How to write a successful project proposal and get funds

Elvis Ahmetović

elvis.ahmetovic@untz.ba
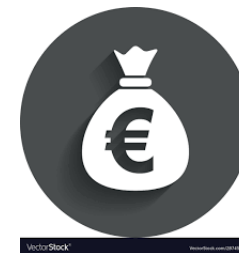
What is a successful project proposal?

A successful project proposal is one that is selected to be funded and gets money.

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What should be your goal in writing project proposal?

To convice the funding source to give you money to realise your project idea and achieve the expected impact.

You should remember!

Unique idea

Excellence

Hight impact

Sustainability

Only the best <u>project proposals</u> get the money!

Important phases in a project
from an idea to the end of the project

Big picture first, details later

Phase 1
- Project idea
- Finding appropriate project call
- Consortium building

Phase 2
- Proposal writing

Phase 3
- Proposal submission

Phase 4
- Evaluation by External Experts

Phase 5
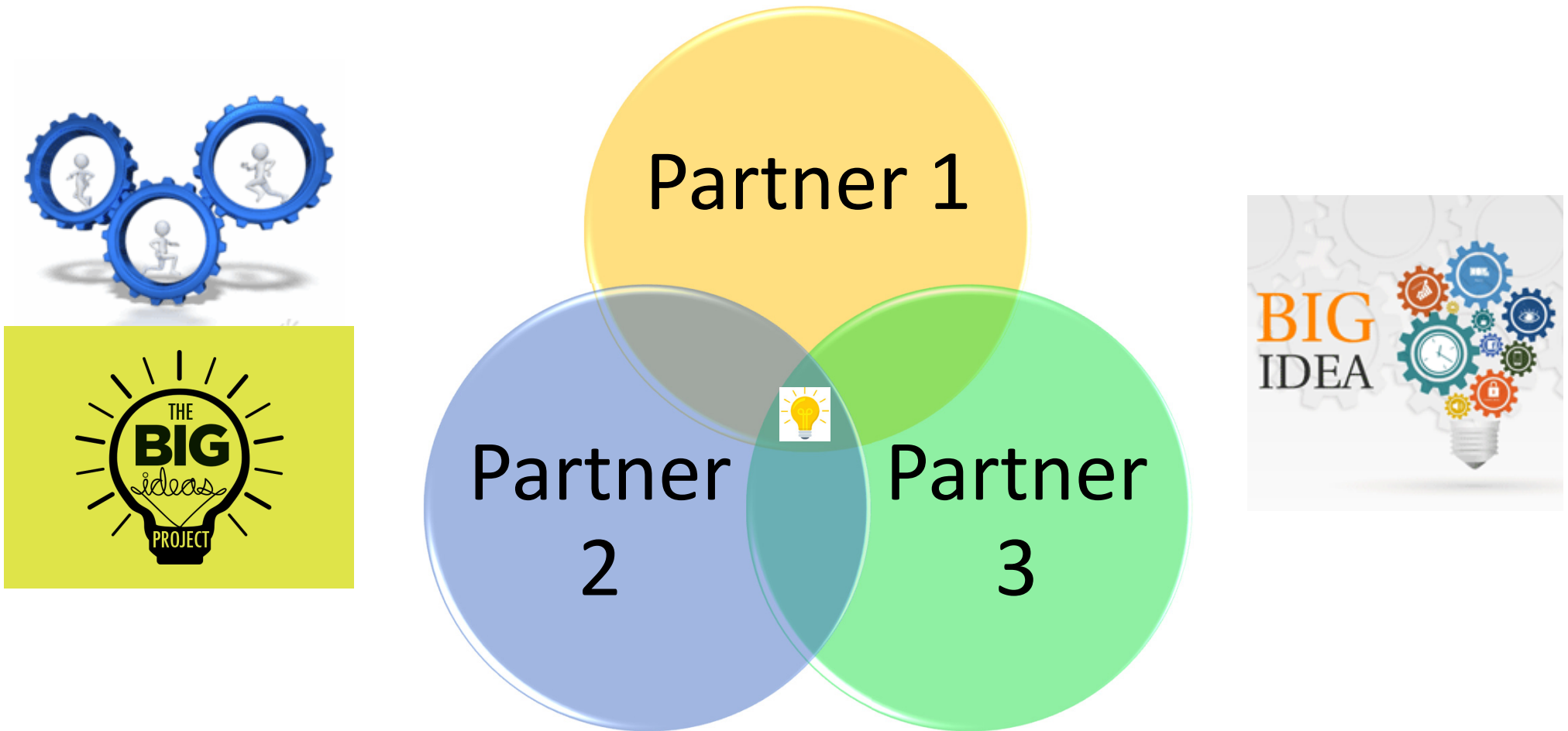- Grant agreement preparation & signature

Phase 6
- Project start
- Implementation
- Midterm reporting

Phase 7
- Project end
- Final reporting

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An example of an unique expertise and idea

Partner 1

Partner 2

Partner 3

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Large-scale network
Medium-scale network
Small network

Call for proposals

Large-scale projects
Medium-scale projects
Small projects

Different calls for
project proposals

**Applicant(s)
Consortium**

Eligibility criteria

Guide for writing
project proposals

Selection criteria and
evaluation by experts

**Funding
programmes/
organisation(s)**

**Only best proposals
are funded**

Unique and **excellent idea, outstanding proposal**
Evidence about knowledge, skills and expertise
Evidence about previous projects and results
Evidence about experience and collaboration networks
Evidence about published papers in high impact journas
Convince the funding organisation to give you funds/money!

