



FUEL CELLS AND HYDROGEN
JOINT UNDERTAKING

Do's and Don'ts

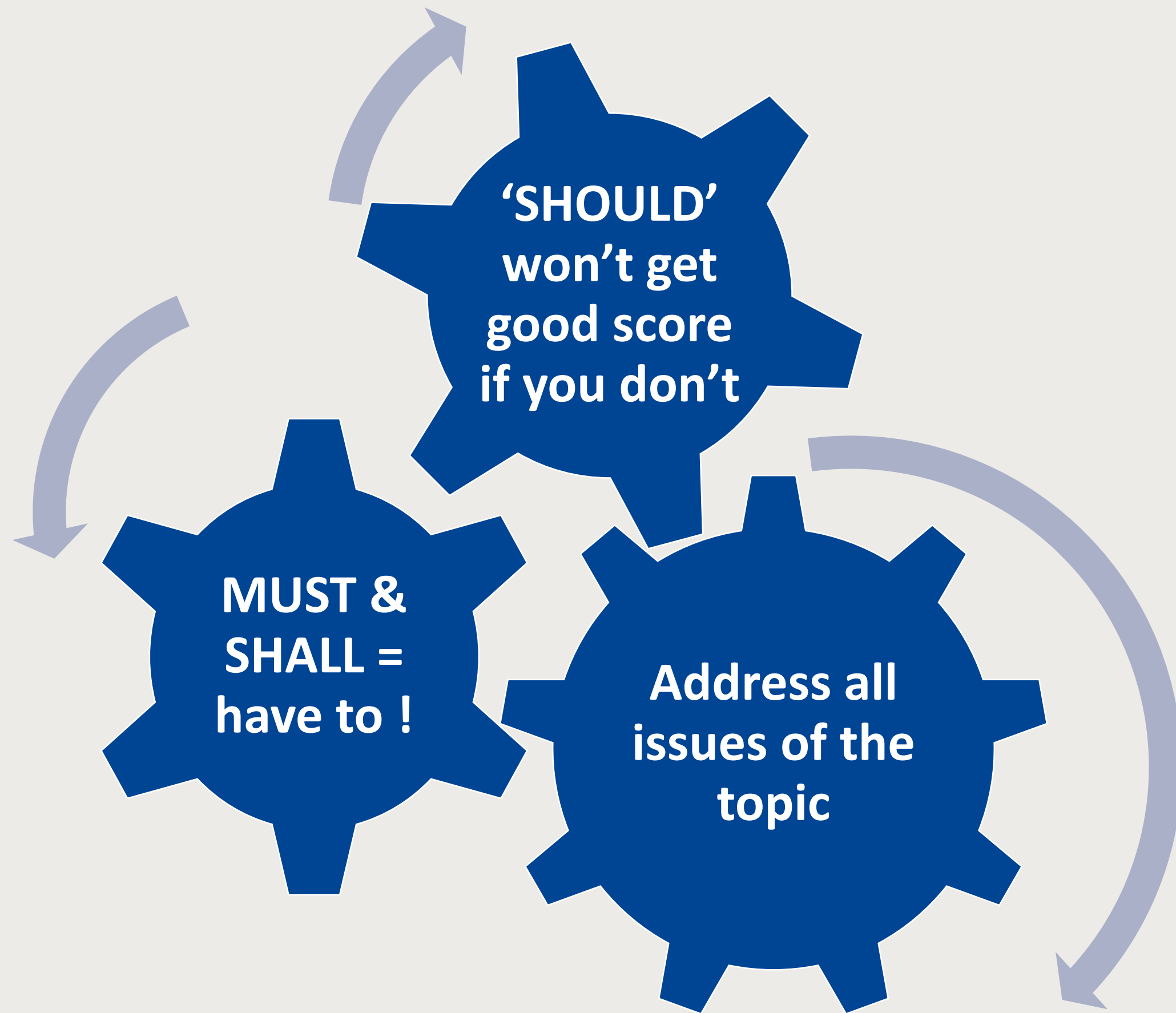
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What do evaluators want?

Tip 1: Understand the topic text



Does my proposal fully address the topic ?

How will Europe benefit from my proposal?

Does my proposal clearly lead to innovation?

Can my proposal bring European players together?



