

Successful application forms – how to get there?

some considerations

Interact, Stockholm, 18 February 2016

Overview

- I. Programme FL-NL and my function
- II. Getting relevant information in application form
- III. How to create a link between programme and project intervention logic?
- IV. Project work plan/work packages

I. Programme FL-NL

Context:

- 10 million inhabitants
- 23.746 km²
- Central in N-W Europe



Focus points:

- SMEs
- Lowering administrative burden

I. Programme FL-NL: Structure of JS

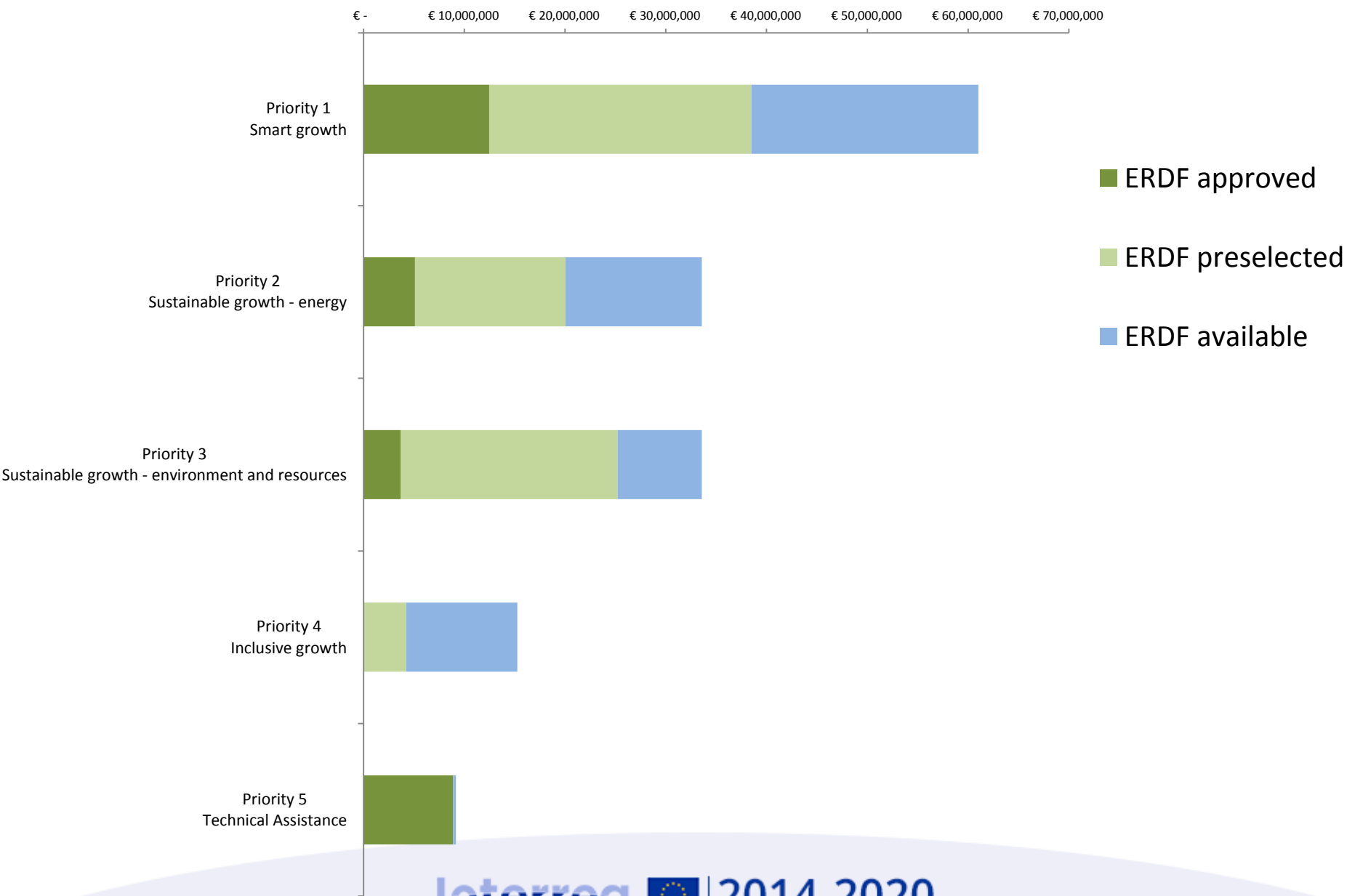


I. Role of Quality Manager

- Within JS, reporting to Director
- NOT (external) consultant reporting to Monitoring Committee
- Aim: quality projects + quality procedures (internal + external)
- Responsibilities: project selection (advise), eligibility rules, state aid, procedures, ...

