

# How to successfully write a project proposal

by

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**TEPSA** \_\_\_\_\_

Trans European Policy Studies Association



# TEPSA

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## Trans European Policy Studies Association

- ❑ The Trans European Policy Studies Association (**TEPSA**) is the first trans European research network in the field of European affairs. Founded in **1974**, it consists of **47** leading research institutes throughout Europe.
- ❑ TEPSA's aim is to provide **high quality research** on European integration based on a '**Triple A**' approach: **A**nalysis, **A**ssessment, and **A**dvice in order to stimulate discussion on policies and political options for Europe.
- ❑ TEPSA and its member institutes have engaged in a two-fold approach providing **expertise** on EU policies and politics combined with a vast experience in organising and conducting **EU-wide research, training and networks**.
- ❑ It has a **Board** composed of leading European academics and a **Secretariat** based in Brussels.



# TEPSA's projects (I)

## Integrating Diversity in the European Union

InDivEU brings together some of Europe's foremost research universities and outstanding scholars of **Differentiated Integration** with the aim to create a knowledge base on DI for **Europe's policy makers**.



**Differentiation: Clustering Excellence (DiCE)** main objective is to ensure that state-of-the-art **research on differentiation** is **translated into policy advice** and **made accessible** to policy-makers at European, national and regional levels.



EP4U aims at **raising citizens' awareness** of EU policy-making and **engage in discussions** about the work of the EU and the EP in four policy areas:

- climate & environment;
- employment & social policies;
- migration & asylum;
- non-discrimination and protection of fundamental rights.



# TEPSA's projects (II)



TEPSA is beneficiary of an Operating Grant within the Europe for Citizens programme, aimed at **making the EU more accessible to citizens** and at strengthening their civic engagement.



TEPSA cooperates with the European Parliament in providing **external expertise** in the form of studies and presentations to several EP committees in the field of **EU external relations**.



# Pre-Presidency Conferences (PPC)

- ❑ TEPSA's flagship activity, taking place twice a year in the capital of the country holding the **Presidency of the Council of the EU**.



- ❑ They bring together **academics and researchers** from the broad TEPSA network with **policy-makers, media and civil society** to discuss the agenda and challenges of the upcoming Council Presidencies.
- ❑ Researchers from the TEPSA network formulate **recommendations** to be presented to **high-level officials** of the government concerned in a plenary session.





# EU@Work Seminars



- ❑ They take place **once or twice a year** in Brussels (or online)
- ❑ One thematic seminar on a specific EU policy for **Master students and graduates** and one general seminar on EU affairs for **undergraduate students**.
- ❑ They combine **academic lectures** with **visits** to EU institutions and NGOs and **meetings** with practitioners.
- ❑ Funded by the Europe for Citizens programme, they offer students and young professionals the chance to gain **first-hand insights from researchers, EU practitioners and policymakers** on key issues of European affairs.



# TEPSA Voices

- **TEPSA Explainers:** short videos where TEPSA experts discuss salient topics of European and national politics and policies;
- **TEPSA Briefs:** policy briefs written by TEPSA experts.
- **TEPSA Student Papers:** papers written by winners of the **TEPSA student contests**



