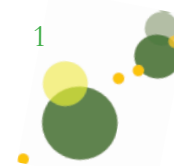


DOs and DON'Ts for applicants

Criterion	DO	DON'T
Excellence	<ul style="list-style-type: none"> • Define objectives clearly. • Be ambitious, but stay realistic. • Choose appropriate methodology. • Choose relevant partners and reliable coordinator. • Put effort on describing the state-of-art and proof of concept. • Create links with previous networks/projects and relevant policies. • Engage interdisciplinary expertise. • Stay accurate, concise throughout the proposal • Bring out the innovation potential. • If something stays unclear, contact your NCP. 	<ul style="list-style-type: none"> • Don't rush, poorly prepared proposal ruins even the most excellent plans. • Don't repeat something what is already done. • Don't forget to include partners from different regions, disciplines, stakeholder groups to compose a balanced consortium. • Don't forget to show the credibility of your consortium. • Don't hesitate to provide detailed description about your methodology, technical solutions etc. Superficial description of the processes is often brought out as a major shortcoming. • If you have a novel approach – don't forget to describe it thoroughly and to support it with relevant references



Criterion	DO	DON'T
Impact	<ul style="list-style-type: none"> • When planning be concrete and precise. • Quantify as much as possible. • Use financial figures and develop a business model and/or business plan. • Elaborate a convincing commercialisation plan. • Take into account all the expected impacts described in the topic. • Expected impacts should be derived and justified on previous results. • Plan a good cooperation with end users from the beginning of the project. • Involve policy makers, SMEs and industry in the proposal or plan a sustainable cooperation with them. • Describe industrial uptake of research results in details. • Develop an excellent dissemination plan (with diverse dissemination measures). • Address adequately and clearly explain dissemination of project results. • Ask for evaluation of impacts (by professionals). • Ask NCPs for cooperation. 	<ul style="list-style-type: none"> • Don't list irrelevant and unreal impacts. • Don't try to be very optimistic as it may cause the lack of credibility. • Don't use general descriptions, without any specific focus. • Don't use a weak or general analysis of the market and competition. • Don't miss concrete market details: potential market volumes, which markets, specific products, prices, etc. Don't copy proposal's parts (mainly IPR management) from your previous project proposals. • Don't forget that the impact should be related to the particular concept, not to the call fiche. • Don't repeat (or copy) required impact from the call instead of development of your own proposal content. • Don't confuse dissemination with communication or exploitation. • Don't forget to use concrete information about expected environmental savings.
Implementation	<ul style="list-style-type: none"> • Concrete and precise planning. • Details and Quantification. Use Tables. • Well-timed tasks and activities with well-balanced allocation to partners. • Well-balanced and justified resources and budget. • Consortium with partners who complement and synergize well in expertise and tasks. • Consultation with NCP. 	<ul style="list-style-type: none"> • Don't use repetitions from within the text of the proposal. • Don't do "copy-pastes" from other/ previous proposals. • Don't forget the details - unsubstantiated/ unreferenced content/ figures/ numbers are causing a negative impression. • Don't take beneficiaries/ Partners who are "joyriders" with no significant role and tasks. • Don't plan vague Deliverables and Milestones. Lack of "Plan B" and contingency measures.