I. Progress of CP

- 2-step (minimum) procedure
- 1st call:
 - 101 proposals, 21 preselected
 - 10/21 approved to date (€ 21 million ERDF, 15% of total)
- 2nd call:
 - 53 proposals, 19 preselected
 - Application deadline: 31/03/2016
- 3rd call: scheduled end 2016-beginning 2017



II. Getting relevant information in application form

1. Asking the right questions
2. Providing guidance

1. Asking the right questions

Only the right questions!

- > avoid asking information not needed for assessment
- > Interact HIT CBC application form

2. Providing Guidance

Main principles:

- “understanding enhances quality”
- intensive personal guidance
- linkages between tools
- clear division between ‘rules’ and ‘guidance’
- guiding tools are never ‘ready’

2. Providing Guidance

- a) Guidance tools '[project proposal](#)' (1st step) and '[project application](#)' (2nd step):
- based on experience application forms of 1st call
 - for every question:
 - explanation what information is expected
 - reference to relevant assessment criteria
 - indicative amount of signs needed
 - best practices
 - reference to other guiding tools and programme rules (where relevant)

2. Providing Guidance

b) Indicator information sheets (CI's + PSI's):

CO26: Aantal ondernemingen dat samenwerkt met onderzoeksinstituten

1A	1B	2A	2B	2C	3A	3B	3C	4
	X			X		X		

Er is sprake van samenwerking als er directe interactie is tussen de onderneming(en) en de onderzoeksinstituut. Deze directe interactie moet blijken uit de beschrijving van het werkpakket waarrond zij samenwerken. Eén of meerdere van de samenwerkende partijen (onderzoeksinstituten of ondernemingen) mag de steun ontvangen, de ondernemingen hoeven niet per se projectpartner (light) te zijn, zij kunnen ook betrokken zijn als actieve doelgroep.

Deze indicator kan cijfermatig overlap met indicator 5 (CO41) vertonen.

Onderneming: op winst gerichte organisatie die producten produceert en/of diensten levert om aan marktbehoeften te voldoen.

Onderzoeksinstituut: een organisatie waar O&O behoort tot de primaire activiteiten.

2. Providing Guidance

c) Minimum standards project outputs:

- aim: common understanding of types of output
- 'definitions' of e.g.: action plan, analysis, market research, feasibility study, impact assessment, pilot, road map
- good and bad real life examples (IV + V)
- 2nd stage (not online)

2. Providing Guidance

- d) Overview selection criteria (incl. 'how to read them?')
- e) Tips&tricks 'financial tables of application form'

2. Providing Guidance

f) Other guidance tools

- tips&tricks ‘how to use the online application platform’
- industrial research vs experimental development
- possibilities for SMEs
- structuring the project administration
- info sheet ‘project partner light’
- FAQ list (content CP, eligibility, financing, partners, definitives,...)

III. Link programme and project intervention logic

- Starting point: clear intervention logic in CP
- 1^{ste} stage of selection procedure is critical
- text + numbers (indicators, budget)

III. Link programme and project intervention logic

- JS staff/contact points:
 - mind set
 - common understanding
- Procedures:
 - 2nd stage: full assessment, incl. relevance for CP
 - 'refer back' option (x times)
 - 'official' feedback after every stage
- Monitoring Committee:
 - mind set
 - common understanding

IV. Project work plan/work packages

- application form limits # of WPs and activities
=> forced to think about application structure
- case by case approach
- guidance included in tools ‘project proposal’ and ‘project application’
- feedback after every stage
- logical application structure is a means, not an end

Questions?