# TEPSA Voices

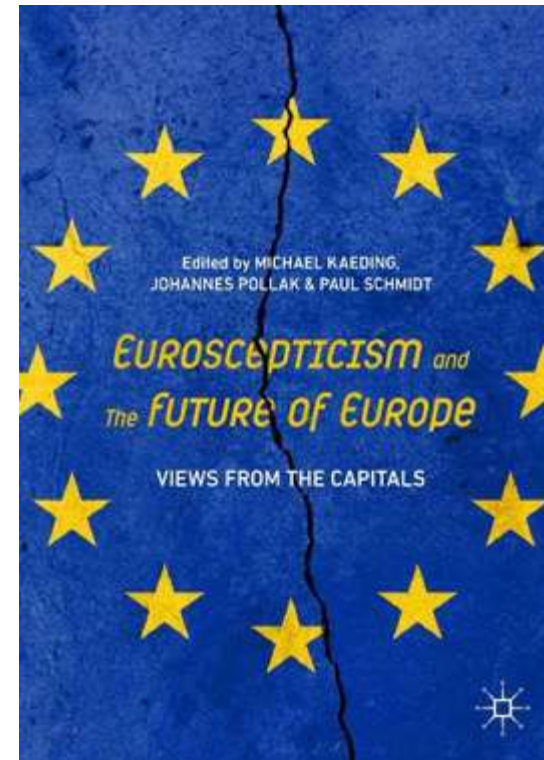
- ❑ **Europechats:** TEPSA's monthly talk show hosted by TEPSA Executive Director Mariam Khotenashvili: every episode, she asks our Secretary-General Jim Cloos about his views on the key issues facing Europe today. EuropeChats is also your opportunity to have your questions answered by a European diplomat of some 35 years with the #EuropeChats on Twitter
- ❑ **EU History Explained:** video series where we try to make sense of today's European Union by looking at its history. We are so used to hearing about politics being shaped in "Brussels", but let's consider how the EU came to be.
- ❑ **EUROPE Explained:** podcast channel by TEPSA where we bring together Europe's leading academics and experts to discuss their areas of expertise, it is available on all major podcast services.