EU funding programmes
Non-EU funding programmes
Funding Programmes in your country
- Ministry of Education and Science
- University
- Industrial companies

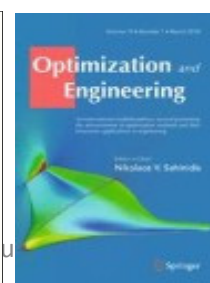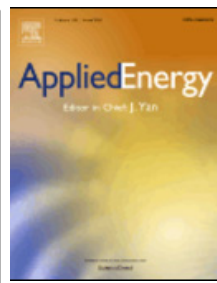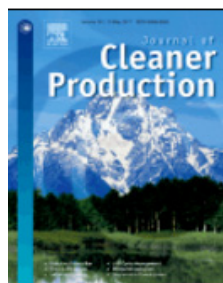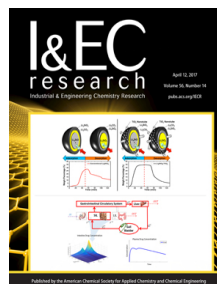# Evidence - Some of my achievements

International programmes

International collaboration

Resullts of research work on projects published in international journals

Books and book chapters

TARGET

Activities

Evidence of progress

Cost

Impact

Start

Activities

Finish

Time

$$\frac{\text{Impact}}{\text{Cost}}$$

The best value for money!

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Different projects
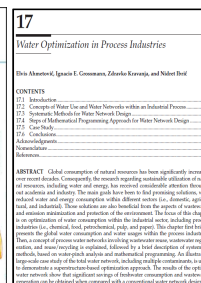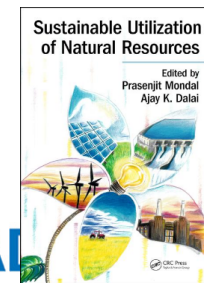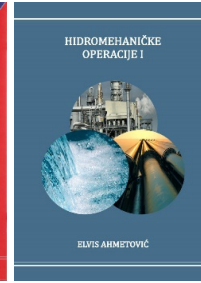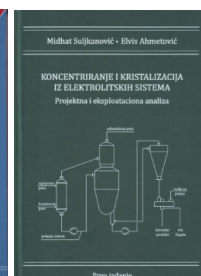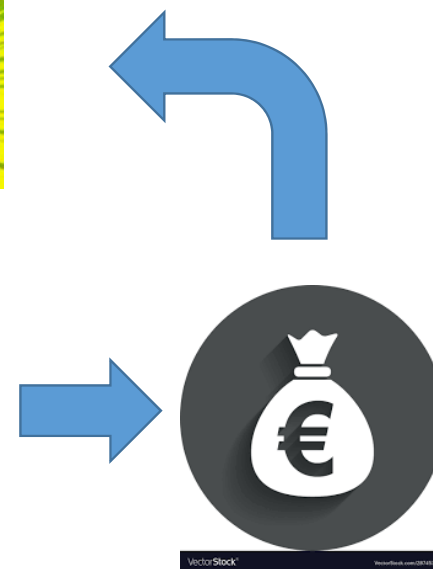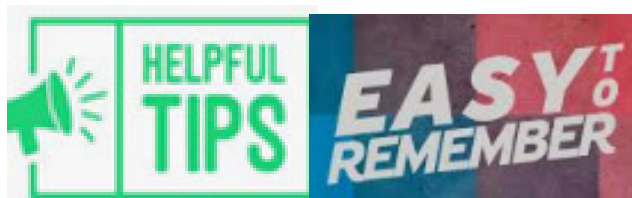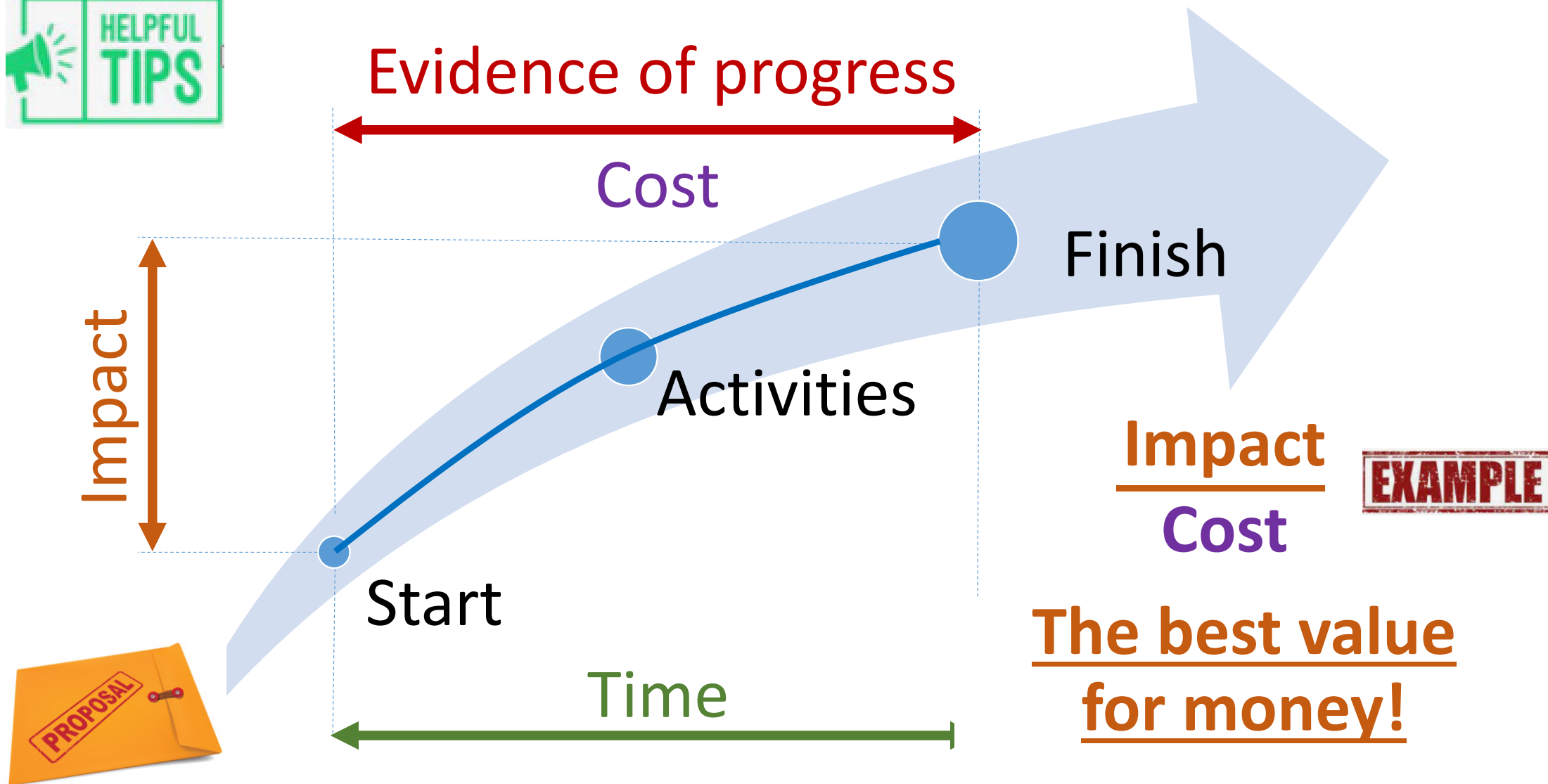
Industrial projects	Mobility projects	Bilateral projects	Multilateral projects
Establish cooperation with industry	Visit host institution	Establish bilateral cooperation	Establish multilateral cooperation
Solve specific problems	Get new knowledge	Exchange knowledge and experience	Exchange knowledge and experience
Improve process efficiency	Get new skills and experience	Work on the same project	Work on the same project
Economical and Environmental benefits	Present home institution	Strenghten cooperation	Strenghten cooperation and expand network

