

# What do evaluators want?

Horizon 2020 Energy  
Virtual Info Day

#H2020Energy

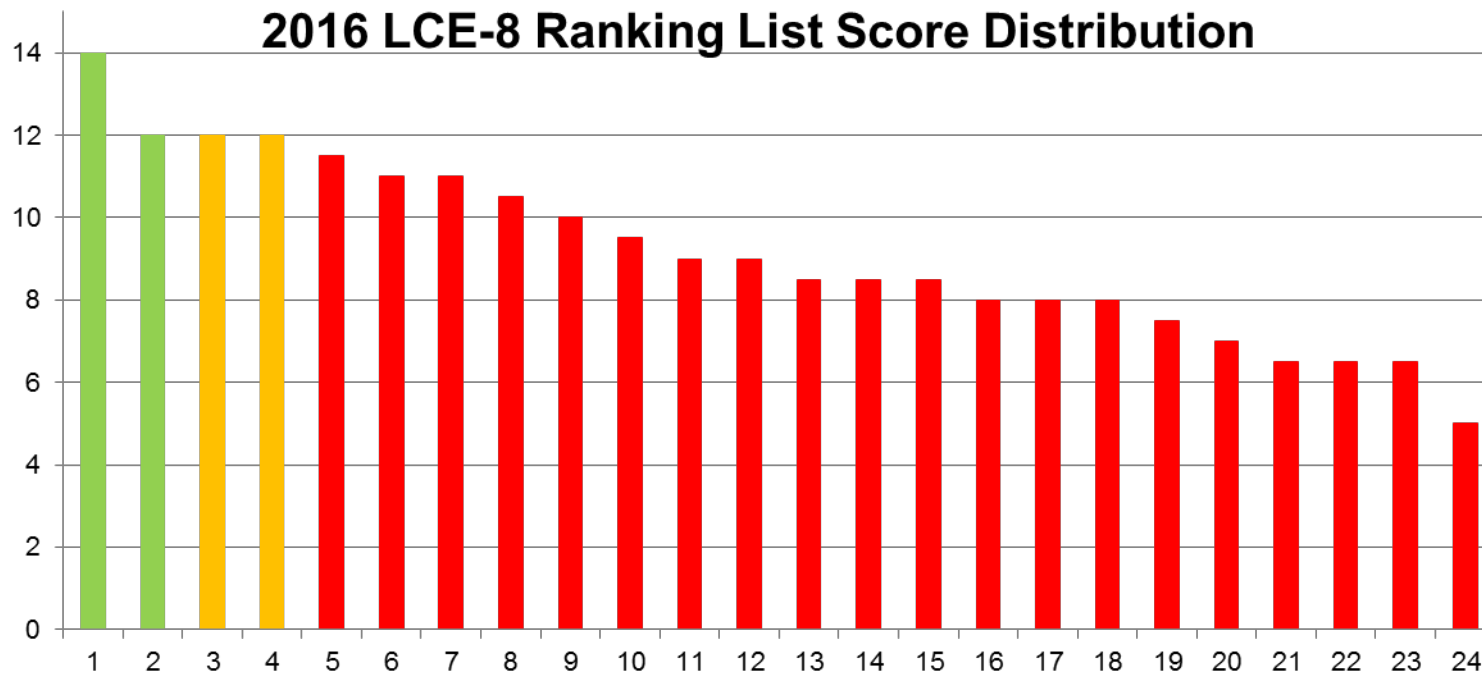
**Robert Goodchild**

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INEA



