

# 5GSC Capacity Building Session 7: Application writing process for CEF 5GSC

7 December 2023

# Today's Agenda

## SESSION 6 – 19 October 2023

### Co-funding and Procurement Obligations for Contractors

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- 10:00 – 10:15 **Welcome and Introduction**  
*Jan Dröge, 5GSC Support Platform*
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- 10:15 – 10:40 **Basic principles of proposal management**  
*Brian Cochrane, Senior Manager, Schuman Associates*  
*Matteo Schmid, Account Executive, Schuman Associates*
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- 10:40– 11:00 **Support available to applicants, overview of 5GSC platform**  
*Angelo Cerqueti, 5GSC Support Platform*
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- 11:00– 11:30 **Project Pitches**  
*The session will be moderated by the 5GSC SP*
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# How can I write a winning application for 5GSC calls?

Tips and tricks to prepare a high-quality proposal.

## Speakers:

Brian Cochrane & Matteo Schmid  
Bid Management Team, Schuman Associates

Poll: Have you ever applied for EU funding before under CEF or other programmes?

# Tips for a high-quality proposal

- 1 **Understand the Call** - Background, Objectives, Activities, KPIs, Award Criteria, Budget, Annexes etc.
- 2 **Build the Right Team** - Create or join a consortium with the right partners for your project. (See Session 5)
- 3 **Create a Winning Concept** – Workshops with partners to refine your project concept / scope to fit the call.
- 4 **Set up your Bid Team** – Appoint a bid manager to coordinate the whole team and write the proposal.
- 5 **Use Online Workshops** – Set up a team call each week and develop the structure of the proposal together.
- 6 **Address all the Call Criteria** – Make sure you address the objectives, activities, KPIs, award criteria one by one.

# Application preparation process

**#1**

**Project Concept/Scope  
Development & Call  
Alignment**

**#2**

**Complete Part A &  
Prepare 8+ Annexes**

**#3**

**Proposal Writing &  
Collaborative Workshops  
with Partners**

**#4**

**Budget Development  
(Reporting Periods,  
Detailed Budget Excel,  
Part A)**

**#5**

**Proposal Review,  
Feedback, QA and  
Prepare Final Draft.**

**#6**

**Complete Online  
Submission process on  
F&T Portal.**

# Create a Bid Schedule

Bid Schedule Example			December														
			Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri
N°	TASKS	OWNER	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
<b>T.1</b>	<b>Project Concept &amp; Application Form (Part B)</b>	<b>Schuman</b>															
T.1a	Develop <b>Project Concept</b> and populate the <b>Proposal Template</b> with outline content.	SA															
T.1b	<b>Project Meetings and Workshops</b> with partners to develop content.	SA / Client															
T.1c	Additional sections of the proposal to be developed by SA.	SA															
T.1d	Review and develop the partner inputs to a <b>Complete Draft</b> for refinement.	SA															
T.1e	Review, edit and approve <b>Final Draft</b> of the Proposal.	SA / Client															
<b>T.2</b>	<b>Application Form (Part A) &amp; Annexes</b>	<b>Schuman</b>															
T.2a	Generate <b>Application Form</b> on Funding & Tender Portal.	Client / SA															
T.2b	Review list of required <b>Annexes</b> and prepare each one.	Client / SA															
T.2c	Each partner to update <b>PIC, Admin &amp; Financial</b> documents on Participant Portal.	Client / SA															
T.2d	Complete <b>Application Form (Part A)</b> online and verify.	Client / SA															
T.2e	Complete and upload all required <b>Annexes</b> . (Activity Report, Previous Projects etc.)	Client / SA															
<b>T.3</b>	<b>Detailed Project Budget</b>	<b>Schuman</b>															
T.3a	Develop <b>Draft Budget</b> proposal with broad allocation per WP / Partner.	Client / SA															
T.3b	Internal discussion and <b>agreement on Draft Budget</b> breakdown.	Client / SA															
T.3c	Develop <b>Detailed Budget</b> excel with reporting periods.	Client / SA															
T.3d	Review Detailed Budget with partners for <b>final approval</b> .	Client / SA															
<b>T.4</b>	<b>Submission of Application</b>	<b>Leader</b>															
T.4a	Gather all final inputs from T1 - 3 and <b>package files on Sharepoint</b>	SA															
T.4b	Upload all documents onto the <b>Portal Submission System</b> and double check.	SA / Client															
T.4c	<b>Submit Application Form</b> and collect receipt.	SA / Client															

# Key Ingredients of the Project Concept / Scope

- 1 **Overall Objective** – What do you want to achieve with your project? Present the vision and mission.

