

This presentation is from JNCC's UK LIFE Application writing workshop held in Cardiff 2016.

If you would like to see more presentations from this event or if you would like more information on LIFE please see JNCC's LIFE webpages at: [jncc.defra.gov.uk/UKLIFE](http://jncc.defra.gov.uk/UKLIFE)



**UK LIFE NCP**

# **LIFE APPLICATION WRITING DAY**

**CARDIFF**

**16 MAY 2016**

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**16 May 2016**



### Today's agenda

1. Introduction: Leasa Fielding (Welsh Government)
2. Writing your LIFE application: Katy Thompson (UK LIFE NCP)
3. Financing LIFE: Hayley MacDonald Jones (NRW)
4. Experience of writing a LIFE bid: Phil Lakin (National Trust)
5. Experience of writing a LIFE bid: Richard Featherstone (London Re-Use)
6. LIFE Evaluation: what score to aim for and how to get it: Martin Brocklehurst
7. Evaluation exercise to improve the quality of proposals: ALL
8. From good design to measureable impacts: monitoring a LIFE project: Amanda Gregory (UK LIFE NCP)
9. JNCC's LIFE Support: UK LIFE NCP
10. Questions and Answers

## Contents

### From concept to application

1. LIFE basics
2. 2016 Call & evaluation timeline
3. Project development
  1. Application forms
  2. eProposal
  3. Top Tips!

II

(Non-legislative acts)

DECISIONS

COMMISSION IMPLEMENTING DECISION

of 19 March 2014

on the adoption of the LIFE multiannual work programme for 2014-17

(Text with EEA relevance)

(2014/203/EU)

THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EU) No 1293/2013 of the European Parliament and of the Council of 11 December 2013 on the establishment of a Programme for the Environment and Climate Action (LIFE) and repealing Regulation (EC) No 614/2007 (1), and in particular Article 24(1) thereof,

Whereas:

- (1) In order to ensure implementation of the LIFE Programme, it is necessary to adopt a multiannual work programme for 2014-17.
- (2) In order to set a framework for the implementation of the two LIFE sub-programmes, the multiannual work programme for 2014-17 should specify the indicative allocation of funds between priority areas and types of funding, the project topics implementing the thematic priorities set out in Annex III to Regulation (EU) No 1293/2013, the technical selection methodology for projects, the criteria for the attribution of grants and indicative time-scales for the calls for proposals.
- (3) The multiannual work programme for 2014-17 should also contain qualitative and quantitative outcomes, indicators and targets for each priority area and type of project, in accordance with the performance indicators and specific objectives for each priority area, with a view to facilitating the evaluation of the results and impact of the programme. On the basis of *ex-ante* assessments the Commission identified two innovative financial instruments as appropriate tools for funding projects, in accordance with Article 17(4) of Regulation (EU) No 1293/2013.
- (4) Those financial instruments should be utilised throughout the multiannual work programme in order to demonstrate their considerable potential to leverage funding from investors in the field of biodiversity and climate change mitigation and adaptation, thus addressing current financial barriers to the uptake of projects in those areas.
- (5) Based on the positive experience with other financial instruments managed by the European Investment Bank (EIB), as well as the geographical coverage of the EIB which enables it to reach potential beneficiaries across the Union, implementation of the Natural Capital Financing Facility and of the Private Financing for Energy Efficiency Instrument, funded through contributions from the LIFE programme, should be encouraged to that institution.
- (6) In order to ensure an efficient implementation of the multiannual work programme and as Regulation (EU) No 1293/2013 applies from 1 January 2014, this Decision should apply from the date of the adoption of this Decision.
- (7) The measures provided for in this Decision are in accordance with the opinion of the Committee for the LIFE Programme for the Environment and Climate Action established by Article 30 of Regulation (EU) No 1293/2013.



