



European Commission

Enterprise and Industry
Directorate General



Call for Proposals • Services in support of business and innovation

INFORMATION DAY
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Proposal Evaluation II

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Evaluation procedure

1. Proposal submission

2. Eligibility check

3. Selection: financial and technical capacity

4. Evaluation: assessment based on award criteria

Award criteria and weightings

| <u>Award criteria</u> | <u>Weighting</u> |
|---|-------------------------|
| 1. Relevance The degree to which the proposal provides a full range of integrated services in a given geographic area while ensuring easy access and proximity. | Weighting: 30% |
| 2. Quality Reflects how well the proposed range of services corresponds to the analysis of SME requirements and other target groups in the area. | Weighting: 30% |
| 3. Impact Takes into account the potential expected impact on the SME sector and the local economy in terms of quantitative and qualitative indicators. | Weighting: 15% |
| 4. Visibility Reflects the expected visibility of the network, the project and its activities for SMEs in the geographic area covered. | Weighting: 10% |
| 5. Budget and cost-effectiveness Takes into account the proposed activities for a three-year horizon in relation to the requested contribution from the Commission. | Weighting: 15% |

Thresholds and weightings

Evaluation thresholds and weightings

- In order to be considered for funding proposals will have to pass an overall **threshold of 70%** in terms of total score.
- In addition, **thresholds of 50%** will be applied to **each of the five individual award criteria** to ensure a consistent minimum quality for all award criteria.
- **Weightings** are applied to the scores for **each of the award criteria** in the calculation of the overall score.
- The **sub-headings** within each of the five award criteria **are not scored** although these will be evaluated on a qualitative basis and will constitute the elements making up the score for that criterion.
- Proposals will be **ranked** according to their total score, in priority order of those that passed the thresholds and considering the objective of complete geographical coverage without duplication of activities.

Award criteria (1)

1. Relevance

- How relevant is the proposal to the objectives of the call to provide **integrated services** to SMEs covering all modules and common services?
- To what extent does the **geographical coverage** of the proposal correspond to the requirements of the call (NUTS1 or equivalent area)?
- To what extent are easy **access and proximity** considered in the proposal?
- To what extent is the proposal able to provide the proposed services with a **balanced budget between modules a and b in the entire geographical area**, beyond common services including module c?
- To what extent and how does the proposal implement the '**no-wrong-door**' concept'?
- To what extent do the proposed services realise **complementarities and synergies with existing business support services** in the area?

Award criteria (2)

2. Quality

- How far are the activities and means proposed **appropriate, practical, and consistent** with the objectives of the call and expected results?
- To what extent are the **needs of enterprises** in the geographic area analysed?
- How far is the proposed **methodology** based on the size, needs of the target group and the appropriateness of the proposed services?
- To what extent is the proposed project **coordinated** within the consortium and with complementary business support and policy initiatives?
- To what extent does the project use **self-evaluation and quality control** mechanisms?
- To what extent are the **proposed methodology and services innovative**? Do they go **beyond the existing range and/or quality of services** available in the geographic area?

Award criteria (3)

3. Impact

- To what extent does the proposal contain clear **performance indicators** for the outcome and impact of the action?
- To what extent is the project **ambitious and realistic in terms of the major performance indicators** in the relevant geographical area? Are the **targets** for these indicators clearly quantified and documented?
- How effective is the project likely to be in terms of **accessing regional SMEs and providing the necessary services**?
- How much **long-term impact** is it likely to have e.g. will it contribute to improving business performance/ competitiveness, implementation of the innovation agenda, feedback to policy development?

Award criteria (4)

4. Visibility

- To what extent are the **proposed instruments** for marketing of services and dissemination of results suited to **reach the largest number of SMEs** in the relevant geographical area?
- Is the project likely to **contribute to a European network** of business and innovation support services?
- To what extent does the proposal take into account in its strategy the **visibility** of the single network, notably its brand?

Award criteria (5)

5. Budget and cost-effectiveness

- Is the relationship between the **estimated costs and the expected results** satisfactory?
- Is the **proposed expenditure necessary** (and appropriate) for the implementation of the action in the entire geographical area?
- Does the project provide sufficient **value-for-money**?

Implementation strategy and work programme (1)

Evaluation will focus on Part B of the proposal. In addition to administrative, financial and technical information, the **key elements** of the evaluation comprise:

- **Implementation Strategy (2008-2013)** – basis for annex I of Framework Partnership Agreement;
- **Preliminary Work Programme (2008-2010)** – basis for annex I of Specific Grant Agreement.

These two parts will be evaluated together, combining an assessment of **capabilities and strategy** of the consortia with the particular business support **activities proposed** in response to the call.

Implementation strategy and work programme (2)

Key elements of Part B of the proposal:

Implementation Strategy (2008-2013) – coverage and scope:

- organisation and capabilities
- geographical coverage
- methodology and coordination

Preliminary Work Programme (2008-2010) - proposed activities:

- specific actions and activities (by service module)
- deliverables, outputs and performance indicators
- staffing and estimated budget

Implementation Strategy

Implementation Strategy: proposal structure

- 1. Organisation**
organisation and geographical coverage
- 2. Objectives**
outline of project objectives
- 3. Justification**
perceived needs; target groups and beneficiaries; relevance and implementation
- 4. Methodology**
proposed methodology; internal evaluation procedures; project coordination; role of partners; proposed staff members

Preliminary Work Programme

Preliminary Work Programme: proposal structure

- 1. Service Module (a) description**
 - 2. Service Module (b) description**
 - 3. Service Module (c) description**
 - 4. Common requirement description**
 - 5. Estimated budget**
- *presentation by activity, partner and consortium*
 - *content requirements and templates in Annex 2 (p.40) of submission set*

Award conditions

- Award of a Framework Partnership Agreement is a **pre-condition** for award of a Specific Grant Agreement.
- This means that **both** the proposed Implementation Strategy and the Preliminary Work Programme must be **evaluated favorably** for the proposal to be successful.
- If necessary, the work programme may be adjusted on a limited and consistent basis, e.g. if the requested grant exceeds the available programme budget. Any changes will have to be **transparent** and respect **equal treatment** principles.

Evaluation results

Notification of evaluation results

- Members of the **Entrepreneurship and Innovation Programme (EIP)** management committee will be informed about the award decision.
- All applicants will receive an **Evaluation Summary Report** containing details of their proposal evaluation following the award decision.
- Unsuccessful applicants will also receive **formal notification** following the Commission Decision.

Timetable

Timetable for Submission, Evaluation and Awarding

| | |
|---|-------------------|
| Publication of the call | December 2006 |
| Information Day | January 2007 |
| Deadline for submission of proposals | 2 April 2007 |
| Evaluation of proposals | April – July 2007 |
| Award decision | 3rd quarter 2007 |
| Signature of first FPAs and Specific grant agreements | 4th quarter 2007 |