EACEA Erasmus+ Knowledge Alliances

KA Applications
How to build your proposal
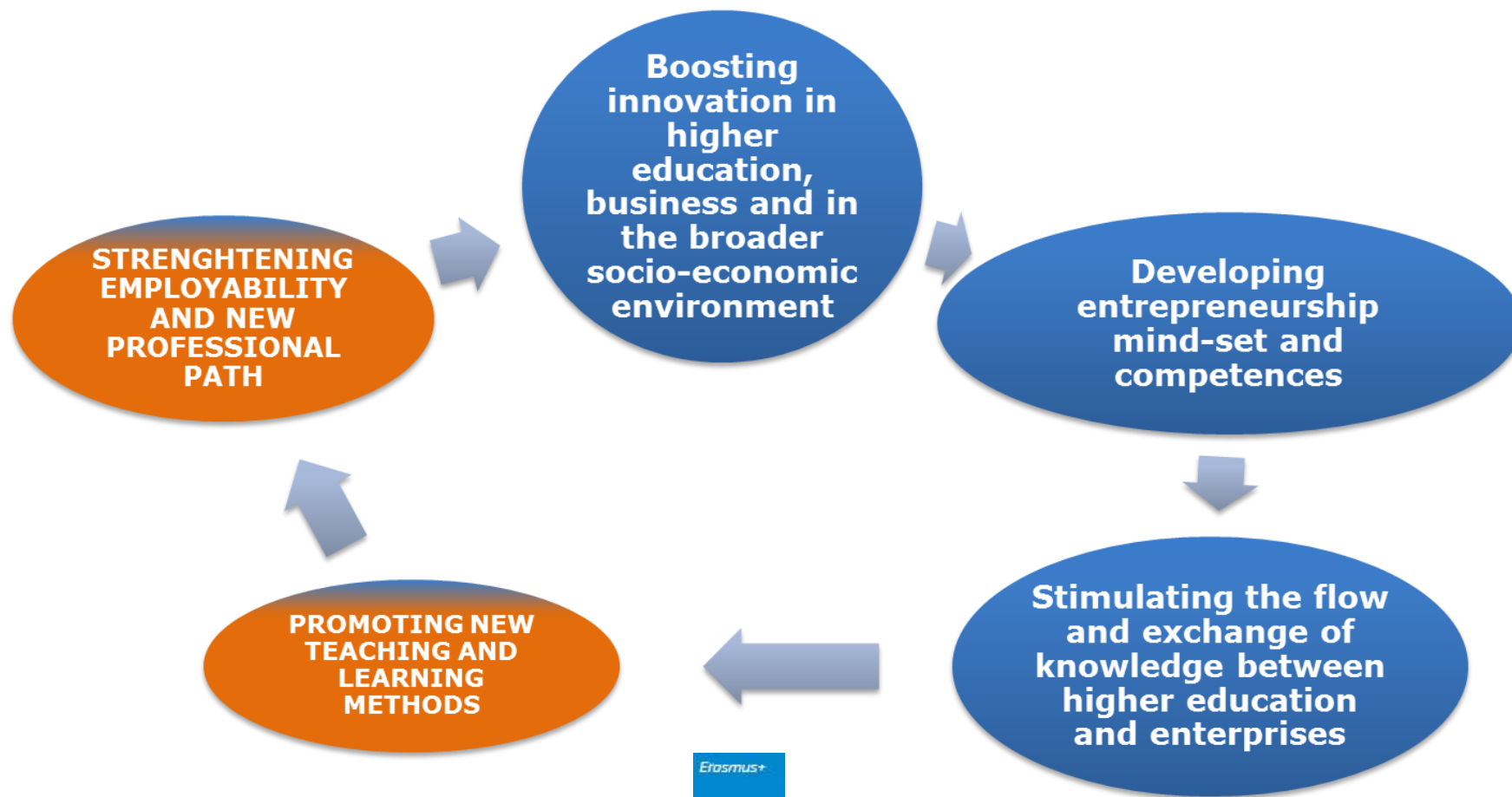
Croatia
October 2017

