



Excellence Section for RIA and IA

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Food, Agriculture and Climate

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Application Form – Part B structure

1. EXCELLENCE

What
What is the project about?

2. IMPACT

Why
Why should we do the project? What is its value?

3. IMPLEMENTATION

How
How to achieve the objectives?

3 Main Rules for Proposal Writing

Fit to the topic text

HORIZON-CL4-2022-BIODIV-01-09: Understanding the role of behaviour, gender specifics, lifestyle, religious and cultural values, and addressing the role of enabling players (civil society, policy makers, financing and business leaders, retailers) in decision making

Specific conditions	
Expected EU contribution per project	The Commission estimates that an EU contribution of between EUR 3.00 and 4.00 million would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submission and selection of a proposal requesting different amounts.
Indicative budget	The total indicative budget for the topic is EUR 10.00 million.
Type of Action	Research and Innovation Action

Expected outcome: In line with the EU biodiversity strategy, a successful proposal will develop knowledge and tools to understand the role of transformative change for biodiversity policy making, finance and business leaders, address the indirect drivers of biodiversity loss, and initiate, accelerate and upscale biodiversity-relevant transformative changes in our society.

The projects should address **all** of the following outcomes:

- Inform approaches tackling biodiversity loss and implementing nature-based solutions that consider how behaviour, lifestyles, religious, societal and cultural values shape the choices of producers and consumers, institutions and their policy decisions.
 - The motives behind broad societal changes and transitions are taken up in the design of relevant policies, communication and engagement campaigns and other actions.
 - Leverage points in those sectors with the greatest impact on biodiversity are addressed, as the role of decisive actors (civil society, education institutions, policy makers, financing and business leaders, retailers) and their inter-sectoral consultation is known. This includes human rights and due diligence across economic value chains, as well as the role of employment patterns for a just transition.
 - The understanding of the biodiversity inter-dependencies of the SDGs has improved; DUEC and DUEC are strengthened by the contribution of European research and innovation. Approaches, tools and knowledge influence policies at the adequate level on transformative change for biodiversity – the key elements for this change are delivered by the portfolio of cooperating projects of which these projects form part.
- Eligible:** Proposals should engage with civil society organisations – in particular those working on gender, diversity, equity and inclusion –, social partners, policy makers, financing, industry and business leaders, and retailers and related (such as religious and cultural) institutions when addressing the role of enabling players for transformative changes in

Address evaluation criteria



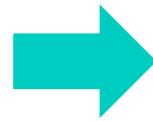
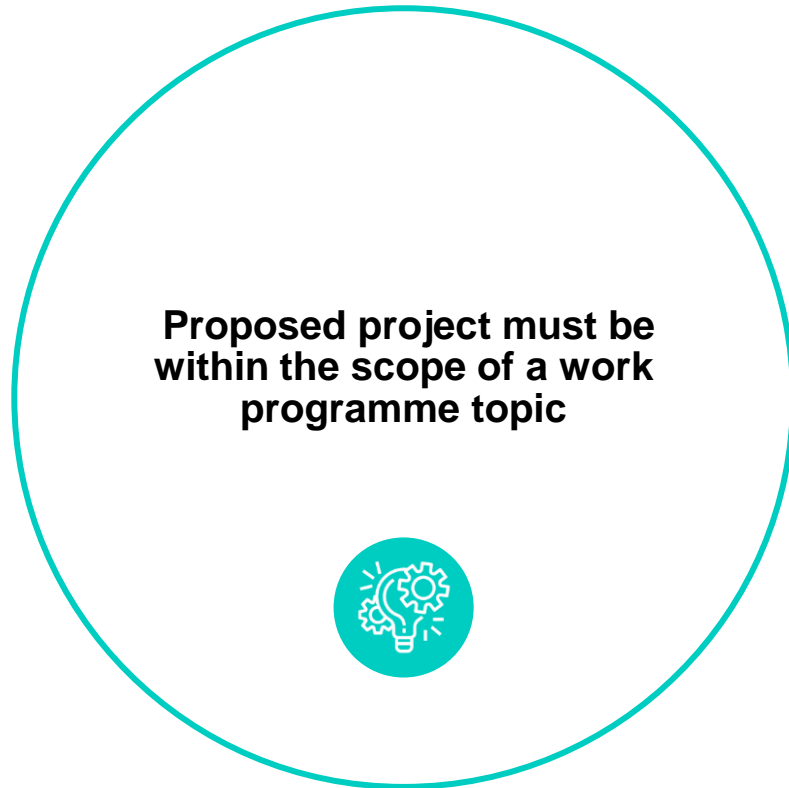
Follow the proposal template

