



**Circular
Bio-based
Europe**
Joint Undertaking

Tips and tricks for a good proposal

Oliver ZOBELL
Call Coordinator

12 March 2026



Co-funded by
the European Union

© CROPSAFE



Get prepared ...

Study the
call documentation

Select your
partners

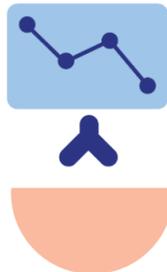
Plan your project
and draft the
**Technical
Description**
(Template Part B)

A good CBE JU proposal



Excellence

- Proposed work fully within the scope of the topic
- Ambitious idea going beyond the state of the art
- Sound methodology



High impact

- Clear contribution toward topic expected outcomes
- Convincing plan for dissemination & exploitation & communication
- Convincing business perspective (for IA-Flagship: separate business plan)



Solid implementation

- Solid work plan & resource distribution
- Strong & complementary expertise
- Realistic risk assessment with appropriate mitigation measures

A good proposal is...

compelling

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

- ✓ Methods to be used
- ✓ How these will deliver your objectives
- ✓ Challenges that exist and how you will overcome them

A good proposal is...

contextualised

Link your proposal to its **context**

“No project is an island.”

✓ Relevant **other projects** ?

@ EU, national, regional, local level

How will you build on or interact with them?

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

A good proposal is...

candid

Be **open** 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*

A good proposal is...

coherent

Ensure **coherence**

*in other words: Avoid **ambiguity***

- ✓ All parts of the proposal should be consistent.
- ✓ “There are no details.”

A good proposal is...

collaborative

Build a strong **consortium**

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

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

CBE JU

Networking platform 2026

Where future project
partners come together

Connect. Collaborate.



A good proposal is...

clear

Be **clear**

Each evaluator must read up to 70 pages x 8 proposals:

- ✓ Make it easy to grasp.
- ✓ “Stand out with clarity.”

A good proposal is...

complete

Aim for **complete** “topic eclipse”



topic text
+ **Horizon Europe & CBE JU** requirements

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

every single
requirement counts !

A good proposal is...

compelling
contextualised
captivating
credible
candid
coherent
collaborative
clear
complete



**Circular
Bio-based
Europe**
Joint Undertaking



**Circular
Bio-based
Europe**
Joint Undertaking

the launchpad of your idea !



Lessons learnt from past calls



Start early!

There is a correlation between earlier proposal creation date (in the Funding & Tenders Portal) and higher evaluation result



Don't lose "easy" points ("low hanging fruit"):

- Don't forget an explicit requirement, for example to include in the workplan a dedicated task for SSbD
- Double check IKOP calculation in the proposal budget table and ensure consistency with the annexed BIC annexes
 - IKOP counted only for demonstrated BIC members !
 - Participant's identifier code must be identical in proposal and BIC certificate !



Avoid frequent issues:

- Unconvincing business part (business case, model or plan)
- Unsound risk management and work plan



CBE JU
**Networking
Event 2026**

Track, Brussels | 21 April

Register now! 

Meet. Connect. Collaborate.

Networking event – training sessions

Three trainings sessions will complement the matchmaking activities

21 April,
Track
Brussels

10:00 – 11:30 | Widening participants

- Increase participation from widening countries
- Session organised in collaboration with [CARE4BIO](#) and [Widera-Net](#)

11:30 – 13:00 | Start-ups & SMEs

- Build robust business cases & understand what makes projects attract private funding
- Session organised in collaboration with the [European Circular Bioeconomy Fund \(ECBF\)](#)

14:30 – 16:00 | Flagship project proposals

- Lessons from funded CBE JU Flagship projects
- Session organised in collaboration with the [Bio-based Industries Consortium \(BIC\)](#)

Register on the [CBE JU Networking event](#) page



**Circular
Bio-based
Europe**
Joint Undertaking

Subscribe



Contact us

info@cbe.europa.eu

www.cbe.europa.eu

Follow us



Co-funded by
the European Union

