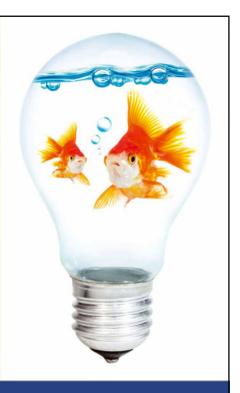


#### ERC Call 2023

#### Bringing great ideas to life

- Create excitement
- Demonstrate Passion

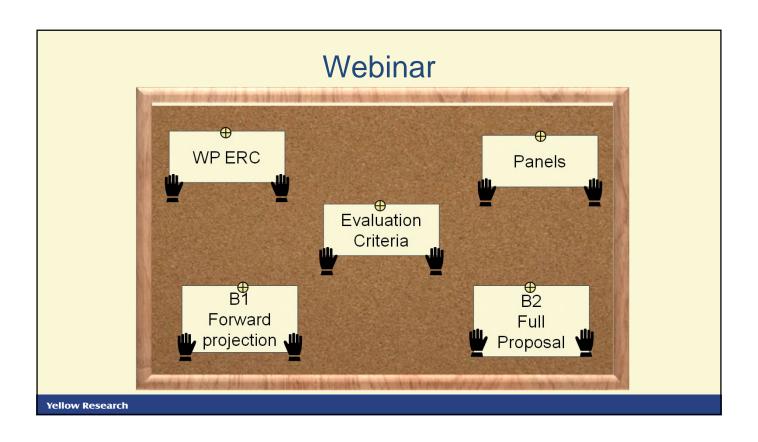


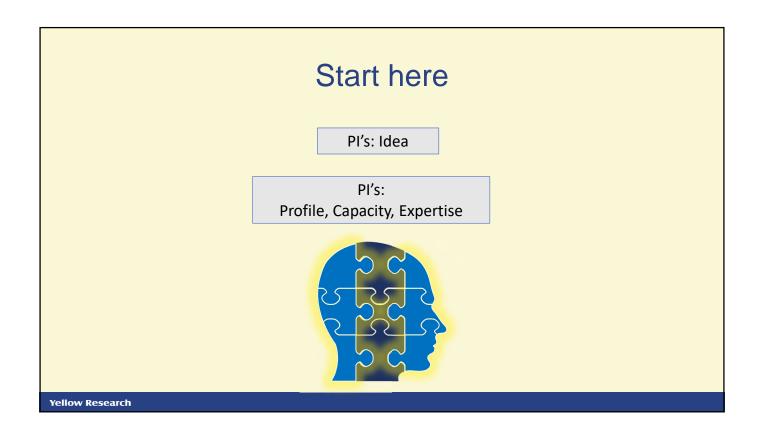
Yellow Research



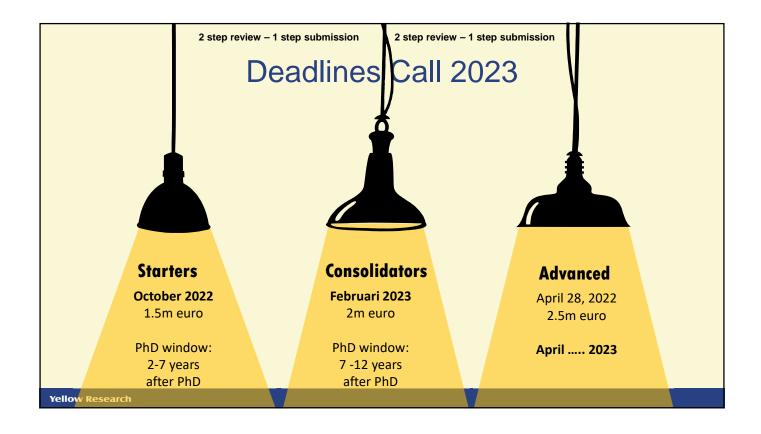
#### I'm Lotte Jaspers

- Founding Partner of Yellow Research
- Co-developed with Mette Skraastad and Aya van den Kroonenberg at Yellow Research

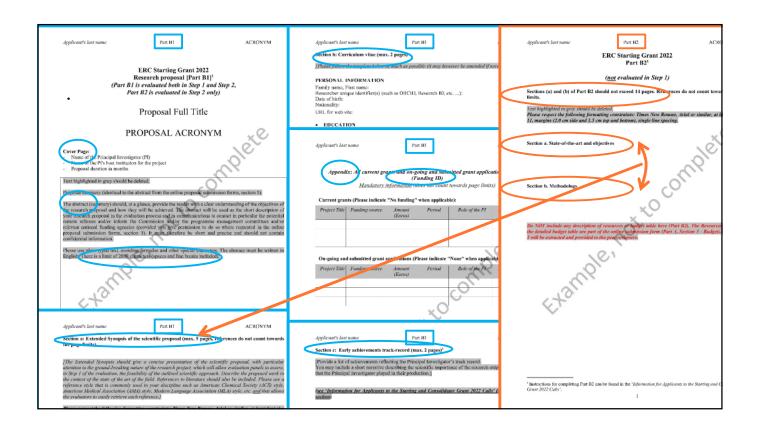




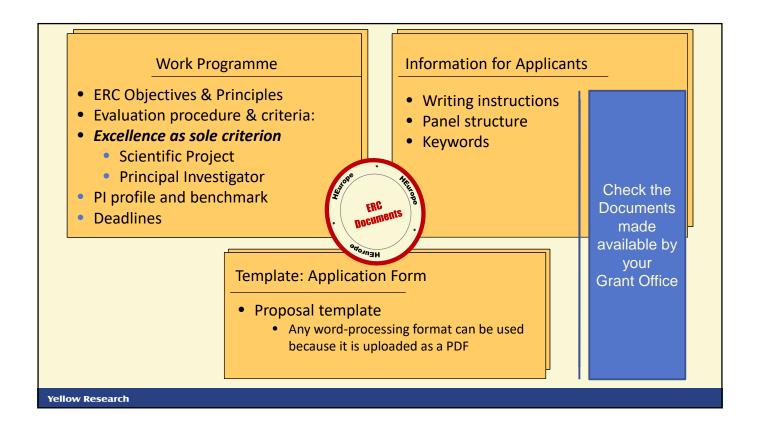
#### **Dynamics between Evaluation criteria Objectives & Methodology** 1,2,3,4, 5,6,7,8 1. Important challenges 2. Ambitious objectives (Novel 3 Domains 27 Panels concept/approach) 3. High-risk/high/gain balance **ERC** 4. Outlined scientific approach PE **Logical Framework** 5. Appropriate methodology and SH working arrangements for goals **Grant Writing** 1,2,3,4, 6. Novel methodology 9,10,11 7. Timescales and Resources 5,6,7 Panel Review and their use of external in depth reviewers 2 step review - 1 step submission **Yellow Research**



