td>
<td></td>
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</tbody>
</table>
FP7 at a glance

Structure is how you place the building blocks of your story

The EC says WHAT, but not HOW
1: Scientific and/or technical quality, relevant to the topics addressed by the call

1.1 Concept and objectives

*Explain the concept of your project. What are the main ideas that led you to propose this work? Describe in detail the S&T objectives. Show how they relate to the topics addressed by the call, which you should explicitly identify. The objectives should be those achievable within the project, not through subsequent development. They should be stated in a measurable and verifiable form, including through the milestones that will be indicated under section 1.3 below.*
And when it comes to words on the screen, you should try to reduce to the minimum for the people to understand, cause using *less* words is always *more* effective.
And when it comes to words on the screen, you should try to reduce to the minimum for the people to understand, cause using **less** words is always **more** effective.

**SIMPLE RULE**

LESS IS MORE
B1.1.1 CONCEPT

USE a PIC, be clear, be concise, start form “generic” and focus, use the call title in your title

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Remember the SOUNDNESS OF CONCEPT?

B1.1.2 S&T Objectives

THIS IS WHERE YOUR CONCEPT BECOME NUMBERS
FIRST, decline the CONCEPT into a series of coherent objectives, the PILLARS of your solution, then…

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HINTS

- Few objectives
- Clear objectives
- Phone the EC
Wanna loose your SOUL?

You may set up a specific paragraph relating your objectives with some powerful initiative (such as ManuFuture, EFFRA…)

Remember the QUALITY of OBJECTIVES?
B1.1.3 Relevance with the CALL objectives

THIS IS WHERE YOU DEMONSTRATE YOU READ THE WORK-PROGRAMME

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Remember the “relevant with the topic addressed by the CALL”?

1: Scientific and/or technical quality, relevant to the topics addressed by the call

1.2 Progress beyond the state-of-the-art

*Describe the state-of-the-art in the area concerned, and the advance that the proposed project would bring about. If applicable, refer to the results of any patent search you might have carried out.*
Don’t let them GUESS
Don’t let them EXTRAPOLATE
TELL THEM!

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Well… don’t forget some references, we are Academia, after all…
Remember the “progress beyond the state of the art?”

1: Scientific and/or technical quality, relevant to the topics addressed by the call

1.3 S/T methodology and associated work plan

i) Describe the overall strategy of the work plan (maximum length: 1 page).

ii) Show the timing of the different WPs and their components (Gantt chart or similar)

iii) Provide a detailed work description broken down into work packages: tables

iv) Provide a graphical presentation of the components showing their interdependencies

v) Describe any significant risks, and associated contingency plans.
It’s my belief that by now you are already **IN** or **OUT** Simply don’t do anything stupid
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HINTS
- WPs mirror the PILLARS/OBJ
- Deliverables mirror the OBJ
- Deliverables can be measured
- Write in ENGLISH
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Remember the "S&T methodology and associated Work-Plan"?
2: Implementation

2.1 Management structure and procedures

Describe the organizational structure and decision-making mechanisms of the project. Show how they are matched to the complexity and scale of the project.

2: Implementation

2.2 Individual participants

For each participant in the proposed project, provide a brief description of the legal entity, the main tasks they have been attributed, and the previous experience relevant to those tasks. Provide also a short profile of the staff members who will be undertaking the work.
Don’t let your partners to provide you with what they want. Moreover they will be occupied with other proposal you’ve not been invited into, thus they don’t have much time

Create a TEMPLATE

<table>
<thead>
<tr>
<th>Partner Name</th>
<th>SUPSI-ICIMSI</th>
<th>number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ICIMSI is part of the Department of Technology and Innovation at the University of Applied Sciences of Southern Switzerland (SUPSI). The institute collaborates in a national and international network of knowledge centers committed to the support of small and medium size enterprises (SME). ICIMSI employs engineers, researchers, academics and business professionals with a wide range of expertise in the transfer and application of technology in Siemens’ industrial sector.</td>
<td></td>
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</tr>
</tbody>
</table>