# TEPSA Books

The book series “**The Future of Europe: views from the Capitals**”: a collections of short chapters, published every year, analysing topical European issues from the perspective of each EU Member State and neighbouring countries, and helping understand the future of the European project.





# HOW TO SUCCESSFULLY WRITE A PROJECT PROPOSAL

## Intro I

Why writing a project proposal?



# Why writing a project proposal?

- Diversification of budget → **ORGANISATION GROWTH**
- Networking → **DEVELOP EXPERTISE & ENHANCE VISIBILITY**
- Mobility → **DEVELOP EXPERTISE & ENHANCE VISIBILITY**



# HOW TO SUCCESSFULLY WRITE A PROJECT PROPOSAL

## Intro 2

What is a project?



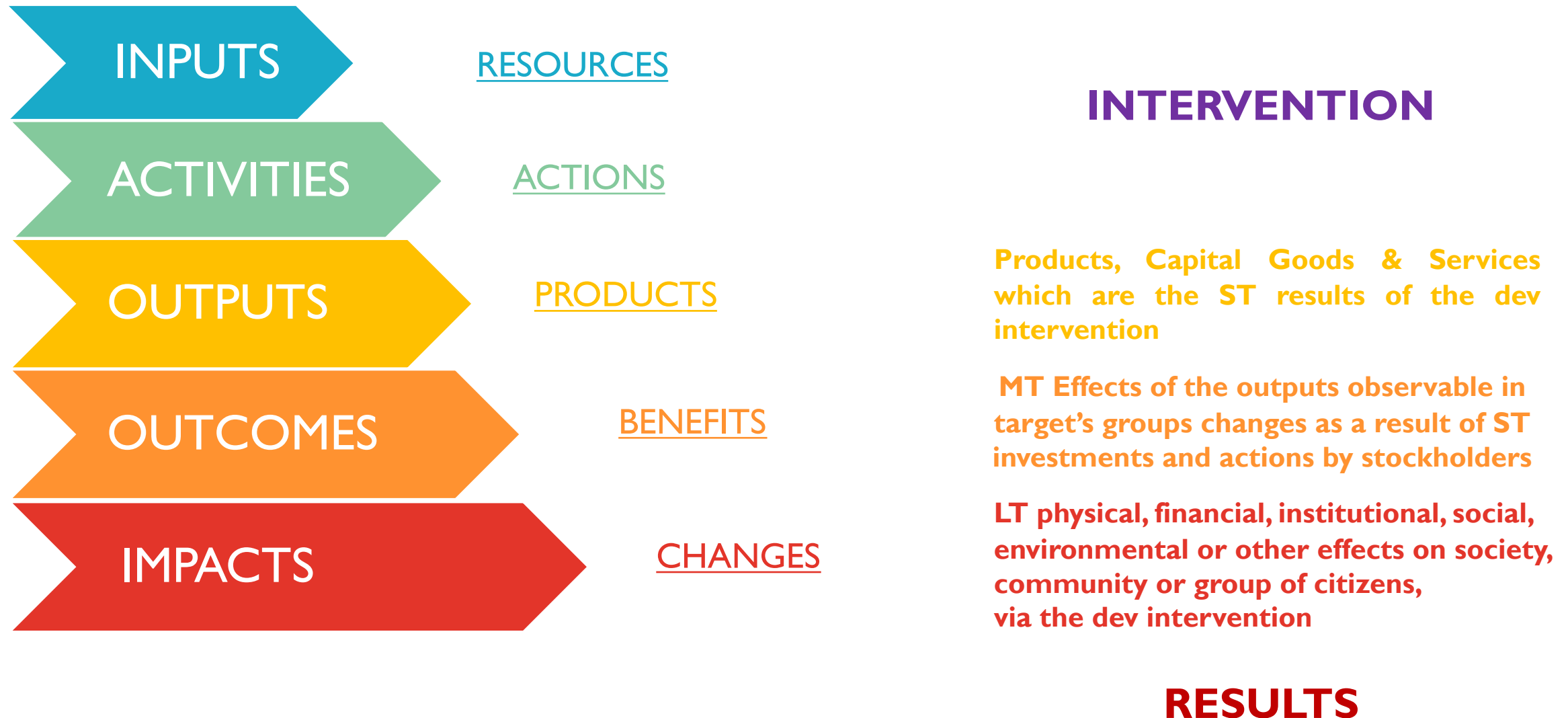
# What is a project ?

