

What Makes a Strong Application?

What is in an Expression of Interest?



Section 1 - Operational Group Details

- Various entries that provide a short project overview. The lead applicant can be an individual or an organisation - they will be the point of contact for all communications.
- *Make the project title (name) easy to read/understand.*
- *Think carefully about the timeline in advance (3-5 years).*
- *Be clear on the location(s).*

1. Name of Group	
2. Project Title	
3. Project Duration	<i>Number of Months</i>
4. Project Location	<i>County, Counties or Region of focus (must be grounded in Ireland)</i>
5. Lead Applicant	
6. Telephone	
7. Email Address	

Section 1 - Operational Group Details

- There is expected engagement with a range of actors such as farmers, researchers, farm advisors, NGOs, agri-businesses, foresters and those with expertise in areas such as environment, science, animal health etc.
- Minimum of two actors but no maximum limit.
- Indicative information – full details can be agreed at Stage 2 of the selection process.
- *Who will need to be directly involved?*
- *What can they bring to the project?*
- *How much time will they devote to the project?*

8. Composition, expertise and experience of Operational Group

Name	Qualification	Experience	Time Contribution %

Section 1 - Operational Group Details

- It is important to avoid double funding.
- *Are you searching for, or have you received other funding for this work?*
- *Have you described the names and amounts?*

9. Details of other funding received for this project, if applicable

Section 2 - Project Details

- A summary of the project in one sentence.
- Word count limits for Section 2 should be strictly observed.
- *Can you summarise the what, where and why in a succinct manner?*
- *Consider keywords associated with the topic and the planned work.*
- *Can it complement the project name?*

10. Title of the Proposed European Innovation Partnership (Max 30 words)

Section 2 - Project Details

- Outlining the need for the project and how this will be met.
- *What are the **challenge**(s)/issue(s) that are being addressed? Think “local solutions for local challenges”. [the why]*
- *What are the **objectives** of the proposal? Consider presenting an overall objective and then breaking it down into specific SMART (specific, measurable, achievable, realistic and time-bound) sub-objectives. [the what]*
- *What is the proposed **approach**? What activities can help you achieve these objectives over the next 3-5 years? Try to break down the process and build a rough work plan (include communication and management activities). [the who, when, where and how]*

Section 2 - Project Details

- Outlining the value of the project. Why is it necessary? Refer to the specific objectives under Ireland's CAP Strategic Plan 2023-2027.
- *How does your proposal clearly address the stated **priority**/priorities?*
- *What are the expected **outcomes** and are they in line with the priority/priorities?*
- *Are there any other **linkages** to complementary or other work, Plans or Policies?*

12. CAP Strategic Plan 2023-2027 Priorities under the European Innovation Partnership Programme. Please set out how your proposal addresses the theme

(Max 250 words)

Section 2 - Project Details

- An essential element of all EIPs is that they entail an innovative approach.
- Wide ranging, but this could be the methodology, the process, the technology, the approach etc. Several elements may be innovative, but the bringing together of actors in the Group to address an issue is not in itself sufficient.
- *What is new or exciting about it? Is it going beyond current practices or current state-of-the-art? How are you adding value?*
- *Are you building on something that has already been tried and tested?*
- *Are you trying something in a new way or through a new process?*

13. Innovative element of this project (Max 500 words)

Section 2 - Project Details

- Outlining the potential positive impact of the project (the benefits).
- *Think about the objectives and the expected outcomes you described, what might the impact of each be?*
- *Are there additional social, environmental and economic benefits? Are they different over the short-, medium- and long-term? Both within and after the project lifetime.*
- *Have you included connections to all relevant stakeholders and target groups? Not only in the participating groups but also wider benefits, potentially on further reaching scales than just local levels.*

14. The envisaged benefits of your project for the theme (Max 500 words)

Section 3 - Funding Requirements

- Rough estimates of the expected total cost of the project but please note that reclaimable VAT cannot be included in project costs.
- Value for money is an important factor (Maximum 650,000 € per project).
- *How much might be needed to administer and manage the project? How much might be needed for actual implementation of actions?*
- *Think about the personnel and time as well as any infrastructure or tools needed.*
- *Would it be helpful to build a rough detailed budget for yourself?*

15. Total Funding Requirements

Administration	Implementation (Incl. Farmer payments)	Total	No of Participants (If applicable)
€	€	€	

Section 4 - Declarations and Signatures

- If successful in stage 2, the group must constitute itself as a lawful or legally standing association or partnership which has legal capacity to enter into contracts with DAFM, assume obligations, and be eligible to receive funding.
- *Signed PDF and Word required.*
- *Pay attention to the deadline – must be received by email by 5pm on 22 May 2024 (e.g., genderbalanceEIP@agriculture.gov.ie).*

General Tips



General Tips

- Indicative information for some parts, but it still needs to sell the idea.
- Make sure it makes sense to someone less familiar with the topic and area.
- Consider the logic and flow of the writing. Use structure to present things clearly.
- **Make sure you clearly cover the who, what, when, where and why.**
- Linking your objectives, activities, outcomes and impact can bring cohesiveness.
- Stick to the word count! Any exceeding words will be disregarded.
- **Keep in mind the proposed Selection Criteria (60% in each of):**
 - **Quality of the Proposal (350)**
 - **Relevance and Impact (350)**
 - **Quality of the Operational Group (300)**
- Next steps: build the right partnership, develop a clear concept, and write the proposal.
- Use resources and guides from DAFM, but also look at past projects on CAP Network Ireland and the EU CAP Network website.

Where to Start?



Building the Right Partnership

- Build a core group
 - *Recruit core partners*
 - *Brainstorm and enrich*
 - *Identify strengths/unique selling points*
- Who are the key players that need to be involved?
 - *Think of the context*
 - *The innovation*
 - *Where you fit in the bigger picture*
- Where can you find or connect to these people?
 - *Open a conversation with existing OGs*
 - *Contact your Advisors*
 - *Reach out to CAP Network Ireland*

Developing the Concept

- Look back at the call to understand what DAFM are looking for.
- Understand the challenge and the proposed solution(s)
- What kind of activity will help address the scope?
 - *Users*
 - *Demonstration, Pilot, Proof of Concept*
 - *Partners*
 - *Locations*
 - *Size/type/focus*
 - *Budget*
- Writing out the concept can help
 - *Define your vision, concept and innovation*
 - *Propose a strong team composition*
 - *Outline the project design and work plan*
 - *Other key considerations*

Writing a Strong Proposal

- ✓ Matches the scope of the call (look at and align with the guidelines).
- ✓ Outlines the challenge and how your proposed solution will address this.
- ✓ Specifies how the expected impact will be achieved.
- ✓ Convincing plan on how you are trying something new on the ground and involving a range of actors in the process.
- ✓ Clearly advances beyond the state-of-the-art (innovation and progress).
- ✓ The efforts to carry out the work are well estimated.
- ✓ The team has the right expertise and complement each other.
- ✓ Clear writing, use of pictures and diagrams where appropriate, relevant references.