



**Circular
Bio-based
Europe**
Joint Undertaking

How to write a c-riously good proposal

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“It’s not that easy being green.”

Kermit the Frog



“It’s not that easy to write a good proposal.”

CBE JU



Get prepared ...

Study the
call documentation

Select your
partners

Plan your project
and draft the
**Technical
Description**
(Template Part B)

Horizon Europe + CBE JU requirements

Horizon Europe (HE) conditions

HE Programme Guide

HE Online Manual

HE General Annexes

HE Annotated Model Grant Agreement



Evaluation criteria



Annual Work Programme 2025

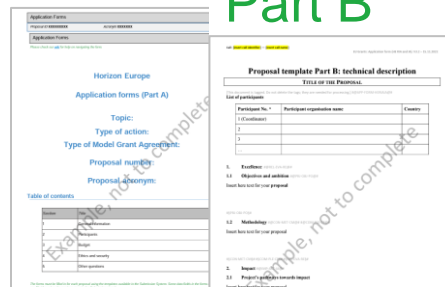
- Topics
- **Specific requirements**
- Budget



Proposal structure

Part A

Part B



Topic
Scope

Proposal (Part B)

1. Excellence

- 1.1 Objectives & ambition
- 1.2 Methodology

2. Impact

- 2.1 Pathways to impact
- 2.2 Measures to maximise impact

3. Implementation

- 3.1 Work plan & resources
- 3.2 Capacity of participants & consortium as a whole

1. Excellence #REL-EVA-RE#@

Excellence – aspects to be taken into account.

- Clarity and pertinence of the project's objectives: work is ambitious, and goes beyond the state of the art
- Soundness of the proposed methodology, its assumptions, interdisciplinary approaches, its dimension in research and innovation contexts including sharing and management of research results with society and end users where appropriate.

▲ The following aspects will be taken into account in the assessment of the work programme topic.

1.1 Objectives and ambition #PRJ-OBJ-PO#@ [e.g. 5 pages]

- Briefly describe the **objectives** of your proposed topic? Are they measurable and verifiable? Are they ambitious? Do they go beyond the state of the art?
- Describe how your project goes beyond the state of the art. Indicate any exceptional ground-break services or business and organisational models. Are products and services already available on the market?

- Describe where the proposed work is positioned on the spectrum from 'idea to application', or from 'lab to market' (Technology Readiness Level), if possible distinguishing between the two.
- ▲ Please bear in mind that advances beyond the state of the art are expected from the positioning of the project. Expectation with Innovation Actions at high TRLs.

#PRJ-OBJ-PO#@

1.2 Methodology #COM-MET-CM#@#COM-PL-CP#@ [e.g. 14 pages]

- Describe and explain the overall methodology, underpin your work. Explain how this will enable important challenges you may have identified to be overcome. [e.g. 14 pages]

▲ This section should be presented as a separate section under 'Implementation'.

- Describe the **feedstock** to be used in the project foreseen in the CBE JU Strategic Research (https://www.cbe.europa.eu/system/files/2022-0

Under the condition of respecting the "food first" principle, feedstock should be used as feedstock for CBE JU projects. IAs, including multi-actor approaches, should:

- clarify in their proposal the amount of forecast prospective volumes needed in

Flags, this should be aligned with the proposed business plan;

- assess if the above-mentioned forecasted prospective volumes have the potential to interfere with the food supply chain;
- describe possible actions (including project activities) to mitigate the identified risks, such as alternative feedstock sources, in case of potential interference with the food supply chain in future commercial operations.

▲ As described in the CBE JU Specific requirements in section 2.2.3.1 of the CBE JU Annual Work Programme 2025, available under <https://www.cbe.europa.eu/reference-documents>.