- A piece of planned work or an **activity** that is finished over a **period of time** and intended to achieve a particular **purpose**
- A **sequence of tasks** that must be completed to attain a certain **outcome**

DESIGNING A PROJECT IS A **PROSPECTIVE EXERCISE**



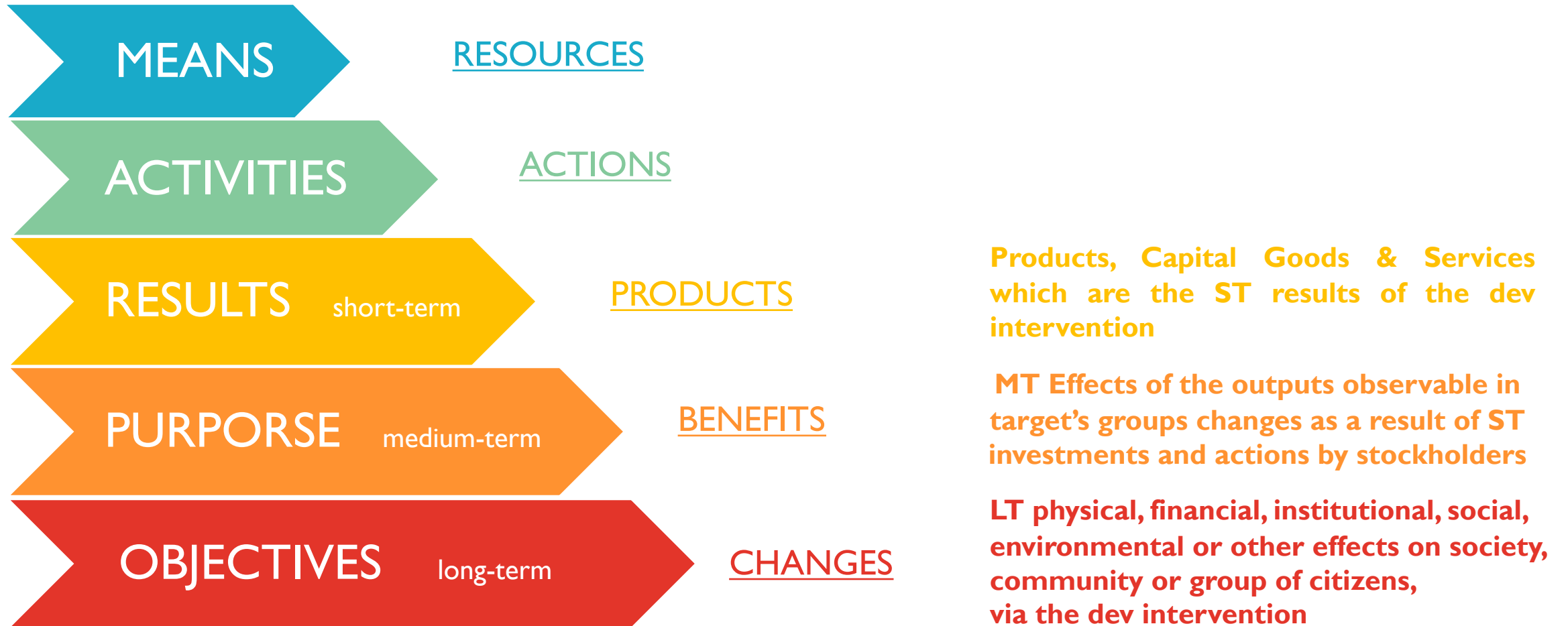
# Project as a logic model





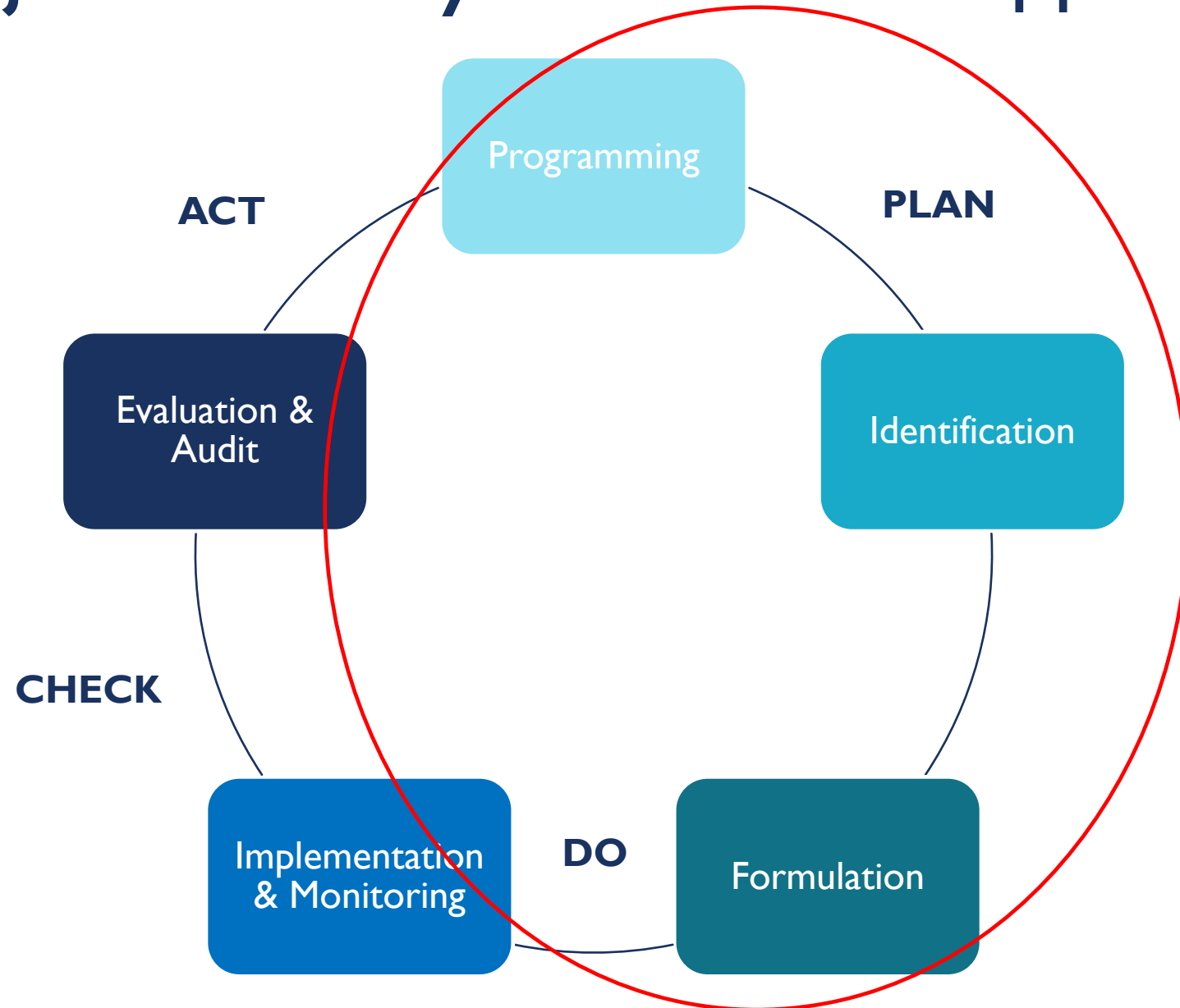


# Project as a result chain





# Project Life Cycle – PDCA approach





# HOW TO SUCCESSFULLY WRITE A PROJECT PROPOSAL

Step 1

Programming



# Top-down approach

Government and ministries

International organisations

## **FUNDING OPPORTUNITIES**

Regional organisation

Foundations

EU Programmes



