



# Practical aspects: developing & evaluating

Instituto Nacional de Tecnologías de la Comunicación

- 1. Introduction.**
- 2. Developing an ICT-PSP Proposal & Consortium.**
- 3. Writing an ICT-PSP Proposal.**
- 4. Evaluation Process & Issues.**

# 1. INTRODUCTION

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## ✓ **Tips & Hints**

- To get through the **application process** to participate in ICT-PSP

## ✓ **I will focus on:**

1. Preparation.
2. Consortium Building.
3. Proposal Writing.

## INTECO MISSION

Bring value and **innovations** to citizens, SMEs, public administrations and ICT sector through the **development of projects** that promote trustworthiness in the information society.

National Institute of Communication  
Technologies (INTECO)



Security



ICT Quality



Accesibility

## INTECO'S PROJECT PROPOSALS

### Security Research call 4: FP7-SEC-2011

- EXPLORE: develop a decision support system, selecting video-surveillance measures
- SEC CONNECT (CSA): develop the relationship between SMEs & end-users to enhance security services in Aviation case sector.

### DG JLS Programme “CIP action grants”

- TESTBED platform for coordination and sharing exercises on Europe Critical Infrastructure Assets Protection.
- EURODASH: risk status dashboard to provide a vision regarding European CIP.

### DG JLS Programme “ISEC action grants”

- ASASEC: advisory system against sexual exploitation of children, improving current operations and law enforcement.

## INTECO & EU PROJECTS – WHY?

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- ✓ **Taken us into new technologies & business opportunities**
  - ✓ Security, e-Government, interoperability, etc.
- ✓ **R&D to strengthen INTECO**
  - ✓ **Technologies**, Expertise & Experience
  - ✓ **Networking** with the best Partners across Europe
  - ✓ **Attract** & retain the best staff
- ✓ **Building on & enhancing our**
  - ✓ Strong **IT project management**
  - ✓ **Technical Instrument** of the State Administration

## WHAT DO YOU WANT?

- ✓ **The main aim of CIP ICT-PSP is the**
  - **“Wider uptake & best use of ICT & digital content by citizens, governments & businesses, in particular **SMEs**”.**
  - Is this what you want ?
- ✓ **Be clear about what you want to do !**
  - Read the **ICT-PSP Work Programme 2011**
  - This Call’s **Objectives & Themes** are very specific & clearly explained - *“the Devil is in the Detail”*
    - If they fit your intentions – **great**
    - If not – then this ICT-PSP Call is not for you

## TIPS TO BECOME INVOLVED

- ✓ **Determine if an ICT-PSP EU-level project is appropriate to your needs**
  - Such projects do provide excellent networking & **know-how**, but
  - They are long-term (2-3 years), big admin overhead, bad cash flow, etc
  - Maybe private action would get them **to market** sooner.
- ✓ **If ICT-PSP is appropriate**
  - Find which **Call** is suitable (may not be this one)
  - Find which **Objective** is appropriate.
  - **Read up** & get an understanding of what you are getting into !
- ✓ **Go through the process – especially to a Project Outline**
  - As I will now explore !



## 2. DEVELOPING A PROPOSAL

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- ✓ **How to develop a CIP ICT-PSP proposal**
  - Parts A & B
  - Link back to the ICT-PSP Work Programme, important policies, decipher the documents, etc.
- ✓ **Consortium building**
  - How to identify the right partners and where to find them.
- ✓ **Step by step walkthrough of each section in part B**
  - What is crucial for writers to deal with in each section?
  - What do the Evaluators look for and how do you keep them interested.