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Evidence - My participation is several different projects

Industrial projects

Mobility projects

Bilateral projects

Multilateral projects

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Philosophy for writing project proposal is generic

Different programmes

Different funding sources

Applicable to all project proposals

Different subjects/topics

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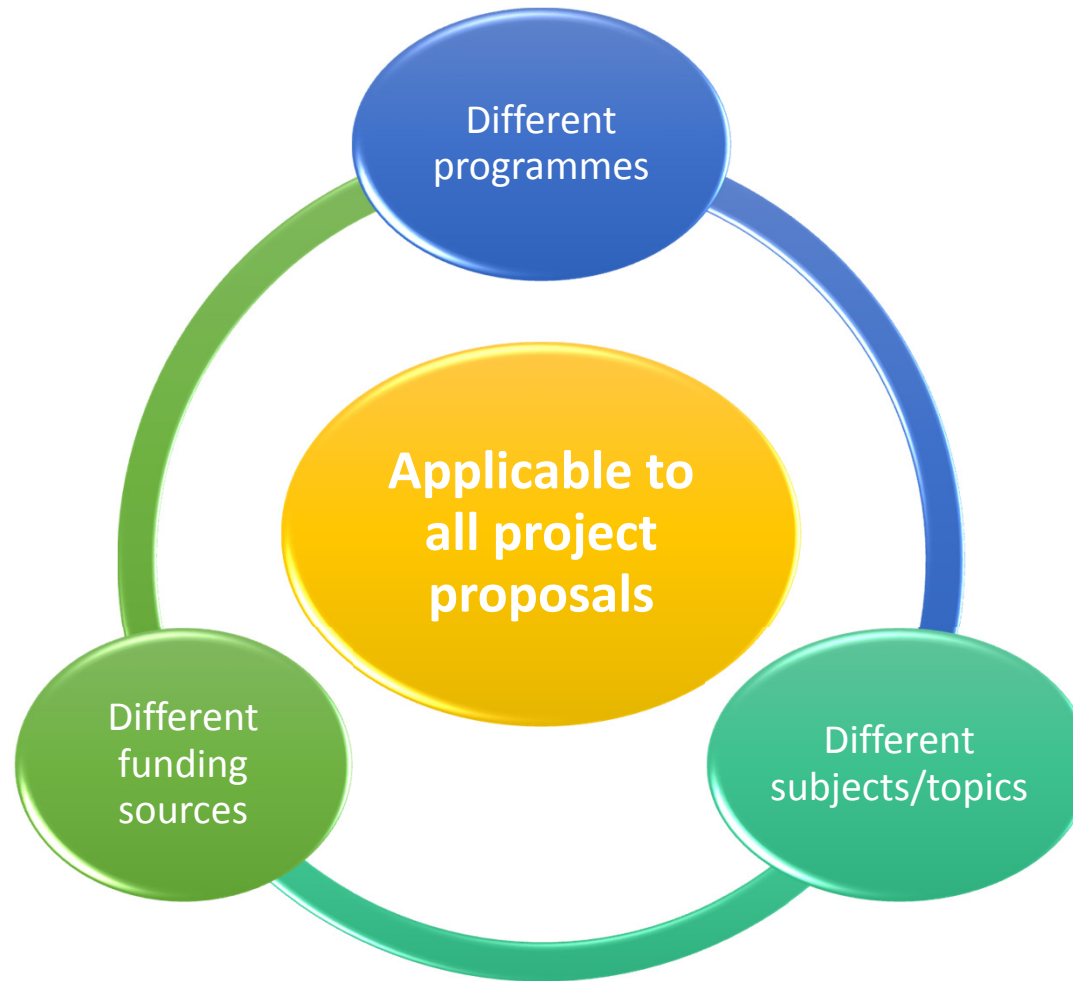
Key questions about project proposal planning