eacea-knowledge-alliances@ec.europa.eu

Erasmus+

KA in a Nutshell

Erasmus+ Knowledge Alliances

2017 Selection Results

168 proposals submitted

20 projects selected

with 217 partners

from 31 countries

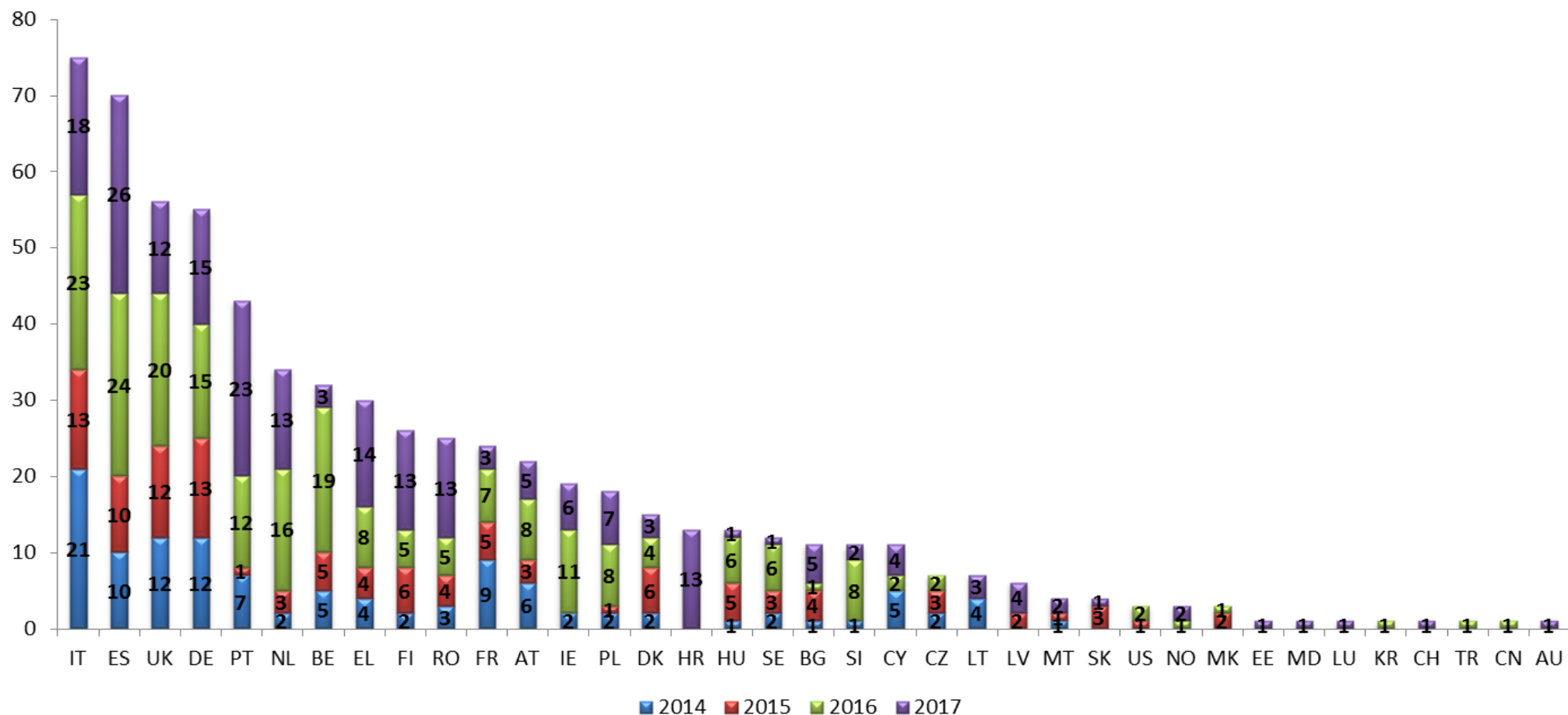20 M€ next call 2018 opening soon...