## PHASES OF A SUCCESSFUL PROJECT

- ✓ **Advance Preparation**
  - Seminars, information days, workshops, etc (e.g. today)
  - Preliminary discussions, meetings, emails, etc with potential **Partners**.
- ✓ **Preparing the Proposal.**
  - Information Package - ***Biggest error is not reading this.***
  - Does the Project fit your business & Strategic Objectives
  - *Otherwise the 50% EU funding is very expensive !*
- ✓ **Independent Evaluation & reality check !**
  - A lot of competition: 1 in 5, if properly prepared and good proposal
- ✓ **Contract Negotiation, Project Execution, and Project Exploitation**

## SPECIFIC PROGRAMME INFO PACK

- ✓ **First step - Read all about this Call.** [http://ec.europa.eu/ict\\_psp](http://ec.europa.eu/ict_psp)
- ✓ **Download Information Package - specific criteria for the call**
  - **ICT-PSP Work Programme 2011**
    - **Very specific** & clear on each Objective within each Theme.
    - You address that exactly (or look to another Programme or Call)
  - **Guides for Applicants** (and guidance notes for evaluators)
  - **FAQs**
  - **EPSS manual (Electronic Proposal Submission System)**
  - **Model grant agreement**
- ✓ **Exactly the same information is given to the Evaluators!**

## ELIGIBILITY OF PROPOSALS

### Proposals must ...

- ✓ Be submitted before the call deadline - **1st June 17h00** – using the **EPSS**
  - Non-eligible proposals are not evaluated !
- ✓ Involve a **minimum number of legal entities** of the required type **from different EU Member States** or ICT-PSP Associated countries (Croatia, Iceland, Liechtenstein, Norway, Serbia, Turkey)
  - Pilot A = 6 partners
  - Pilot B = 4 partners
  - Thematic Network = 7 partners
  - Best Practice Network = 7 partners

## EPSS ELECTRONIC SUBMISSION

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- ✓ **Proposal coordinator registers with the EPSS**
  - Obtains IDs and passwords for himself & Partners
- ✓ **Consortium constructs the proposal on the EPSS server**
  - Then submits it before the deadline
- ✓ **Submission failure rate ~ 1% due to**
  - Waiting till the last minute
  - Technical problems
  - Panic-induced errors
  - Too late starting upload, run out of time
- ✓ **For all details see the EPSS user guide**

## BUILDING A CONSORTIUM

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- ✓ **Outline ideal consortium to do the project**
  - **Contact suitable partners**
    - Previous partners, personal contacts, customers, suppliers, etc.
    - National Committee Delegates & Contact Points
    - On-line search sources, such as Ideal-ist, Cordis.
    - Search previous Project Consortia in your area of interest.
  - **SMEs are very welcome**
  - **The easiest: Join an emerging consortium.**
- ✓ **Consortium must be properly balanced**
  - To win & subsequently do the project.

## ONCE SOME PARTNERS ARE IN PLACE...

- ✓ **Decide who will be Coordinator & each Partner's role**
  - Coordinator is a lot of extra work, but a lot of extra benefit & influence
  - Key to winning funding & a successful project
- ✓ **Focus the project: Summary Description & Clarify Outcomes**
  - In line with each Partner's wishes, objectives & skills
  - Get it Pre-Proposal Checked.
- ✓ **Register on EPSS and begin filling Part A & get Part B Template**
  - Check "ideal" project budget & duration
  - Develop draft Work Packages & Deliverables, and Work Plan (Gantt)
  - Iterate

## 3. WRITTING THE PROPOSAL

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- ✓ **Common Proposal Forms (Guide for Applicants)**
- ✓ **Part A: Consortium Administration, Legal & Financial Info**
  - Developed online using the EPSS tool.
  - Read all notes.
  - Note allowable costs & payment arrangements.
- ✓ **Part B: Description of Work to be carried out**
  - Follow suggested headings & Forms exactly - in RTF format.
  - Begin by using all of its descriptive text.
  - Submit it as a PDF file on EPSS.




