



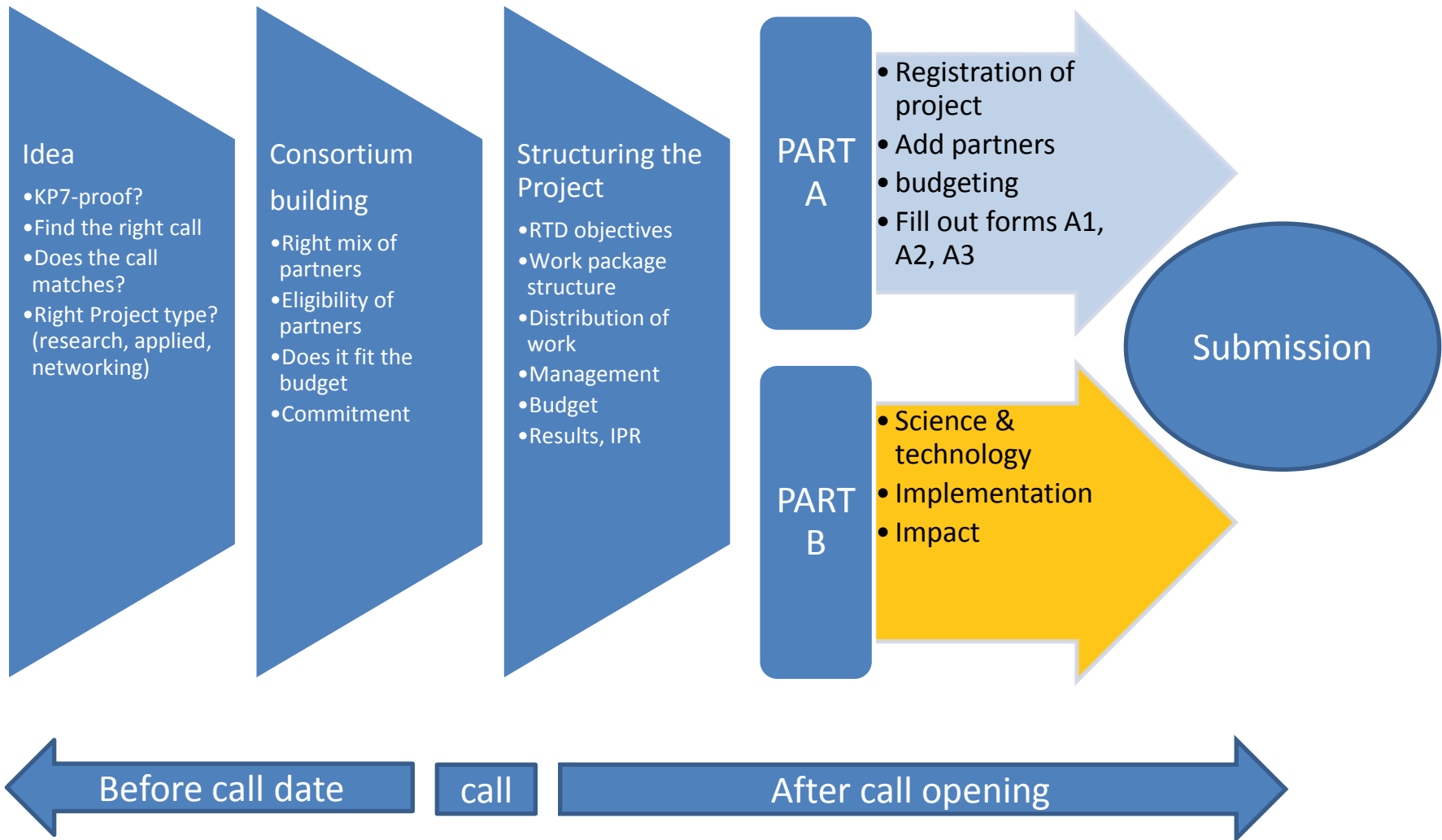
# How to become successful in FP7

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reasons for failure and tips for success

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# Steps in the preparation and submission of FP7 projects



# How to become successful in FP7

## reasons for failure and tips for success

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1. Preparation (idea/call, time, project type wanted)
2. Partnership (competition, excellence must prevail, too many)
3. Writing skills (unwritten rules, imbalance of the 3 sections, ambition)
4. Support staff (lack of)

# Preparation

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- Idea & Call text must match each other
- Check other call criteria such as project types, maximum EU contribution, SME's, 1 or 2 step submission
- Time plan: before & after the opening of calls (3 months before, 3 months after)
- Consortium meeting

# Partnership

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- Know the competition;  
[http://cordis.europa.eu/fp7/projects\\_en.html](http://cordis.europa.eu/fp7/projects_en.html)
- Excellence over geography
- Number of partners
- Registrations
- Commitment of partners

# Writing

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- Summary
- **Opening sentence & First page**
- English, abbreviations
- Number of work packages, number of deliverables, milestones
- Innovation
- Management structures and track record
- Impact- dissemination & exploitation

# Support

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- Get financial staff involved (budgeting!)
- Get legal staff, business developers involved (Impact!)
- Get managers involved (implementation)
- Get commitment from your organisation

# Thank you and good luck!

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# S&T The opening sentence

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Biofuel production, applying sustainable conversion technology chains, is needed in this world as fossil sources are running out, increasing depleting oil dependence is highly unfavoured by many governments, and these sources are inherently non sustainable due to their non-renewable nature. Climate change is increasingly attributed to greenhouse gases generated due to fossil fuel usage. This makes it necessary to look for energy sources not causing extra CO<sub>2</sub> emissions.

# The first page

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Captivate the interest of the reader

- Why bother? what problem are you trying to solve?
- It is a European priority? Or could it be solved at national level?
- Is the solution already available? In case of products, services, technology transfer.
- Why now? Is there maybe a political urgency at EU level? What would happen if the research did not take place now? Will the competition outside Europe get stronger?
- Why you? Have you the best consortium to do this work?

# How to Write- S&T

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## General Advice

- Have other people read your draft proposal; think “out of the box”
- Use specific wordings of the Work program, the call text and the evaluation criteria list
- Make references. Refer not only to science but also to (EU) policy!
- Be short, clear and use active words, avoid would’s and should’s
- Avoid modesty; just tell them you are the best and justify
- Reviewers are not allowed to read through the sentences: so you have to tell them clearly what you mean, want, think, expect etc.
- Reviewers are experts, but not necessarily in your field, so educate them. Explain things. Use graphics, pictures.
- Don’t use unexplained abbreviations