Total funding 18.9 M€

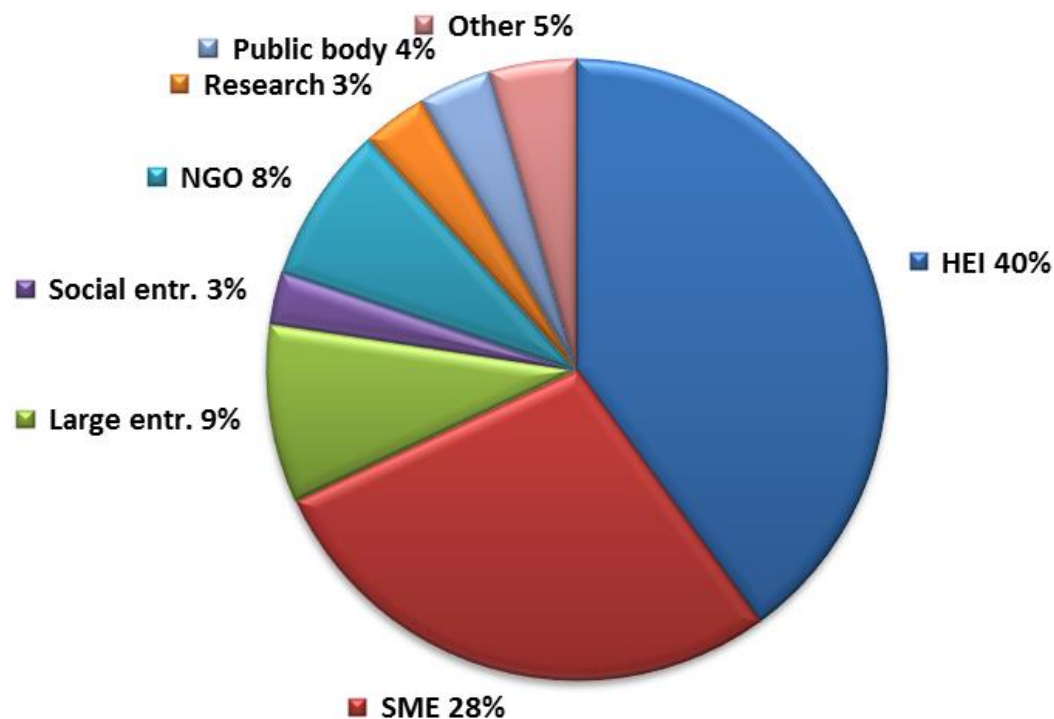European Commission | Education, Audiovisual & Culture Executive Agency

Erasmus+

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General figures 2014-2017

KA Calls	Received Applications	Eligible	Selected Applications	Approval rate	Max. grant awarded
KA Call 2014	230	219	10	4,35%	€ 8.431.736
KA Call 2015	200	195	10	5,00%	€ 8.967.245
KA Call 2016	188	180	20	10,64%	€ 17.884.830
KA Call 2017	168	167	20	11,90%	€ 18.907.522
Total 2014-2017	**786**	**761**	**60**		**€ 54.191.333**

660 Organisations from 37 countries

Type of organisations involved

European Commission

KA 2014

FINCODA

TECLO

ENDURE

LE@D·3.0 academy

PROMOTE

THE INNOVATION ALLIANCE

CASE
Competencies for a sustainable socio-economic development

FOODLAB

European FooD-STA

scient

KA 2015

Urban Challenge Programme

ODEdu
OPEN DATA EDUCATION

eRDI
Empowering Regional Development and Innovations

ECOSTAR
NATURAL TALENTS

WAVES

giCASES

Biz MOOC

Micro Electronics   Cloud Alliance

ka_au
Knowledge Alliance for Advanced Urbanism

TACIT
Knowledge Alliance

Erasmus+

KA 2016

LEARNING FOR INNOVATIVE DESIGN FOR SUSTAINABILITY

PEOPLE

PREFER project

HUBLinked
KNOWLEDGE ALLIANCE

Becoming Future-oriented entrepreneurs in universities and companies – beFORE

A KNOWLEDGE ALLIANCE BETWEEN HEIS, MAKERS AND MANUFACTURERS TO BOOST OPEN DESIGN & MANUFACTURING

KATCH-e

CONNECT – CONNECTING AUDIENCES

SMEART - SMES FOR SMART ENGINEERING

wexhe

Ecomedbio

iTELAB

Blended entrepreneurial education for high growth in Life Sciences and Health

GLOBAL-SPIN

THE WINE LAB
Generating Innovation Between Practice & Research

TRIANGLE Knowledge Alliance

SMARTUP Startup Master and Advanced Reflective Tools

ISMKA
International Security Management Knowledge Alliance

HEIBus
Smart HEI-Business collaboration for skills and competitiveness

knowledge Alliance for aDditive Manufacturing between Industry and univeRsitiEs

How to build a strong proposal (award criteria)

1. Relevance of the proposal

2. Quality of the project design and implementation

3. Quality of the project team and the cooperation arrangements

4. Impact and dissemination

Key challenges

How to build a strong proposal

knowledge Alliances case study

How to build a strong proposal (Award criteria)

1. Relevance of the proposal

➢ **Explore and address the following points for this award criteria in the Programme Guide**

