



# ERASMUS+

Key Action 1

Erasmus Mundus  
Joint Master Degrees  
EMJMD

Call for proposals 2016

How to prepare a  
competitive proposal



# OUTLINE

Preparing the application based on the requirements of the call for proposals

Good practices for the preparation of EMJMD proposals

Application package (eForm & attachments)  
and submission procedure

## Common requirements for all Erasmus+ International dimension – Centralised Actions

- ✓ Submission on-line to EACEA
- ✓ eForm & Attachments
- ✓ Four types of assessment criteria
  - ❖ **Eligibility Criteria**
  - ❖ *Exclusion Criteria*
  - ❖ *Selection Criteria*
  - ❖ **Award Criteria**

## Eligibility criteria

- Erasmus+ Programme Guide – EMJMD, pages 98-99
- The eForm has been designed in a way that submission will be possible only if certain basic eligibility criteria are fulfilled:

*e.g. submission deadline, minimum consortium composition (n<sup>o</sup>, profile and role), attachments uploaded in the eForm, maximum duration of the EMJMD, maximum amount of the grant requested, ...*

- Other eligibility criteria will be checked by the Agency staff:

*e.g. accreditation, submission language, duly filled in attachments, valid ECHE, ...*



It does not matter how well the project has been designed. If it does not fulfil the eligibility criteria, this will lead to the **automatic rejection** of the proposal

## Prerequisites for an Erasmus Mundus proposal

- Your consortium has a **"broad knowledge"** of Erasmus+ and a **"sound knowledge"** of the Erasmus Mundus action
  - What/who is it for? How does it work? What activities does it support and how? Who could help you understand it better?
- Your consortium has a **concrete idea** for an **international partnership** to jointly implement a **Erasmus Mundus Joint Master Degree**
  - Does it fit the EMJMD objectives, priorities, requirements, etc.?
  - Does it address the needs of all the consortium partners?
- Your idea is **embedded in your institutions**
  - Have it discussed with the relevant instances (Rector, Dean, international affairs office, etc.)
  - Ensure support for the proposal preparation and, if successful, the project implementation

## Building up your EMJMD consortium (1)

- ❖ **Start locally in your institution:**  
*other colleagues, services, departments with experience in running international mobility projects (in particular Erasmus Mundus)*
- ❖ **Consult your Erasmus+ National Agency:**  
*for advice and networking opportunities*
- ❖ **Continue searching for other stakeholders from Programme Countries to expand the consortium:**  
*other HEIs, research institutes, enterprises, local/regional/national authorities, etc.*
- ❖ **Enlarge the consortium with international partners from Partner Countries:**  
*organisations you have worked with in the past with specific expertise, colleagues that share the same enthusiasm for international cooperation and mobility projects, etc.*
- ✓ *Keep the size of the partnership manageable*

## Building up your EMJMD consortium (2)

### ❖ Participating organisations:

- ✓ bring specific expertise, concrete added value to the EMJMD
- ✓ gain a worldwide visibility, work together with excellent students
- ✓ benefit from a very attractive EU funding scheme

❖ Cooperation is based on **trust**, on **confidence** and on **formalised agreements**, ensuring institutional commitment and defining the role and tasks of each partner

❖ **Academic** and **administrative** management are **jointly** designed and structured

✓ win / ✓ win

## Drafting the EMJMD proposal

- ✓ **Coherent** in its entirety; avoid contradictions; avoid "patchwork"
- ✓ **Simple & concrete**: use examples, justify your statements, bring proofs
- ✓ **Clear**: follow the questions and answer them in the right order
- ✓ **Explicit**: do not take anything for granted; do not assume experts will always immediately understand; avoid abbreviations or explain them
- ✓ **Rigorous**: the application is the basis on which your project will be implemented; it is also the cornerstone of your partnership commitment
- ✓ **Focused**: stick to what is asked
- ✓ **Complete**: ensure (twice!) you have followed all the instructions and that the proposal fulfils all the mandatory requirements
- ✓ **Easy Read language**: keep most sentences 10-15 words long. Use varied sentence length to make them interesting, but keep sentences simple.



