How to Prepare a Competitive Project Proposal?
Part I. Preparing the application based on the requirements of the call

Part II. Application form and requirements
Part I

Preparing the application based on the requirements of the call
Common requirements for all Erasmus+
International dimension – Centralised Actions

- Submission on-line to EACEA
- eForm & Annexes
- Criteria

- Eligibility Criteria
- Exclusion Criteria
- Selection Criteria
- Award Criteria
Most of eligibility criteria (see E+ Programme Guide – CBHE action) are featured in the e-form; following criteria are double checked by the Agency staff:

- Formal submission requirements
- Grant size (and duration)
- Applicant, Partners and Partnership requirements (number of partners, status of the grant applicant & partners, etc.)

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.
Award Criteria: 1. Relevance (30 points)

DEFINITION
• The project contributes to the achievement of the policy objectives of the participating partners
• It is based on and addresses real needs & problems of the target groups

CONTENT
• How clearly the project addresses the Programme objectives and priorities (thematic, geographical priorities: National / Regional)
• Needs analysis and presentation of specific problems addressed
• Definition of target groups
• What is innovative or complementary to other initiatives
• How the project was prepared
DEFINITION

• The activities proposed are appropriate to achieve the specific and wider objectives
• It uses the most appropriate methodology
• It demonstrates a logical and sound planning capacity

CONTENT

Description of the project as a whole, including:

• specific objectives
• activities, expected outcomes, wider and specific objectives
• academic content and pedagogical approach
• involvement of academics, students and stakeholders at large
• quality control processes

Award Criteria: 2. Quality of Design and Implementation (30 points)
Award Criteria: 3; Quality Team and Cooperation (20 points)

**DEFINITION**
- The partnership includes all the skills, recognised expertise and competences required
- Suitable distribution of tasks
- Sound communication and coordination

**CONTENT**
- Presentation of the partners competences and roles in the project
- Description of any complementary skills, expertise and competences directly relating to the planned project activities
- Ensure regional dimension
- Planned measures to ensure effective communication
DEFINITION

- Information/outcomes of the project are made available to groups not directly involved (multiplier effect)
- Optimal use of the results during & beyond the project lifetime
- Expected impact will be substantial and sustainable in the long term (financial, institutional and policy level)

CONTENT

- Expected impact at different levels
- Dissemination strategy: outputs to be disseminated, target groups, dissemination tools & activities
- Measures planned to ensure the sustainability of project outcomes and outputs at three levels: financial, institutional and political
- Evidence of impact on HE at institutional / national level in PCs

Award Criteria: 4. Impact and Sustainability (20 points)
QUALITY
Design & Implementation

DEFINITION
• Full contribution to the achievement of the related project and added value of the project
• Transparent procedures selection of participants
• Quality systems

CONTENT
Relevance of the mobility strand for the project
Well-**articulated** with the project; demonstrated **added value**
Demonstration of positive **impact** for individual and institutions
**Validation and recognition** at institutional level
Part II

Application form and requirements
Application form

When? How? Where?
- One deadline - One-phase submission - on-line to EACEA
- Application form = unique reference information for the submission deadline.

What?
- Specific application form:
  - **eForm**: project data – parts A, B, C
  - + **compulsory** annexes:
    - ✓ **Detailed project description** (Word doc) – parts D, E, F, G, H, I, J
    - ✓ **Budget tables** (Excel doc)
    - ✓ **Declaration of Honour+ Mandates** (in one single PDF doc)
Part A: Identification of the applicant and other organisations participating in the project (administrative information)

A.1. Organisation
A.2 Person responsible for the management of the application (contact person)
A.3 Person authorised to represent the organisation in legally binding agreements (legal representative)

Part B: Description of the project (general information)

B.1 Summary of the project
B.2 Priorities of the E+ Programme
B.3 Dates and languages

Part C: Specific information related to CBHE projects

C.1 Aims and objectives addressed
C.2 Specific objectives of the project as indicated in the Logical Framework Matrix
C.3 Project themes and priorities addressed by the application
C.4 Partner countries and regions involved in the project
C.5 Project history
C.6 Special Mobility Strand
C.7 Grant requested
1. Detailed description of the project (MS Word document)

D - Quality of the project team and the cooperation arrangements
E - Project characteristics and relevance
F - Quality of the project design and implementation
G - Impact, dissemination and exploitation, sustainability
   Logical Framework Matrix
   Workplan
H - Work packages
I – Special Mobility Strand (where applicable)
J - Other EU Grants
2. Detailed Budget (Excel tables)

