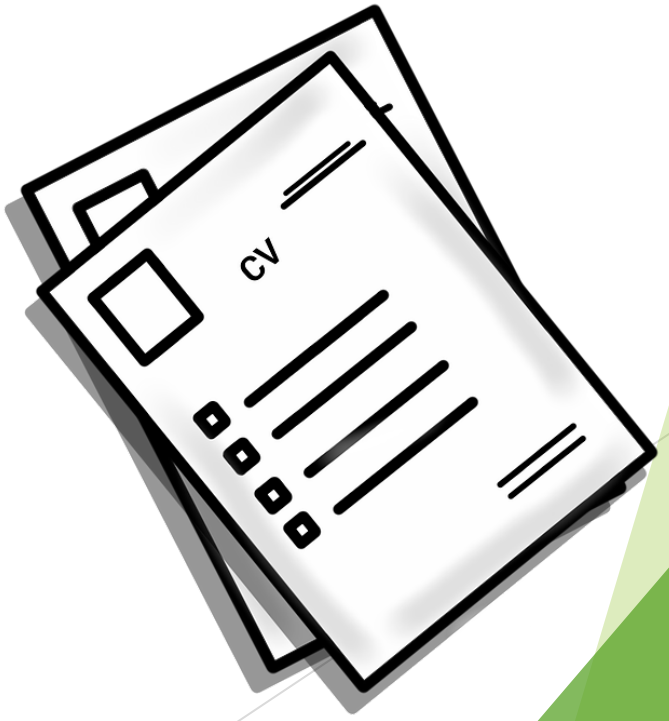
Communicating the ITN Proposal to the Experts

Hanne Volpin, November 2019

המינהלת הישראלית למו"פ האירופי
Israel-Europe R&I Directorate

Hanne Volpin

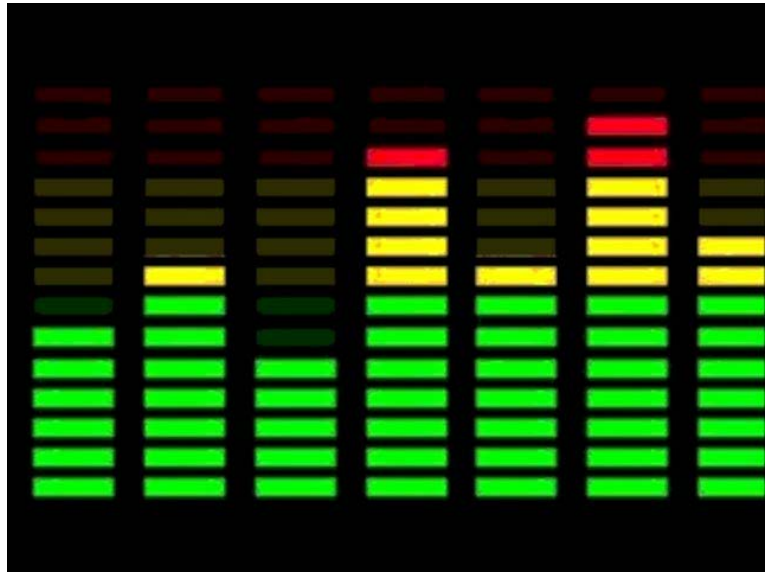
- ~15 years experience as an evaluator
- Background in Industry + academia