## Traditional LIFE bids

- A typical LIFE grant is around €1 – 4 million
- Projects typically run from 2 – 5 years
- LIFE can co-finance up to 60% of the total project value (though up to 75% where a Nature & Biodiversity project focuses on priority species or habitats)
- Integrated Projects: have a possible funding of up to €10m and last up to 10 years: each MS can have 3

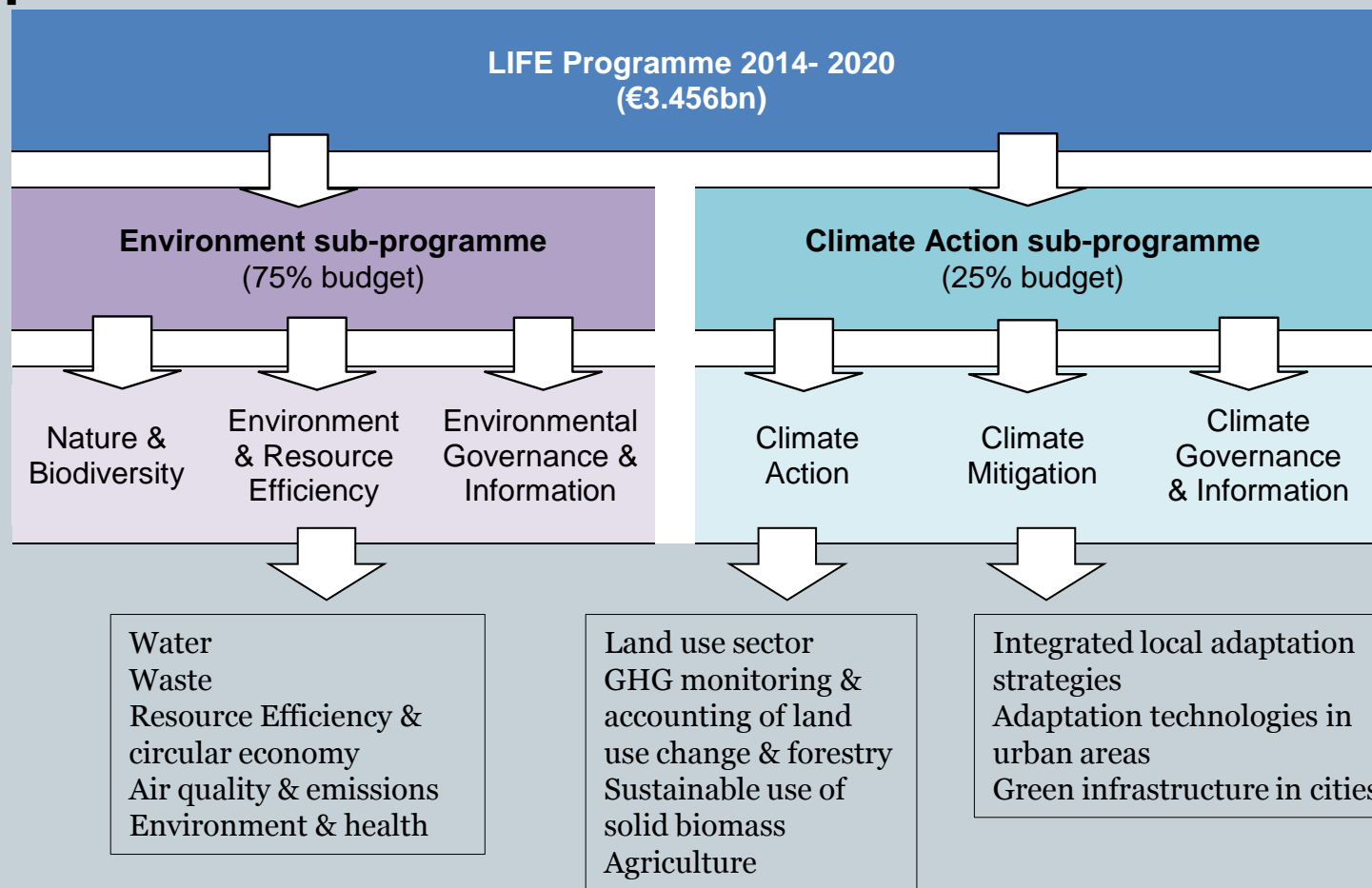


# UK LIFE NATIONAL CONTACT POINT



## LIFE priorities

UK National Allocation: €74,254,393





## UK LIFE NATIONAL CONTACT POINT



Sub Programme	Strand/Priority area	Projects types eligible
Environment	Environment & Resource Efficiency	Demonstration & Pilot only
Environment	Nature and Biodiversity	Best Practice, Demonstration and Pilot
Environment	Biodiversity Project Topic 4: Innovative ways of direct or indirect financing	Demonstration & Pilot only