Idea, action, event, thing

People/partners

Way, quantity, quality

Place

Time

Reason/Because

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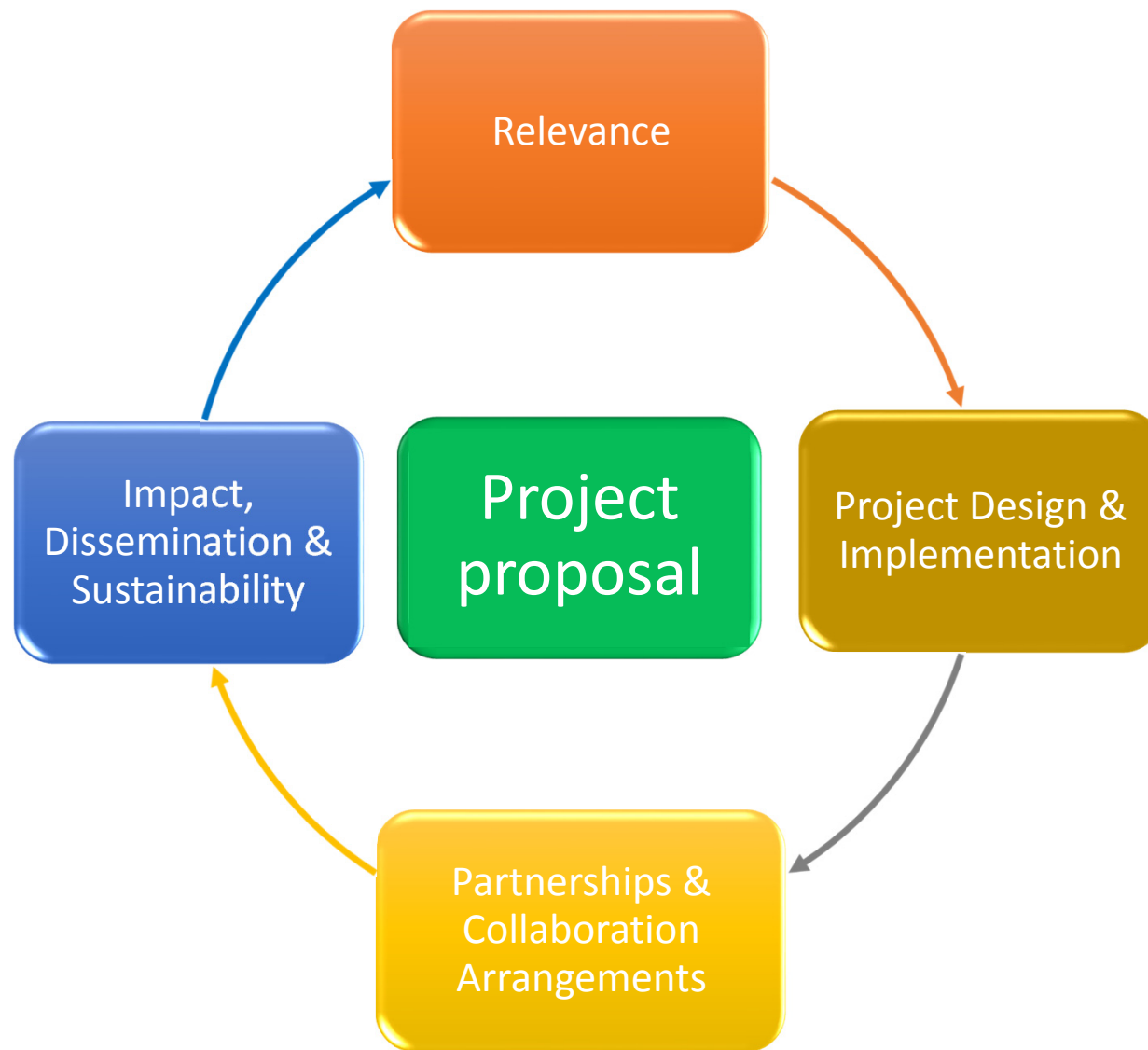
Carefully read **User guide** for applicants

READ THE INSTRUCTIONS!

attention to detail

Provide **all details** about activiities in your proposal

Relevance

Impact, Dissemination & Sustainability

Project proposal

Project Design & Implementation

Partnerships & Collaboration Arrangements
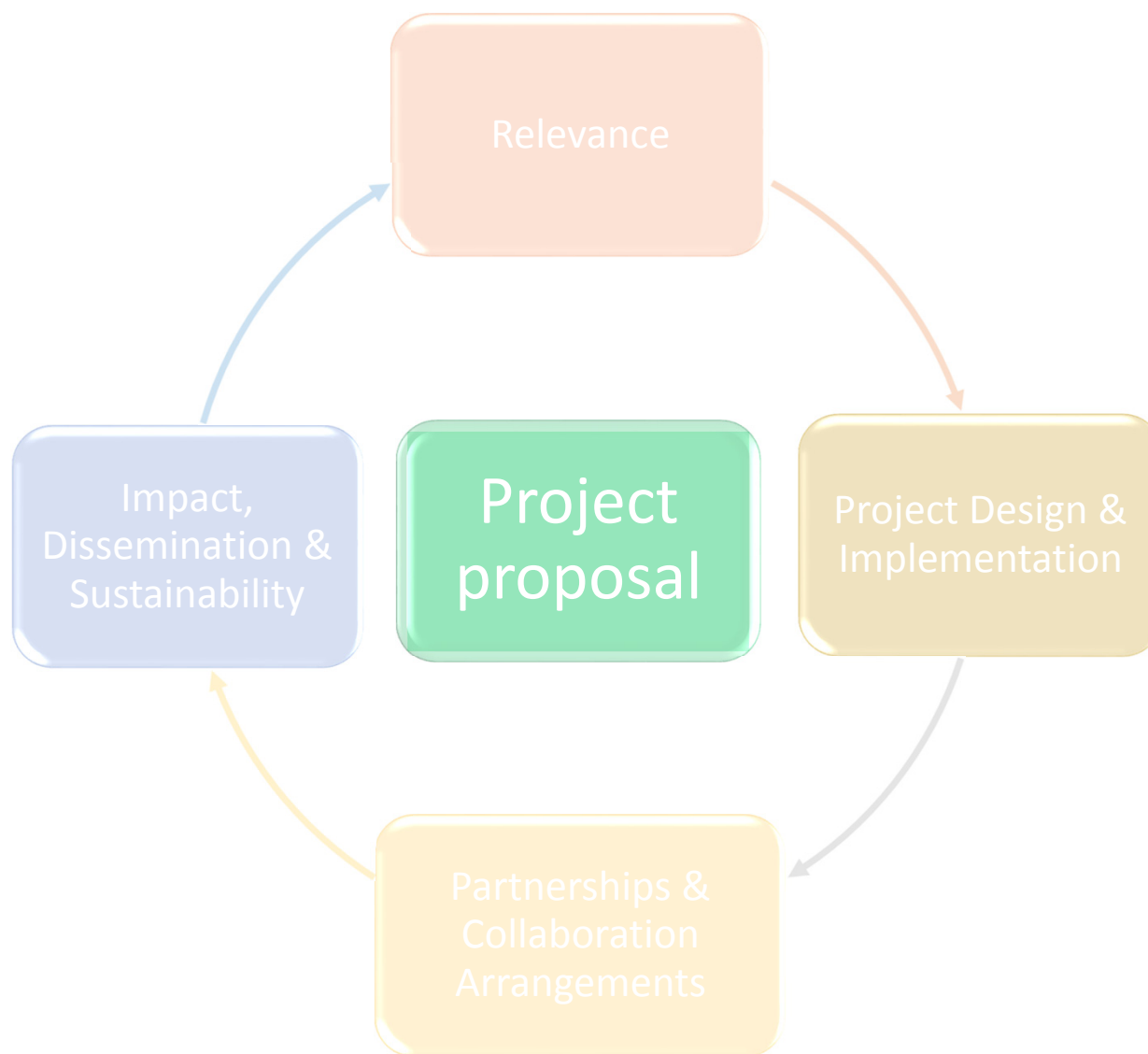
Provide **evidence** for statements in your proposal