# Tip 1: Don't waste their time!



## Tip 2: Understand topic text



## Tip 3: Be clear on TRLs

**TRL: no room  
for doubt!**

- Start TRL = state-of-the-art
- End TRL = concrete activities

## Tip 4: Impact

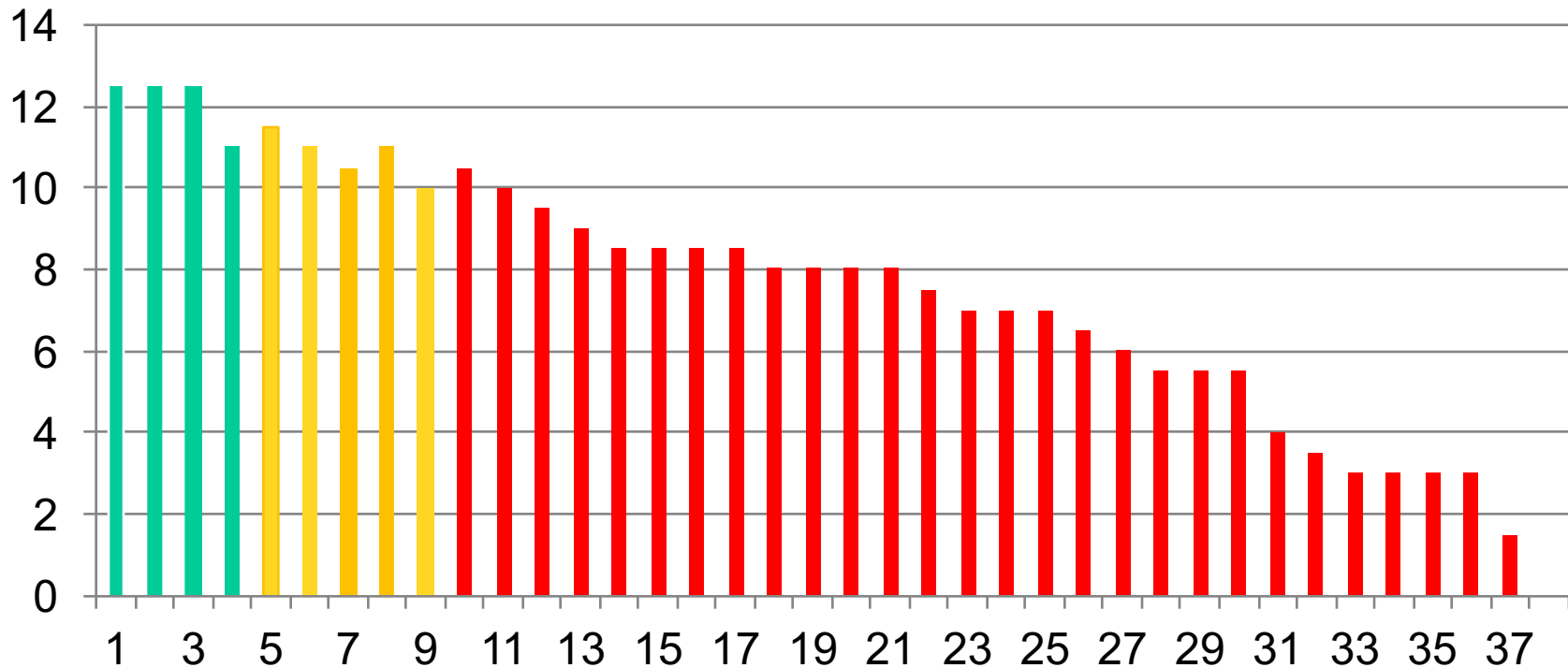