	Biodiversity Project Topic 5: Green Infrastructure	Demonstration & Pilot only
Environment	Environmental Governance & Information	Information, awareness & dissemination projects
Climate Action	Mitigation & Adaption	Best Practice, Demonstration and Pilot projects
Climate Action	Climate Governance and Information	Information, awareness & dissemination projects



## Project types

- **Demonstration** - puts into practice, tests and disseminates methods that are new or unknown in the specific context of the project and can be more widely applied
- **Pilot** – apply a new techniques and methods that have not been trialled before
- **Best practice** –state-of-the-art existing techniques for conservation of species/habitats



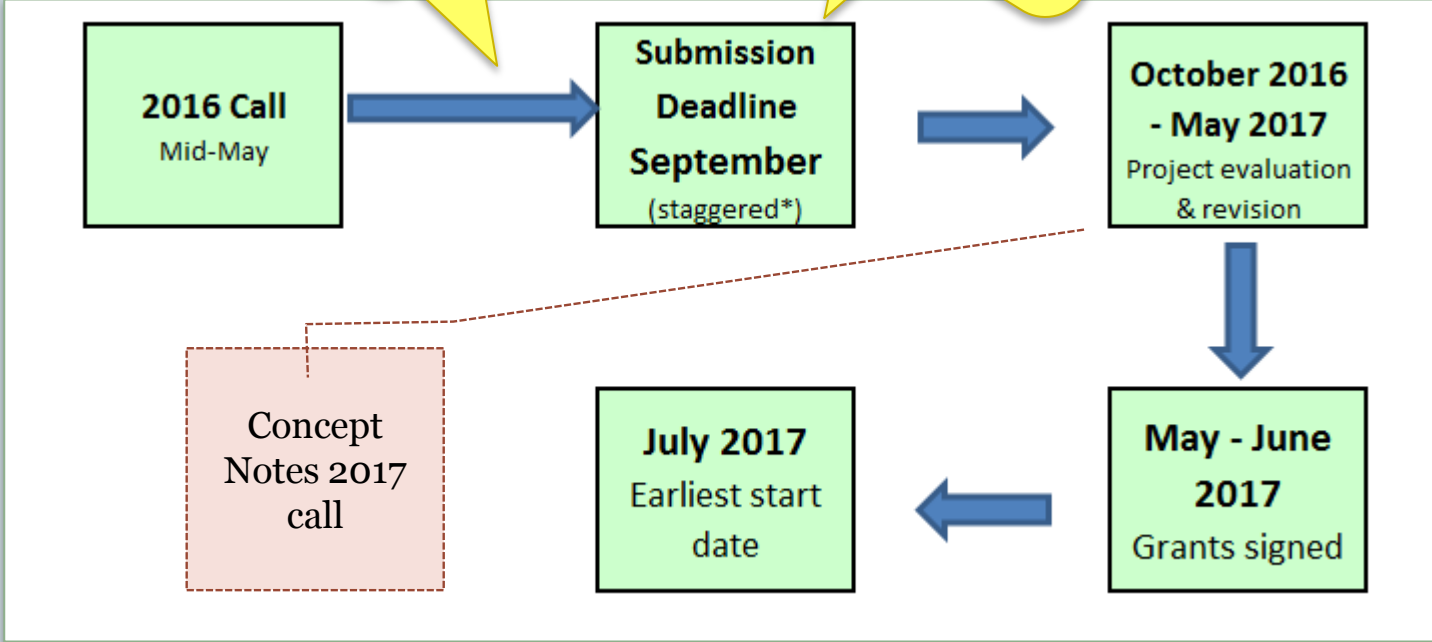


Pre-screening  
27 June  
2016

A8 forms  
Nature &  
Biodiversity

# 2016 call

Expected soon!