## PROPOSAL PART A – ONLINE FORMS

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- ✓ **A1 form**
  - Title, acronym, objective etc.
  - 2.000 character proposal abstract
  - Previous/current submission (in ICT-PSP or e-Contentplus)
- ✓ **A2 form** (*one A2 form per partner*)
  - Address, Contact person, Organization type etc.
- ✓ **A3 form:** Cost and funding details
- ✓ **For all proposals:** Each participant must sign a ***Non exclusion declaration***, which is held by the proposal coordinator
- ✓ **No signatures required for submission**




# A2 – INFORMATION ON EACH PARTNER

 <b>EUROPEAN COMMISSION</b> ICT Policy Support Programme Competitiveness and Innovation Framework Programme		<b>ICT Policy Support Programme</b> <b>Pilot Type B</b>	<b>A2.1:</b> <b>Participants</b>
Attention: participants should complete their own section: "Participants"			
Proposal Number	Proposal Acronym	Linked to Form A1?	Participant number
<b>Information on Participants (one form per participant)</b>			
If your organisation has already requested for CIP (competitiveness and innovation framework) Programme or FP7 (7th framework programme for research), enter your Participant Identity Code:			
Organisation legal name			
<b>Registration details (date of your registration)</b>			
<b>Legal address</b>			
Street name			Number
Town			
Region/County/State			
Country			
Postal/Zip code (optional)			
<b>Status of your organisation</b>			


The Commission collects data for statistical purposes.

The guidance notes will help you complete this section.

Please "tick" the relevant box(es) if you consider that you fulfil one or more of the following

 <b>EUROPEAN COMMISSION</b> ICT Policy Support Programme Competitiveness and Innovation Framework Programme		<b>ICT Policy Support Programme</b> <b>Pilot Type B</b>	<b>A2.2:</b> <b>Participants</b>
Proposal Number	Proposal Acronym	Linked to Form A1?	Participant number
<b>Information on Participants (one form per participant)</b>			
1. Is your number of employees smaller than 250? (full time equivalents)			[yes/no]
2. Is your annual turnover smaller than € 50 million?			[yes/no]
3. Is your annual balance sheet total smaller than € 43 million?			[yes/no]
4. Are you an autonomous legal entity?			[yes/no]
You are not an SME if your answer to question 1 is 'NO' and/or your answer to both questions 2 and 3 is 'NO'. In all other cases, you might conform to the Commission's definition of an SME. Please check the additional conditions given in the guidance notes to the form.			
Following this check, do you conform to the Commission's definition of an SME?			[yes/no]
Organisation short name			
<b>Dependencies with (an)other participant(s)</b>			
Are there dependencies between your organisation and (an)other participant(s) in this proposal? (Yes or No)			
If Yes:			
Participant Number	Organisation Short Name	Character of dependence	
Participant Number	Organisation Short Name	Character of dependence	
Participant Number	Organisation Short Name	Character of dependence	
<b>Contact points</b>			
Person in charge (For the co-ordinator (participant number 1) this person is the one who the Commission will contact in the first instance)			
Family name	First name(s)		
Title	Sex (F/Male - F / Male - M)		
Position in the organisation			
Department/Faculty/Institute/Laboratory name			
Address (if different from the legal address)			
Street name			Number
Town			
Postal Code / Codes			

# A3 – SUMMARY BUDGET

Proposal Submission Forms																																																					
 EUROPEAN COMMISSION ICT Policy Support Programme Competitiveness and Innovation Framework Programme	<b>ICT Policy Support Programme</b>  <b>Pilot Type B</b>			<b>A3: Budget</b>																																																	
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Please use as many copies of form A3 as necessary for the number of participants				Form A3 page		of																																															

## PROPOSAL PART B

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- ✓ **RTF Template supplied by the EPSS**
- ✓ **Format directly linked to the Evaluation Criteria**
  - With bullet points = sections & each have equal weight !
  - **Summary**
    1. Relevance
    2. Impact
    3. Implementation
- ✓ **This is the core of the Proposal**
  - Typically about 70 to 100 pages.
- ✓ **Follow it exactly !**

## PART B – FOLLOW TEMPLATE AND INSTRUCTIONS

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- ✓ **Front Page** – use the format provided.
- ✓ **A: Table of Contents (PROJECT PROFILE)**
  - Short, precise, verifiable – max 2 pages
  - Proposed service/solution, project phase & impact, and what already exists.

