

Strategic insights on positioning your EU proposals: concrete guidelines

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Why this matters?

DEP = **€1.6 billion** budget for cybersecurity (2021-2027)
= Unique **opportunities** for Belgian organisations

But... applications are more and more **competitive!**

We're here to **help you succeed**

Our Role

We **make the process accessible** for Belgian organizations

We provide **advice, insights** and **guidelines**

We can **help you navigate**

Our Guidelines for DEP

Easily accessible on our website:
<https://ccb.belgium.be/ncc>

Reach out to us at:
ncc@ccb.belgium.be



Project writing is to



IDENTIFY : matching call criteria, partners, objectives,...



QUALIFY : eligibility, workflow, expertise, roles...



APPLY & SUBMIT : SMART, quality & review, admin,... in time!

The 7 Pitfalls of project writing



Eligibility

Do not **ignore**



Lack of detail

Don't be **vague**



Misalignment

Do not **overlook**



Budget

Don't be **unrealistic**



Impact

Don't forget **outcome**



Timing

Don't do it **last minute**



Feedback

Do not **forget**

Pitfalls Explained

✓ **Eligibility:** wrong partner/country/activity = disqualified

✗ **Lack of detail:** vague work packages, missing KPIs

Pitfalls Explained



Misalignment: objectives don't match a.o. DEP call



Budget: unrealistic costs or poor justification

Pitfalls Explained



Impact: benefits too generic, no clear outcomes



Timing: last-minute submission risks errors

Pitfalls Explained



Feedback: rejection comments ignored on resubmission

The 7 Pillars of a Good Proposal



Understand the
call

Provide **clarity**



Align objectives

Go for **alignment**



Highlight
relevance

Describe **relevance**



Show maturity

Describe **maturity**



Detail
implementation

Go for **quality**



Engage
partners

Showcase **collaboration**



Articulate
impact

Describe **impact**

Tips & Tricks for the Pillars Explained



Understand the call: read objectives & criteria carefully



Align objectives: SMART goals linked to DEP priorities

Tips & Tricks Explained



Highlight relevance: show EU policy fit (e.g. NIS2, supply chain, ...)



Show maturity: proven tools, tested solutions, ready to deploy

Tips & Tricks Explained



Detail implementation: clear WPs, milestones, risk management



Engage partners: complementary skills, clear roles, balanced effort

Tips & Tricks Explained



Articulate outcomes: defined outcomes, KPIs, real societal benefit

How Proposals Are Evaluated → ECCEC

Three criteria – equal weight:

- **Relevance:** align with objectives and BE/EU policies
- **Implementation:** project maturity, capacity & planning
- **Impact:** outcomes, dissemination, benefits

Avoid the pitfalls and follow the tips!

→ become a high scorer

To Remember

Avoid the pitfalls

Use the tips & tricks

Come to us early – **we can help you** navigate!

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