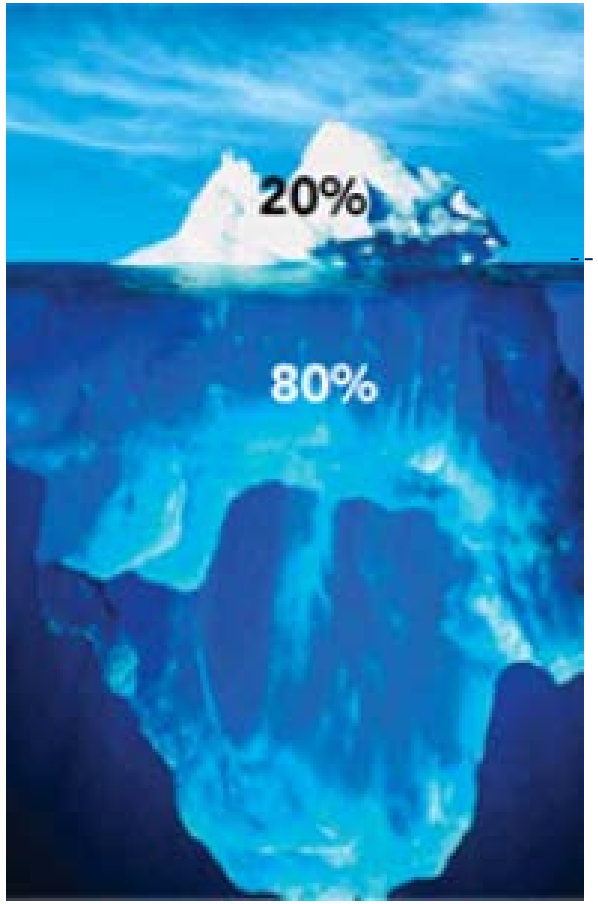
Communication - Exercise

- Imagine (John Lennon)
- We are the Champion (Queen)
- Billie Jean (Michael Jackson)
- Blowin' in the Wind (Bob Dylan)
- Hotel California (Eagles)
- Yellow Submarine (Beatles)
- Happy Birthday to You (Traditional)
- Like a Prayer (Madonna)
- Hallelujah (Leonard Cohen)
- Yesterday (Beatles)