## PART B – FOLLOW TEMPLATE AND INSTRUCTIONS

### ✓ Section B1. Relevance

- **B1.1. Project objectives:** What is proposed, and How the proposed action aligns with the objectives of the Work Programme & call
- **B1.2 EU and National Dimension:** How the pilot is aligned with the relevant policies and strategies on European and national level
- **B1.3. Maturity of the technical solution:** Stating point - developments completed in the past & how the technical viability has been assessed.

### ✓ Section B2. Impact

- **B2.1. Target outcomes and expected impact:** Addressed specific objectives in the ICT-PSP Work Programme
- **B2.2. Long term viability:** How you intend to reach viability, sustainability & scalability after the project ends
- **B.2.3. Wider deployment and use:** Dissemination &/or exploitation of project results, & management of IP

## PART B – FOLLOW TEMPLATE AND INSTRUCTIONS

### ✓ Section B3. Implementation

- **B3.1. Consortium and key personnel**
- **B3.2a. Chosen approach:** Structure, organization of work plan, and methodology used to achieve the objectives.
- **B3.2b. Work plan:** work packages, Gantt and Dependency Diagram. Tables 1-5: Templates - Work package list, Deliverables list, Work package descriptions, Summary of staff effort, Performance monitoring
- **B3.2c. Project management:** organizational structure and decision-making mechanisms of project - matched to its complexity and scale.
- **B3.3. Resources to be committed:** necessary resources to be mobilized, inc those in addition to EC contribution
- **B3 4 Security privacy, interoperability, standards and open source**



## WRITING THE PROPOSAL

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- ✓ **Make it *easy for the evaluators to give you high marks.***
  - Don't make it hard for them!
- ✓ **Make sure you submit the latest, complete version of your proposal**
- ✓ **Don't write too little; cover what is requested**
  - Don't write too much
- ✓ **Don't leave them to figure out why it's good, tell them why it's good**
- ✓ **Leave nothing to the imagination !**
- ✓ **Good Project Work plan – matched to the work.**
  - Good project management implies clear Work package leadership
  - Strong Impact implies an important dissemination effort

## TYPICAL PROJECT WORK PLAN (PERSON MONTHS)

	WP1	WP2	WP3	WP4	WP5	WP6	
<b>P1</b>	10	4			4		18
<b>P2</b>	2	2	2	2	2	2	12
<b>P3</b>					3		3
<b>P4</b>		12	2	2	12		28
<b>P5</b>			14	2	3		19
<b>P6</b>			5	2	11		18
<b>P7</b>						6	6
<b>Total</b>	12	18	23	8	35	8	104

## SUBMISSION

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- ✓ **Submit your proposal on time !**
- ✓ **Familiarize yourself with the EPSS system**
- ✓ **Submit early, submit often**
- ✓ **Don't make last minute changes**
- ✓ **And if in trouble, call the EPSS helpdesk! +32 2 233 3760**

## 4. EVALUATION PROCESS

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- ✓ **Evaluation by 3+ independent experts on 3 Criteria:**
  - 1. Relevance, 2. Impact, 3. Implementation
- ✓ **Each Criterion has Equal Weight.**
  - Criterion threshold - 3/5
  - Overall threshold – 10
- ✓ **Each Criterion is explained by descriptive bullet points**
  - Familiarize yourself with the bullet points - write them into your proposal
  - Evaluators are looking for them - they are what they will score
- ✓ **To be funded you will probably require 12+**
  - 4 out 5 on all 3 criteria (*Very Good to Excellent*)

## EVALUATION PROCEDURE

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- ✓ **Individual reading by 3 or more experts**
- ✓ **Experts meet in “Consensus group”**
- ✓ **All experts in objective in a Panel meeting**
- ✓ **Evaluation Summary Report (ESR)**
- ✓ **Commission selection of proposals for negotiation**
  - Respecting the budget and number limitations described in the Work Programme.

