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# Applying successfully How does it work?

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# Topics



- 1) The IEE evaluation: principles & timing**
- 2) Effective proposals: the award criteria**
- 3) Get advice: your way to IEE information**
- 4) Being successful in IEE: tips and hints in a nutshell**

# IEE evaluation: Principles



## > Fair and equal treatment of all proposers

- ✓ Based on the criteria announced in the Call
- ✓ Confidential process, no conflicts of interest
- ✓ Independent external experts as advisers

## > Competitive process

- ✓ Indicative budget (per field) as guidance

## > 3 steps of the evaluation process

- ✓ Eligibility criteria
- ✓ Selection criteria
- ✓ Award criteria

# Call 2011 timeline : from proposal to Grant Agreement



\* Exception: 15 June 2011 for Priority 10.4.4 of the Call for proposals



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# Do not miss the 'musts': eligibility & selection criteria ...



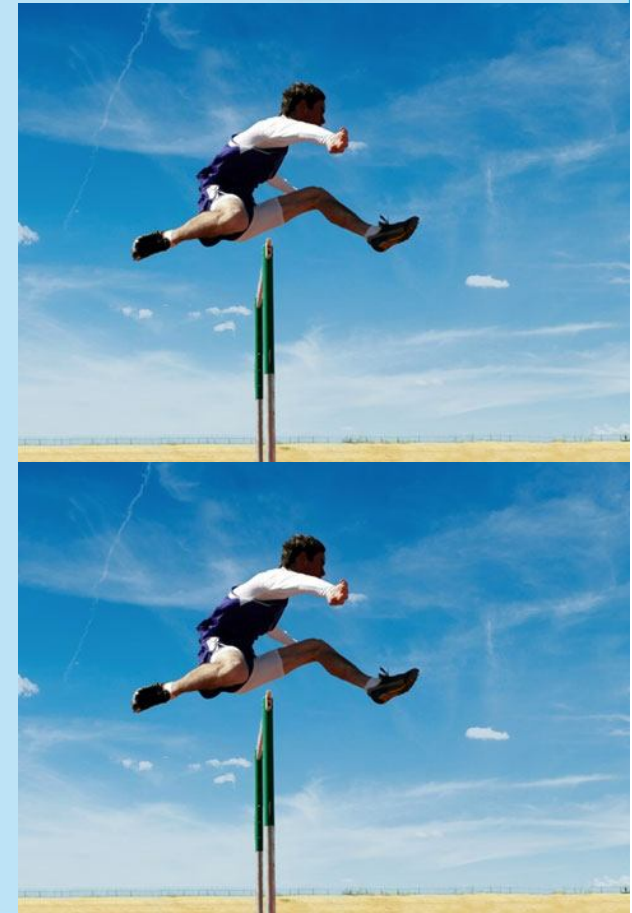
- > **Proposals can ONLY be submitted through on-line application system**
- > **Proposals must be on time**
- > **Proposal must be complete**
- > **Minimum 3 independent partners from 3 different eligible countries (EU27, Croatia, Norway, Iceland, or Liechtenstein)\*\***
- > **Proposers must prove their financial & technical capacity**

**\*\* Different/additional Criteria for 'Building Workforce Training & Qualification Initiative' and 'Mobilising local energy investment' – refer to Call text**

# ...and convince on the award criteria:



- > **5 criteria with 3 sub-criteria each**
  - > 0-10 points per criterion
  - > threshold 50% (6+)
- > **Threshold for recommended proposals: 70% (score 35+)**
- > **No secret – published in Call for proposals**
- > **Instructions & Advice included in ‘Guide for proposers’**



# Award Criteria\*\*



1. Relevance of the proposed action
  2. Quality of implementation methodology
  3. Ambition and credibility of the impacts of the proposed action
  4. EU added value
  5. Resources allocated to the proposed action
- **each with 3 sub-criteria**

! \*\* Different Criteria for 'Building Workforce Training & Qualification Initiative' – refer to Call text



# Criterion 1:

## Is our project idea relevant?



- > Focus on 2011 Call priorities
- > Show how you solve user needs and market barriers
- > Explain how you complement existing activities



- ✓ Find the priorities for 2011 in the Call text – look out for: “Priorities for action in 2011”
- ✓ Do not plan a major part on ‘state of the art’.
- ✓ Bring in market players from the start

# Criterion 2: How to convince on methodology?



- > **Care about methodology. Engage your target groups / stakeholders**
- > **Set up a clear work programme and time plan. Reflect on how to measure and monitor your performance. Show it in your work steps.**
- > **Communication is key to the IEE programme - and to your project. Provide a comprehensive plan.**



- ✓ **Be precise, explain. Define your terminology.**
- ✓ **Methodology must fit to project aim**
- ✓ **Make the different parts of your proposal fit together**



# >> Communicating your IEE project



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## Important principles:

- ✓ Have a comprehensive plan. Not all details must be defined. However, only listing loosely a series of communication tools will not be sufficient.
- ✓ Design your tools fit for purpose. Plan to communicate right from the project start.
- ✓ Targeted & audience driven
- ✓ Communicate for your target group, not for Commission
- ✓ Hire specialists where they can add value, e.g. sub-contractors for websites, publications, media work

# Criterion 3: What's “ambitious and credible” impact?



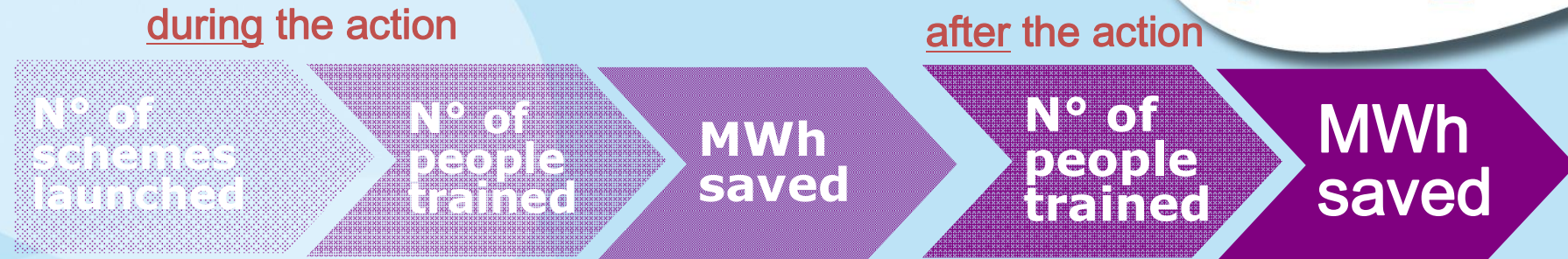
- > Visualise the scale of services/outcomes you plan to produce and deliver
- > Visualise the expected impact within and after project duration
- > Show the sustainability of your solutions beyond the IEE funding – what will continue to trigger effects?



**Use SMART indicators. Show your ambition. Use them in your work programme!**

- ✓ **Specific**
- ✓ **Measurable**
- ✓ **Achievable**
- ✓ **Relevant**
- ✓ **Time-bound**

# IMPACT Indicators: Training scheme example EUREM



**SMART = Quantification required !!**

**EUREM – European Energy Manager – transferred to 11 States, including Austria. The Austrian results so far:**

**2005** – 28 energy managers certified after first course

> Result: 26.100 MWh and 1,1 million EUR costs savings; 3,5 million EUR investment

**2010** – 219 energy managers certified; 10th course started, 11th scheduled. 2 additional spin-offs.

> Expected result: 697.000 MWh/a and 22,7 million EUR costs savings/a; 138,8 million EUR investment

# Criterion 4: How to achieve «European added value» ?



- > Evidence that EU collaboration leads to greater benefits
- > Argue and convince on the appropriate geographical focus
- > Show a clear plan and commitment for how and to whom your results will be transferred



- ✓ EU added value is more than assembling several countries
- ✓ Explain your choices
- ✓ Include transfer activities within your work programme

# Criterion 5: Score high on resources



- > **Efficient team composition, responsibilities, management**
- > **Level of hours for each work package and main task**
- > **Justification of costs and co-financing**



- ✓ **Budget must be realistic and bottom-up**
- ✓ **Make it fit: management plan fits to challenge, skills fit to tasks, volume of hours fit to tasks etc**
- ✓ **Own co-funding needs sincere reasoning**





# Recall of important budget principles:



- > **IEE projects are cost-shared projects: no profit making allowed**
  - > staff costs + overhead costs are predominant cost items
  - > staff costs based on actual, real salary + social charges
  - > evidence required for staff costs (e.g.: copies of payslips, timesheets)
- > **Flat Rate of 60% on staff costs to cover indirect costs (“overheads”) – do not need to be justified**
- > **No basic research or hardware costs accepted**
- > **EU Funding of up to 75% of total eligible costs**





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# IEE Key documents & EACI assistance



## Key Documents:



- > **‘Call for Proposals’**: award criteria, priorities and deadlines
- > **‘Work Programme’**: background, priorities and budgets
- > **Application forms & Guide for Proposers**: essential forms and guides to draw up and submit your proposal

## EACI’s help to you:

- > **EACI IEE enquiry service**: questions related to the call & rules & application form through the ‘contact’ area of the IEE website
- > **Pre-proposal check**: check of your proposal idea with regard to fitting-to-priority (no “pre-evaluation”!); open until 8<sup>th</sup> April.

