



Call for Proposals 'China IPR SME Helpdesk'

Questions and Answers no. 2:

Q. 'How relevant is the proposal to the needs of the proposed target groups and how well will it address those needs, in particular as demonstrated by the sample training materials'.

Does the applicant need to present sample training material with his proposal?

A. *See Annex 3 of the Call for Proposals – Evaluation Criteria* - We draw your attention in particular to the additional requests for submission of sample materials in Annex 3:

How coherent is the overall project design, including its management structure and ability to be flexible and responsive to needs of the target SME audience and in addressing any risks in implementation?

The proposal should contain the following information:

- a section describing the **management structure of the project** and how the proposed structure will enable the project to meet its goals.
- It should include **description of provisions for risk assessment, contingency planning, performance monitoring and user satisfaction measurement**, and appropriate **confidentiality mechanisms**.

How relevant is the proposal to the needs of the proposed target groups and how well will it address those needs, in particular as demonstrated by the sample training materials.

The proposal should contain the following information:

- a **sample piece of training material** (not more than 5 pages) on a topic relevant to the Helpdesk. This sample may take the form of a portion of a web site, a brochure or manual, a training presentation, e-learning material, or some other format appropriate to communicating to the intended SME audience for the Helpdesk. It should address **a topic relevant to the Helpdesk's objectives that is not addressed by existing Helpdesk material**¹, and should demonstrate a business-friendly communication on a technical IPR subject. Choice of subject matter, choice of medium and format, effectiveness of communication and suitability of the message conveyed, as demonstrated in this sample, will be taken into account in the evaluation.

¹ For the purposes of evaluation of this Call, 'existing Helpdesk materials' are deemed to include material available on or downloadable from the website www.china-iprhelpdesk.eu or used in its training seminars and workshops to date.

Q. "To what extent will the Community involvement in the project or activity be publicized?" To whom will it be publicized and in what way?

A. *This is for the applicant to propose and should be explained as described in Annex 3 of the Call for Proposals – Evaluation Criteria.* We draw your attention in particular to the additional requests for submission of sample materials in Annex 3:

<i>To what extent will the Community involvement in the project or activity be publicised?</i>
<i>To what extent does the proposal, particularly the outline marketing and communication plan, contain appropriate multiplier effects to sufficiently identify and reach European SMEs who could benefit from the Helpdesk?</i>
The proposal should contain the following information: • a section describing how the project will specifically identify and reach the target SME audience, the estimated impact, and how that impact will be measured. This section should also contain an outline (not more than 2 pages) of a marketing and communications plan for the Helpdesk, showing how SMEs who may potentially benefit from the Helpdesk's services will be effectively identified and reached.