Learning and Unlearning



Two Kinds of Knowledge



Explicit knowledge

- Data, information
- Documents
- Records
- Files

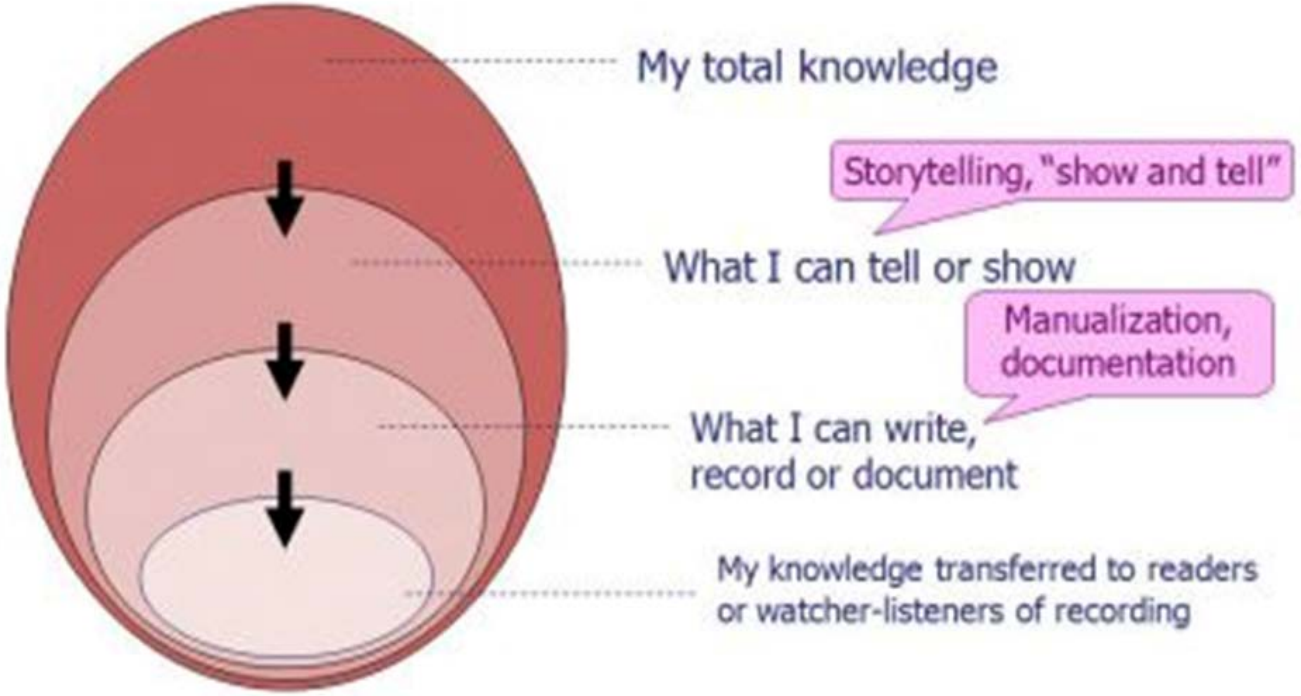
Tacit knowledge

- Experience
- Thinking
- Competence
- Deed

Knowledge Sharing

Tacit Knowledge	Explicit Knowledge
Drawn from experience and is the most powerful form of knowledge	Can become obsolete quickly
Difficult to articulate formally	Formal articulation possible, and can be processed and stored
Difficult to communicate and share	Easily communicated and shared
Includes privately held insights, feelings, culture and values	Formally articulated and public
Hard to steal or copy	Can be copied and imitated easily
Shared only when individuals are willing to engage in social interaction	Can be transmitted

Not all Knowledge Can Be Shared



I know more than I can tell; I can tell more than I can write.

All rights Reserved – Michael Tsur Adv. – Tsur Method

And we are asking you to communicate best ideas in writing…….

Evaluation - Technically

- Evaluate based on criteria in work programme
- Evaluate ONLY what is written in the proposal
- Disregard any content outside page limit

Experts Need HELP!

- Make it clear in first three statements:
  - What is the aim of the project?
  - Why is the project important?
  - What will be achieved at end of project?

No Tapping!!!!

The Help

- For each criteria and sub criteria include appropriate sub-headings matching evaluation criteria
  - Answer the question

- For example:
  - What are the innovative aspects of the research programme?
  - The innovative aspects of the research programme are x, y and Z

Quantify each statement

- ESR's will take part in outreach events in local secondary schools.
- ESR 1-4 will prepare activity x which will last x hours in schools x,y and Z during month x year x. Assessment of the outreach activity will be conducted by survey x