Horizon Europe Programme
Standard Application Form (RIA, IA)

Application form (Part A)
Project proposal – Technical description (Part B)

Version 2.0
22 April 2021

Topic Text



Structure of a Topic

TOPIC IDENTIFIER: TOPIC TITLE

Specific Conditions

Expected EU contribution per project
Indicative budget
Type of Action
Eligibility conditions

Expected Outcome

Projects/Activities will contribute to...

Scope

Description of background
Projects should explore/develop/improve...

Evaluation Criteria for Excellence (RIA/IA)



Clarity and pertinence of the **project's objectives**, and the extent to which the proposed work is **ambitious**, and goes **beyond the state-of-the-art**.

Soundness of the proposed **methodology**, including the underlying concepts, models, assumptions, inter-disciplinary approaches, appropriate consideration of the **gender dimension** in research and innovation content, and the quality of **open science practices** including **sharing and management of research outputs** and **engagement of citizens, civil society and end users** where appropriate.

Proposal Template - Excellence



1. Excellence

- ⚠ *The following aspects will be taken into account only to the extent that the proposed work is within the scope of the work programme topic.*

1.1 Objectives and ambition [e.g. 4 pages]

- Briefly describe the objectives of your proposed work. Why are they pertinent to the work programme topic? Are they measurable and verifiable? Are they realistically achievable?
- Describe how your project goes beyond the state-of-the-art, and the extent the proposed work is ambitious. Indicate any exceptional ground-breaking R&I, novel concepts and approaches, new products, services or business and organisational models. Where relevant, illustrate the advance by referring to products and services already available on the market. Refer to any patent or publication search carried out.
- Describe where the proposed work is positioned in terms of R&I maturity (i.e. where it is situated in the spectrum from 'idea to application', or from 'lab to market'). Where applicable, provide an indication of the Technology Readiness Level, if possible distinguishing the start and by the end of the project.

- ⚠ *Please bear in mind that advances beyond the state of the art must be interpreted in the light of the positioning of the project. Expectations will not be the same for RIAs at lower TRL, compared with Innovation Actions at high TRLs.*

1.2 Methodology [e.g. 15 pages]

- Describe and explain the overall methodology, including the concepts, models and assumptions that underpin your work. Explain how this will enable you to deliver your project's objectives. Refer to any important challenges you may have identified in the chosen methodology and how you intend to overcome them. [e.g. 10 pages]
 - ⚠ *This section should be presented as a narrative. The detailed tasks and work packages are described below under 'Implementation'.*
 - ⚠ *Where relevant, include how the project methodology complies with the 'do no significant harm' principle as per Article 17 of [Regulation \(EU\) No 2020/852](#) on the establishment of a framework to facilitate sustainable investment (i.e. the so-called 'EU Taxonomy Regulation'). This means that the methodology is designed in a way it is not significantly harming any of the six environmental objectives of the EU Taxonomy Regulation.*
- Describe any national or international research and innovation activities whose results will feed into the project, and how that link will be established; [e.g. 1 pages]
- Explain how expertise and methods from different disciplines will be brought together and integrated in pursuit of your objectives. If you consider that an inter-disciplinary approach is unnecessary in the context of the proposed work, please provide a justification. [e.g. 1/2 page]
- For topics where the work programme indicates the need for the integration of social sciences and humanities, show the role of these disciplines in the project or provide a justification if you consider that these disciplines are not relevant to your proposed project. [e.g. 1/2 page]

- Describe how the gender dimension (i.e. sex and/or gender analysis) is taken into account in the project's research and innovation content [e.g. 1 page]. If you do not consider such a gender dimension to be relevant in your project, please provide a justification._

⚠ *Note: This section is mandatory except for topics which have been identified in the work programme as not requiring the integration of the gender dimension into R&I content.*

⚠ *Remember that that this question relates to the content of the planned research and innovation activities, and not to gender balance in the teams in charge of carrying out the project.*

⚠ *Sex and gender analysis refers to biological characteristics and social/cultural factors respectively. For guidance on methods of sex / gender analysis and the issues to be taken into account, please refer to http://ec.europa.eu/research/swafs/gendered-innovations/index_en.cfm?pg=home*

- Describe how appropriate open science practices are implemented as an integral part of the proposed methodology. Show how the choice of practices and their implementation are adapted to the nature of your work, in a way that will increase the chances of the project delivering on its objectives [e.g. 1 page]. If you believe that none of these practices are appropriate for your project, please provide a justification here.

