



“Writing a proposal”

Call 2016 Info Day
Brussel, 8th March 2016

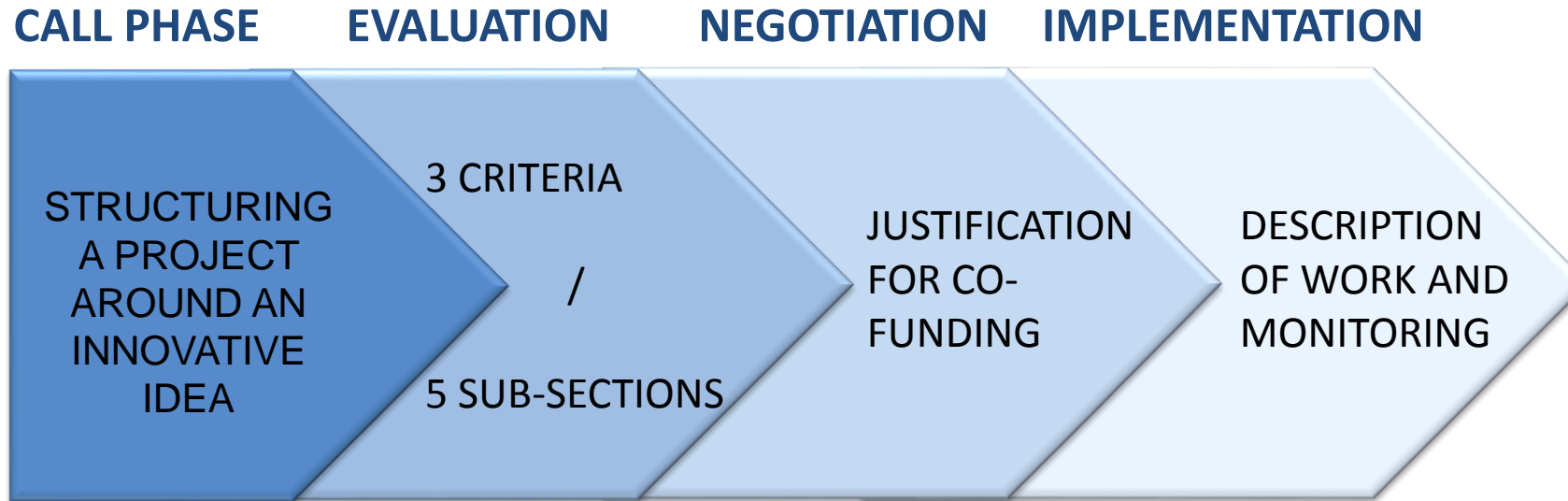
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Disclaimer

The views expressed in this presentation are the views of the speaker and do not necessarily reflect the views or policies of the AAL Association.

The Text of Challenge 2016 and the Guide for Applicants shall prevail.

The proposal lifecycle



Parts of the Proposal

<http://proposals.aal-europe.eu>

A proposal is composed of two parts:

- **Part A:** “Administrative information” – web-based submission tool.
- **Part B:** Template on the call web-site; PDF file to be uploaded in the submission web-site. **Maximum 33 pages !!!!**



Proposal Part A

The Part A is generated using the web-based submission tool:

- Structured abstract.
- Partner types and contact details.
- Budget forms, with funding schemes.
- Eligibility semi-automatic check.

Proposal Part B - Summary of sections

- **Cover / Title page, content page**
- **Section 1: Relevance and scope (5 pages max.)**
- **Section 2: Quality of the proposed solution and workplan (11 pages max.)**
- **Section 3: Quality of the consortium and project management (8 pages max.)**

Proposal Part B - Summary of sections

- **Section 4: Potential impact of the proposed solution on quality of life (3 pages max.)**
- **Section 5: Potential impact of the proposed solution on market development (4 pages max.)**
- **Annex: Ethical declaration table**

Proposal Part B Contents

Section 1 / Criterion: Relevance and scope

Section	Criteria
Short summary – overall project idea	Set of objectives effective in addressing the call challenge ?
Alignment with call challenge	Use of SMART objectives:
Example scenario	<ul style="list-style-type: none">➤ Specific➤ Measurable➤ Attainable➤ Relevant➤ Timely?
Success parameters of the proposal	Innovation with respect to end-users needs? Solutions already existing in the market? Use of ICT ? Quantitative and qualitative criteria!