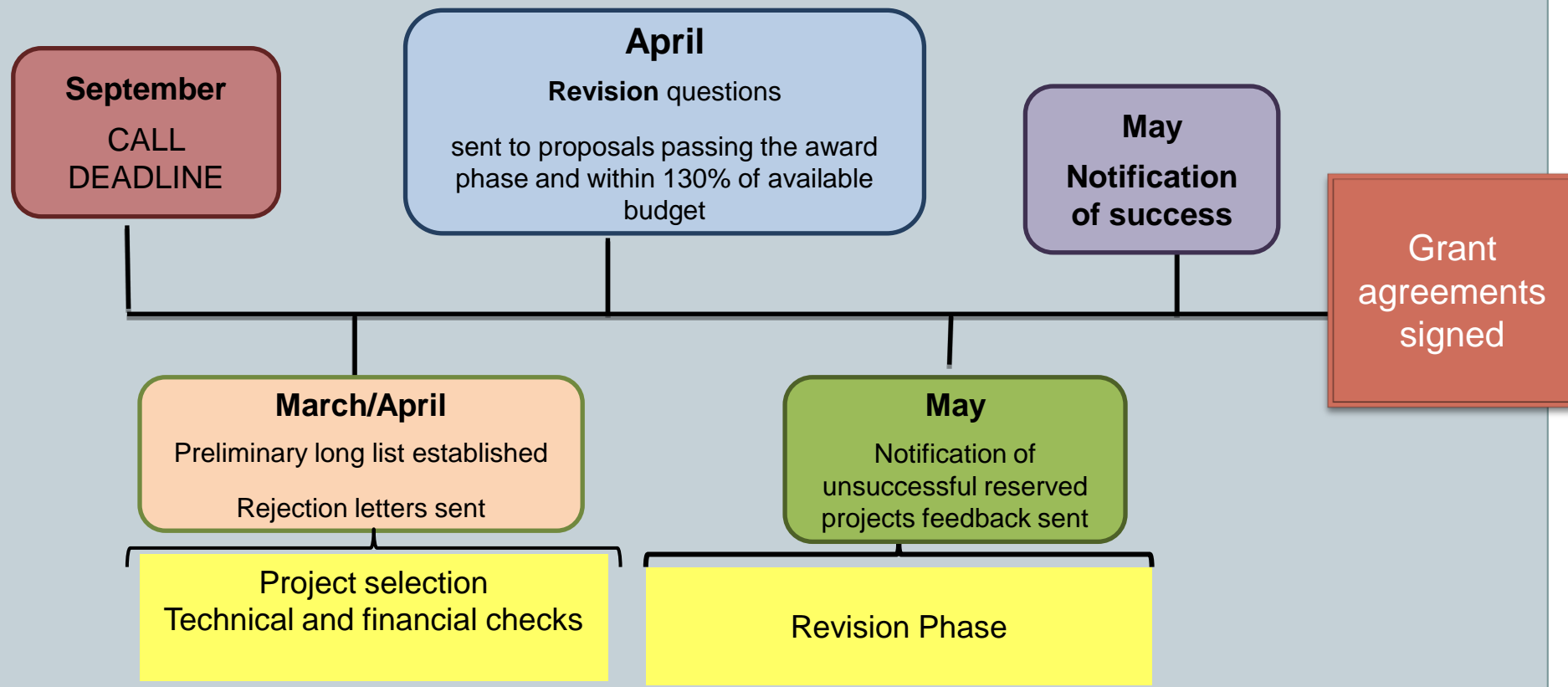


Strand	Deadline
Climate (all categories: CCA, CCM & GIC)	07 September
Environment & Resource Efficiency	12 September
Nature & Biodiversity, Environmental Governance & Information	15 September