➢ **Purpose**

➢Consistency

➢Innovation

➢ **European added value**

2. Quality of the project design and implementation

➢ Explore and address the following points for this award criteria in the Programme Guide

✓**Coherence**

✓ Structure

✓**Management**

✓ Quality and financial control

3. Quality of the project team and the cooperation arrangements

➢ **Explore and address the following points for this award criteria in the Programme Guide**

✓**Configuration**

✓ **Commitment**

✓ **Partnership**

✓**Collaboration/Team spirit**

✓ **Reward**

✓ **(Involvement of Partner Countries)**

4. Impact and dissemination

➢ Explore and address the following points for this award criteria in the Programme Guide

  ✓ **Exploitation**

  ✓ **Dissemination**

  ✓ **Impact**

  ✓ **Open access**

  ✓ **Sustainability**

How to build a strong proposal

Coordinator experiences

➢ How much time did you need to prepare the application

➢ What were the main steps in putting together your Erasmus proposal?

➢ Why was it so important to develop that specific project of yours?

➢ Why could it be done only by developing an KA alliance?

➢ How did you ensure that you project design would come out with innovative results and solution

How to build a strong proposal

Coordinator experiences

➢ What are the crucial elements that you looked at in order to access the quality of the consortium.

➢ How did you concretely engage/convince with business

➢ In terms of sustainability and concrete impact, how planning future cooperation between HEIs, Business and key players

How to build a strong proposal

Coordinator experiences

Looking back at the elaboration phase, if you wish to present another application, what are the main lessons learnt in terms of timing, steps, internal external communication etc...

Tips from KA Coordinators

- ➢ **Create the core consortium for the project well beforehand**

- ➢ **Joint brainstorming with partners (needs analysis + objective analysis),**

- ➢ **Clearly communicate the potential significance of the topic, the impact of the work to be carried out, and the feasibility of the project team successfully carrying out the proposed work.**

- ➢ **Communicate clearly by being : (i) easy-to-read, (ii) concise, and (iii) attractive.**

Tips from KA Coordinators

- ➢ **Ensure that all partners are really fully aware of their responsibilities and budget planning before submitting**

- ➢ **Convey your enthusiasm and communicate through illustrations**

- ➢ **Make it interesting – do your research to see what's been done so far and make your project stand out**

- ➢ **The project idea and the consortium should grow and continue growing beyond EU funds (that's when you get "big").**

How to build a strong proposal

➢ Clear **objectives and activities** to achieve them

➢ Consistent approach on specific **needs/gaps**

➢ **Demonstrate** your statements in your application

➢ Clear and measurable **impact and sustainability**

How to build a proposal

A strong proposal is:

➤ **Rigorous in its planning (which activities, when, for how long, and with what resources)**

➤ **Focused: stick to what is asked**

➤ **Explicit (do not take for granted any information, if it is not in the application it cannot be taken into account)**

➤ **Circumscribed (a proposal is not about solving the world's problems, but about solving a specific issue)**

How to build a proposal

A strong proposal:

➢ **Involves representatives from the world of work and bridges the needs of academia and the labour market**

➢ **Has received the full institutional commitment and support of all consortium partners**

➢ **Is ready to be run from the start of the project**

How to build a proposal

A strong proposal:

➢ **Demonstrates that the combination of all its elements will produce concrete and sustainable results across Europe and for the benefit of all the parties concerned, including end users**

➢ **Has been prepared and agreed jointly by all consortium partners**

Benefits for HEI

➢ **Give** the ability for the students to deepen their knowledge in certain topics and apply that in practice, while addressing real-life problems, and working in view of actual deadlines and industrial practice terms

➢ **Develop** new learning/teaching approach and knowledge delivery mechanism that is not available in theoretical lectures or one-time labs (real problem based learning/Mooc/scenario based learning…)

➢ **Stimulate** entrepreneurship and entrepreneurial skills of higher education teaching staff and enterprise staff;

➢ **Propose** attractive and relevant curricula/training/modules...

Major impact on the learning process and of access to real business needs

Benefits for companies:

➢ **Involvement** in a process of co-creation and share of knowledge
➢ **Acquisition** of tools to success and possibility to test products
➢ **Improve** reputation, marketing issues (business-to-business and business-to-clients)
➢ **Ensure** appropriate training/curricula/e-learning for future employees.