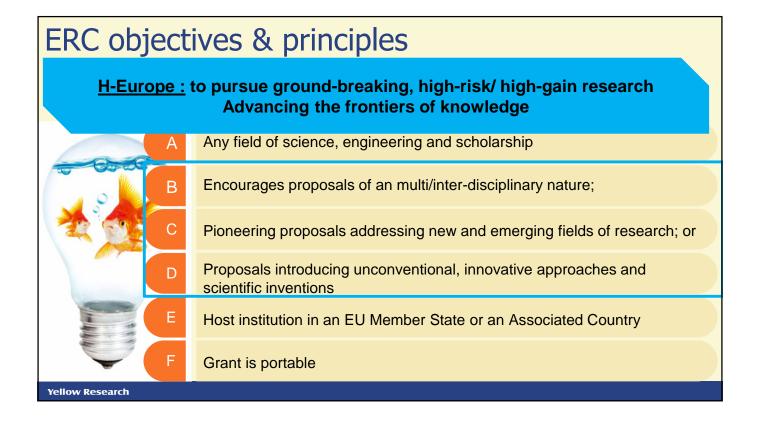
# Application Form

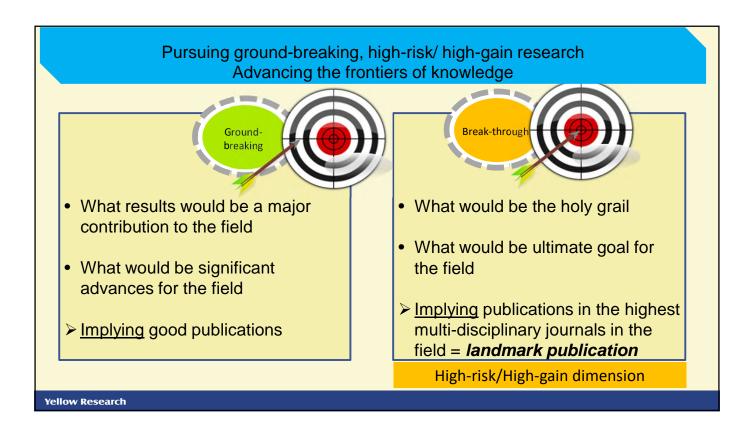


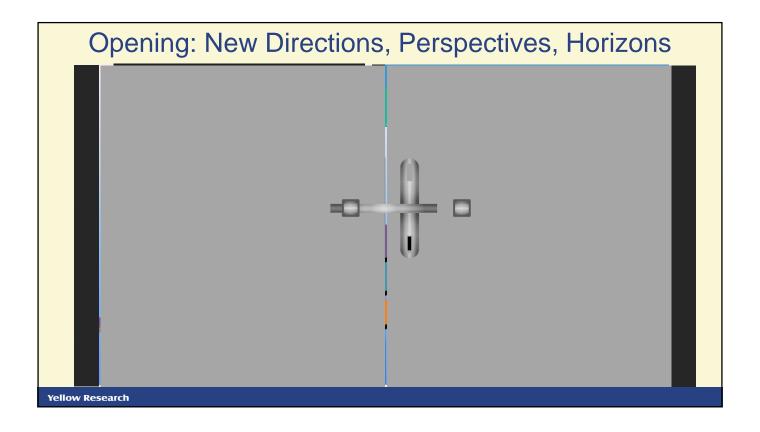
## Documents

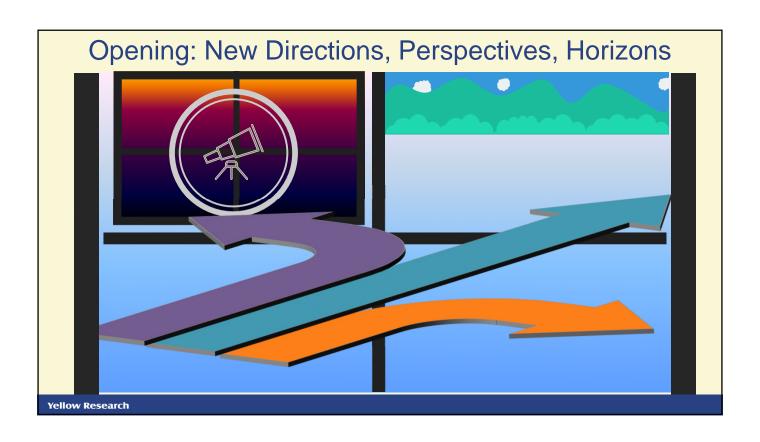


## Work Programme



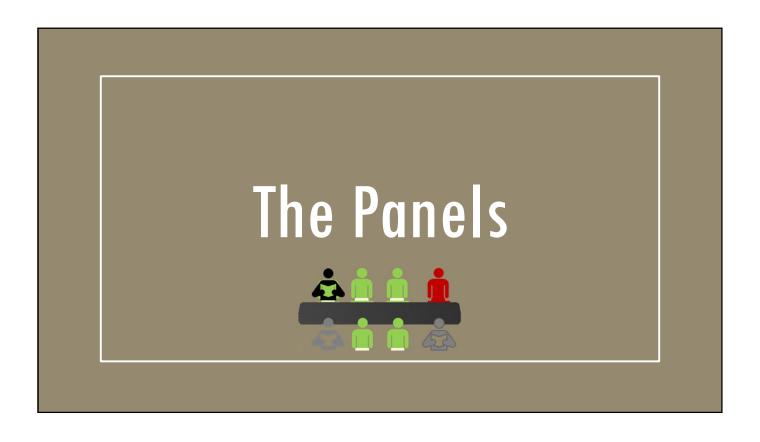


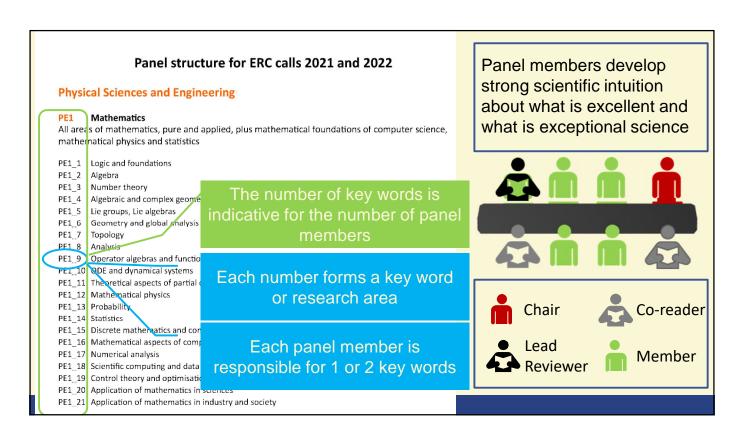




Sketch What a Breakthrough means to you

Why or How different from the groundbreaking dimension





A1 – form: Panels and Keywords Step 1: Initial registration: Primary and/or secondary panel		
Primary ERC Rev		
	tial registration: ERC Keyword 1: Mandatory link to primary panel  As first keyword please choose one which is linked to the Primary Review Panel.	
Step 3: Characterizing the subject of the proposal  Please select, if applicable, the ERC keyword(s) that best characterise the subject of your proposal in order		
ERC Keyword 2	of priority.	
ERC Keyword 3	Not applicable	
Step 4: Indicating Scope & Selecting Remote Reviewers		
Free keywords	In addition, please enter free text keywords that you consider best characterise the scope of your research proposal. The choice of keywords should take into account any multi-disciplinary aspects of the proposal.	
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#### Dig deeper on our Online Platform:





#### Section: Evaluation Procedure & Criteria:

- Evaluation Procedure in detail
- Select the Right Panel & interdisciplinary research
- ERC Keywords
- Exclusion of Panel Members

## Evaluation Questions



## Research Project - B1a Extended Synopsis

Scientific Excellence: Ground-breaking nature, Ambition and Feasibility