⚠ *Open science is an approach based on open cooperative work and systematic sharing of knowledge and tools as early and widely as possible in the process. Open science practices include early and open sharing of research (for example through preregistration, registered reports, pre-prints, or crowd-sourcing); research output management; measures to ensure reproducibility of research outputs; providing open access to research outputs (such as publications, data, software).*

- Research data management and management of other research outputs:** Applicants generating/collecting data and/or other research outputs (except for publications) during the project must provide maximum 1 page on how the data/ research outputs will be managed in line with the FAIR principles (Findable, Accessible, Interoperable, Reusable), addressing the following (the description should be specific to your project): [1 page]

Types of data/research outputs (e.g. experimental, observational, images, text, numerical) and their estimated size; if applicable, combination with, and provenance of, existing data.

Findability of data/research outputs: Types of persistent and unique identifiers (e.g. digital object identifiers) and trusted repositories that will be used.

Accessibility of data/research outputs: IPR considerations and timeline for open access (if open access not provided, explain why); provisions for access to restricted data for verification purposes.

Interoperability of data/research outputs: Standards, formats and vocabularies for data and metadata.

Reusability of data/research outputs: Licenses for data sharing and re-use (e.g. Creative Commons, Open Data Commons); availability of tools/software/models for data generation and validation/interpretation /re-use.

Curation and storage/preservation costs; person/team responsible for data management and quality assurance.

⚠ *Proposals selected for funding under Horizon Europe will need to develop a detailed data management plan (DMP) for making their data/research outputs findable, accessible, interoperable and reusable (FAIR) as a deliverable by month 6 and revised towards the end of a project's lifetime.*

⚠ *For guidance on open science practices and research data management, please refer to the relevant section of the [HE Programme Guide](#) on the Funding & Tenders Portal.*

Chapters in the Excellence Section

1.1

Objectives and
Ambition

e.g. 4 pages

1.2

Methodology

e.g. 15 pages

Objectives & Ambition

1.1

Objectives and
Ambition

e.g. 4 pages

Describe your objectives

**Describe your project's ambition
compared to the state-of-the-art**

Objectives Need to Be SMART

Specific **M**easurable **A**chievable **R**elevant **T**ime-bound

Tips:

- Define on overall objective that show you understand the problem raised by the topic text and then decline it into more specific/ operational objectives
- Try using the topic text key words within the objectives to highlight the relevance with the topic text
- “First impression” – make them clear and attractive for reviewers

State-of-the-Art and Ambition

In your proposal:

- Explain how your project and its results go beyond the state-of-the-art / go beyond current innovations available and scientific and/or technical quality
- Explain why the proposed work is ambitious
- Describe where the proposed work is positioned in terms of R&I maturity – if relevant use the TRL definition

Tips:

- Be balanced between describing the current state-of-the-art and your project
- Focus on your project and its results
- Use references

Methodology

- Overall methodology
- Links to other national and international R&I activities
- Interdisciplinary approach
- Integration of SSH
- Gender dimension
- Open science practices
- Research data management

1.2

Methodology

e.g. 15 pages

Methodology and concept

In your proposal

- Describe and explain the overall methodology, incl. concepts, models, assumptions.
- Explain how this will enable you to deliver the project's objectives you have defined.
- Refer to any important challenges you may have identified. How will you overcome them?