EVIDENCE

Be Consistent

Be **consistent** in different parts of proposal

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- Overall **aims** and specific **objectives**
- **Needs analysis** and identified **gaps** in relevant thematic area
- **Added value**

Relevance

Project proposal

Project Design & Implementation

Impact, Dissemination & Sustainability

Partnerships & Collaboration Arrangements
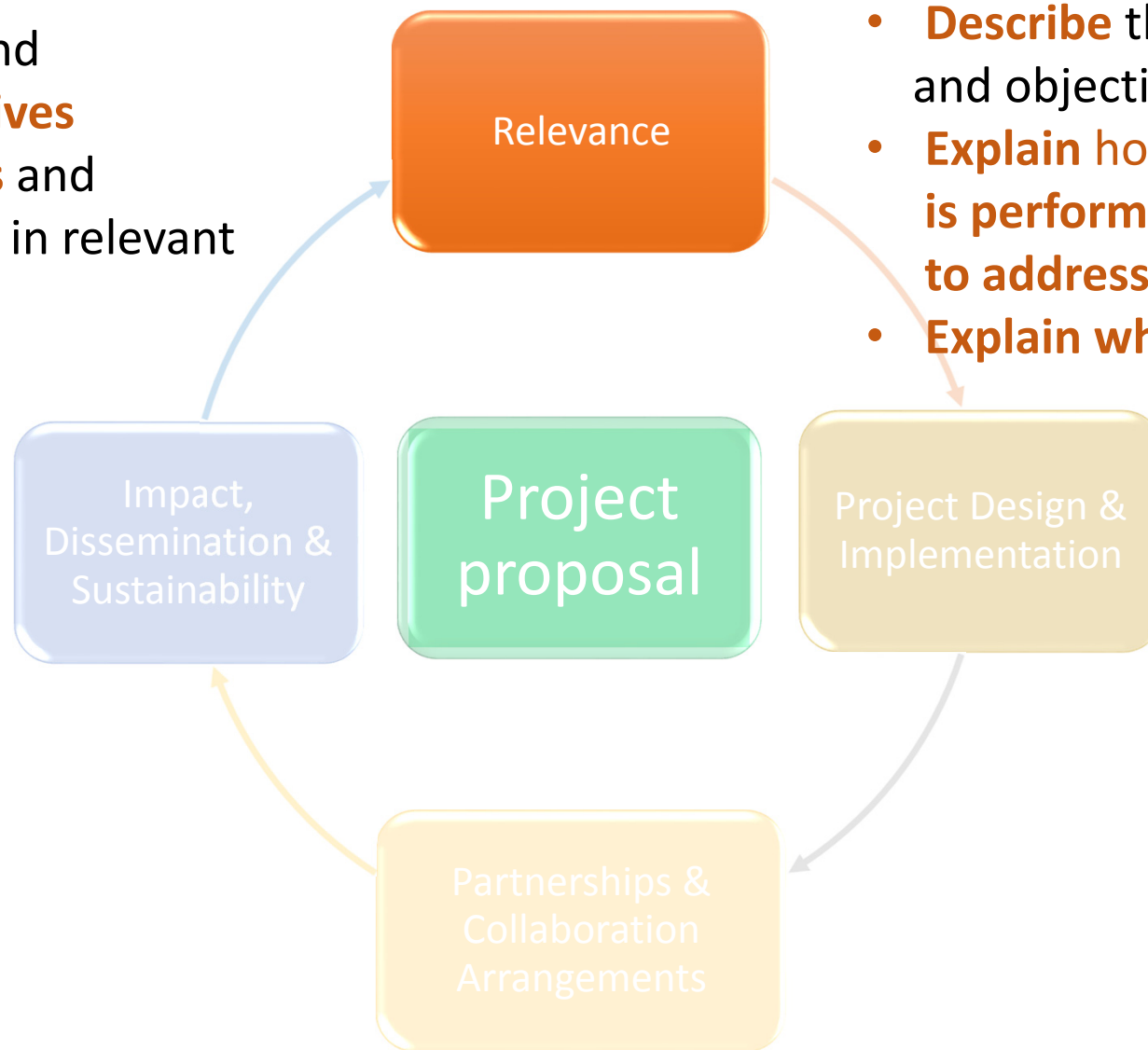
