FACILITATING THE WORK OF EVALUATORS ALWAYS IS A GOOD STRATEGY!

✓ You need to get into the head of the evaluator.
✓ Fill in all fields and all sections to be evaluated, using exactly the default template structure and headings, as this greatly facilitates the work of the evaluators.
✓ PROOFREAD your proposal before submitting! It is important to pay attention to the language and evaluation criteria when writing. A clear presentation of the project benefits the applicant.

WHAT DOES A WINNING PROPOSAL LOOK LIKE?

1. Be excellent (that is “clear and logical”) in all 3 parts: excellence, impact and implementation. They all count for your evaluation score.
2. Ensure the scientific soundness of the proposal. Always respond to the specifics of the call (concept needs to be consistent and focused throughout the proposal).
3. Prove the uniqueness of your project (not just adding knowledge), couple it with realistic objectives (how is the project implemented).
4. Bear in mind that the structure of the proposal is as important as its content (e.g. your explanation of how you will solve the problems addressed). This means a good layout and design, including images (graphics, photographs, drawings...), but do not overdo it.
5. Address impact at all levels (individual, institutional, societal), not just the economic ones—impact can be understood differently (e.g. social, environmental, educational or political impact). Identify different target groups audiences to solve the problem/s of a large community.

If something is still unclear, contact your NCP!

www.net4society.eu

Project funded by the European Commission under GA no. 649180
### EXCELLENCE

**DOs**
- Define objectives clearly. Have in mind what you want to achieve.
- The project objectives must coherently respond to the size of the project.
- Try to be original, creative and innovative. How does the project differ from other projects?
- Be ambitious in relation to the “what”, but realistic on the “how”.
- Balance the consortium: choose a reliable coordinator. Try a balance between partners with different backgrounds (academic disciplines, possibly different regions, non-academic partners...).
- Provide a detailed description of your methodology, technical solutions, etc.

**DON´Ts**
- Don’t include partners for purely “decorative” purposes or mention only a single expert in a relevant scientific area. This actually weakens the proposal.
- Don’t generate doubts about the expertise of the partners by only naming one or two publications or projects. This could give the evaluator a bad impression of the expertise of the consortium.
- If you are working with case studies, don’t create a specific task to select them during the project. Case studies should be chosen beforehand, as a lack of a prior selection latter may generate doubts and risks.

### IMPACT

**DOs**
- When planning, be concrete and precise.
- Show links between different disciplines.
- Quantify the impact of the proposed dissemination, communication and exploitation measures.
- Show sustainability: Explain what happens to project results after the project.
- Talk about impact at all levels, (individual, institutional, societal), not only at an economic level.
- Take into account the policy context and all the expected impacts specifically described in the topic.
- Demonstrate how you will enhance innovation capacity and integration of new knowledge.
- A good Data Management Plan is essential.
- Guarantee a good gender balance within the consortium.

**DON´Ts**
- Don’t use general descriptions which lack a specific focus.
- Don’t forget that the impact should be related to the particular concept, not only to the call.
- Avoid undefined impacts and results in the text, or those which are not measureable (or worst, don’t even try to measure).
- Don’t quote literally the required impact from the call; instead take it as a basis and develop your own impact.
- Don’t write the Impact section at the last minute, or independently from the rest of the proposal. Impact should be integrated throughout the entire proposal.

### IMPLEMENTATION

**DOs**
- Provide details and quantification. Use tables. Ensure appropriateness of the management structures and procedures, including a risk table.
- Include well-timed tasks and activities together with a well-balanced allocation to partners, justified resources and budget.
- Create a consortium with partners who complement tasks and whose expertise is well balanced.
- Clearly mention the intended target group for each dissemination action that is addressed (e.g. end users?).

**DON´Ts**
- Don’t plan vague deliverables and milestones, or lack a “Plan B” and contingency measures.
- Don’t include unnecessary risks. Risks must be credible, and presented in combination with possible solutions.
- Don’t try to re-invent the wheel in 4 months with only 1 PM. The tasks must be possible with the number of PM requested.
- Don’t only ask friends (to be part of your project); rather, care about involving those with the right (best) expertise.

---

**FURTHER INFO:**
- Gather experience and apply to be an evaluator yourself: European Commission Experts database registration
- Evaluation criteria / Prioritization of proposals with the same score
- Success stories in SSH integration
- Net4Society Factsheet: “Increasing Impact”
- Increasing the impact of societal research
- Keys to successful integration of social sciences and humanities in H2020
- FAQ on the evaluation of social sciences and humanities in H2020 calls

---

Project funded by the European Commission under GA no. 649180