#### Ground-breaking nature and potential impact of the research project

- To what extent does the proposed research address important challenges?
- 2. To what extent are the objectives ambitious and beyond State of the Art (e.g. novel concepts & approaches or development across disciplines)?
- To what extent is the proposed research high-risk / high-gain (i.e. if successful the payoffs will be very significant, but there is a higher-than-normal risk that the research project does not entirely fulfil its aims)?

#### **Scientific Approach**

To what extent is the outlined scientific approach feasible bearing in mind that the proposed research is highrisk / high-gain (based on the Extended Synopsis)?



### Research Project – B2 Full Proposal

Scientific Excellence: Ground-breaking nature, Ambition and Feasibility

#### Ground-breaking nature and potential impact of the research project

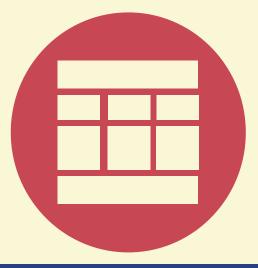
- To what extent does the proposed research address **important challenges**?
- 2. To what extent are the objectives ambitious and beyond State of the Art (e.g. novel concepts & approaches or development across disciplines)?
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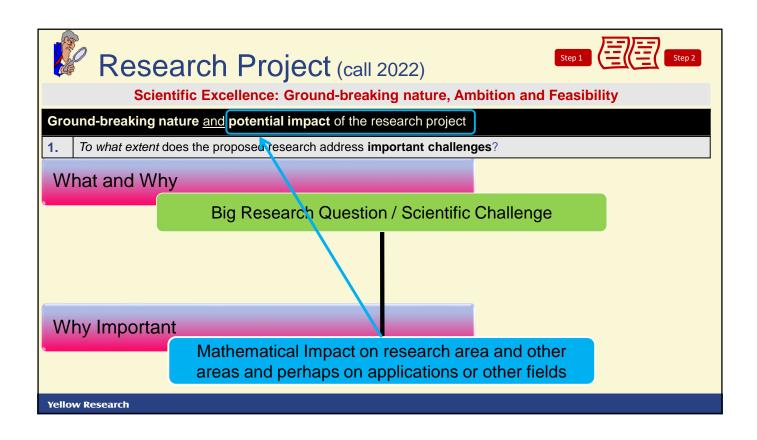
#### **Scientific Approach**

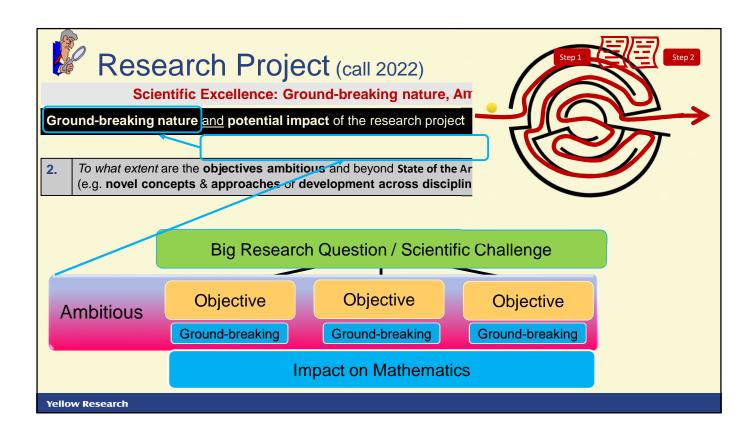
- To what extent are the proposed research methodology and working arrangements appropriate to achieve the goals of the project (B2)
- To what extent does the proposal involve the development of novel methodology? (B2) 6.
- To what extent are the proposed timescales, resources and PI commitment adequate and properly justified? (B2)

