



Evaluation of LIFE proposals: Common Pitfalls

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for Small and Medium-sized Enterprises

The baseline is incomplete

- What is **the problem** you want to address
- What are the challenges **in your specific context**
- What has been done so far – **value added of the project**
- **Baseline data** (surveys, results of tests, etc.) → provide the data source and, when relevant, maps



Low impact/little EU added value

- What are the **changes achieved**?
- **Value for the EU**: policy update, **new legislation**, changes in **behaviour**, **new product on the market**
- **Indicators** of impact – n. of people trained is not an impact indicator
- Negative impact on environment



Unclear link between actions and objectives

- **Are the actions appropriate to address the problem identified ? Use logical framework**
- Clearly present **who does what and when**
- Tools/strategies/methodologies → needed for **concrete implementation**
- **Transnational?**



Sustainability not ensured

- Technical sustainability **should be built in the project** ex. scale up pilot, uptake of policy recommendations / tools
- Responsibilities – who will do the job afterwards ?
Who will use the tool / products developed ?
- Financial sustainability



Replication and transfer of results not developed

- Replication in **another area/sector**
- Only a replication strategy or final workshop is not sufficient
- Transfer but **adapted to the new context**
- **Should be built** in the project



Close to market strategy not well developed

- What is the **state of art of the solution** / process?
Technical readiness – **no research** (accepted if strictly needed)
- Quantification of **environmental benefits** - LCA
- **Market positioning** / commercialisation can start within the project
- **Business plan** / licences



Target group, stakeholders, partnership not appropriate

- Who is **affected by the problem** ? Who will use the solutions/tools developed ?
- **Local authorities** involved ? How ? Ensure active participation of key stakeholders
- **Partnership based on expertise** needed in the project



Keywords summary

**WITH WHOM (PARTNERSHIP,
STAKEHOLDERS, TARGET GROUPS)**

**WELL DEFINED BASELINE: SPECIFIC
CONTEXT**

**CLEAR CLOSE TO MARKET
STRATEGY**

LOGICAL FRAMEWORK

IMPACT/ADDED VALUE

SUSTAINABILITY

**REPLICATION/TRANSFER OF
RESULTS**

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