Proposal Part B Contents

Section 2 / Criterion: Quality of the proposed solution and workplan

Section	Criteria
Technology methodology	<ul style="list-style-type: none">- Sound scientific and technical concept? Innovative solutions and/or services to defined end-users needs?- Contribution to the creation of a European market (open interfaces, interoperability, relevant standards and norms)?- Integration of end-users throughout the project (proposal idea, prototyping, pilotingm business modeling? Testing in a realistic user environment?- Workplan consistent with project objectives?
Standards and Interoperability	
Resources	
Involvement of the end-users	
Pilot application	
Exit strategy	
Work plan	

Proposal Part B Contents

Section 3 / Criterion: Quality of the consortium and project management

Section	Criteria
Quality of the consortium	Expertises and resources to achieve project goals: clear defined role for each partner? Gaps?
Project management	
Contingency plan	Essential components of the value chain ? Clear role for SMEs?
Ethical and legal issues	Consideration of national and European regulations ?
Available resources	Fair protection for IPRs and adequate dissemination plan?
IPRs and other legal issues (Guide for applicants – section 11)	

Proposal Part B Contents

Section 4 / Criterion: Potential impact of the proposed solution on quality of life

Section	Criteria
Improving quality of life for end-users	Improvement of older adults' quality of life ? Access of targeted end-users to the solution? Respect of individual end-user's rights (self-determined private life, conscious consent, dignity, etc) Adaptability of the foressen solution to changing needs? Different contexts?
The aimed service model	
Social and ethical impact	
Other user segments	

Proposal Part B Contents

Section 5 / Criterion: Potential impact of the proposed solution on market development

Section	Criteria
Business case	Target an attractive market in Europe (and beyond)?
Dissemination (including participation in the AAL Forum)	Credible business case covering value chain : unique selling proposition , markt analysis, target group, etc...

Scoring, Thresholds and Weights

Project proposals are evaluated by independent experts and an evaluation panel. Each criterion is scored on a 5-point scale (only full points allowed):

- 5 (excellent)
- 4 (good)
- 3 (acceptable)
- 2 (defective)
- 1 (failed)

Following thresholds* and weights* will be applied to the criteria:

1. Relevance and scope threshold = 3, weight = 1
2. Quality of proposed solution and workplan threshold = 3, weight = 1
3. Quality of the consortium and project management threshold = 3, weight = 1
4. Potential impact – quality of life threshold = 3, weight = 1
5. Potential impact – market development threshold = 3, weight = 1



A FEW HINTS...



How to submit?

- Study the **full Challenge 2016 text including the Guide for Applicants and the National Eligibility Criteria document** before starting to write the proposal.
- **Register the proposal early enough.** Sharp call deadline is applied. **Don't wait until the last minute to submit your proposal!**
- The **template for Part B must be used** to write the proposal - **maximum 33 pages!**

A few hints: user driven-innovation

- As a **user-driven R&D programme**, the **focus** of an AAL project should lie **on users needs**, the **added-value** of the proposed solution and the foreseen **service model**. Required technology developments shall be considered as enabling elements.
- **Several iterations during the project** might be helpful to include the feedback of the users and to improve the design of the solution.
- **Consortium partners**: think about covering the whole **value network** (consider primary, secondary and tertiary users; technology partners; resellers; expertise, etc.) and consider the **strategy towards the internationalisation** of your solution (i.e. Does it make sense to collaborate with an isolated end-user organisation in a country?).

A few hints: business perspective

- AAL Solutions should be **available on the market 2 years after project end.**
- Consider the **business model** at the very beginning of the project (during the preparation of the proposal) and set clear targets (affordability, identification of potential revenue streams, etc.).
- Use appropriate **business development tools** and enrich the model during contradictory debates at consortium level.
- Include feedback of relevant stakeholders (outside the consortium) in order to fine-tune the **value selling proposition.**
- Consider the role in the value chain of each consortium partner and define adequate **IPR provisions and dissemination strategy.**



THANK YOU
FOR YOUR ATTENTION!

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