- **Describe** the general aims and objectives
- **Explain** how needs analysis **is performed** and **how you plan to address** to identified gaps
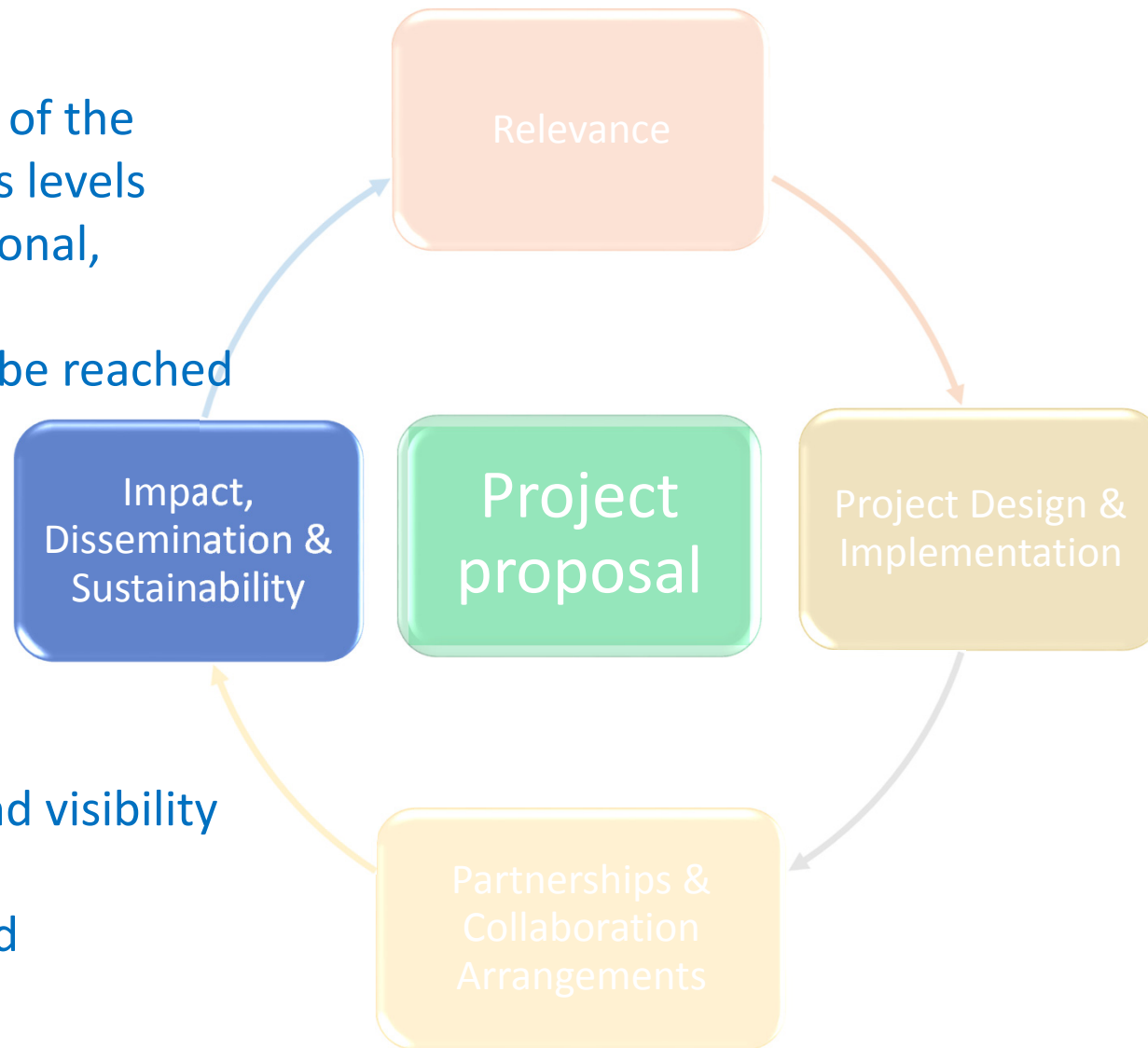- **Explain what is** an added value
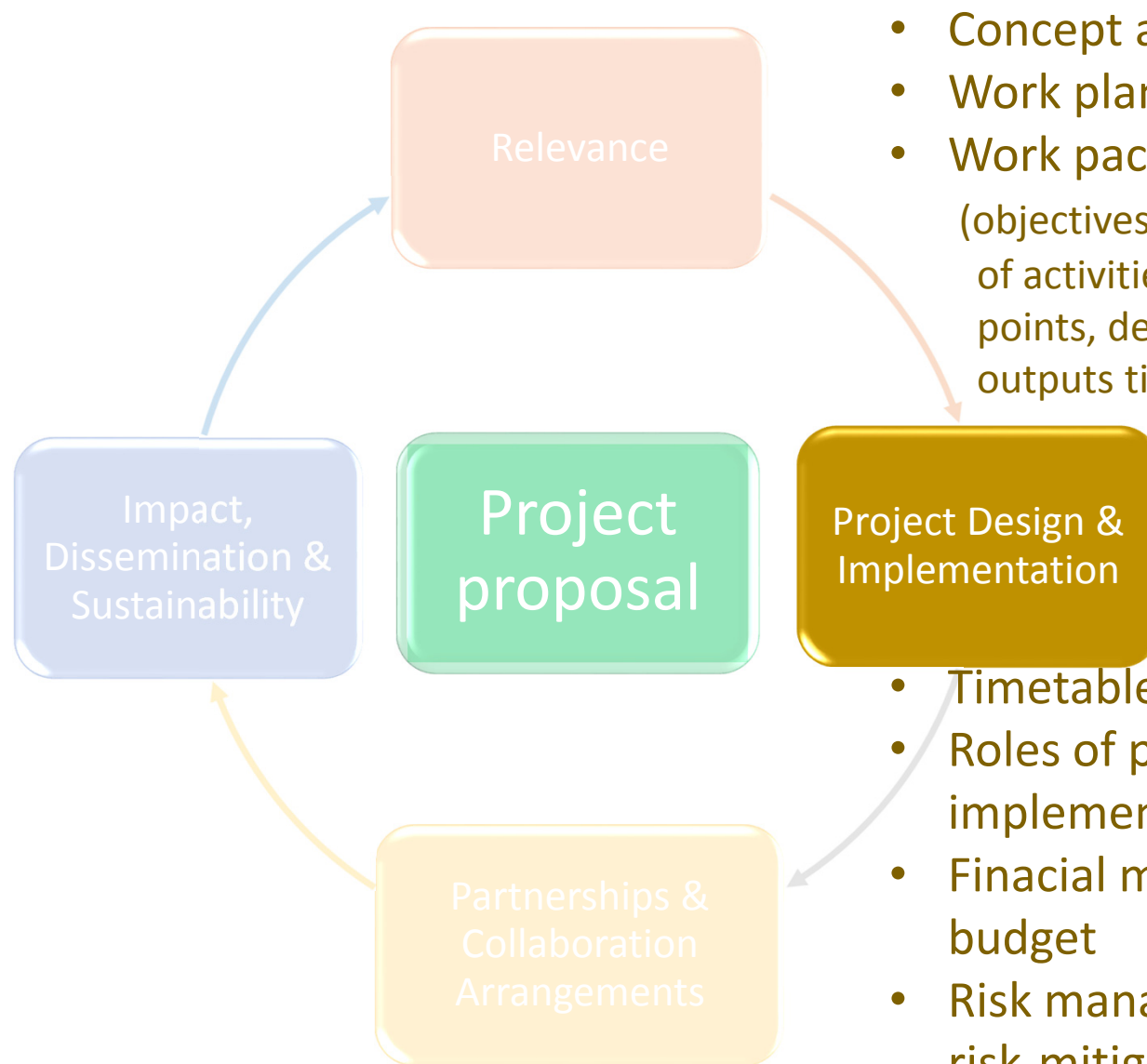
- Concept and methodology
- Work plan
- Work packages and activities
  (objectives/expected outcomes, list of activities, milestones/control points, deliverables/project outputs time/deadlines)