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- 2 **General Description** – When, where, and how are you going to do it? Summarise your project in a few short paragraphs.

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- 3 **Justification** – Why are you developing this project? What is the need / problem you hope to address?

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- 4 **Specific Objectives** – List each call objective and how you are going to address them – one by one!

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- 5 **Value Proposition** – Why is your project unique / different? What added value does it bring?

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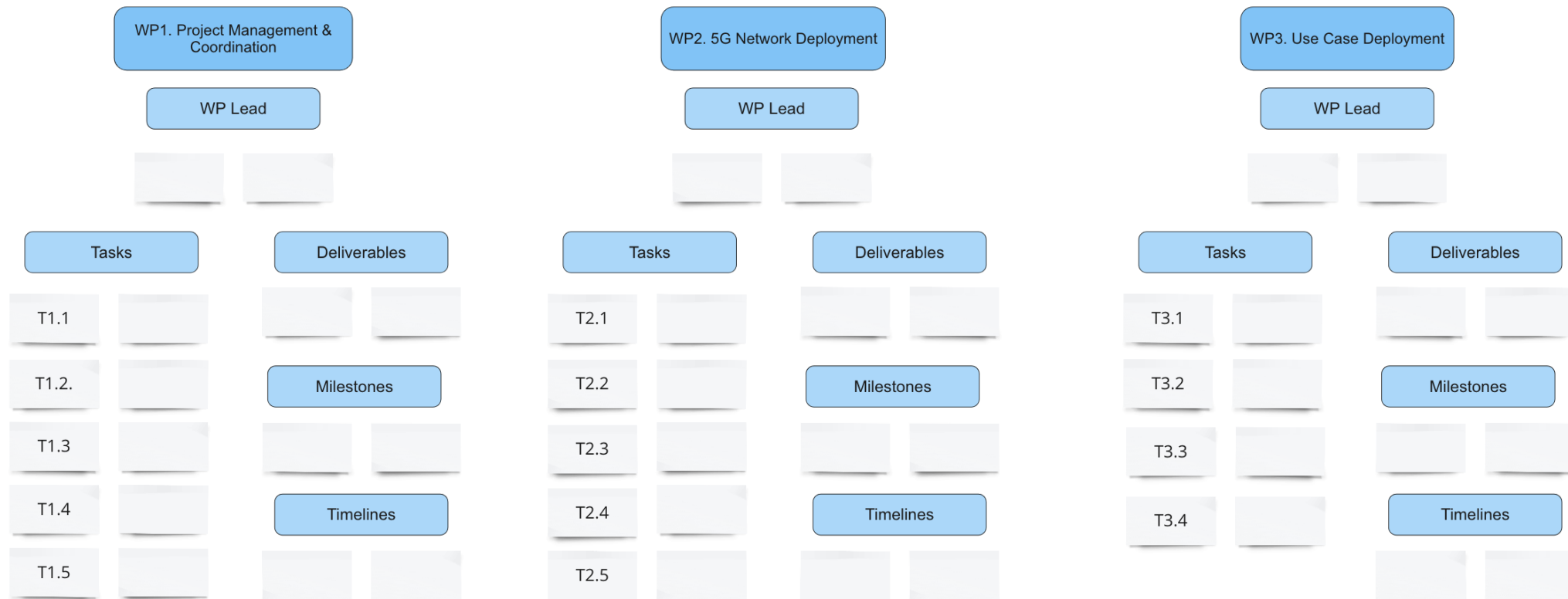
- 6 **Methodology** – Overview of the key project activities, work packages, tasks, deliverables etc.