## Advice for a competitive proposal

### A successful proposal...

- ✓ demonstrates that the combination of all its elements will produce concrete and sustainable results for the benefit of all the parties concerned
- ✓ has been prepared and agreed jointly by all consortium partners
- ✓ involves representatives from the world of work and bridges the needs of academia and the labour market
- ✓ has received the full institutional commitment and support of all consortium partners
- ✓ is ready to start immediately after the selection decision

## Award criteria - General advice

### DO's

- ✓ Respond to the **sub-points** of the Award Criteria paying attention to the **specific context**
- ✓ Make sure you get all your points across in a **structured and coherent** manner, but keep it **short and simple**
- ✓ Present all **important and distinguishing features** of your project – the experts' assessment will be based **only** on information provided in the application
- ✓ Provide **supporting evidence** for your statements

## Award criteria - General advice

### DON'Ts

- ✘ *Avoid being **vague** in demonstrating the project's reasoning and strengths*
- ✘ *Do not assume that because of your expertise and **previous experience**, you do not need to explain how your project is built-up and will develop in the future*
- ✘ *Make sure you are not presenting your proposal as the sum of each partner's contribution, but rather demonstrate the **joint undertaking** of the consortium*

## Award criterion 1

### Relevance of the project (40 points)

#### DO's

- **Convincing evidence for "jointness" and course integration**
- **Thoroughly assessed results of needs analysis at different levels**
- **Innovation and excellence for HEIs and attractiveness of EHEA**
- **Concrete benefits for each targeted group (students, academic staff, etc.)**



#### DON'Ts

- **Dominance of coordinating institution instead of a common and integrated approach**
- **Imprecise targets for the degree award and lack of joint strategy**
- **Inaccurate needs analysis methodology resulting in irrelevant conclusions**
- **Weak integration of internationalisation strategies at the cost of stakeholders**

## Award criterion 2: Quality of project design and implementation (20 points)

### DO's

- **Effective strategy and tools** for monitoring and ensuring excellence
- **Academically relevant design and rationale** of mobility paths with **concrete learning outcomes**
- **Proactive consortium support** responding to students and staff needs
- **Interaction** with world of work **integrated** in the course



### DON'Ts

- **Absence of an established mechanism** to appropriately react to evaluation findings
- **Unfeasible, unbalanced and ineffective** mobility schemes
- **Underestimation** of the administrative **workload** to the detriment of the course
- **Negligence of student integration** in socio-cultural and professional context

## Award criterion 3: Quality of project team and cooperation arrangements (20 points)

### DO's

- **Synergies** resulting from the **complementarity** of the partners
- **Inclusive and transparent** cooperation mechanisms, based as well on **mutual trust**
- **Academic jointness as central theme** during course implementation
- **Realistic and transparent** financial plan



### DON'Ts

- **Unclear motivation** of partners to join the project
- **Failure** to ensure **institutional backing** of the partners
- **Lack of attention** to the variety of national **legal frameworks**
- Avoid too **rigid cooperation arrangements** not allowing for necessary adaptations
- **Imprecise** financial management provisions of the consortium

## Award criterion 4

### Impact and dissemination (20 points)

#### DO's

- **Concrete indicators and tools** for measuring the impact on all stakeholders
- **Tailored** promotion /dissemination approach to different audiences
- **Integration of labour-market elements** to promote employability and support sustainability
- Provisions for **wide access** to course materials



#### DON'Ts

- **Lack of definition and promotion of the programme's distinctive selling points** demonstrating its competitiveness
- No **networking activities** to ensure wide programme **visibility** and **recognition** by academia, students and future employers
- **Sustainability strategy** not adequately considered and not integrated in **all project stages**



## Award criterion 5: Additional scholarships for targeted regions (5 points)

### DO's

- **Mutual benefits** through the cooperation with the specific regions/countries
- **Concrete contribution** to meet the **challenges** in the **HE systems** of these countries
- Support for a strong and educated **human capital**
- Effects of the cooperation on **economic and social development**



### DON'Ts

- **Imprecise plan and objectives** for building up cooperation with the regions/countries
- **Limitation** of collaboration to the level of student exchange
- **Unclear methodology and inappropriate approach** to reach excellent students



## How to apply (1)

### ■ *How?*

- ✓ Applications to be **submitted to EACEA** using an **eForm with attachments**
- ✓ **One-phase submission**

### ■ *When?*

- ✓ **Deadline: 18 February 2016 – 12:00 CET (Brussels time)**



Applicants are strongly advised to submit their application well in advance of the deadline, thus avoiding last-minute submission.