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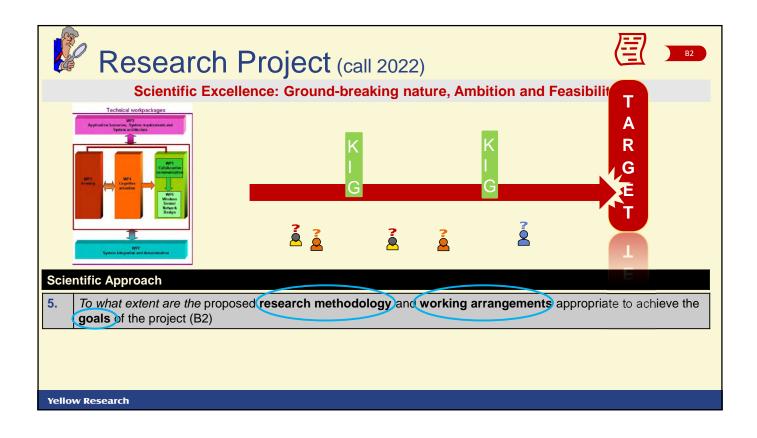
#### Dissecting the evaluation criteria layer by layer

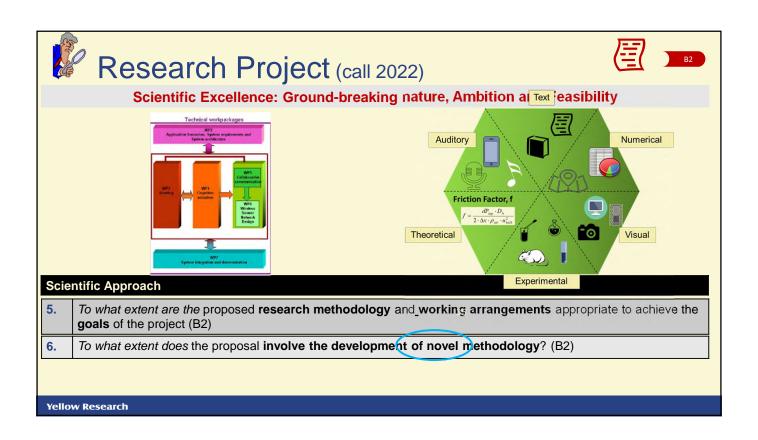


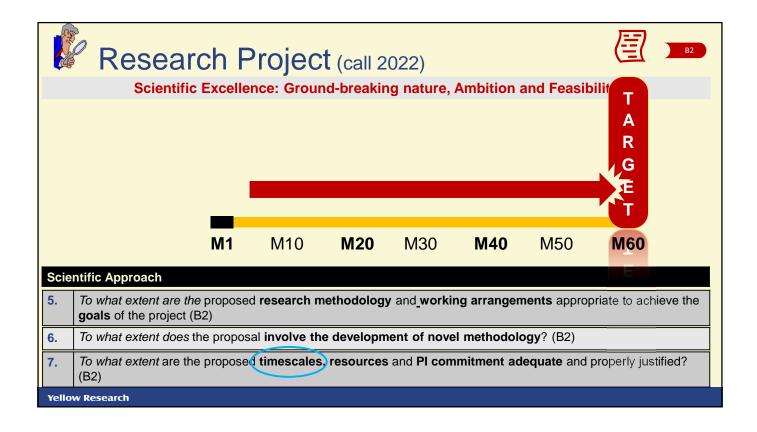


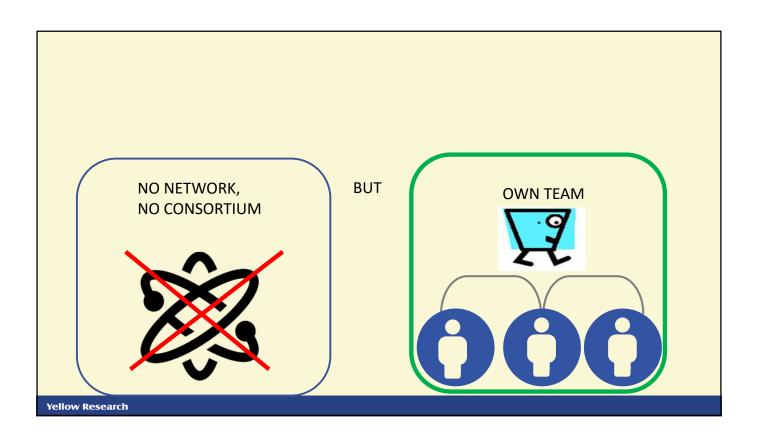


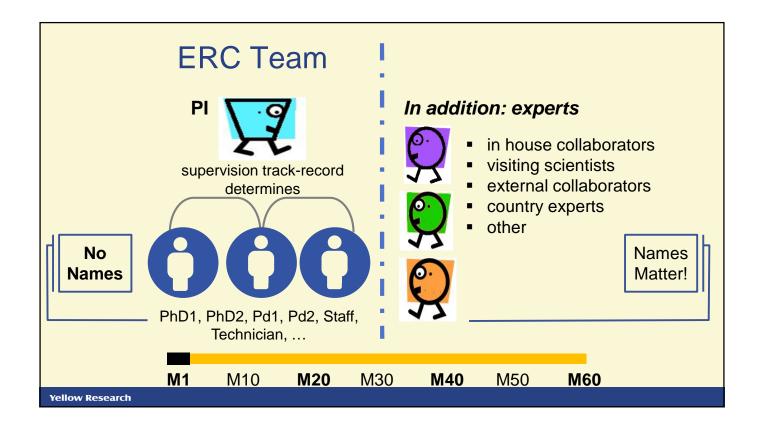


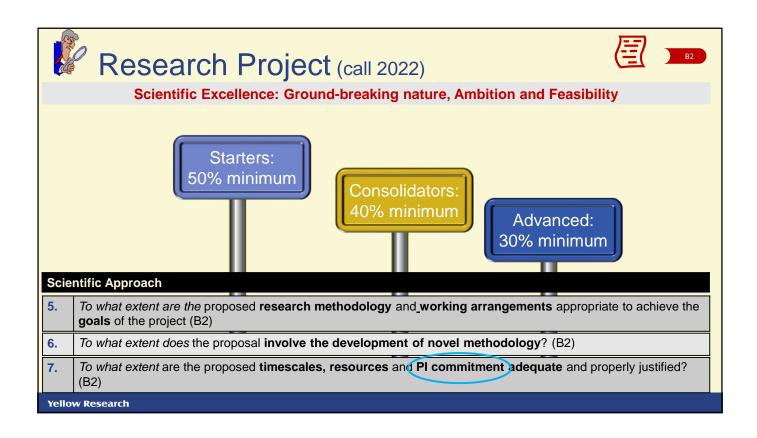


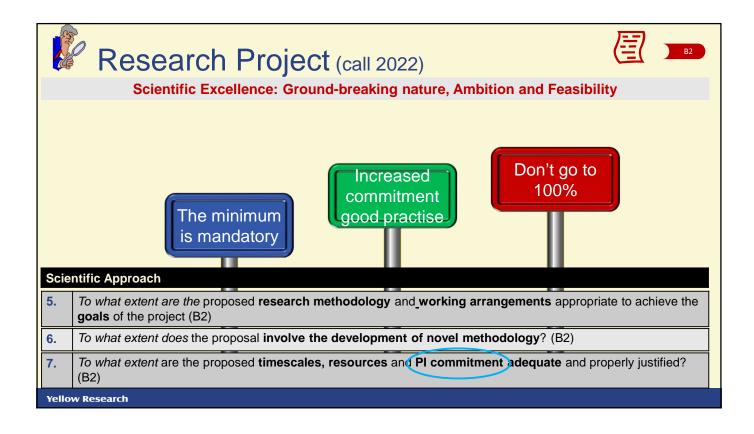


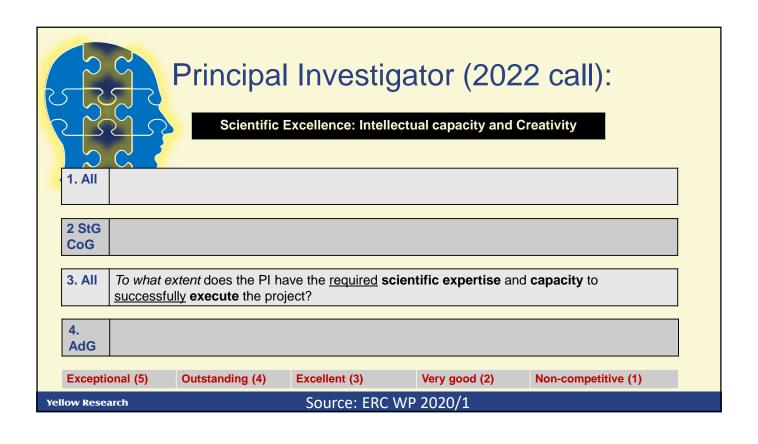


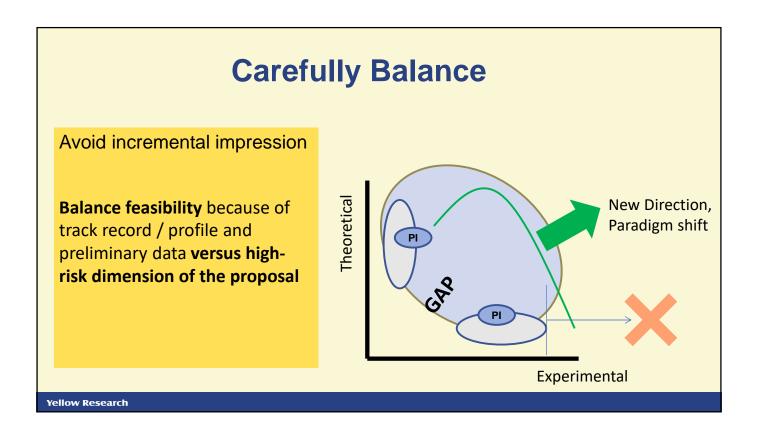


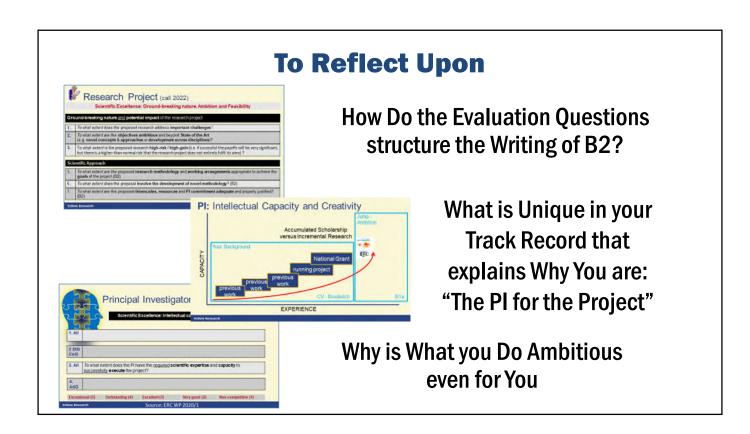






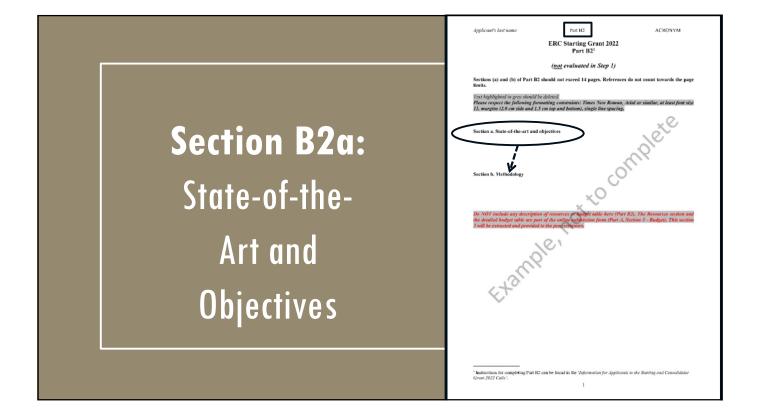


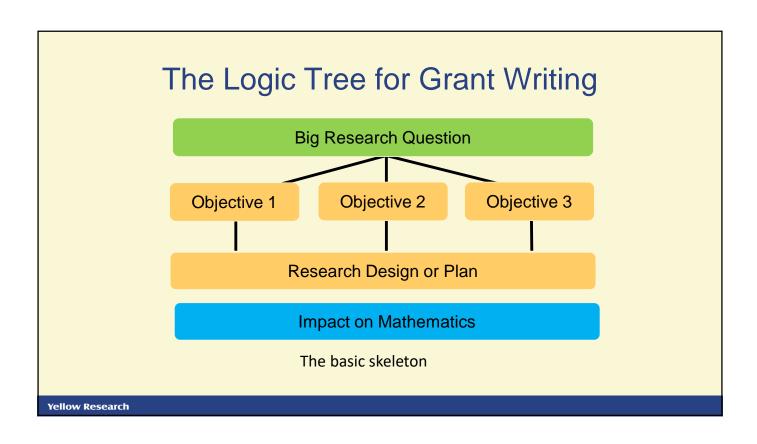


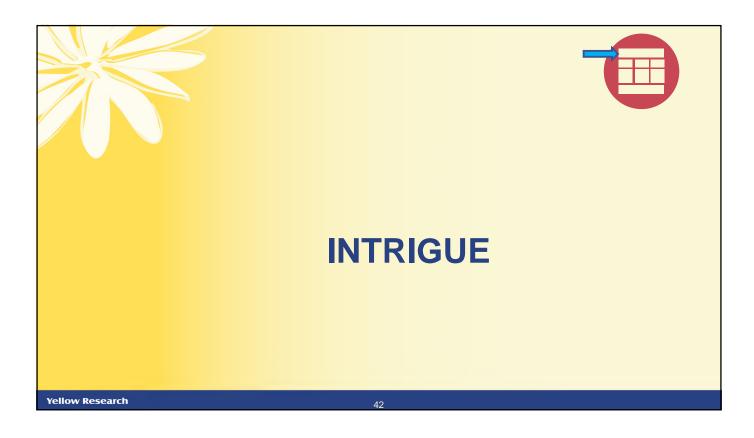