# Run short workshops each week to build the proposal

## Work Package Design

Discuss and agree the project work packages and tasks all together as a group. (45 mins)



# Project budget - 1. High level, 2. Cost Categories 3. Reporting Periods

Budget Breakdown by WP & Task		Max Budget	Partners	Reporting Period 1	Reporting Period 2	Reporting Period 3	Reporting Period 4
<b>WP1</b>	<b>Project management and coordination</b>	<b>Budget</b>	<b>Actual</b>				
T1.1	Task...	€800.000	€800.000	€200.000	€200.000	€200.000	€200.000
T1.2	Task...	€600.000	€600.000	€150.000	€150.000	€150.000	€150.000
<b>WP 1 SubTotal</b>		<b>€1.400.000</b>	<b>€1.400.000</b>	<b>€350.000</b>	<b>€350.000</b>	<b>€350.000</b>	<b>€350.000</b>
<b>WP2</b>	<b>5G Network Deployment</b>	<b>Budget</b>	<b>Actual</b>				
T2.1	Task...	€400.000	€400.000	€400.000			
T2.2	Task...	€1.750.000	€1.750.000		€1.000.000	€750.000	
T2.3	Task...	€800.000	€860.000		€240.000	€320.000	€300.000
T2.4	Task...	€1.000.000	€1.000.000			€300.000	€700.000
T2.5	Task...	€1.200.000	€1.200.000			€200.000	€1.000.000
T2.6	Task...	€1.000.000	€1.000.000		€100.000	€100.000	€800.000
<b>WP 2 SubTotal</b>		<b>€6.150.000</b>	<b>€6.210.000</b>	<b>€400.000</b>	<b>€1.340.000</b>	<b>€1.670.000</b>	<b>€2.800.000</b>
<b>WP3</b>	<b>Use Case Deployment</b>	<b>Budget</b>	<b>Actual</b>				
T3.1	Task...	€500.000	€525.000		€125.000	€200.000	200000
T3.2	Task...	€1.000.000	€1.000.000		€100.000	€500.000	€400.000
T3.3	Task...	€2.500.000	€2.175.000		€500.000	€875.000	€800.000
T3.4	Task...	€3.000.000	€2.900.000		€500.000	€1.200.000	€1.200.000
<b>WP 3 SubTotal</b>		<b>€7.000.000</b>	<b>€6.600.000</b>	<b>€0</b>	<b>€1.225.000</b>	<b>€2.775.000</b>	<b>€2.600.000</b>

# Award Criteria

- Individual thresholds per criterion: 3/5 points. One criterion failing is enough to fail the proposal!
- Overall threshold: 15/25 points.

Award criteria	Minimum pass score	Maximum score
Priority and urgency	3	5
Maturity	3	5
Quality	3	5
Impact	3	5
Catalytic effect	3	5
<b>Overall (pass) scores</b>	<b>15</b>	<b>25</b>



# Address the Award Criteria - Priority and urgency of the action



DEMONSTRATE HOW THE PROPOSED ACTION WILL **CONTRIBUTE TO SECTORAL POLICY OBJECTIVES**



EXPLAIN TO WHAT EXTENT **EU LEVEL ACTION WILL HELP TO REACH POLICY OBJECTIVES** MORE EFFECTIVELY AND FASTER COMPARED TO EXCLUSIVELY NATIONAL LEVEL ACTION



**SYNERGIES WITH OTHER CEF SECTORS**, OTHER CEF DIGITAL TOPICS OR OTHER EU PROGRAMMES (RESILIENCE AND RECOVERY FACILITY (RRF), DIGITAL EUROPE, HORIZON EUROPE, ETC.)



CONSIDER THE **COST OF NO ACTION**

# Address the Award Criteria - Maturity



**PREPARATORY STEPS** ALREADY COMPLETED OR ENVISAGED AND CONFIRMATION THAT THE PROJECT CAN BE CARRIED OUT WITHOUT DELAY



CONFIRMATION THAT THE **PROPOSED PROJECT IS MATURE** ENOUGH TO BE FINANCED UNDER THIS CALL



**PROCUREMENT PROCEDURES** NEEDED, CONTRACTS AWARDED AND PLANNED



**FINANCIAL VIABILITY** AND COMMITMENTS, EXPLAINING EFFORTS TO SECURE OTHER SOURCES OF FUNDING



SUMMARY OF THE **PUBLIC CONSULTATION**



**AUTHORISATIONS, APPROVALS AND PERMITS**

# Address the Award Criteria - Quality



**RESOURCES  
NEEDED** (FINANCIAL  
AND HUMAN) TO  
IMPLEMENT THE  
PROJECT, EVIDENCE  
THAT THE PROJECT IS  
CORRECTLY SIZED



