



IEE Call for Proposals 2012: applying successfully

IT'S YOUR CALL

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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

2

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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

3

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Call 2012 timeline : from proposal to Grant Agreement



* Exception: separate deadlines for BUILD UP Skills

4

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



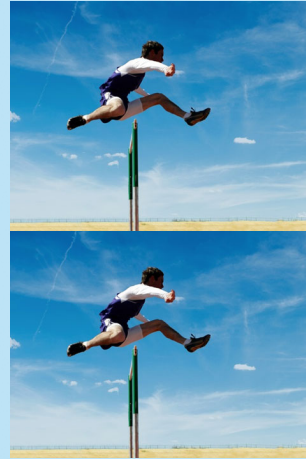
- > Proposals can **ONLY** be submitted through on-line application system (EPSS)
- > Proposals must be on time
- > Proposal must be complete
- > Minimum 3 independent partners from 3 different eligible countries** (EU, Croatia, Norway, Iceland, Liechtenstein, Former Yugoslav Republic of Macedonia)
- > Proposers must prove their financial & technical capacity

** Different/additional Criteria for 'BUILD UP Skills' and 'MLEI – Project Development Assistance': 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'**



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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/additional Criteria for 'BUILD UP Skills' and 'MLEI – Project Development Assistance': refer to Call text**

8

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Criterion 1: Is our project idea relevant?



- > Focus on 2012 Call **priorities**
- > Show how you solve **user needs** and market barriers
- > Explain how you **complement** existing activities



- ✓ Find the priorities for 2012 in the Call text – look out for: “Priorities for action in 2012”
- ✓ Do not plan a major part on ‘state of the art’.
- ✓ Bring in market players from the start

9

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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 tailor made, hire professional expertise.



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

10

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Criterion 3: What is “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**

11

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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**

12

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Criterion 5: Score high on resources



- > Efficient **team** composition, responsibilities, management
- > Level of **working 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

13

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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

14

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Key documents & 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:

- > **Enquiry service**: questions related to the call & rules & forms 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"!)

Who can help finding partners ?



- > Regional/national associations
- > Nationals Contact Point (NCP) (see IEE website)
- > Partner search facility of ManagEnergy
- > EACI cannot recommend partners



IEE website as source of information



- IEE News
- Calls information
- Project database
- Call for evaluators
- Information on how to implement a project
- Contacts & help



18

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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



THANK YOU
for your attention



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