Relevance

Project proposal

Project Design & Implementation

Impact, Dissemination & Sustainability

Partnerships & Collaboration Arrangements

- Timetable (Gantt chart)
- Roles of partners in the project implementation
- Finacial management and budget
- Risk management (risks and risk-mitigation measures)

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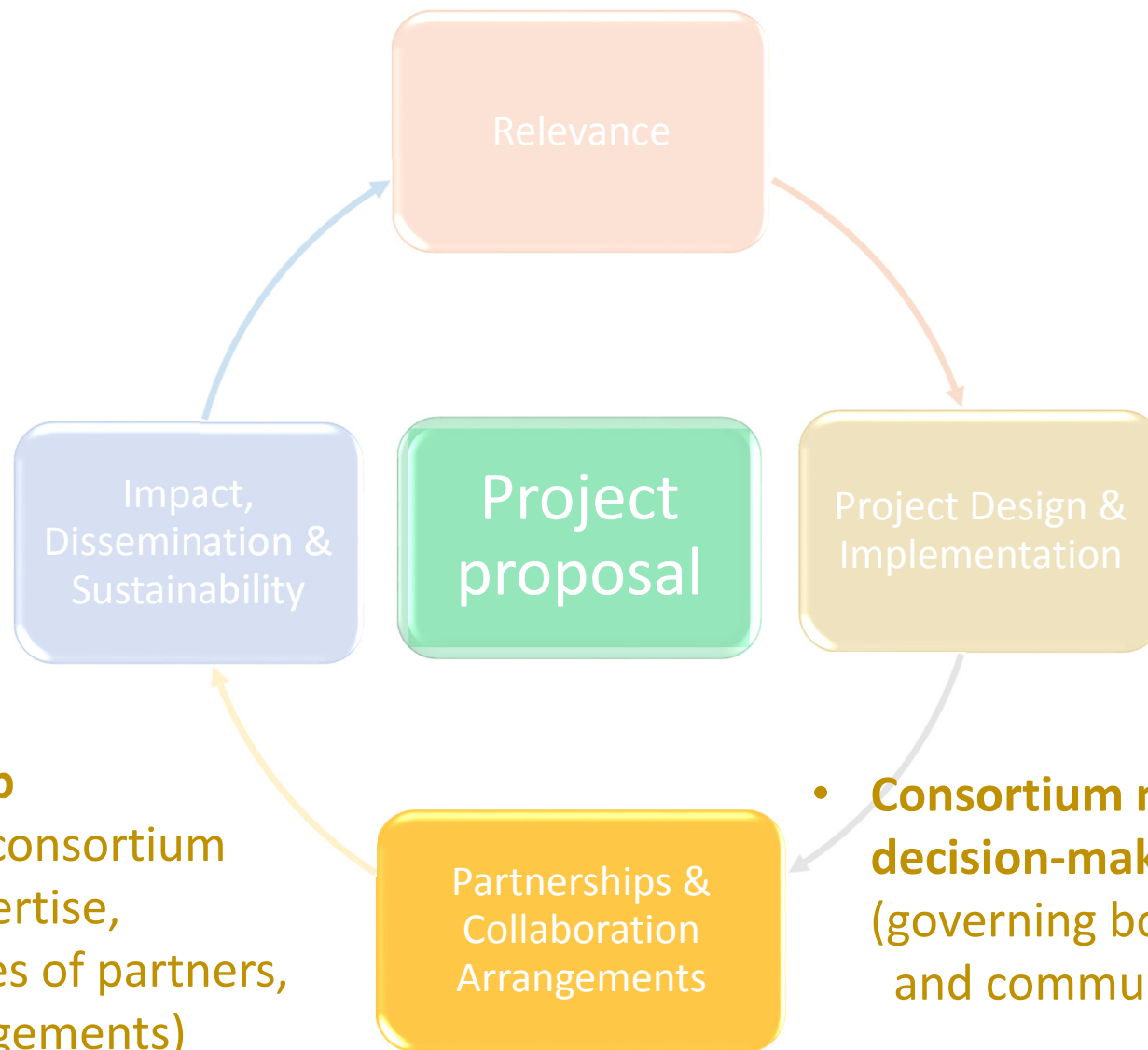
- **Consortium set-up** (rationale for the consortium composition, expertise, strenghts and roles of partners, cooperation arangements)