# Who can help finding partners ?



- > Check with your regional/national associations for their contacts in other countries
- > Partner search facility Manag'Energy
- > Consult your National Contact Point (NCP) ! (see IEE website)
- EACI cannot recommend partners

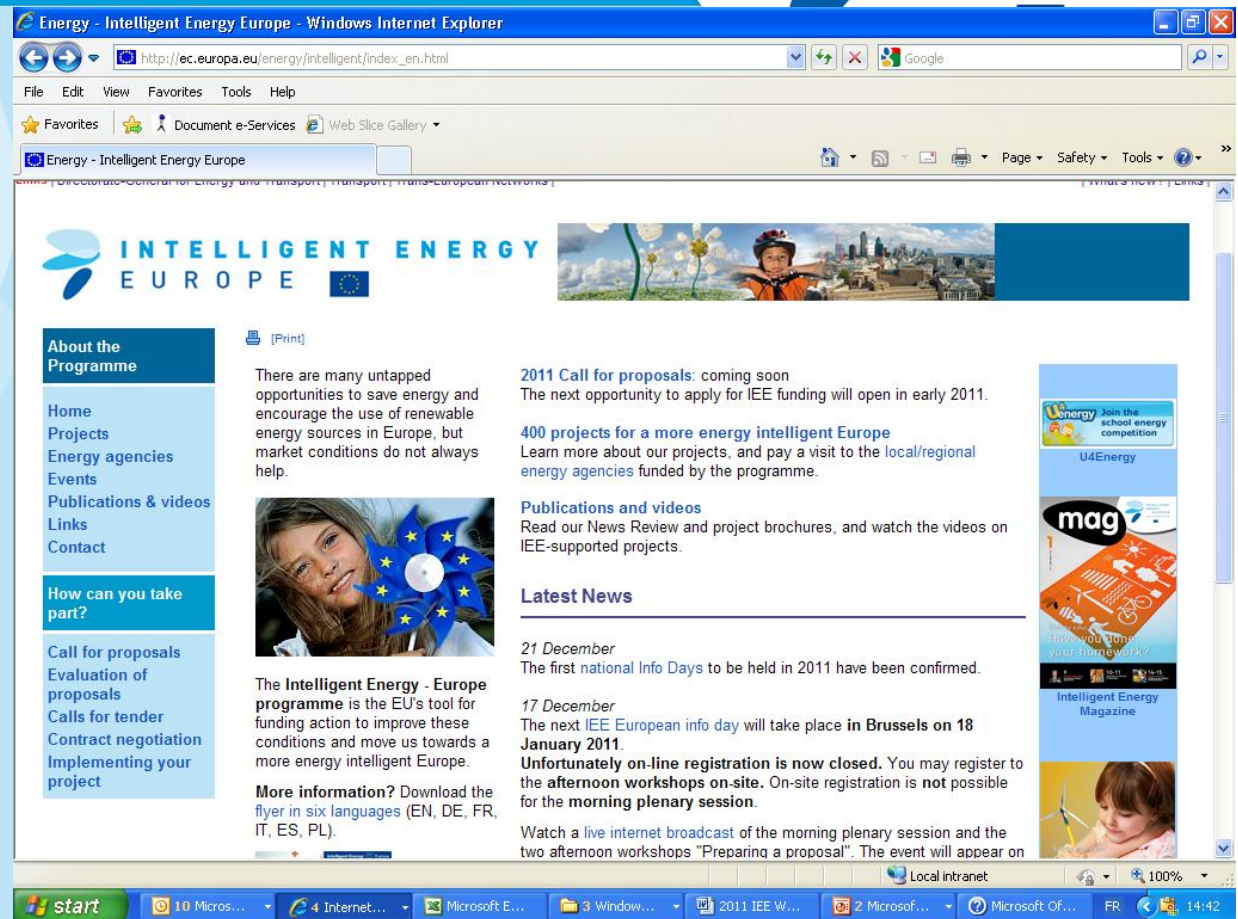
> **New launch of partner search facility: [www.managenergy.net](http://www.managenergy.net)**



# IEE website as source of information



- IEE News
- Calls for proposals & how to apply
- Project database with details of all IEE projects (>400 projects)
- Call for expert evaluators & how to apply
- Information on how to implement a project
- Contacts & help



<http://ec.europa.eu/intelligentenergy>



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# Making a successful application – the essence in short



- > **Strong competition:** be ambitious
- > **Start:** start early – a proposal needs time and evolution
- > **Project objective & Target group:** well-defined? sufficiently focussed? EU added value?
- > **Consortium:** fit for purpose? All have a clear & justified role? Balance is right for truly sharing a project? They are THE voice of the market to make a difference?
- > **Indicators:** ambitious enough to convince for value for funding? Suitable to monitor success/problems?
- > **Communication tools and channels:** sufficient resources and professional skills? Tailor made for this project?

- > **Budget**: cost-efficient and bottom-up? Based on clear indications from each partner? Follows the basic IEE budget rules?
- > **Co-financing**: be transparent and explain your co-financing scheme – don't leave blank, don't put the same for all partners...
- > **Geographical outreach**: « appropriate » focus is key
- > **Transferability**: demonstrate that public money is well invested in your project – show how more users can take up your results!

**! AND:**

- > **Easy to understand?**: Be clear and comprehensive. Only information contained in your application counts, evaluators have 2-3 hours to assess



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**We look forward to your  
proposal!**