- For the assessment of the **environmental performance**, include in the proposal the following elements:
 - an identification of the environmental critical issues early on and the explanation on how the project will steer the development process in the right direction;

- an ex-ante estimation of the environmental sustainability performance, including contribution to climate neutrality, resource efficiency, zero pollution (addressing the impacts on air, water, soil quality, where relevant) and circularity of the proposed biomass logistics/processes/products, compared to benchmark(s) selected by the consortium and described in the proposal. The benchmark(s) should be based on the best performing logistics/processes/products and should be duly justified in the proposal. The proposal should provide a detailed justification to demonstrate how it will improve environmental performances compared to the selected benchmark(s) and if available provide relevant references and calculations;

- if applicable, a preliminary assessment of the carbon removal potential.

▲ For more details, please refer to the CBE JU Specific requirements in section 2.2.3.1 of the CBE JU Annual Work Programme 2025, available under <https://www.cbe.europa.eu/reference-documents>.

- Describe any national or international research and innovation activities, including relevant BBI/CBE JU ongoing or finalised projects, whose results will feed into the project, and how that link will be established.

- Consider applying and/or adapting existing/mature or novel **digital technologies** provided that they are instrumental to achieving the project's outcomes and scope. Consider the applications of digital technologies (e.g. AI, blockchain, Machine Learning, IoT, 6G etc), among the following areas: (i) Process design & modelling (including bioinformatics); (ii) Process monitoring, control and optimisation; (iii) Tracking and tracing; (iv) Data analytics and data management; (v) (Real-time) process monitoring, control and optimisation (including environmental performance); (vi) Predictive maintenance and plant engineering.

▲ For more details, please refer to the CBE JU Specific requirements in section 2.2.3.1 of the CBE JU Annual Work Programme 2025, available under <https://www.cbe.europa.eu/reference-documents>.

- Describe the **multi-actor approach** that will be implemented in the project.

▲ The multi-actor approach is mandatory to be included in all IA proposals, incl. Flags. It is a form of responsible R&I, aiming to make the R&I process and its outcomes more reliable, demand-driven, shared and relevant to society. It also aims to have these outcomes shared more extensively. For more details, please refer to the CBE JU Specific requirements in section 2.2.3.1 of

A good proposal is

A good proposal is compelling

Present a **compelling** narrative
of your **methodology**

What methods will be used.

How this will deliver your project's
objectives.

Which challenges exist and how you will
overcome them.

A good proposal is contextualised

Link your project to its **context**

“No project is an island.”

What are relevant **other projects** ?
(EU, national, regional, local)

How will you build on them or interact with them?

What is relevant **existing IP** ?
(inside and outside the consortium)

How will you deal with it?

A good proposal is

captivating

Present a **captivating scenario** to **impact**

Describe the project's **pathway** to **impact** :

1. Describe **specific contributions** to topic outcomes & wider impact (longer term)
2. Estimate their **scale** and **significance**
3. Assess relevant **barriers**, requirements, risks

A good proposal is

credible

**Numbers
add trust !**

Present a **credible** scenario to
impact

Describe the project's **pathway** to **impact** :

1. Describe **specific contributions** to topic outcomes & wider impact (longer term)
2. Estimate their **scale** and **significance**
3. Assess relevant **barriers**, requirements, risks

A good proposal is

Be **candid** about risks

Risks of **pathways to impact**:

External factors influencing outcome & impact
+ mitigation measures to address them

Risks of **project implementation**:

Internal factors influencing project results
+ mitigation measures to address them

*Dedicated
table in the
template*

candid

A good proposal is

Ensure **coherence**

in other words: Avoid **ambiguity**

All parts of the proposal should be consistent.

“There are no details.”

coherent

A good proposal is

Build a strong **consortium**

CBE **networking platform** remains open:



Map topic elements and requirements to individual partners - identify gaps

High level of **confidence** btw partners is key.

Clarify **ownership of results** (IP) early.

collaborative

A good proposal is

Be **clear**

up to 70 pages x 8 proposals (*per evaluator*)

Make it easy to grasp.

“Stand out with clarity.”

clear

A good proposal is

Aim for **complete** “topic eclipse”

topic text

+ Horizon Europe requirements

+ CBE JU requirements



every single **word** in
topic text counts !

every single
requirement counts !

complete

A good proposal is

compelling
contextualised
captivating
credible
candid
coherent
collaborative
clear
complete



the launchpad of your idea !