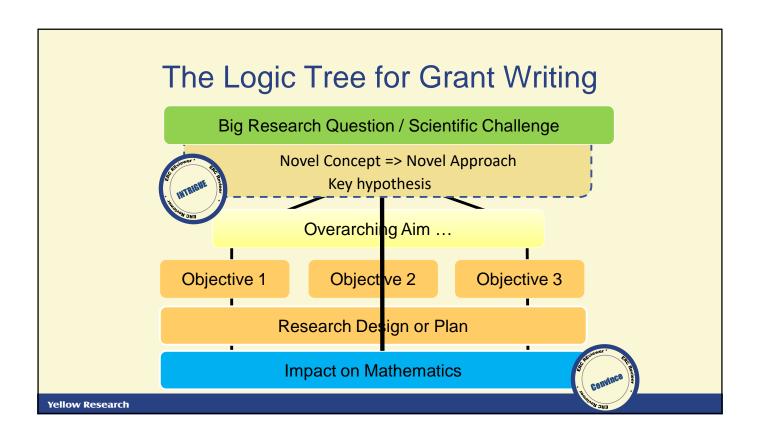


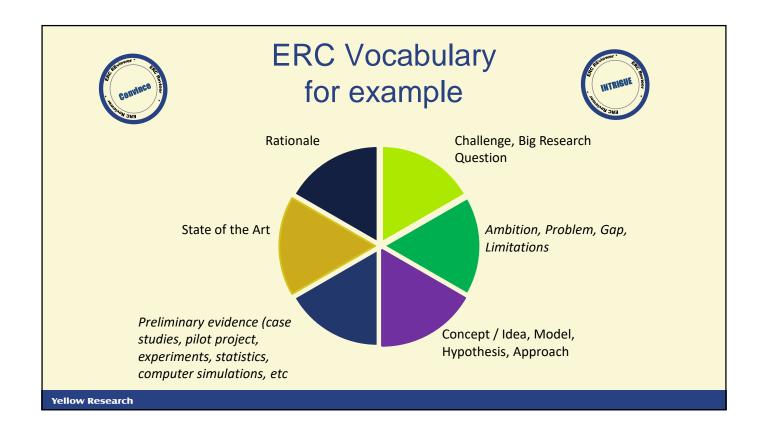
**COFFEE BREAK UNTIL ....** 













#### ldentify important challenges

- To what extent does the proposed research address important challenges?
- Your future research vision?
- What is the challenge/problem?
  - It's dimensions
  - Why scientifically urgent
- Why not incremental?
- What is the Big Research Question or Ultimate Goal?
  - What is the novel creative dimension e.g Concept, Approach
- Why are you able to potentially address this challenge?

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#### **Big Research Question**

Chicago Style

#### So What is It that will Open **New Research Horizons**

#### Conceptual

- What Must We Understand
- **Theoretical**
- What Must We Understand
- **Applied**
- What must we Know before we can Do

- New Concepts, Descriptions
- **New Framework**
- New systems, phenomena
- New Theoretical Framework
- New Theory, Models
- **New Empirics/Experiments**

## The importance of Concept and Approach

- It points to what we have overlooked, missed, misinterpreted, didn't know, ....
- They form the bridge from current frontier to new horizon
- The concept is implemented through the approach,
  - A novel concept is implemented through a novel approach!

