

Contents

1. Introduction
 - Purpose
 - Traits of a successful writer
 - Questions to answer before beginning
 - What does it take to be successful

2. Key questions to address
 - What is the problem/need the project solves/meets (relevance and timeliness)
 - Problem & Impact (PESTLE analysis)
 - Proposal solution
 - Aims of the project (SMART objectives)
 - What are the requirements needed to meet objectives

3. Research planning & writing
 - Preparation (project outline)
 - Work plan (WGs, tasks, activities, timeframe, milestones and deliverables)
 - Risks and their contingency plans
 - Dissemination plan
 - Impact (short/long-term)

 - Innovation
 - Implementation (Consortium as a whole, management plan, resources to be committed)
 - Sustainability of the project
 - Timeline
 - Title
 - Summary
 - Keywords
 - State-of-art (innovation focus)
 - Literature citation

4. Packaging the proposal (compelling the evaluator)
 - Compelling narrative
 - Writing tips
 - Checklist
 - Evaluators view: Features of a good proposal vs common errors