➢ The **business** people had the chance to interact with a pool of students that had a new way of thinking and problem solving capacity
➢ **Improved** networking and cooperation chances

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For more information on KA

Erasmus+ website – Erasmus+ Knowledge Alliances
http://ec.europa.eu/programmes/erasmus-plus/opportunities-for-organisations/innovation-good-practices/knowledge-alliances_en

EACEA website – Erasmus+ Knowledge Alliances (action)
http://eacea.ec.europa.eu/erasmus-plus/actions/key-action-2-cooperation-for-innovation-and-exchange-good-practices/knowledge_en

EACEA website – Erasmus+ Knowledge Alliances (funding)
http://eacea.ec.europa.eu/erasmus-plus/funding/knowledge-alliances-2017_en

How to build a proposal? (Award criteria)

Key challenges

➢ **Ensure that your proposal addresses <u>all the 4 award criteria</u>**

➢ **Involve partners <u>at application stage</u>**

➢ **<u>Continuous</u> involvement of partners**

➢ **Set <u>clear mutual benefits</u> for the industry-academia-other stakeholders**

How to build a proposal?

Key challenges

➢ **Set clear and <u>formalised cooperation arrangements</u>**

➢ **Ensure <u>coherence</u> between the proposal and the general <u>strategy</u> of the organisations involved**

➢ **Ensure <u>trust, confidence and commitment</u> in the partnership**

Thank you!

How to build a proposal? (Award criteria)

Recurrent weaknesses

➢ **Rationale-Objectives: Lack of information on how the application is meeting the KA objectives- Ideas and rationale tend to come from the HEIs perspective only**

➢ **Consortium- enterprises: Too few companies actively involved and show solid commitment of setting up an alliance with the purpose of building a long lasting partnership with HEIs**

➢ **Needs analysis: lack of adequate, detailed and convincing explanation**

How to build a proposal? (Award criteria)

Recurrent weeknesses

➢ **State of the art-innovation: state of art rarely ventures beyond a superficial consideration of the lead partner's or consortium's own experience – Lack of information on innovation**

➢ **Impact -sustainability: many proposals underestimated the importance of defining proper impact and sustainability strategy**

➢ **Weak or undefined exploitation of results**

➢ **Sustainability: limited to the reviewing of project results, updating of conclusions, maintenance of the project website**

How to build a proposal? (Award criteria)

Good practices

Balanced cooperation between HEIs, industry

➢ "The consortium is large, well balanced, and has the competences needed to deliver the project. The participating organisations' commitment to the project is credibly demonstrated. The HEIs involved are well versed in entrepreneurship education and provide access to a large range of PhD students. The inclusion of a large number of companies with experience along the "innovation chain" is a key strength."

How to build a proposal? (Award criteria)

Good practices

Needs analysis

➢ **"Project design is based on relevant studies about current course offerings on entrepreneurship within Europe. The project draws from a number of previous projects and initiatives. The proposal provides links to the relevant European policies and strategies. It also builds on many initiatives from individual institutions."**

How to build a proposal? (Award criteria)

Good practices

Project design and implementation

➢ "The proposed methodology is clear. The work plan provides for a logical sequencing of activities, and graphics further illustrate the content and duration of the individual work packages. The proposed project management structure is highly relevant for a project of this size and duration. The project manager, work package leaders, task leaders, and management board each have clear roles and responsibilities. Planned collaboration mechanisms are well suited. Management and delivery is expected to contribute to strong leadership and active decision-making"

How to build a proposal? (Award criteria)

Good practices

Impact

➢ **"The project's target groups are defined and sufficiently quantified. The main target group will take part in the needs analysis stage and in pilot testing. Other target groups include academic and company staff involved in entrepreneurship education, incubation centres, business angel and venture capital investors, business and start-up support organisations and networks as well as national and European decision makers. The project has a potential to provide a step change in entrepreneurship support by disseminating the project to a range of academic, incubation and entrepreneurship centres, and engaging with private capital investors and business support networks."**

How to build a proposal? (Award criteria)

Good practices

Sustainability

> "The project's target groups are defined and sufficiently quantified. The main target group will take part in the needs analysis stage and in pilot testing. Other target groups include academic and company staff involved in entrepreneurship education, incubation centres, business angel and venture capital investors, business and start-up support organisations and networks as well as national and European decision makers. The project has a potential to provide a step change in entrepreneurship support by disseminating the project to a range of academic, incubation and entrepreneurship centres, and engaging with private capital investors and business support networks."