## UK LIFE NATIONAL CONTACT POINT

### Predicted evaluation timeline for 2016 LIFE proposals based on the 2015 call timelines



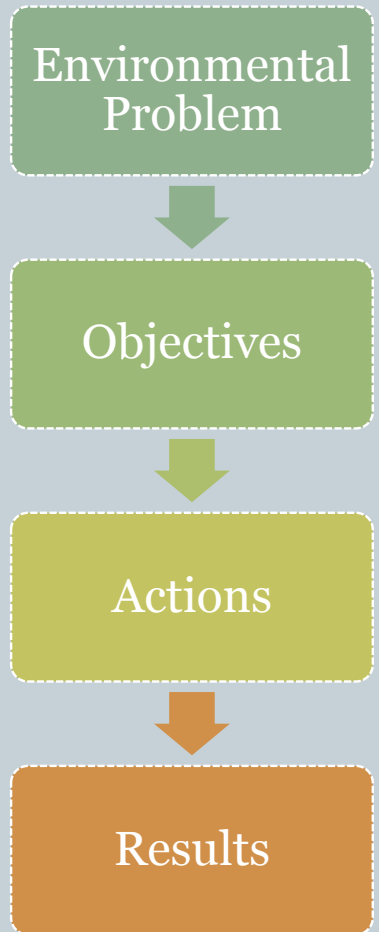


## UK LIFE NATIONAL CONTACT POINT

### A logical approach to a good proposal

- What it is you are planning to solve?
- Why is this work needed?
- How? (quantify)
- Who?
- Cost? – value for money. Does the ratios of staff time, CCM, durable goods, communications, management, external assistance look appropriate?
- How will you prove it worked?
- Indicators – plan for regular deliverables and/or milestones to assist in monitoring and keeping track of progress. But not too many – time is better spent on actions!

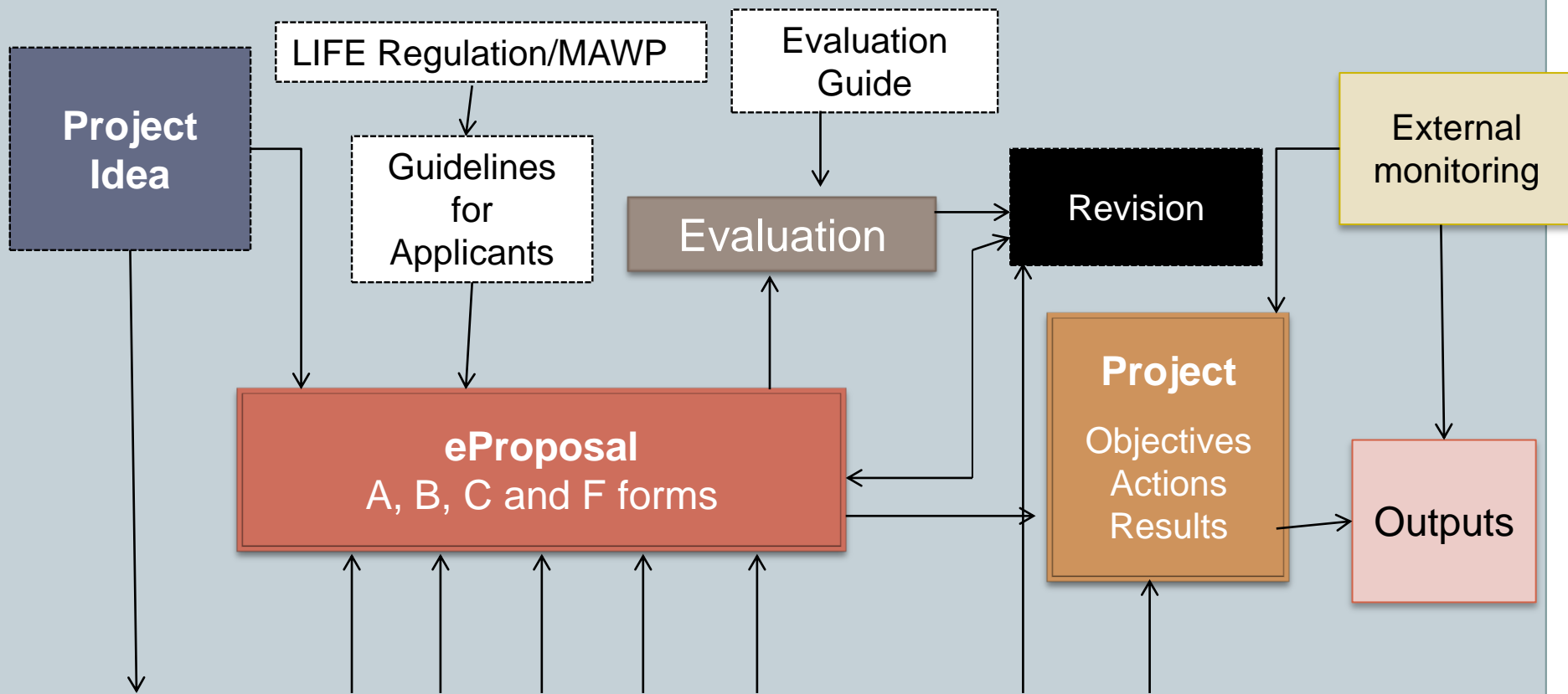
(all wrapped in the European context)!