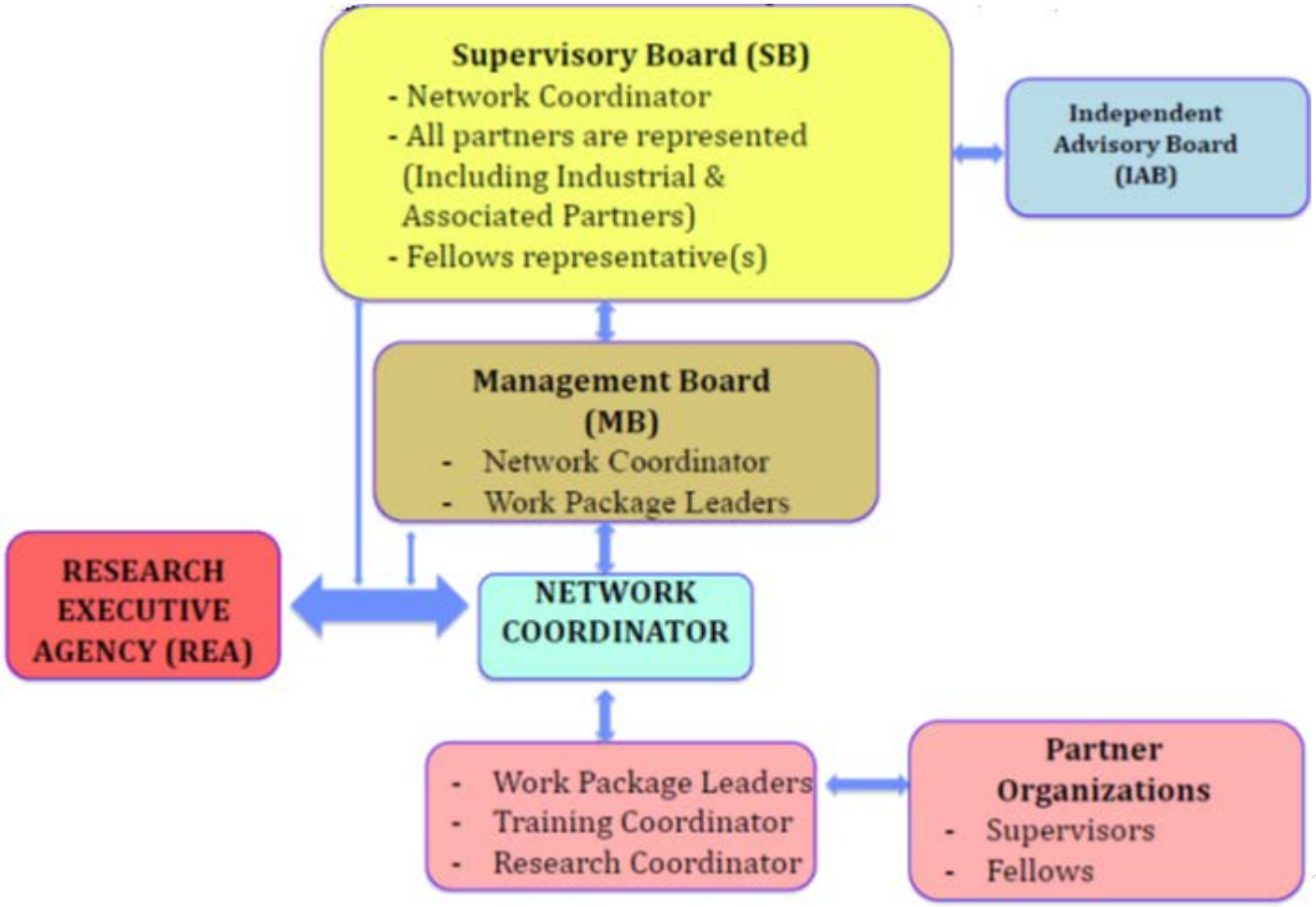
Qualify each statement

- Project X is a highly innovative research programme which will ensure the new academic ESRs are trained to become proficient researchers.

- Project X is highly innovative in its training programme because .....x, y and z. It will ensure the trained ESR's achieve cutting edge in skills x y and z, have intersectoral training at x to provide knowledge of y, and network training z to gain x and z.

A picture is worth a thousand words

Management Structure (Example)



Success is in the detail! Examples

- Check eligibility criteria (they DO change), also for re-submissions!
- Check for consistency between the parts
- Gender Issues: Both if relevant for the research topic and also in the management
- Risks:
  - Specific research project risks
  - Consortium and general project management risks

Excellence – Critical Comments

- The description of the state-of-the-art in the field is not comprehensive and the originality and innovative aspects of the proposal are not documented.
- Superficial or unconvincing description of the research methodology.
- Lack of synergies between the proposed individual projects.
- Insufficient interdisciplinary/multidisciplinary dimensions of the research training program.
- Unsatisfactory presentation of the intersectoral aspects of the network & the role(s) of the industrial partners in research & training activities.
- Inadequate exposure of the ESRs to another sector and lack of meaningful secondments.
- Insufficient network-wide and complementary skills training.
- Unsatisfactory quality of supervision.

Implementation – Critical Comments

- Poorly described Work Plan lacking a credible time plan, and/or deliverables, and/or milestones, and/or Gantt chart, etc.
- The credibility of the Work Plan is low due to the lack of contingency planning for potential pitfalls and possible failures.
- No description of the individual ESR projects is provided.
- The presentation of the management structure, including the decision making process, is inadequate.

Impact – Critical Comments

- The network benefits to the researchers' career prospects are not sufficiently highlighted.
- Inadequate demonstration of the network's contribution to building long-lasting collaborations between European institutions.
- Insufficient attention to enhancing public-private sector collaborations on research and training.
- Absence of clear plans for exploitation of the results and protection of IPR.
- No clear measures to ensure dissemination of the Network's results and a lack of outreach activities to educate the general public

Double check that the proposal:

- Addresses ALL the evaluation criteria and subcriteria.
- Present the strengths of the network

Good Luck

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