Partner’s Role

<table>
<thead>
<tr>
<th>Previous Experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project management, TL1, TL3, TL7, WP1 responsible (the highlighted tasks indicate where the partner has leading role. It does not mean he has no participation in other activities - please check Summary effort table at page 46).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Previous Experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEC Mode Shoe: Custom Environmental and Custom Made Shoe. CEC make shoe consists of creating and implementing through the mechanism of the Integrated Project, a Knowledge Producing and Transforming Community, encompassing from foresight to implementation of the Research, the Industrial Innovation value chain. FORALLWEAR: the aim of this project was to define a new system for cutting clothes. During the project a high performance computing platform for visual inspection of uniform textiles was developed.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Member Involved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. C. Boer, Laurea in Mechanical Engineering...</td>
</tr>
<tr>
<td>Dr. Ing. Paolo Pedrazzoli, Laurea in Mechanical Engineering in the...</td>
</tr>
</tbody>
</table>
HINTS
- Scientific excellence
- Clear roles (no overlap)
- Complementarity
- SMES!
- Geographic-Type-Distribution
  - Lobby partners

Remember the “Quality and relevant experience of the individual participants”?
2: Implementation

2.3 Consortium as a whole

Describe how the participants collectively constitute a consortium capable of achieving the project objectives, and how they are suited and are committed to the tasks assigned to them. Show the complementarity between participants. Explain how the composition of the consortium is well-balanced in relation to the objectives of the project.

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Remember the “Quality of the consortium as a whole”? 

2: Implementation

2.4 Resources to be committed

Describe how the totality of the necessary resources will be mobilised, including any resources that will complement the EC contribution. Show how the resources will be integrated in a coherent way, and show how the overall financial plan for the project is adequate. In addition to the costs indicated in Part A3 of the proposal, and the staff effort shown in section 1.3 above, please indicate any other major costs.
3. Impact

3.1 Expected impacts listed in the work programme

Describe how your project will contribute towards the expected impacts listed in the work programme in relation to the topic or topics in question. Mention the steps that will be needed to bring about these impacts. Explain why this contribution requires a European (rather than a national or local) approach. Indicate how account is taken of other national or international research activities. Mention any assumptions and external factors that may determine whether the impacts will be achieved.

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Remember the “Contribution to the expected impacts listed in the work programme under the relevant topic/activity”? 
3. Impact

3.2 Dissemination and/or exploitation of project results, and management of intellectual property

Describe the measures you propose for the dissemination and/or exploitation of project results, and the management of knowledge, of intellectual property.
Evaluator’s Perspective

The average evaluator most likely does not know our topic in detail (EDUCATE HIM… GENTLY)

The evaluator has always limited time (BE CLEAR, BE USER FRIENDLY, DON’T MAKE HIM SEARCH FOR INFO)

The evaluator tries to be rational and tries to decrease the risk of being recognized as incompetent (GIVE HIM GROUND TO DEFEND THE PROJECT, AVOID WHAT CAN BE USED AGAINST OR NOT CLEAR)

From Marko Grobelnik
Evaluator’s Perspective

The Evaluator is usually well experienced in evaluations and will rarely miss project structure related relevant issues (THEY WILL SPOT MINOR ISSUES AS A MISSING MILESTONE! IF HE FINDS SOMETHING, TECH BRILLANCE MAY BE SENT BACKWARD)

The Evaluator uses EVALUATION FORMS!

From Marko Grobelnik

FP7 at a glance

- Framework Programme
- Work Programme
- Rules

CALL

Your Ideas → Proposal Set-up → Proposal evaluation → Project management and execution
a VICIOUS circle

Poor RTD mng → Bad RTD → Bad results → No industry interest → No commitments → Just to make the EC happy

Alone and with a complex task
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