## UK LIFE NATIONAL CONTACT POINT

### Project development



**LOGICAL FRAMEWORK:** helps define - objectives, actions, indicators, partners, assumptions, risks



## Application forms

- A forms – administrative information
- B forms – technical summary and overall context of project
- C forms – detailed technical description of proposed actions (to include the AfterLIFE, dissemination & project management)
- F forms – financial application forms





# The A Forms: Administrative Information

## 8 A Forms – considerations

- A2: your project will be saved after this form  
Save - you have created your eProposal on the system.  
Your acronym will be used and displayed on all forms thereafter
- A3: **!** Remember to check your eligibility  
sign AFTER tech/finance data uploaded
- A7: Other proposals submitted for EU funding **!** do not underestimate this form
- A8: Declaration of support (Nature and Biodiversity)

Check your upload requirement PDF, JPEG!



## UK LIFE NATIONAL CONTACT POINT



- The B Forms: Project Outline

6 B Forms – considerations **Tell your story & be engaging**

Be structured, clear, concise, realistic, define the environmental problem, link actions to project objective and each other, link to relevant EU, **quantify** the problem and the results

- B1: Summary & objectives-start with most important first
- B2: General character of your project  
detail the Environmental Problem – **quantify it, maps, pictures**  
N&B-define the area one form for each site!  
Show your innovation / novel / state of the art approaches  
Link to previous research, experience, studies  
How does your project BUILD on these  
If your project links to previous EU funded projects – STATE IT!



## UK LIFE NATIONAL CONTACT POINT



- The B Forms: Project Outline

### Tell your story & be engaging

Be structured, clear, concise, realistic, define the environmental problem, link actions to project objective and each other, link to relevant EU, quantify the problem and the results

- B3: EU ADDED VALUE
- B4: Stakeholders & target audience
- B5: Expected constraints, risks and mitigation strategy
- B6: Continuation/valorisation, results & long term sustainability  
AfterLIFE





## UK LIFE NATIONAL CONTACT POINT



### **B6: After LIFE ...**

- Critical for projects to have longevity and sustainability
- What actions will be carried on once the project has finished
- Who will take ownership of project after the project has finished
- How will the long term sustainability of the project's actions be assured

### **Pitfalls and Barriers to long term success**

#### **Nature**

- Continuation of threats
- Uncertain funding
- Poor dissemination of results
- Lack of interest from authorities
- Loss of public support
- Little impact on younger stakeholders
- Lack of monitoring

#### **Environment**

- Not all technical problems resolved
- Motivation does not last beyond project
- User is not involved from the beginning
- Poor dissemination of results
- Changes in Public sector
- Effect of solution not visible enough



## UK LIFE NATIONAL CONTACT POINT



### C Forms

- C0: Actions and means
  - A: Preparatory & Planning Actions
  - B: Land Purchase/ Implementation Actions
  - C: Implementation Actions
  - D: Monitoring the impact of the project actions (obligatory)
  - E: Awareness and dissemination of results (obligatory)
  - F: Project Management (obligatory)
  
- C2: Reporting schedule
  - Deadlines for activity reports

### BE:

- Precise
- Add maps, graphs, tables
- Define how your actions link, how they deliver project objective
- Define expected results
- Remember coherence between actions and financial resource allocation



## F Forms

- Provide enough detail to allow evaluation of financial coherence and cost effectiveness
- Breakdown and itemise costs
- Check your guidance on non-eligible costs
- You will be questioned – give full travel information
- Exchange rate!