- Overview
- Staff costs
- Travel Costs and Costs of Stay
- Equipment Costs
- Sub-contracting Costs
- Special Mobility Strand - Students
- Special Mobility Strand - Staff
- Co-financing
- Breakdown and project funding (automatically fully filled in)
- Indicative rates (*informative*)
Key Action 2: Cooperation for innovation and the exchange of good practices
Capacity building in the field of higher education

Before completing this table please read carefully the instructions available on
CALL FOR PROPOSALS 2015 – EAC/A04/2014 - Erasmus+ Programme
Programme guide and instructions for applicants

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**EU GRANT REQUESTED FROM THE EUROPEAN UNION (in EUR)**

| 1. Staff Costs | 0,00 | Cannot exceed 40% of total A. |
| 2. Travel Costs | 0,00 |
| 3. Costs of Stay | 0,00 |
| 4. Equipment Costs | 0,00 | Cannot exceed 30% of total A. |
| 5. Subcontracting Costs | 0,00 | Cannot exceed 10% of total A. |
| A. Grant for Project Activities | 0,00 | Should be equal or above EUR 500.000,00 and cannot exceed EUR 1.000.000,00 |
| B. Additional Grant for Special Mobility Strand | 0,00 | Value cannot exceed 80% of total A |

| Total Grant requested from the European Union (A + B) | 0,00 |

**DISTRIBUTION OF THE GRANT BY ORGANISATION (in EUR)**

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3. Declaration of Honours + Mandates (PDF)

- Declaration of Honours – only from the Applicant organisation

- Mandates – from all partners (except for P1 – Applicant)
  - not required for Associated Partners (if applicable)
  
  - must be scanned and attached in one single document, with Mandates keeping the order as in List of Partners (P1-Pn)
✓ Successful vs. good proposals
✓ How should I start?
✓ Drafting a good proposal
✓ When can I start?
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.
Necessary condition but... **not sufficient**!

A good proposal is a proposal that

- Has been **prepared and agreed jointly** by the partnership.
- Has received the **full commitment** and support of the participating institutions.
- Is **ready to start immediately after the selection decision**.

All proposals start from individual initiatives.

Good proposals are always the result of a joint institutional commitment.
1. You have a "broad knowledge" of Erasmus+

- What/who is it for? How does it work? What activities does it support and how? Who could help you understand it better?

2. You have a concrete idea for an international cooperation project

- Does it fit the programme's objectives, priorities, requirements, intervention modalities, etc.?
- Does it address your institution (/sector /country) needs?

3. Your idea is supported by your institution

- You have discussed it with the relevant authorities
- You will be supported for the proposal preparation and, if successful, the project implementation

4. You can set up (/be part of) an international partnership for carrying out the project
Start locally

- In your institution (other colleagues, services, departments, authorities, etc.)
- Among local stakeholders (other universities, education providers, employers, local / regional / national authorities, NEOs in Partner Countries etc.)

International partners

- Colleagues / Organisations you (/your partners) have worked with in the past

**Partners are not individuals, they are organisations**

- Each partner **must**
  - Bring a concrete added value **to** the project
  - Gain a concrete added value **from** the project

- Cooperation is based on trust, confidence **AND** formalized agreements
Broad knowledge of Erasmus+ is not sufficient anymore

- You must become a "master" in the relevant Erasmus+ Action (objectives, priorities, requirements, criteria, etc.)
- Most probably, you will need to adapt your idea to the Action requirements.

Drafting the proposal is a **shared exercise**

- It reflects the partners' **shared responsibilities** at project implementation stage
- It requires **regular revisions/rewriting** in order to ensure
  - Consistency and coherence
  - Comprehensiveness
  - Fulfilment of all the E+ Action requirements

Choose the language common/comfortable to all project partners

Have your final Draft **proofread** by a colleague not involved in the proposal
- **COHERENT** in its entirety; avoid contradictions; avoid "patchwork"

- **SIMPLE**: better a few well-chosen words than long/vague explanations

- **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; don't assume: experts cannot read your mind; 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.
When to start? Now!

- Propose / Discuss potential cooperation projects within your institution (e.g., CBHE, with or without mobility Special Mobility Strand)

- If a mobility action is in view,

  - What type of student mobility (level of study, duration, thematic area, type of activities, etc.) or staff mobility?
  
  - What added value can you offer to incoming students / staff?
  
  - Does your university fulfil the principles of the Erasmus Charter?
  
  - On what criteria will you select your EU mobility partners?
✓ Respect the Call requirements & criteria

✓ Be clear, well-structured, concise, to the point (see guiding questions in the Application Form)

✓ Manageable partnership

✓ Cost-effective
1. A good proposal is (much) more than a successful proposal.

2. Nobody else knows your institution/country needs better than you.

3. Have everybody on board as early as possible.

Good luck !!
Questions & Answers