- **Consortium management and decision-making** (governing bodies, management and communication tools)

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- Expected impact of the project at various levels (system, institutional, individual)
- How impact will be reached and **measured (KPI)**

- Communication, dissemination and visibility of funding
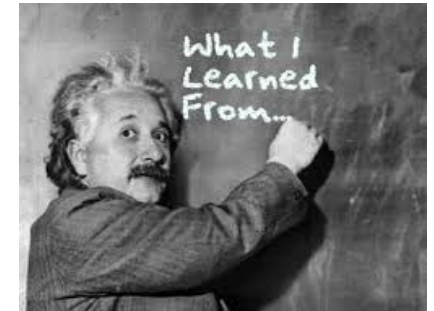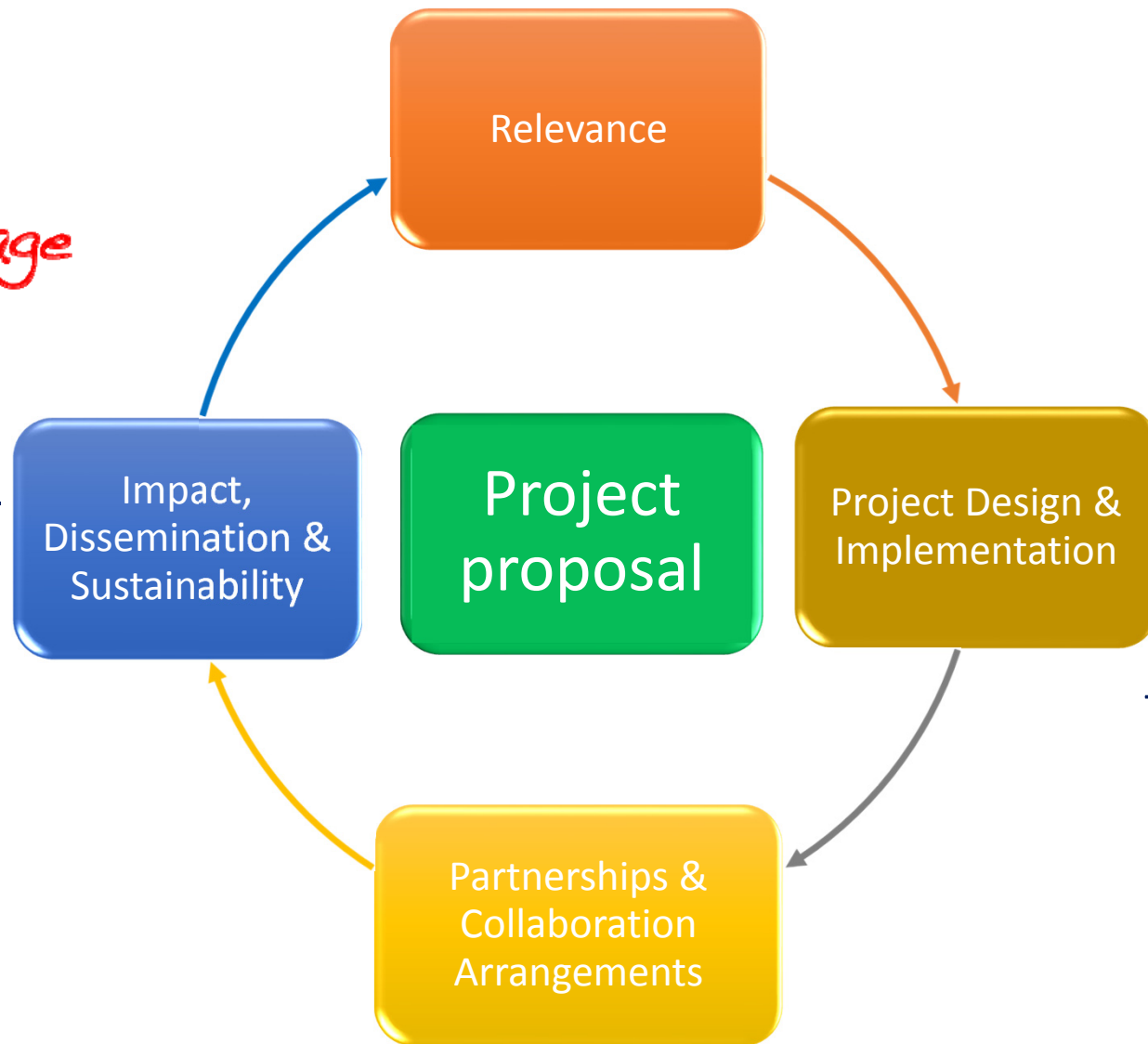- Sustainability and continuation

Relevance

Project proposal

Project Design & Implementation

Impact, Dissemination & Sustainability

Partnerships & Collaboration Arrangements

*Take home message

Acceptance rates are around 10-20%!

The best proposals are only funded!

Relevance

Project proposal

Project Design & Implementation

Partnerships & Collaboration Arrangements

Impact, Dissemination & Sustainability

What I Learned From...

Unique idea and consortium expertise
Needs Analysis
Added value
Good balance between goals, work to be done, time, and budget
Instructions, Details, Evidence and Consistency
High impact
Sustainability

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Writing Project Proposals by Elvis Ahmetović

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https://www.youtube.com/watch?v=4kMg6eYhc00

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https://www.youtube.com/watch?v=GcouwLJBiwQ

HOTEL SUNCE
Student project 3: Writing Project Proposals

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https://interbaproject.com/

INTERBA
INTERnationalization at Home:
Embedding Approaches and Structures to Foster Internationalization at Western Balkans

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https://www.youtube.com/watch?v=rGOM2ZhP6PQ

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Acknowledgments

https://www.connect2020.online/