EC currency converter:

[http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/inforeuro/index\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/index_en.cfm)



## Revision questions

- The composition of the steering group for the project is not clear. According to action A.1 this will be comprised of representatives of the two beneficiaries and the owner of the site, but elsewhere the proposal suggests it may involve other stakeholders. Please clarify the composition of the project Steering Group.
- It is not clear how the 5% target for improvement will be achieved by 2020. Please ensure that the targets set are viable and are reflected in the project actions, and that indicators of success towards these targets are clear and measurable.
- Please explain why xx personnel days are needed for E.3.



## UK LIFE NATIONAL CONTACT POINT



# eProposal – how to fill in the forms

The screenshot shows a web browser window with the URL [https://webgate.ec.europa.eu/eproposalWeb/proposal/editGeneralProjectData.do?proposalId=45509&\\_propos](https://webgate.ec.europa.eu/eproposalWeb/proposal/editGeneralProjectData.do?proposalId=45509&_propos). The page header includes the European Commission logo and the text "EUROPEAN COMMISSION eProposal (on-line creation and submission of LIFE proposals)". A navigation bar contains links for Home, Call for proposals, Proposal, Messaging, and Account. The breadcrumb trail is "Proposals / Life Lionfish / Administrative forms / A1 - General project information". The form title is "General project information" with a character count of 86 / 120. The form fields are:

- Project title (max. 120 characters) must be in English:** Mitigate the negative implications of invasive lionfish in the Caribbean and EU waters
- Project acronym (max. 25 characters) must contain the word LIFE:** Life Lionfish
- LIFE Programme priority area:** Nature and Biodiversity
- Sector:**  Nature,  Biodiversity



## eProposal forms

- Do not leave any blank fields.
- Write: Not Applicable.
- But most fields require text!
- Technical and financial coherence will be judged on your B, C and F forms (40% of the marks).
- Are your B and C forms compatible (up to 60% marks).
- Make sure your financial figures add up ie check the figures are the same between the C & F forms.



## UK LIFE NATIONAL CONTACT POINT



# Award Criteria – Environment Projects\*

Award criteria	Minimum pass score*	Maximum score
1. Technical coherence and quality	10	20
2. Financial coherence and quality	10	20
3. EU added value: extent and quality of the contribution to the specific objectives of the priority areas of the LIFE sub-programme for Environment	10	20
4. Contribution to the project topics	-	10
5. EU added value: multipurpose, synergies, and integration	7	15
6. EU added value: replicability and transferability	5	10
7. EU added value: transnational, green procurement, uptake	-	5
<b>Overall (pass) scores</b>	<b>55</b>	<b>100</b>

\*A project proposal has to reach at least the minimum pass score for each award criterion and also the sum of scores for criteria for which a minimum score has been fixed has to be equivalent to 55 points or more.

\* Climate Action slightly different score requirements

! Aim for maximum points





## What makes a good proposal?

- Set the scene – explain the extent to which the identified problem is of EU importance.
- Ensure there is a logical link between the threats/problems and the objectives, actions and the expected results. Use the Logical Framework approach!
- Link any background/pre LIFE preparatory work to the proposal.
- Quantification! Put those numbers in up front.
- Define your indicators.
- Get support from your finance team.





## Common failings

- Poor definition of project and environmental problem it is aiming to address.
- Insufficient background to justify the project.
- No logical link between problem, objective, actions and results – weak logical framework and lack of coherence.
- No baseline! You need to know the extent of the problem and evidence to show that the situation is improving.
- Poor dissemination strategy.
- Lack of quantification (problem and results).
- Long term sustainability insufficiently addressed.
- Unbalanced budget & costs are not well described and justified .



# Top tips

- Read the documents until you have memorised them.
- Demonstrate EU added value.
- Demonstrate significant impact.
- Involve stakeholders early on. Work with partners.
- Keep the language and terminology simple. State the obvious - assume the evaluator has no knowledge. Get an 'outsider' to read your proposal.
- Read the guidance and USE the NCP.
- Get onto eProposal early – it does crash!



## Top tips

Print out your proposal and  
read it before you submit it!