



European Connected Health Alliance

Bringing needs and solutions together for the Future of Health

How to write a successful Horizon 2020 Proposal

Digital Health Ecosystem Wales

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Introduction

Why

Steps to success

Essential elements

What gets assessed

How is it assessed

What happens to your proposal after it is submitted

Getting it approved - Andy's Essential tips



INTRODUCTION

My background

Levels of experience in the room

What we can do

What we can't do





WHY ARE WE DOING THIS?



Low success rate

Low quality of bids

Funding proposals require lots of effort and time

Need to know your funder and what they want





STEPS TO GO THROUGH FIRST

Read the call documents - properly

Idea or cash shortfall?

Understand what you are proposing

Meet the scope of the call

Who is in the team/what will they do

Plan who writes what, how and when

Plan in time and know your weakness





ESSENTIAL ELEMENTS



Identify from page 1 how your proposal meets the call - 20 words

Paint a clear and simple picture of what your concept is and how it relates to the work programme.

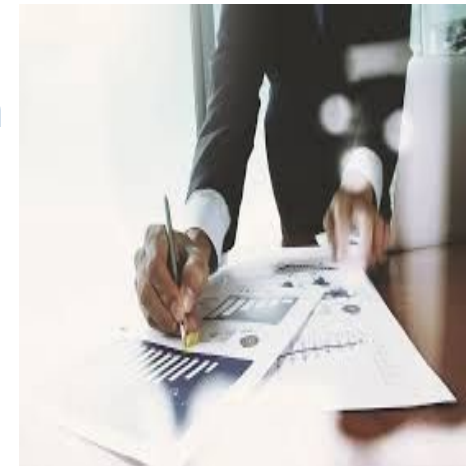
Research state of the art and understand your ambition

Read expected impacts and meet them

Dissemination and Exploitation needs a clear lead

Resource a robust work plan/Use diagrams that actually work

Meet issues about risk, IPR and ethics head on





WHAT IS ASSESSED



Excellence

Meet the call objectives

Concept

Ambition

Impact

Expected Impact

Measures to maximise impact

Dissemination

Exploitation

IPR

Implementation

Work plan-packages/milestones/deliverables

Management structure

Managing Risk

Resources





HOW IS IT ASSESSED - What the assessor has to answer

Excellence

1. Extent that the proposed work corresponds to the topic description
2. Clarity and pertinence of the objectives
3. Credibility of the proposed approach
4. Soundness of the concept, including trans-disciplinary considerations, where relevant
5. Extent that proposed work is ambitious, has innovation potential, and is beyond the state of the art

Impact

1. Contribute at the European and/or International level
2. Expected impacts listed in the work programme
3. Enhancing innovation capacity and integration of new knowledge
4. Strengthening the competitiveness and growth of companies by developing innovations
5. Any other environmental and socially important impacts
6. Effectiveness of the proposed measures to exploit and disseminate the project results
7. IPR Management

Implementation

1. Coherence and effectiveness of the work plan
2. Complementarity of the participants within the consortium)
3. Appropriateness of the management structures and procedures, including risk



HOW IS IT ASSESSED - HOW IT IS SCORED

- 0– The proposal **fails** to address the criterion or cannot be assessed due to missing or incomplete information
- 1– Poor. The criterion is inadequately addressed, or there are **serious** inherent weaknesses.
- 2– Fair. The proposal broadly addresses the criterion, but there are **significant** weaknesses.
- 3– Good. The proposal addresses the criterion well, but a **number** of shortcomings are present.
- 4– Very good. The proposal addresses the criterion very well, **but** a small number of shortcomings are present.
- 5– Excellent. The proposal **successfully** addresses all relevant aspects of the criterion. Any shortcomings are **minor**





HOW IS IT ASSESSED - WHAT IT MEANS

0– I can't be bothered reading this!

1– You have not bothered to answer the questions

2– You should not have bothered

3– Yes. So what?

4– It was really good but not good enough

5– Take the money!



SOME HARD FACTS



Scoring has a threshold for each element usually 3 sometimes 4 – out of 5 for each element

Below in any/Below in total/Fail to answer elements =

YOUR BID HITS THE BIN= waste of your time

Winning bids mostly 14+

Usually 15

Calls v Cash

It has to be





WHAT HAPPENS TO YOUR PROPOSAL AFTER IT SUBMITTED

Remote evaluations / Consensus by experts

Experts assess + score bid/if low score remote consensus (Bin!)

Consensus Panels - Reach consensus and score bid

Quality Assurance

Panel Meetings - Agree, discuss and rank proposals

Ethics test

Notification - No negotiation period and you have 6 months to start!





GETTING IT APPROVED - ANDY'S TOP TEN ESSENTIAL TIPS

1. Plan for at least 6-12 months before
2. Work with people you trust
3. Remote meetings don't always work so plan to travel
4. Only do something you actually want to do
5. Do ensure you meet criteria of the call and plan costs properly
6. Plan for state of the art for 5 years time
7. Have an expert write plans for dissemination AND exploitation and know the difference
8. Remember what the funder wants
9. Have someone proofread your bid who knows nothing about it
10. Go for it and don't moan about the process!





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