# Bottom-up approach

Nature of my organisation

Expertise &  
previous experiences

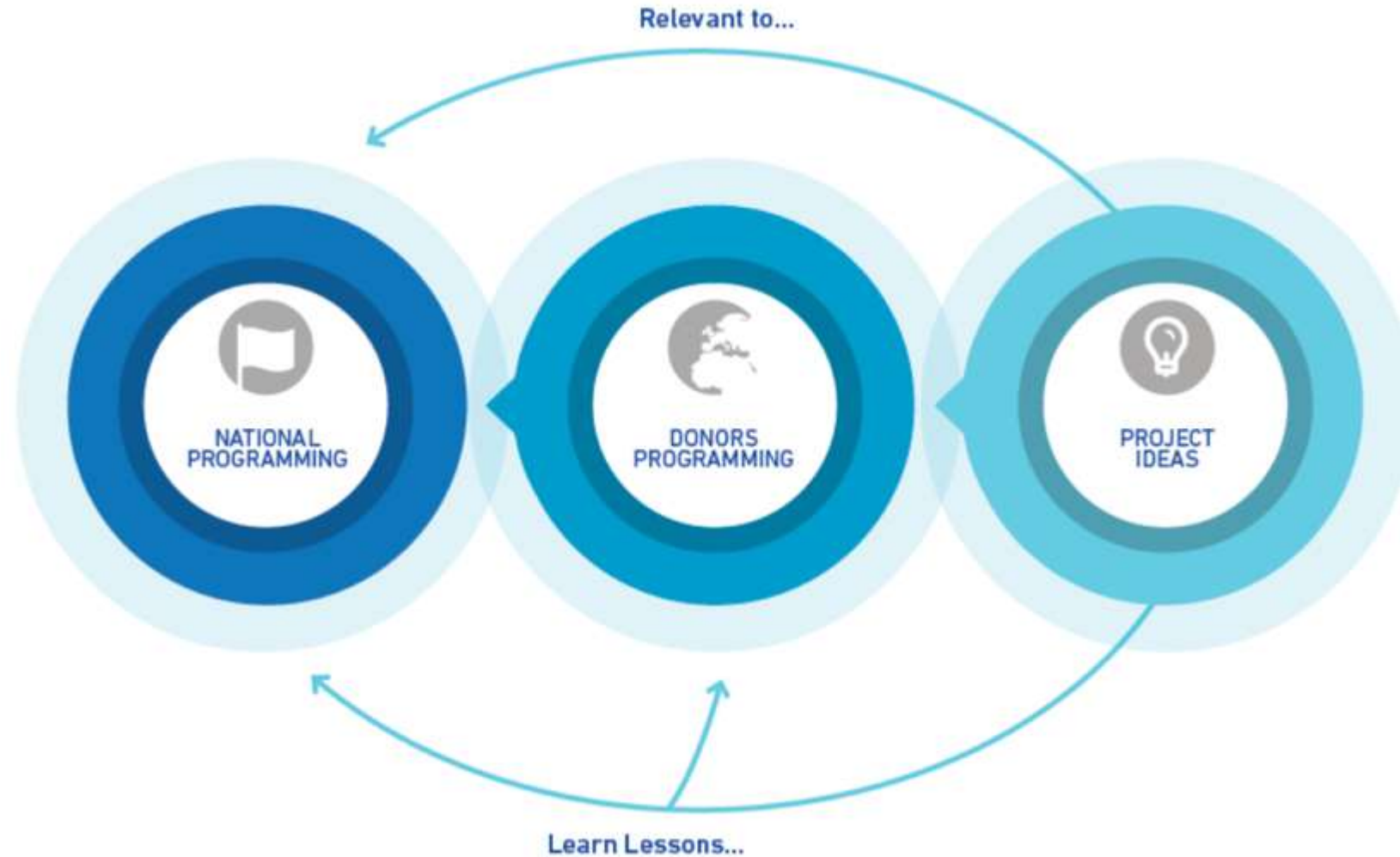
**WHAT DO I WANT TO ACHIEVE?**

Funding

Stakeholders



# Linking Policies to Projects



\*Source: Rui Miguel Santos, Course on Project Management, College of Europe, Bruges, 2017





# HOW TO SUCCESSFULLY WRITE A PROJECT PROPOSAL

## Step 2

### Identification



**READ THE CALL**



# Planning and checklist

- Eligibility Criteria
- Deadline for submissions
- Scope of the proposal
- Do I need a consortium → What is my role?
- Who can write the proposal?



# How to build the programme

- Research question and research aim
- Contextualisation of the topic and policy fields that are mentioned
- Research tasks, areas or countries
- Broader programme aim
- Envisaged length



# Identify the stakeholders





# Build your work plan







# Define your timeline





# Budget planning





# HOW TO SUCCESSFULLY WRITE A PROJECT PROPOSAL

Step 3

Writing



# Things to keep in mind

- Language
- Keywords
- Structure
- **WORD LIMIT!**



# Useful documents

- Template and guidelines
- National Contact Points
- Evaluation criteria



# Assessment Indicators

RELEVANCE

The project meets demonstrated and high priority needs

EFFECTIVENESS

The project is delivering the anticipated benefits and is being well managed

EFFICIENCY

Efficiency measures the outputs – qualitative and quantitative – in relation to the inputs

