

## 4. Understanding the evaluation criteria

### *What and why/how questions*

**B1a:** Extended Synopsis; **B2:** Part B2 of the proposal,

Scientific Excellence: Ground-breaking nature, ambition and feasibility			
Ground-breaking nature and potential impact of the research project			
Proposal part	What question	Why / How / When / Who question	Instructions in the Information for Applicants
<b>1) Important challenges?</b>			
<b>B1a&amp;B2</b>	<b>What</b> is the main challenge? And, What is the Research Question	<b>Why</b> is the challenge important for the field? Or, What is its Significance Or [So <i>What is it that is so important to Understand or to Do before we can Understand about this Question</i> ]	<b>Key question:</b> How and why (is) the proposed work important for the field? <b>Tip YR:</b> place your project in the larger context of the importance for opening new research directions, new lines of research
<b>2) Ambitious objectives (e.g. novel concepts and approaches or development across disciplines)?</b>			
<b>B1a&amp;B2</b>	<b>What</b> are the objectives / aims / specific research questions  <b>What</b> is the concept / approach / novel development	<b>Why</b> are these objectives ambitious and beyond the state of the art?  <b>Why</b> is this a novel concept / approach or development	<b>Key issue:</b> Novel concept, novel approach and novel development across disciplines: <b>Tip YR:</b> In wording and/or visual be able to present What the novel concept is. <b>Further tip:</b> What are key intermediate outcomes already important for the field but without the high-gain the project would be of too limited impact
<b>3) To what extent is the proposed research high risk/high gain?</b>			
<b>B1a&amp;B2</b>	<b>What</b> is the high-risk dimension?	Why does this undertaking lead to a breakthrough?  What would be the fall back in terms of ground-breaking contributions?	Keywords: Specify any particularly challenging or unconventional aspects  Keywords: what impact it will have if successful AND opening up new horizons and novel opportunities for science, technology or scholarship. <b>Tip YR:</b> Consider the potential results, the contribution to the current state of the science in your field and the impact on science and utility.

Scientific Approach			
Proposal part	What question	Why / How / When / Who question	Instructions in the Information for Applicants
<b>4) Outlined Scientific Approach</b>			
B1a&B2	<b>What</b> is the outline of the scientific approach? In order to convince the review, do you need to include a summary of the research design?	<b>Why</b> is it outlined approach potentially feasible (preliminary evidence for concept and approach)? <b>How</b> will the objectives be answered; What is the technical, scientific, scholarly strategy?	<b>Tip YR:</b> Provide preliminary data, proof of concept. Consider the objectives and results demonstrating achievements of your objectives. Include: <ul style="list-style-type: none"> <li>• Strategy and perhaps a research design (What &amp;How)</li> <li>• In B1b and B1c narratives about your experience and track record</li> </ul>
<b>5) Appropriate methodology and 'working arrangements'?</b>			
B2	<b>What</b> is the methodology (methods & assumptions)? <b>What</b> is the working arrangements	<b>Why</b> is the methodology appropriate for achieving the key intermediate goals? <b>How</b> will the team work or collaborations be carried out?	<ol style="list-style-type: none"> <li>1. Describe the research design in detail for in depth review, including, as appropriate, key intermediate goals.</li> <li>2. Explain and justify the methodology in relation to the state of the art</li> <li>3. Describe the strategy to deploy the expertise of your team towards achievement of the key intermediate goals.</li> </ol>
<b>6) Novel methodology?</b>			
B2	<b>What</b> is the novel methodology?	<b>Why</b> is this new methodology necessary?	Explain and justify any particularly novel or unconventional aspects.
<b>7) Necessary and justified timescales and resources?</b>			
B2	<b>When</b> are activities due? <b>What</b> are the available resources and requested ERC resources	<b>Why</b> are the timescales of the Key Intermediate Goals appropriate; adjustable? <b>Why</b> are these resources appropriate? ( <b>What level of expertise is needed</b> )	<ul style="list-style-type: none"> <li>• Timescale is not similar to Gantt chart</li> <li>• Describe the size and nature of the team, indicating, where appropriate, the key team members and their roles;</li> <li>• Describe other necessary resources, such as infrastructure and equipment and</li> <li>• Specify briefly your commitment to the project and how much time you are willing to devote to the proposed project.</li> </ul>