Read the evaluation criteria

http://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-h-esacrit_en.pdf

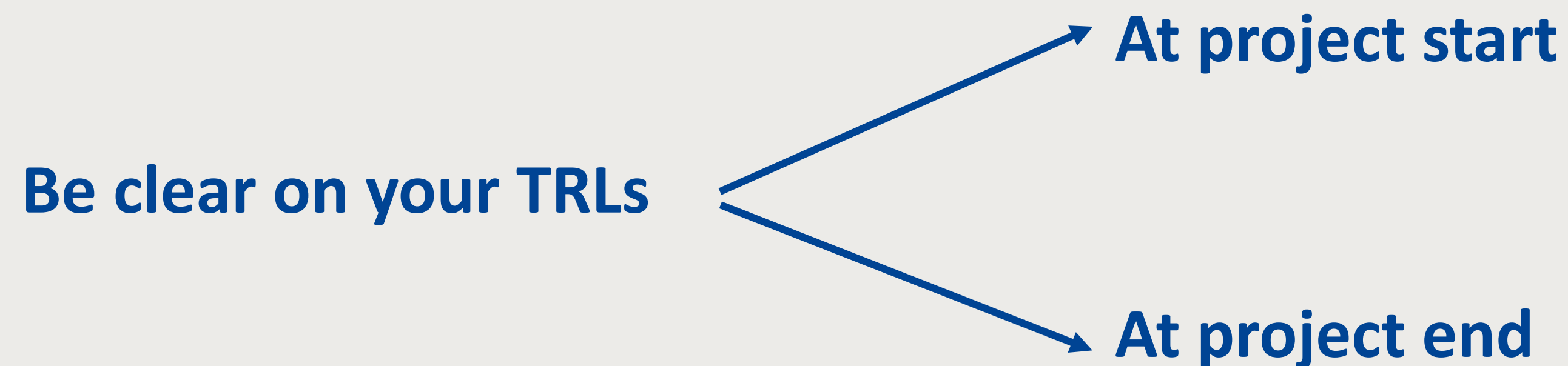
Tip 2: Structure your concept well and precise



What is the objective?

Who are the best partners to achieve it?

Do we address the expected impacts?



Examples on Excellence Criterion



Example of “failing” comments

- Objectives are **general and not quantifiable**;
- Not credible, **lacking technical details** on the proposed approach;
- Project is overly ambitious and the approach is not convincing;
- Insufficient evidence that the adopted approach **takes into account the state of the art** knowledge or the know-how acquired from past and currently running projects by some of the consortium members;
- Clarity and relevance of the proposal are weak;
- Low level of innovation, no progress beyond SoA;
- SoA and existing know-how is not fully described, and current TRL is not clear;



Excellence Criterion



Recommendations

- Make sure your **proposal addresses the call topic entirely and clearly**
- **Explain the SoA and how your proposal will go beyond it** (especially if proposal builds on previous funded projects, including current results!)
- **Define clear KPIs**, quantify them and show how you will reach them
- Clearly state **what is the “science” behind your proposal**
- **Explain the innovation potential** and what your proposal brings **different to the already existing/funded activities**
- Provide **details of any "preliminary" activities** already performed by some members of the consortium to show that they don't start from ‘scratch’ and that the risk is limited (or **address the risk!**)



Tip 3: Impact



Substantiate the impacts

Dissemination & Exploitation Plan

Exploitation and Dissemination and Communication is often neglected

- Detailed Exploitation Plan
- Patents planned
- IPR issues
- Publications planned
- Communication Plan



New market opportunities?



Competitiveness/
Growth



Climate Change -
environment



Example of “failing comments

- Impact not adequately outlined; The impact of this project is expected to be low;
- Expected impact is not credible, no convincing plan is presented to show how this will be achieved;
- Fail to explain how the project would build on SoA to provide significant potential impacts either technologically or academically;
- It is not clear how the project will impact the industry;
- Exploitation plan is not provided/convincing/ lacks credible engagement of several partners;
- Dissemination plan, IPR management not addressed/not adequately reasoned out;
- Targeted audience and how, where and when a targeted audience will be engaged is not specified;

Recommendations

- Clearly state what the outcomes of your projects will be, and how will you use them
- There must be a clear description of the next steps too: who will use the outcomes of the project?
- Dissemination plan:
 - Identify what you want to communicate, to whom, why and how
 - New communication paths/methods are welcomed
- If the project is successful, how will it help reach the objectives in the AWP/MAWP? Impact should be measured not for the technology in general, but for the particular project
- What other implications will it have: socio-economic impact (e.g. job creation etc)

Tip 4: Sound plan/budget construction



Is the requested budget reasonable?

Is the allocation appropriate?

Is it sufficiently detailed?



Implementation Criterion



Example of “failing comments

- **Work-plan is poor** and does not have an adequate structure; Details are missing; Information about the overall governance and project management scheme is lacking;
- **No risk analysis** as well as no flow chart are provided;
- Resource allocation is not justified and is unbalanced; Breakdown of resources/cost categories is missing;
- Limited number of milestones that remain general and not appropriate;
- **Unbalanced consortium** towards Academia/Research - demonstrating poor industrial support;
- Key expertise is missing in the consortium, e.g. end users not included in the consortium;
- A clear management structure and risk analysis plan is not provided;
- Does not show **convincing mitigation or contingency plans**;



Implementation Criterion



Recommendations

- Work plan: make sure is credible and coherent
- Deliverables: there must be enough public deliverables
- Milestones: they must represent a way to follow the project (measurable, go/no-go decision points)
- Risk assessment and mitigation plan: they must be credible too
- Budget: proper justification of major items and especially of subcontracting
- Since there is no negotiation, overestimated budgets imply failure!
- Consortium: in general, it has to comply with the requests of the call
- There must be a European dimension to the project (if too much focused on one company/country, then other sources of funding should be sought!)



Tip 5: Simple to digest



Simple Language – Non-native speakers

Make information easy to find

Summary tables, graphs and pictures help

As short as possible and as long as necessary



5 steps to success