IMPACT

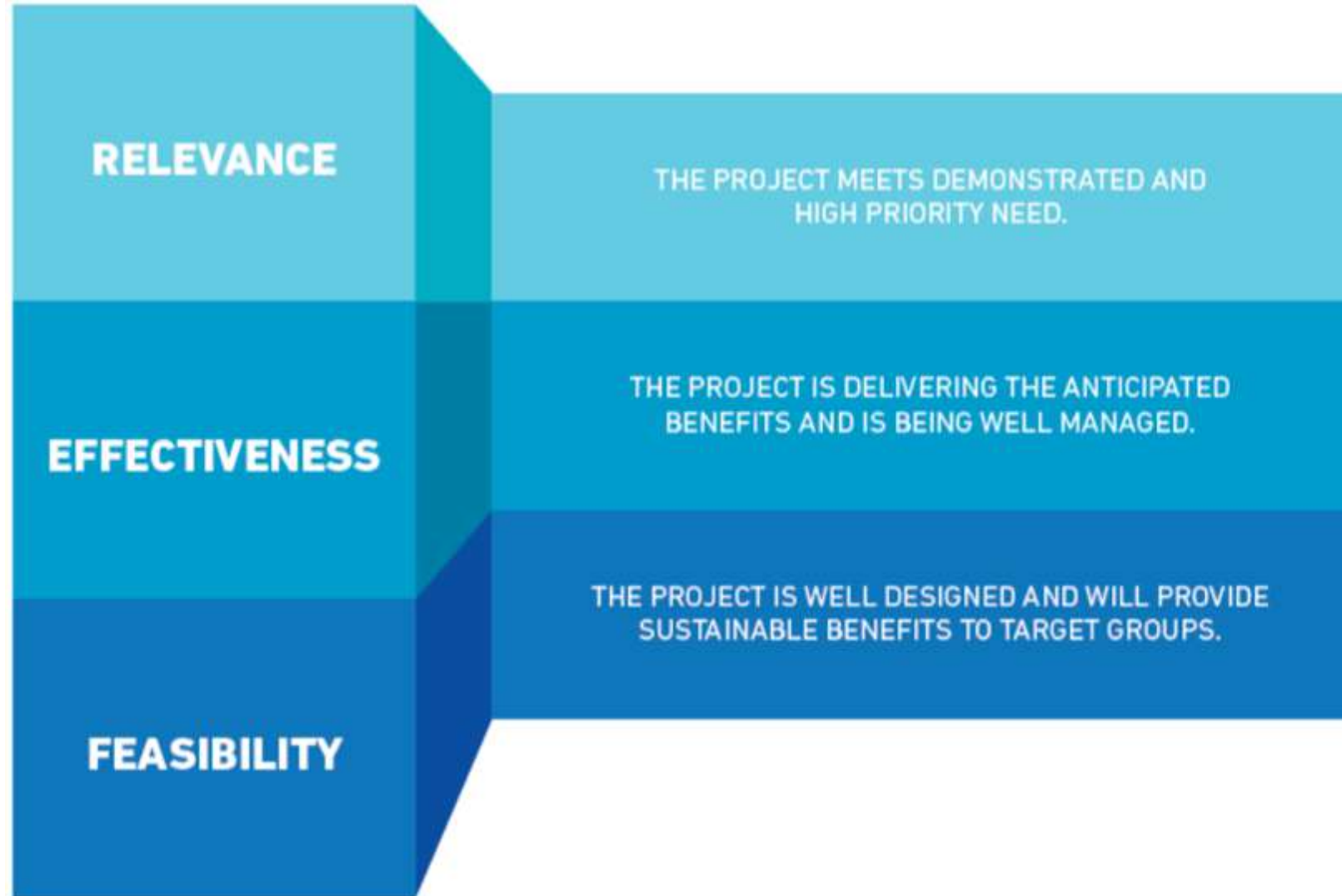
The positive and negative changes produced directly or indirectly, intended or unintended

SUSTAINABILITY

Sustainability is concerned with measuring whether the benefits of an activity are likely to continue after donor funding has been withdrawn



# Assessment Criteria





# Relevance

- Consistency with Government Policies?
- Stakeholders & Target Groups Clearly Identified?
- Problems Properly Analysed?
- Lessons Learned Incorporated in Strategy?





# Feasibility

- Objectives and Work Programme are Clear?
- Resources and Costs Implications are Clear and Feasible?
- Management and Financial Arrangement are Clear?
- The project is sustainable?



# Effectiveness

- Project remains relevant and feasible?
- Objectives are being achieved?
- Project is being well managed?
- Sustainability issues are being addressed?
- Good PCM Practices are being followed?



# HOW TO SUCCESSFULLY WRITE A PROJECT PROPOSAL

Summary



# Remember to...

- ... explore existing funding opportunities
- ... match your research / project plans with the funding authority
- ... make sure that you and your partners are eligible
- ... make sure that you have the capacity to write a successful proposal
- ... consult as many information services available
- ... read the call and relevant documents



# Useful links EU funding

[EU Funds for the Balkans](#)

[Funding and tender opportunities](#)

[Horizon Europe](#)