

# BID WRITING FOR EUROPE

# Before you start.....

- Why?
  - Needs led not opportunity driven!
- What?
  - Does the activity fit the funding stream?
- Who?
  - Are you the right organisation to lead?
- When?
  - Capacity vs deadlines!
- Where?
  - Local/regional/national/transnational?

# Common Issues

- More bids than funds
- Duplication of ideas
- Eligibility
- Value for money
- Matchfunding
- Justification
- Partnerships
- Complementarity

# Preparation

- Read all the documents carefully
  - Is this the right funding stream?
  - Is the potential income sufficient?
  - Can you provide justification/evidence?
- Why do you want to bid?
  - Extra outputs for existing activity?
  - To test innovative ideas?
  - To extend your beneficiary group?

# Preparation

- Write a project synopsis
  - To clarify the ideas
  - To circulate to potential partners
  - As a basis for the application
- Partners
  - Local/regional/national
  - Public/private/VCS
  - transnational

# Writing the bid

- Enlist a co-writer (as editor/appraiser)
- Read the Guidelines for Applicants
- Read every question carefully
- Beware word limits
- Think European! (current issues/concerns)
- Think Innovation!
- Think Equalities and Diversity!
- Check against scoring criteria

# Budgets

- Remember most are in Euro's!
- Cost against all activity
- Remember partner costs
- Remember translation costs
- Hourly/daily staff costs at productive time rates
- Remember evaluation costs
- Check matchfunding sources and eligibility

# Common budget errors

- Under estimate of management and monitoring costs
- Eligibility of overheads (varies!)
- Dissemination and publicity costs
- Under estimate of partnership costs
- Under estimate of travel and subsistence
- No translation budget



# Key features of a good bid

- Innovative/original
- Clear (SMART) objectives
- Matches funding stream objectives
- Good partnerships
- Clear activities and outcome targets
- Demonstrable track record
- Robust management and monitoring systems
- Reflects the European dimension

# Useful tips

- Originality (novelty/gimmick)
- Simplicity
- Topicality
- Private sector leverage
- Don't be greedy!
- Practice makes better (never perfect!)
- Recycle failed bids!