

Tips on how to Prepare a Competitive Proposal

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The call documents

- ▶ When a call for proposals is published, call documents are made available to beneficiaries. These usually include:
 - ▶ The call for proposals
 - ▶ The guide for applicants
 - ▶ The call templates (application form, budgetary annex, declaration of honour, etc)
 - ▶ A frequently asked questions document (FAQs)
- ▶ It is **very** important to read through the call for proposals before beginning to draft the application form
- ▶ The call for proposals includes all the important information needed for you to understand what is required from applicants and proposed projects



The eligibility criteria

- ▶ First it is important to ensure your project is **eligible under the call**
- ▶ Check your project idea against the following criteria:
 - ▶ The call objectives and expected results
 - ▶ The minimum/ maximum number of partner organisations
 - ▶ Types of organisations eligible to be applicants and/or co-applicants
 - ▶ Eligible countries
 - ▶ Eligible activities
 - ▶ Eligible costs
 - ▶ Any minimum/ maximum threshold for the funding requested



The selection criteria

- ▶ After scoring projects against the eligibility criteria, evaluators then score eligible projects under the selection criteria
- ▶ Sometimes also referred to as ‘award criteria’, these are used to evaluate projects and determine which projects will be funded
- ▶ Selection criteria are made available to applicants to guide them when filling in the application form. Generally these are:
 - ▶ **Relevance**
 - ▶ **Quality**
 - ▶ **Cost effectiveness**
 - ▶ **Transnational impact**



General tips

- ▶ Check beforehand which attachments need to be submitted with the application to ensure you submit a complete application package
- ▶ Go through the application form and check which information is needed from partners, and ensure you ask them well before the deadline
- ▶ If possible, work with partners you have worked with before
- ▶ Try to submit the application form around three to four working days before the deadline so that should there be any problems, you will have time to address them



General tips (2)

- ▶ Avoid an over-inflated budget
- ▶ Partners should bring added value to the project
- ▶ Key stakeholders at a national level should be involved
- ▶ When in doubt, search/ask:
 - ▶ The call for proposals includes contact details of the entity managing the funds and the call page normally includes a frequently asked questions (FAQ) sheet
 - ▶ Check with the relevant national contact point
 - ▶ Contact MEUSAC for guidance



Common Problems

- ▶ Insufficient background information (why, who and how)
- ▶ Rationale for projects is defined during the project instead of adequate needs analysis at application stage
- ▶ Too many objectives and objectives being too broad
- ▶ Poor partnership
- ▶ Over ambitious targets
- ▶ Lack of project sustainability



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