**ORGANISATIO  
NSTRUCTURE**  
AND  
COOPERATION  
BETWEEN  
APPLICANTS



**PROJECT  
MANAGEMENT,**  
QUALITY  
ASSURANCE  
AND CONTROL  
PROCEDURES



**RISK  
ASSESSMENT  
& RISK  
MANAGEMENT**  
METHODS AND  
PROCEDURES



**COMMUNICATION  
STRATEGY**



**INNOVATIVENES  
S OF THE USE  
CASE** AND LEVEL  
OF REPLICABILITY  
AS BLUEPRINT  
FOR DIGITAL  
INNOVATION  
PROJECTS

# Address the Award Criteria - Impact



POSITIVE EXTERNALITIES, NAMELY IN TERMS OF **ECONOMIC, SOCIAL, COMPETITION AND ENVIRONMENTAL IMPACT**, INCLUDING THE CLIMATE IMPACT



**COST BENEFIT ANALYSIS**



SAFETY, SECURITY, **CYBERSECURITY** OF TELE-COMMUNICATION NETWORKS



**INTER-OPERABILITY AND ACCESSIBILITY** ASPECTS OF THE PROPOSAL



**INNOVATION AND DIGITALIZATION**



**CROSS-BORDER DIMENSION**, INCLUDING AREA OF IMPACT, MEMBER STATES CONCERNED, COOPERATION BETWEEN MEMBER STATES AND PROMOTERS

# Address the Award Criteria - Catalytic effect of EU assistance



DEMONSTRATE WHY THE CEF GRANT MAKES A POSITIVE DIFFERENCE TO THE ACTION IN TERMS OF **ACCELERATING ITS IMPLEMENTATION**



EXPLAIN THE **DIFFICULTIES IN OBTAINING MARKET FINANCE** AND HOW THE GRANT CAN HELP TO OVERCOME THIS SHORTAGE



WILL THE CEF GRANT HELP TO MOBILISE **ADDITIONAL PUBLIC AND PRIVATE SOURCES OF FINANCING?**



EXPLAIN IF THE PROPOSED INVESTMENT IS MADE IN CHALLENGING AREAS WHERE THERE IS AN **INDICATION OF MARKET FAILURE** AND HOW THIS HAS BEEN ASSESSED

# What Annexes are needed?

- 1 Detailed **budget table** per Work Package (Excel template to be filled in and annexed)

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- 2 Timetable/ **Gantt chart**

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- 3 Agreement by the concerned Member States (**letter of support**)

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- 4 Security guarantees signed by participating entities and the MS

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- 5 Letter from local and/or regional authorities for 5G network exclusivity

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- 6 Self-declarations for users (public authority, SGI, etc.)

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- 7 Activity reports of last year \*

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- 8 List of previous projects (key projects for the last 4 years) \*

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- 9 Other annexes

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Any Questions?

# Contact us

## 5G for Smart Communities Support Platform

*Connect with us*  
[community@5GSC.eu](mailto:community@5GSC.eu)  
[frederic.pujol@5GSC.eu](mailto:frederic.pujol@5GSC.eu)

+32 22 82 09 18

#5G4SC #connectivity4EU

The screenshot shows the 5GSC website interface. At the top left is the 5GSC logo with the tagline '5G for Smart Communities'. A vertical blue bar on the right says 'Welcome'. The main header area contains the text 'CEF Digital 5G for Smart Communities Call 3: October 2023' and '5G for Smart Communities Support Platform'. Below this is a navigation menu with links: Welcome, 5GSC Community Conference, About, News, Library, Contact, Privacy policy, and Capacity Building Sessions. Underneath the menu are links for 'CEF Digital - Call 1 projects' and 'CEF Digital - Call 2'. The main content area features a welcome message: 'Welcome to the networking and knowledge-exchange community for '5G for Smart Communities''. Below this is an announcement for the next physical event: '11 October 2023: 5GSC Community Conference' with a 'Click here to register!' link. A prominent pink button says 'Register now' with the subtext 'Open until 31 December 2023'. To the right, there is a section for 'LOCATIONS' listing 'CEF Digital 5G for Smart Communities Call 3: October 2023'. Below that, it says 'ORGANISED BY' and shows the European Commission logo. At the bottom right, there is a 'PARTICIPANTS' section with a table:

Country	Participants
Belgium	136
France	49
Spain	47

**Join us!**  
**Register!**