

HOW TO PREPARE A SUCCESSFUL PROJECT PROPOSAL: EXPERIENCE FROM COMPETE4 SECAP PROJECT

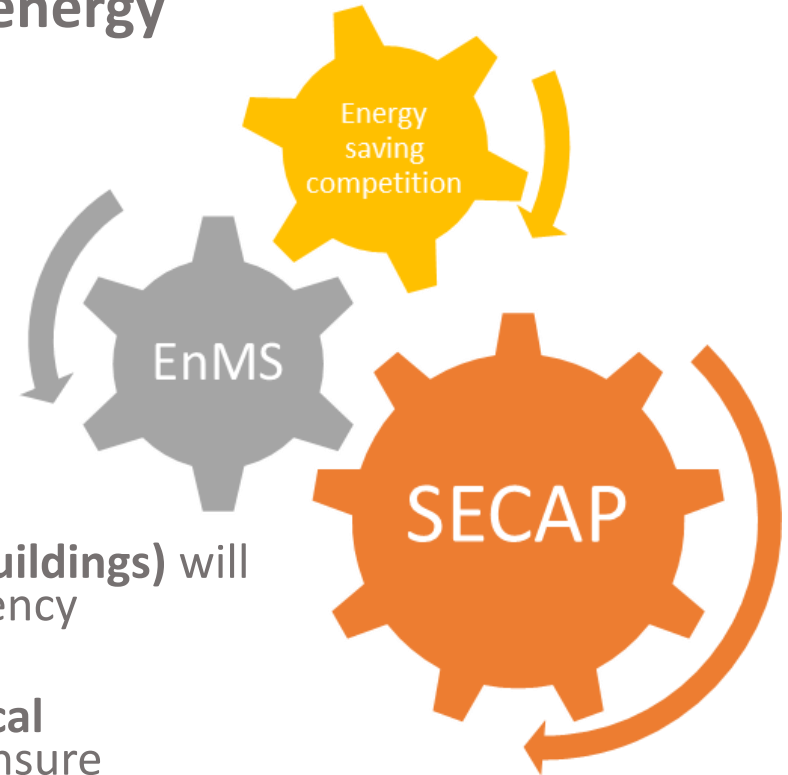
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IDEA AND CONCEPT OF COMPETE4SECAP

- To deliver a systematic approach to energy savings in local authorities!

“Integrate the SE(C)AP into day-to-day life and management of the municipality: it should not be just another nice document, but part of the corporate culture”



- The **energy saving competition (in 96 public buildings)** will motivate employees to engage in energy efficiency activities
- **Certified Energy management system in 32 local authorities (EnMS according ISO 50001)** will ensure integration of SECAP into day-to-day life and management of the LAs
- **SECAPs** will help local authorities to reach further energy savings and climate targets



THE IDEA

- **Mature**
 - Have you thought about it already for some time? Do you «burn» for it?
 - Are you sure it will really work and it is really what Europe needs?
- **Concrete**
 - Is the idea concrete and not abstract?
 - Can you see how you can bring it through to the end?
- **Clear**
 - Can you put it in a clear and well structured framework?
 - Have you selected the right call for your idea and it is coherent with the text of the call?

FELLOWSHIP / PARTNERSHIP

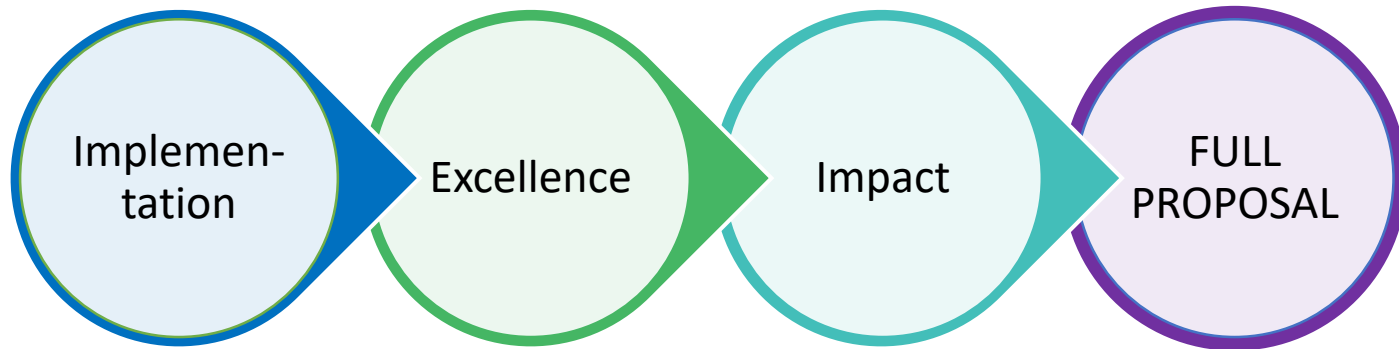
- **Reliable**
 - Have you or your colleagues worked with the potential partners? Did they deliver in the previous projects good quality results?
- **Competent, experienced and recognised**
 - Are potential partners competent and experienced in the field of your idea and the call? Do they have references?
 - Are they recognised in their country? Europe?
- **Good to work with**
 - Do you have a good feeling about your potential partners and you want to work with them?

THE WRITING

- **Plan and organise the writing process**
 - How do you prefer to work with your partnership during writing process?
 - Do you intend fully involve them (e.g. each WP leader writes its own WP) or write on your own and then share or to find a way in between?
- **Focus on the reader, i.e. evaluator**
 - Are you credible, clear in the form and content?
 - Will evaluator understand you throughout the whole proposal? Are all details/risks foreseen and solved?

STEP BY STEP

- Start with overall abstract and **continue with part you feel most confident**



- Well structured and tasks inter-connected?
- Enough resources allocated?
- All roles and responsibilities clear?
- Risks addressed?
- Have you looked at feedback received from evaluators on your previous proposal(s)?
- Do you have clear statements?
- Is your idea credibly replicable?
- Is your methodology clear and understandable?
- Are you ambitious but also realistic?
- Has anyone reviewed your full proposal for consistency and mistakes?

THE TIME

- **Plan it**
 - Have you foreseen time for everything (brainstorming, writing, discussing, reviewing etc.)?
- **Will it be enough?**
 - Do you start writing the proposal from zero or you have already draft parts ready?
 - Add contingency time (e.g. you might double the initial time for some potentially difficult phases)

TIPS THAT HELPED US

- Read the guide: [How to write clearly](#) by European Commission:
 - Think before you write
 - Focus on the reader (evaluators)
 - Have a good structure
 - Keep it short and simple
 - Make sense
 - Cut out excess information
 - Be concrete, not abstract
 - Revise and check
- Formulate your idea and be 100% sure about it
- Team up with a colleague
- Be ambitious but don't exaggerate
- Have a look at the state-of-the-art and feedback received on your previous proposals
- Get comments/input from other partners
- Plan the time

