

# Horizon 2020 Proposal Writing Training Course – *Focus: Impact*

18-19 June 2019

Budapest

# Horizon 2020 Proposal Writing Training Course – *Focus: Impact*

## AGENDA

## DAY 1

- 08:30 – 09:00**      **Registration**
- 09:00 – 09:15**      **Event opening and introduction to the course**
- 09:15 – 10:15**      **Introduction to Proposal Development under H2020**
- Work programmes, calls and topics – budgets, deadlines, submission processes
  - General principles and features of H2020 proposals – understanding and fitting appropriately to the EU R&I context with an outlook to Horizon Europe
  - Types of actions (RIA, IA, CSA) and TRLs – positioning your proposal effectively
  - First steps of proposal preparation: Identifying the right call, Call analysis, proposal abstract, background research, consortium building
- (10:15 – 10:30 Coffee Break)
- 10:30 – 11:30**      **From idea to H2020 proposal – A hands-on approach**
- How to turn your novel idea into a winning concept
  - Drafting the Part B of the proposal – From call analysis to submission
  - Proposal writing section-by-section – Examples, tips and templates from section 1.1. until 5.2 of the Part B of the proposal with lessons learned from evaluations
- (11:30 – 11:45 Coffee break)
- 11:45 – 13:00**      **Expected Impact in H2020 Proposals**
- Impact in H2020 proposals – examples of different approaches to addressing the “Expected Impact” of your proposals, lessons learned from evaluations
  - Impact in RIAs, IAs and CSAs – how to position your innovation from RTD to market uptake, Dos and Don'ts
  - Impact indicators and Impact assessment methodologies
  - Barriers to achieving the Expected Impact – Types of barriers, Barriers vs. Risks
- (13:00 – 14:00 Lunch)

**14:00 – 16:00**

**Proposal Development Workshop: Call analysis and the Work Plan**

Participants are divided into small groups to practice the first steps of proposal development under Horizon 2020: call analysis, project concept development, formulation of the project objectives and a preliminary work plan - defining the work packages, developing a Gantt chart and a PERT diagram, identifying deliverables and milestones, establishing a complementary partnership.

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## DAY 2

**09:00 – 10:00**

### **Impact, Innovation and Exploitation in H2020 proposals**

- How to identify and select the best exploitation, IP and innovation strategy to maximise the potential impact of your H2020 project
- Business plans, market uptake strategies
- Exploitation and sustainability – examples of project and partner level approaches and routes
- Pre-proposal and proposal-stage agreements and tools for consortia

(10:00 – 10:15 Coffee Break)

**10:15 – 11:00**

### **Dissemination & Communication in H2020 proposals**

- How to tailor an effective dissemination and communication plan to maximise the potential impact of your H2020 project
- Tools, measures, strategies and channels to reach your target group and communicate the right message in the right way
- Requirements of the EC, legal obligations according to the H2020 GA
- Knowledge management, Open Access, Open Data
- Dissemination and communication under Ethics and IPR issues

**11:15 – 12:30**

### **Proposal Development Workshop: Impact, Dissemination and Communication**

Participants will identify how the project will contribute to each of the expected impacts mentioned in the call and address substantial impacts not mentioned in the work programme (RIA, IA); they will also learn how to differentiate between barriers and risks; define the relevant target groups and the most appropriate dissemination and communication tools, channels and strategies for disseminating and communicating the results of the project with a view to maximizing its impact.

(12:30 – 13:30 Lunch break)

**13:30 – 14:30**

### **Proposal Development Workshop: Exploitation**

Participants will continue the work in small groups to identify the best scenario for exploitation and IP strategy:

- Exploitable results and the potential exploitation strategies – how to transform this into a “plan”
- Draft strategy for knowledge management and protection strategy

(14:30 – 14:45 Coffee break)

**14:45 – 15:45**

**Proposal Development Workshop: Finalising and submitting the proposal**

Participants will identify the efforts and resources to be committed to define a sound budget. By introducing a real proposal, the evaluation summary report, and focussing on the comments on the Impact section, the participants will have a better understanding of the evaluators' perspective.

**15:45**

**Wrap-up and end of course**