Substantiate the impacts

Dissemination & Exploitation plan

Impact weighting factor of 1.5

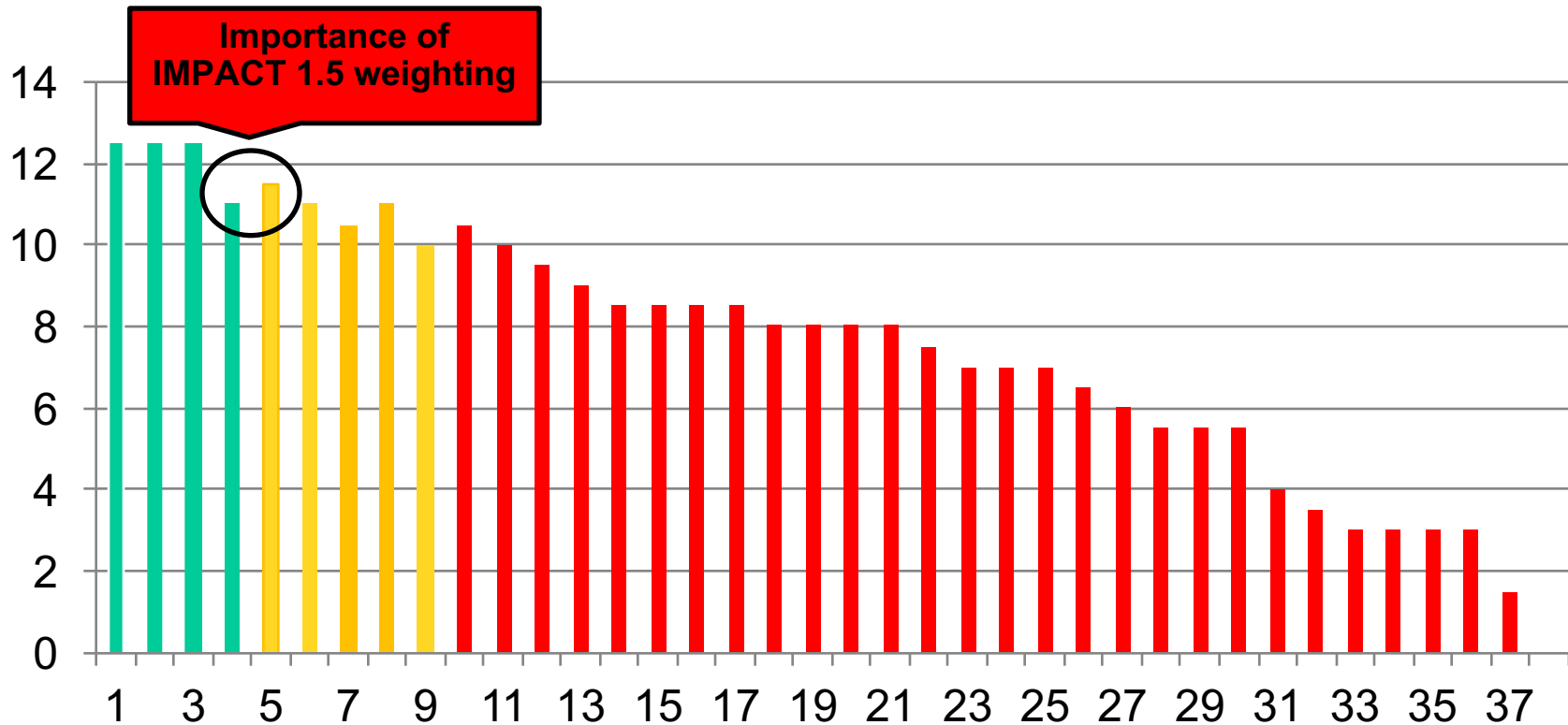
# Tip 4: Impact Weighting

## 2015 SCC Ranking List Score Distribution