## How to apply (2) – eForm and attachments

### ■ *What?*

**eForm:** Parts A, B, C, D - Consortium composition and basic project data

### + **compulsory attachments:**

- ✓ Description of the project (Word or .pdf format)
  - Step 1 – "Relevance of the project"
  - Step 2 - "Quality of the project design and implementation, Quality of the project team and the cooperation arrangements, Impact and dissemination"  
+ if applicable: "Relevance of the project in the targeted region(s)"
- ✓ Grant request table (Excel format)
- ✓ Declaration on honour and Partners' Mandates (.pdf format)
- ❖ Optional: Other relevant annexes (Word or .pdf format)

## How to apply (3) – Attachment specifications

### ❖ **Description of the project (Step 1 & 2):**

- Refers to the "Award criteria"
- Includes information on partners/key staff and EU grants received or applied for

### ❖ **Grant request table** automatically calculates the maximum EU grant requested based on the following input:

- ECTS credits / duration of an intake
- Whether a preparatory year will be implemented
- Participation costs of the EMJMD
- Estimated number of students per intake, split into Programme/Partner Country
- If applicable, number of additional scholarships for students from targeted regions of the world

## How to apply (4) – Attachment specifications

### ❖ Declaration on Honour & Mandates

- Declaration on Honour: signed by the legal representative of the applicant HEI
- Mandates: signed by the legal representative of each partner
  - not required for Associated Partners (if applicable)
  - must be scanned and attached in one single .pdf document, with Mandates keeping the order as in the List of Participating organisation of the eForm (P2-Pn)

### ❖ Other relevant annexes (optional)

- Cannot replace essential information expected in the mandatory parts of the Application Package
- Should support, illustrate or evidence the information already provided in the Award Criteria attachments
- Exhaustive list of documents provided in the "Instructions for completing the Application Package" (needs analysis, business plan, consortium/student agreement, etc.)

## How to apply (5) – Procedure

### ■ Application procedure

1. Check with your partners whether they have a Participant Identification Code (PIC). If they have a valid PIC no need for action
2. For those consortium partners who have not yet a PIC, register the organisations in the Participant Portal and receive a PIC
3. Create your electronic application form using your PICs
4. Fill in the eForm
5. Attach completed versions of the attachments within the eForm
  - *Description of the project (Step 1, Step 2, if applicable targeted regions), Grant request table, Declaration on honour and Partners' Mandates, Other relevant annexes*
6. Submit the eForm on-line
7. Acknowledgement of receipt with application reference number

## How to apply (6)

### Guidance for completing the eForm and annexes

- ✓ ***Instructions for completing the Application Package***  
Rules and guidance on eForm content, annexes and the application process in general
- ✓ ***eForm User Guide***  
Assistance with the technical aspects of completing the eForm
- ✓ ***Guide for Experts***  
in particular section "Good practices in the implementation of EMJMDs"
- ✓ ***Documents available on the Agency's website:***  
[http://eacea.ec.europa.eu/erasmus-plus/funding/key-action-1-erasmus-mundus-joint-master-degrees-2016\\_en](http://eacea.ec.europa.eu/erasmus-plus/funding/key-action-1-erasmus-mundus-joint-master-degrees-2016_en)

**We wish you a lot of success for  
your application!**

**For further questions, please contact us at:**

[EACEA-EPLUS-JMD@ec.europa.eu](mailto:EACEA-EPLUS-JMD@ec.europa.eu): questions on the application process and content of eForm & annexes

[eacea-helpdesk@ec.europa.eu](mailto:eacea-helpdesk@ec.europa.eu): technical problems in relation to the eForm [helpdesk phone: +32 (0)2 2990705]

