

Welcome to Bin2Bean Training series!

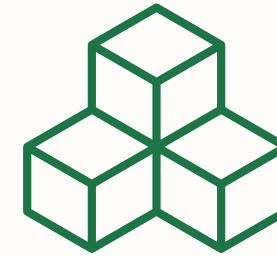
**Module 4 – Writing a Winning Proposal
(Part 1): Excellence & Relevance**



Co-funded by
the European Union



How is the proposal structured?



Part A – Administrative info (online forms)

Part B – Narrative proposal (core of your project)

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- **Excellence:** Scientific & technical quality
 - **Impact:** Benefits for society, economy, environment
 - **Implementation:** How you'll deliver results (team, budget, timeline)





1- Define objectives

→ **Must be** measurable, with clear, realistic, and verifiable indicators or KPIs.

2- Explain methodology

→ **Describe** your scientific and technical approach, methods and tools

3- Include key considerations

→ **Include** interdisciplinary approaches, gender considerations, innovation content.





Watch out!

- ✗ **Avoid buzzwords** (too vague or generic)
- ✗ **Avoid not linking to scope** of the call
- ✗ **Avoid missing** the European **dimension**
- ✗ **Avoid using** an **outdated template**
- ✓ **Always download the latest version from the portal**





Download the writing checklist here:



Bin2Bean Training series

Module 4 – Writing a Winning Proposal (part 1)



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