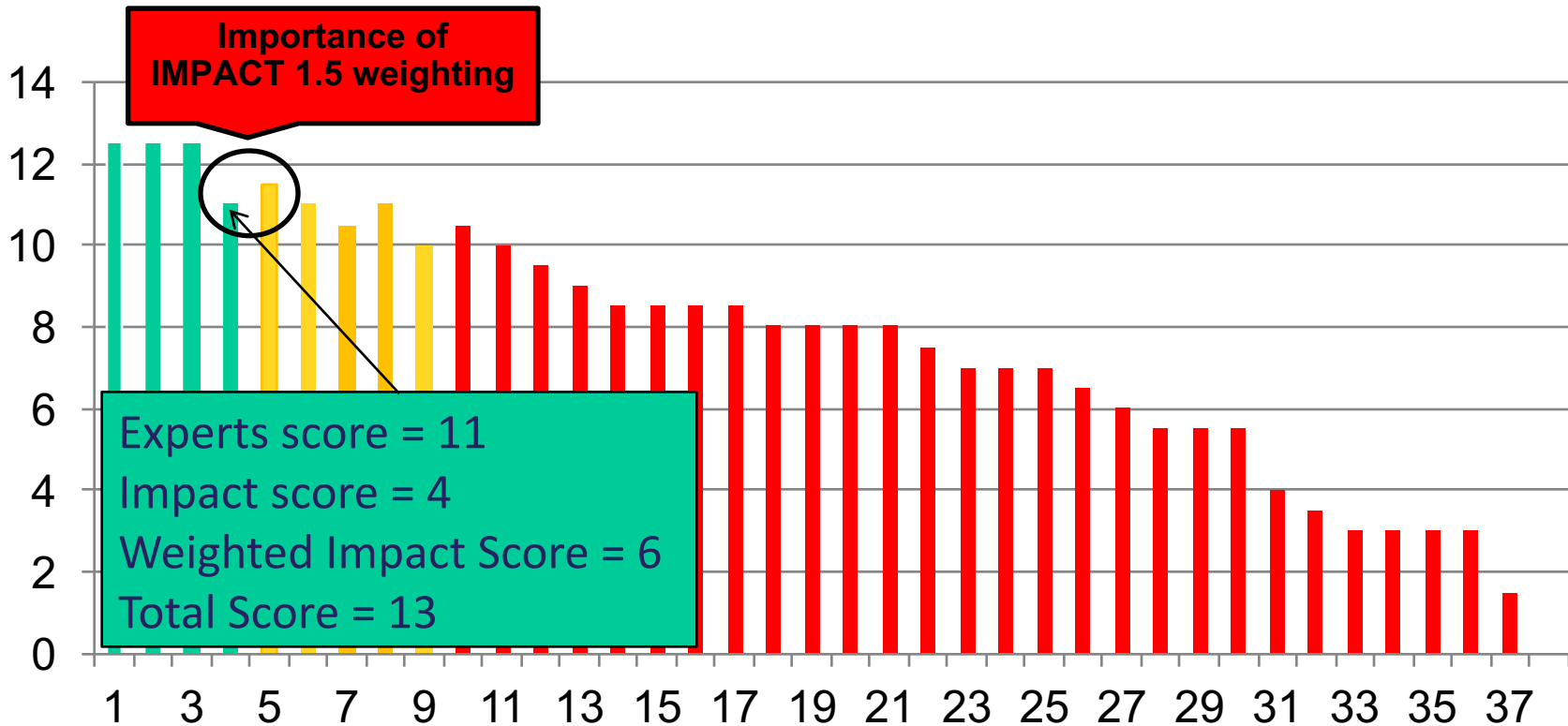
# Tip 4: Impact Weighting

## 2015 SCC Ranking List Score Distribution



# Tip 4: Impact Weighting

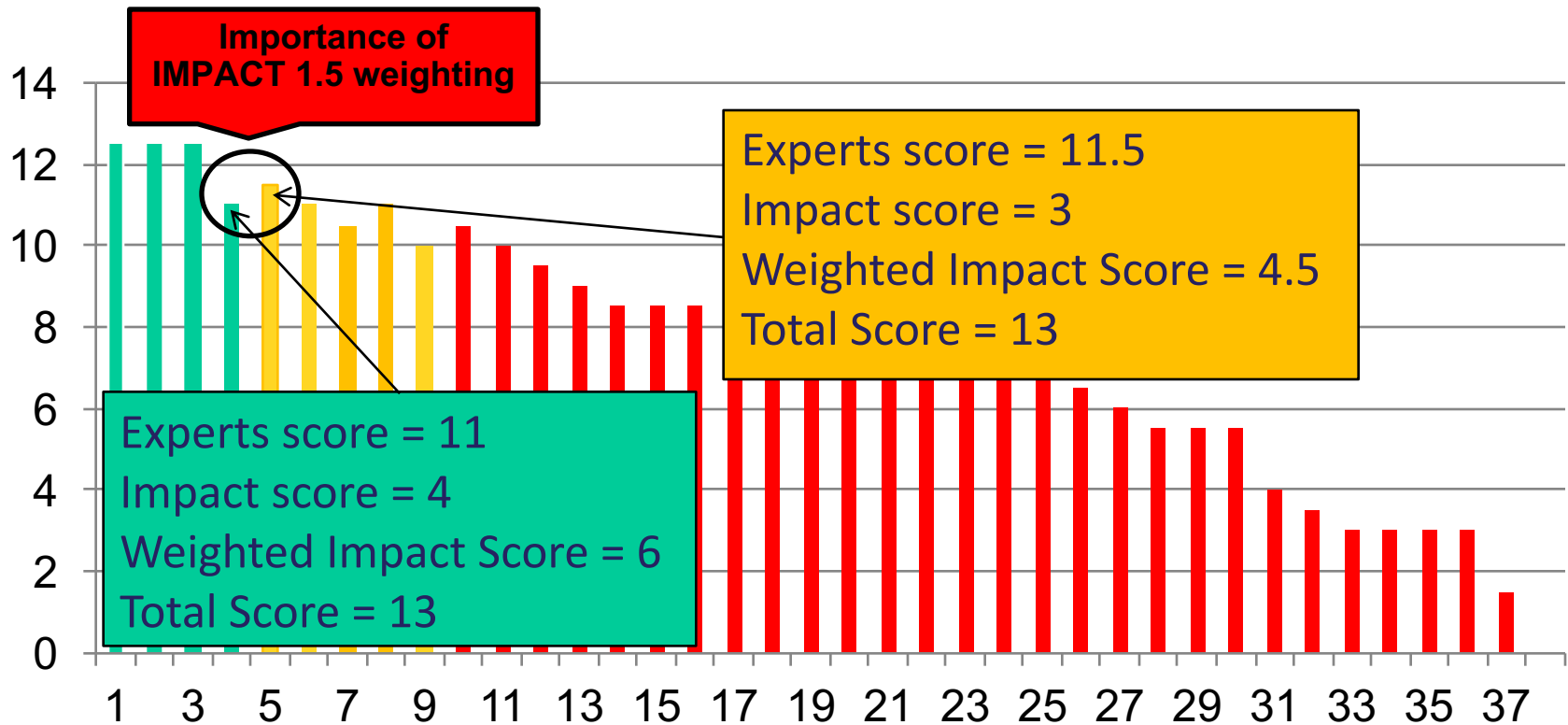
## 2015 SCC Ranking List Score Distribution