## EVALUATION ISSUES - SUMMARY

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- ✓ **Proposal Summary (A1) - very important**
  - Does it address one or more Objectives of the Call ?
  - Is it Innovative, interesting, worth doing ?
  - Does it meet a real user need ? Is it clear what they aim to do ?
  - What will be the output and impact of project ?
- ✓ **The experience**
  - Many badly written, fuzzy, ill-defined. Unclear why, what & how.
  - Generally you read the Proposals and you are no wiser.
- ✓ ***Put a lot of effort into the Summary - many iterations:*** Good Summary helps attract a good consortium

## EVALUATION ISSUES - PROPOSAL

- ✓ **Evaluator has to read many Proposals**
  - Those that follow the defined format are easier to understand: advantage
- ✓ **Does the Proposal meet the basic requirements**
  - As per the Guide to Applicants,
  - Does it properly address its nominated Objectives, Programme Tasks ?
- ✓ **Is it clear what is proposed to be done**
  - Why, and what the outcomes will be ?
- ✓ **Is what is proposed of pan-European significance ?**
  - And follows the recommended duration & funding size.

## EVALUATION ISSUES - WORK PLAN

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- ✓ **Is there a credible Work Plan to do the work ?**
  - Well structured Work plan of Work packages & Deliverables ?
  - Gantt Chart ?
  - Clear about what is to be done, when and how ?
  - Reasonable timescales and effort allocations ?
  - Clear role for each Partner ?
  - Considered all of the issues involved ?



## EVALUATION ISSUES - CONSORTIUM

- ✓ **Can they do it ?**
  - Is the Coordinator appropriate ?
  - Is each Partner's Role appropriate ?
  - Can the Project Manager do it ? Credible management structures ?
- ✓ **Is the Consortium of an appropriate size**
  - Not too small to have no pan-European impact.
  - Not too big to be unmanageable
- ✓ **Is it well balanced ?**
  - Does it include **users** – full value chain for implementation & validation ?
  - Appropriate mix of Industrial, Public Sector, Academic, SMEs ?

## GETTING HELP WITH YOUR PROPOSAL

- ✓ The ICT-PSP website of advice, information & documentation: [http://ec.europa.eu/ict\\_psp](http://ec.europa.eu/ict_psp)
- ✓ Info Days & briefings in Brussels & elsewhere (like today)
- ✓ Partner search facilities: <http://www.ideal-ist.net/>
- ✓ ICT-PSP Helpdesk for proposers' questions - [info-ictpsp@ec.europa.eu](mailto:info-ictpsp@ec.europa.eu)
- ✓ EPSS helpdesk tel: +32 2 233 3760 - [support@epss-fp7.org](mailto:support@epss-fp7.org)
- ✓ Network of National Contact Points in Europe & beyond:
  - [http://ec.europa.eu/information\\_society/activities/ict\\_psp/contacts/index\\_en.htm](http://ec.europa.eu/information_society/activities/ict_psp/contacts/index_en.htm)

## IN CONCLUSION

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- ✓ ICT-PSP Call 4 can be an excellent opportunity for you if you match one of its Objectives.
- ✓ Otherwise it is not suitable for you.
- ✓ There is much overhead, but a lot to be gained for the “right” participants.
- ✓ You must be clear on what you are getting into & why
- ✓ Go to [http://ec.europa.eu/ict\\_psp](http://ec.europa.eu/ict_psp) for all the information that you require.
- ✓ If you need a good partner ...

**THANK YOU!**  
[www.inteco.es](http://www.inteco.es)



**inteco**



Instituto Nacional  
de Tecnologías  
de la Comunicación