TIPS:

- Use this part of the proposal to justify some strategic positioning or choices
- Find a good balance between too technical details and basic explanation

Do no Significant Harm Principle DNSH

In your proposal

- Possibility to show/ demonstrate your project will not carry out activities that could make a significant harm to the 6 Environmental objectives (EU Taxonomy Regulation)
- **Evaluated but not scored** by evaluators unless stated in the WP

Climate change mitigation

Pollution prevention & control

Sustainable use & protection
of water & marine resources

Climate change adaptation

Transition to a circular economy

Protection and restoration of
biodiversity & ecosystems

R&I Landscape & Interdisciplinary approach

In your proposal

- Describe any links with other national or international research and innovation activities whose results will feed into the project,
- Explain how that link will be established.

e.g. 1 page

TIPS:

- Include links and synergies to other **EU programmes/projects**,
- Mention **concrete links** with these activities
- Highlight the **added value of your project** compared to those
- Tools: CORDIS databases

In your proposal

- Explain how expertise and methods from different disciplines will be brought together and integrated in pursuit of your objectives.

e.g. 0.5 page

Social Sciences & Humanities

Mandatory when mentioned in the topic text – “flagged topics”

In your proposal:

- Demonstrate that SSH disciplines are integrated throughout the work planned
- Clearly state the added value of the SSH contributions, disciplines/ partners involved

e.g. 0.5 page

TIPS:

- List of SSH disciplines available in the HE Programme Guide
- If topic flagged or important SSH approach in your project, involved SSH experts directly in your consortium
- Have a look at the Net4Society factsheets on SSH integration and success stories in H2020

Gender Dimension in Research & Innovation

Mandatory for all topics *except for topics which have been identified in WP*

In your proposal: explaining how the gender dimension relates to the content of the planned research and innovation activities

e.g. 1 page

Tips:

- Use some online available checklists e.g. YellowWindow or the Gendered Innovations project
- Include experts in your consortium
- Have a look on the HE Programme Guide for more details

Gender in research content

Research ideas phase:

- ☐ If the research involves humans as research objects, has the relevance of gender to the research topic been analysed?
- ☐ If the research does not directly involve humans, are the possibly differentiated relations of men and women to the research subject sufficiently clear?
- ☐ Have you reviewed literature and other sources relating to gender differences in the research field?

Proposal phase:

- ☐ Does the methodology ensure that (possible) gender differences will be investigated: that sex/gender-differentiated data will be collected and analysed throughout the research cycle and will be part of the final publication?
- ☐ Does the proposal explicitly and comprehensively explain how gender issues will be handled (e.g. in a specific work package)?
- ☐ Have possibly differentiated outcomes and impacts of the research on women and men been considered?

Research phase:

- ☐ Are questionnaires, surveys, focus groups, etc. designed to unravel potentially relevant sex and/or gender differences in your data?
- ☐ Are the groups involved in the project (e.g. samples, testing groups) gender-balanced? Is data analysed according to the sex variable? Are other relevant variables analysed with respect to sex?

Dissemination phase:

- ☐ Do analyses present statistics, tables, figures and descriptions that focus on the relevant gender differences that came up in the course of the project?
- ☐ Are institutions, departments and journals that focus on gender included among the target groups for dissemination, along with mainstream research magazines?
- ☐ Have you considered a specific publication or event on gender-related findings?

Open Sciences Practices

Mandatory for all topics

In your proposal: describe how appropriate open science practices are implemented as an integral part of the proposed methodology

e.g. 1 page

- Early and open sharing of research (e.g. preregistration, registered reports, pre-prints, etc.)
- **Research output management** incl. **research data management**
- Measures to ensure reproducibility of research outputs
- Providing open access to research output (e.g. **open access to scientific publications**, data, software, etc.)
- Participation in open peer-review
- Involving all relevant knowledge actors including citizens, civil society and end-users in the co-creation (e.g. citizen science)

TIPS:

- To get all details about mandatory and recommended practices of OS, consult the Annotated Grant Agreement and in the HE Programme Guide
- Any previous experience of partners in open science will be assessed positively

Research Data Management

Mandatory for all projects

In your proposal: describe how you will manage the digital research data generated in the project in line with the **FAIR principles** to ensure that researchers can find, access and re-use each other's data, maximising the effectiveness and reproducibility of the research undertaken.

Data sharing : “as open as possible, as closed as necessary”

e.g. 1 page

Data Management Plan

- submitted by month 6 of project
- in proposal or latest by Grant Agreement signature in cases of Public Emergency
- **EC Template available!**

General Tips for Excellence

- Excellence section is the first section read by reviewers = “first impression”
 - ➔ Make it attractive and easy to read
- Be as concise and precise as possible - Be straightforward
- Demonstrate that your proposal fits with the topic text
 - ➔ Use topic text key words / same wordings
 - ➔ Address all the requirements within the scope
- Always have a regular look at the Evaluation criteria and the topic text
- Be consistent across this Section Excellence and across all other sections

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