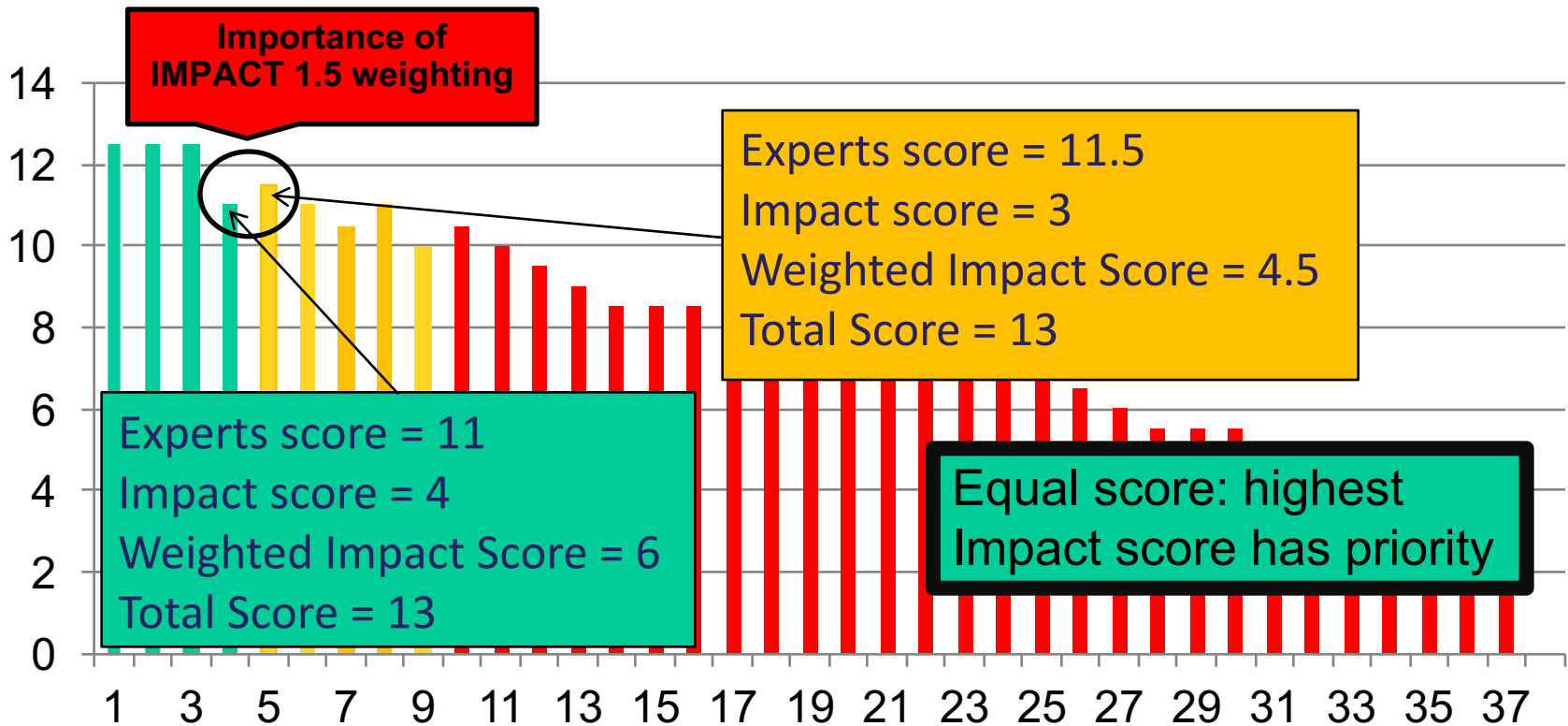
# Tip 4: Impact Weighting

## 2015 SCC Ranking List Score Distribution



# Tip 4: Impact Weighting

## 2015 SCC Ranking List Score Distribution



## Tip 5: Sound budget construction

Reasonable?

Allocation?

Justified?

Sufficient  
detail?

## **Tip 6: Simple to digest**

**Simple language – non-native speakers**

**Make information easy to find**

**Relevant summary tables, graphs & pictures**

**Respect page limits**

# 5 steps to success...

Be  
Realistic

Understand  
Topic Text +  
Right TRLs

Impact for  
IAs

Sound  
Budget

Simple