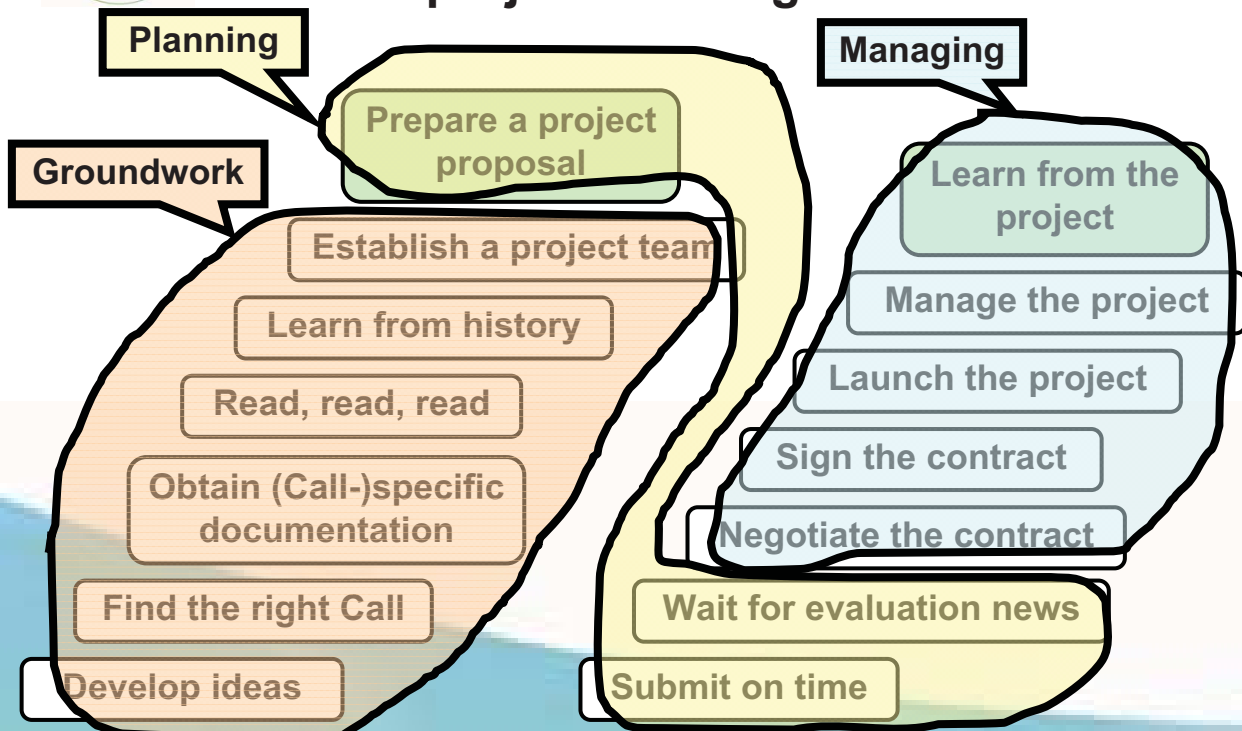


# How to draft a successful proposal

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STYRIAN ACADEMY for Sustainable Energies

## Steps on the road to successful project thinking



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## When you find an appropriate Call for Proposals:

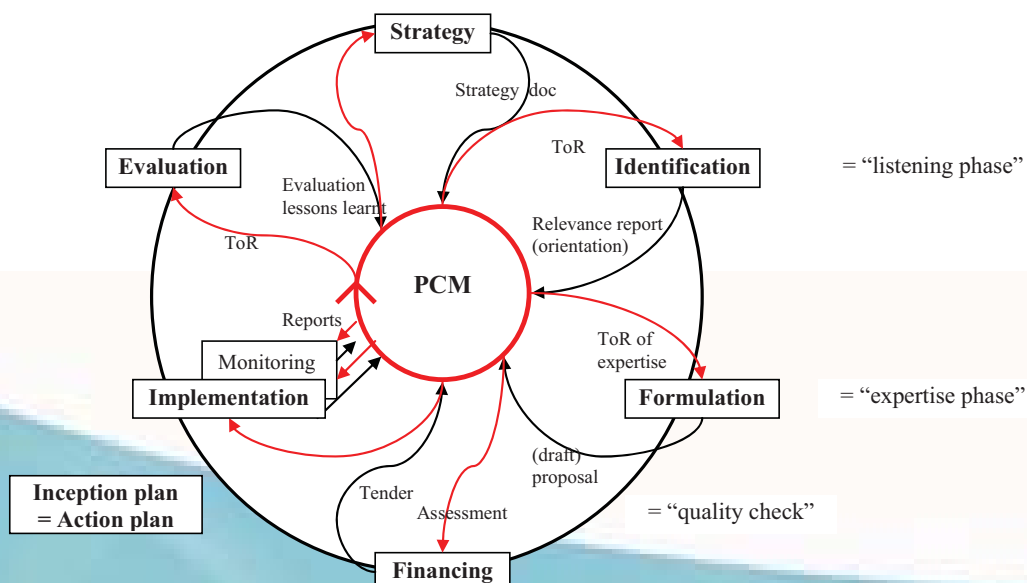
- ♪ Familiarise yourself with the Programme
- ♪ Study thoroughly the eligibility criteria
- ♪ Follow the application guidelines to the letter
- ♪ Be aware of the deadline for submission
- ♪ Take into account that the evaluators are the first to read your proposal and that they have their limitations
- ♪ Take notice of the various steps in the Call

♪ Follow rules and provisions	♪ Identify clear objectives, methods and results
♪ Study the documents you have to complete	♪ Develop a well-structured work plan
♪ Read carefully the evaluation procedure	♪ Have an appropriate project cycle management
♪ Take stock of lessons learned	♪ Calculate a realistic budget
♪ Find a good title for your project	♪ Have a clear text structure
♪ Draft a convincing abstract	♪ Use good quality language
♪ Analyse thoroughly the background of your project	♪ Do not forget any documents

## How do you streamline your ideas?

- ♪ **Classical research proposal drafting set up:**  
hypothesis, literature review, justification, rationale, methodology, resources, results, publications, discussion
- ♪ **Following the order of the application sections to be completed**
- ♪ **Project phases:**  
initiation, planning, design, execution, monitoring, evaluation
- ♪ **Logical Framework Approach (LFA)**

## Project Cycle Management



## What is it?

- A systematic analytical project preparation methodology

## What does it give?

- A Matrix produced at the end of the LFA process with a special structure regarding the project set-up and its implementation.

## Why to apply?

- It provides a picture of the contextual environment of the project topic.
- It develops a structured set of project ideas by clarifying objectives and outputs.
- It provides a clear, brief and logical description of the proposed project.
- It helps to identify possible risks to project implementation.
- It provides a useful basis for evaluation during and at the end of the project.

## The steps of the LFA process:

- Situation analysis
- Stakeholder analysis
- Problem analysis
- Objectives analysis
- Analysis of alternatives
- Activity planning
- Resource planning

## Logical Framework Matrix (1)

	Intervention logic	Objectively Verifiable Indicators of achievement (OVI)	Sources and means of verification (MOV)	Assumptions
Overall objective(s)				
Specific objective				
Expected results				
Activities				
				Preconditions

## Logical Framework Matrix (2)

Intervention Logic		Assumptions
Overall objective(s)		
IF Specific objective	is achieved AND	assumptions for achieving the overall objective(s)
IF Results	are achieved AND	assumptions for achieving the specific objective
IF Activities	are carried out AND	assumptions for achieving the results
		IF pre-conditions for starting up the project

Diagram illustrating the Logical Framework Matrix (2) with red arrows indicating the flow of logic and assumptions:

- Red arrows point from the 'Assumptions' column to the 'Intervention Logic' column, indicating that assumptions are valid for the achievement of the objective above.
- Red arrows point from the 'Intervention Logic' column to the 'Assumptions' column, indicating that the achievement of the objective above is achieved AND the assumptions are valid.
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**“What the mind of man can  
conceive and believe, it can  
achieve”**

**Napoleon Hill, American author (1937)**