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#### **Specify Concept**

#### Theoretical dimension

- Explains the underlying idea
- What is innovative/unconventional in the "concept"?
- What evidence supports the feasibility of the concept?
- Capture the concept in a figure or highlight it clearly in the text

#### Specify Approach

#### Methodological, Technical dimension

- It provides the methodological approach to explore the concept underlying the Big Research Question
  - e.g. empirical versus theoretical, qualitative / descriptive versus quantitative and so on
- Include preliminary evidence to support feasibility of the novel approach

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#### Preliminary evidence



- What is it?
  - Your obtained evidence; just published or unpublished
  - Any kind of form: data, experiments, pilot projects, algorithm, etc
- Why important because:
  - Provides evidence why your ideas are <u>robust enough</u> so that you may succeed (where others have not been successful yet)
- What is it not?
  - When the project becomes incremental
- When is it not enough?
  - In case of controversial issues; accepted publications may be needed

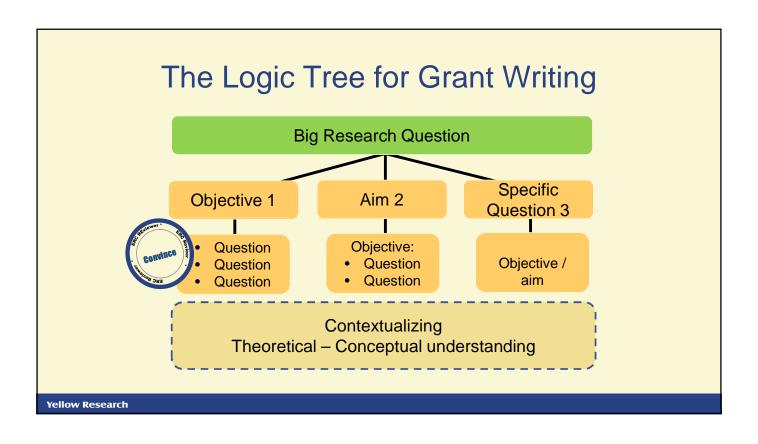
#### **To Reflect Upon**

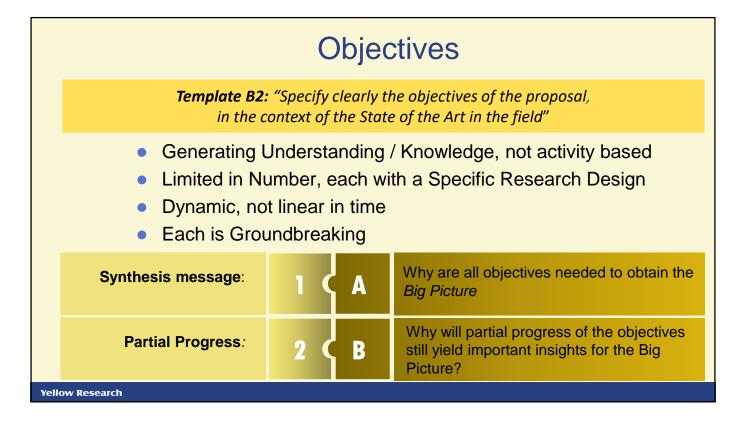
#### Role of Concept and Approach in a Grant Application

What is there to consider for your Proposal, your Field, your Reviewer in terms of:

- Terminology (concept, approach, hypothesis, model, framework)
- Novelty
- Feasibility







#### **To Reflect Upon**

#### **Role of Objectives**

What is there to consider for your:

- Preferred terminology: objectives, aims, questions, goals
- Level of detail needed to contextualize each objective. Is it a central narrative for all of them or is it better to contextualize per objective
- What are the consequences for the entire design of the project if these are dynamic in their interaction

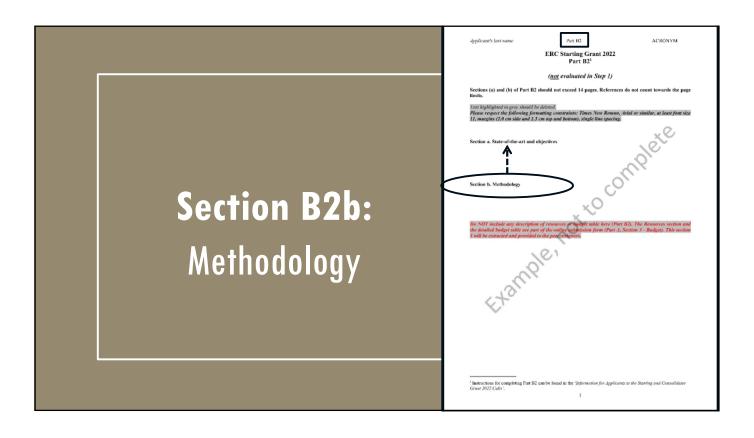
#### Dig deeper on our Online Platform:

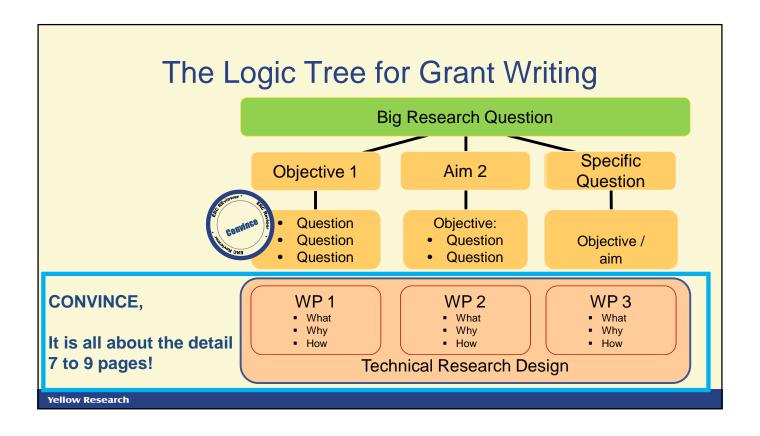


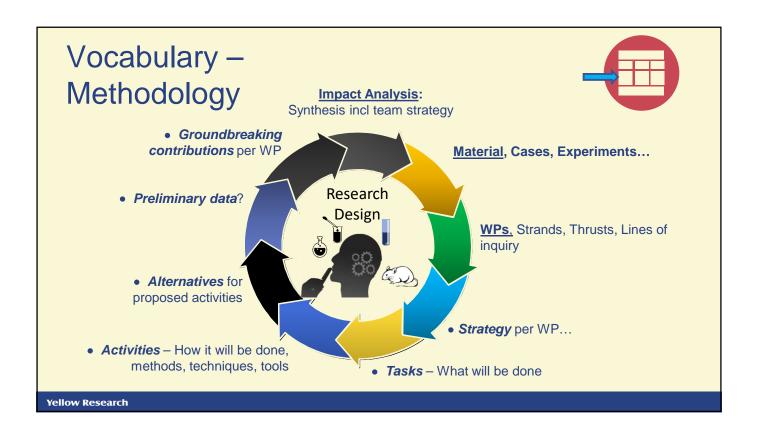


#### Section: B2 – Full Proposal

- B2 Introduction to Writing B2
- B2a Important Challenge
- B2a Specific Objectives, Aims, Questions
- B2 State of the Art





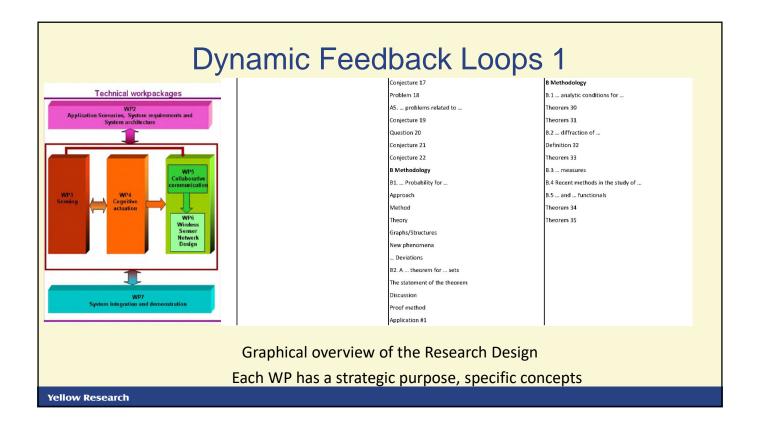


#### What is Research Methodology

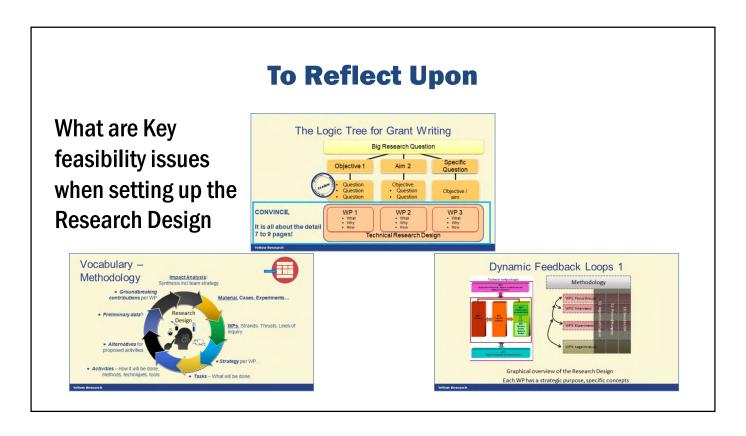
(in the context of writing an ERC grant)

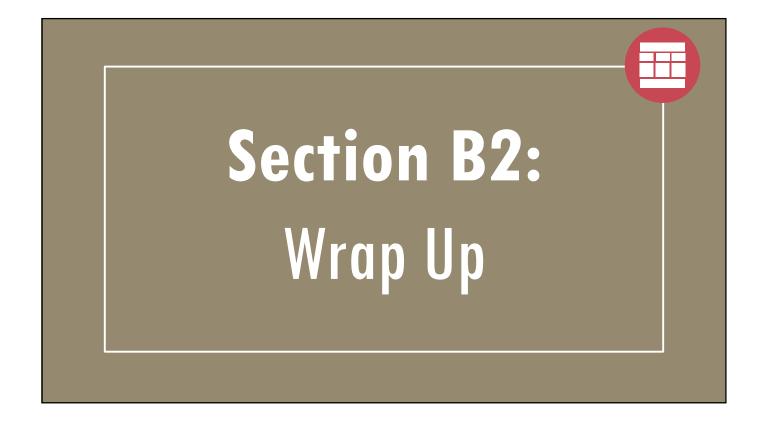
#### The plan of action

- To achieve each objective and ultimate goal
- To test the hypothesis(es)
- Logical structure of WPs, strands, etc
  - With clearly specified tasks
  - Each task has clear activities which specify:
    - Methods, Techniques, Tools......
    - Rationale of proposed methods
    - Why these and not others
    - Particulars for data collection/ experimental conduct as well as development of novel methods, techniques
    - Particulars on the analysis of the data

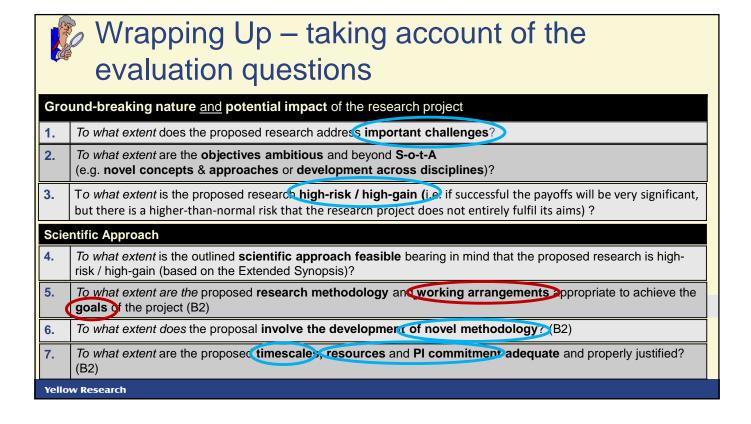












#### Dig deeper on our Online Platform:





Section: B2 - Full Proposal

- B2b Methodology
- B2b Impact Analysis
- B2c Resources

## Section B1 Cover Page | Cover Page | Content | Cover Page | Cover Pa

