HORIZON EUROPE PROPOSAL WRITING *Focus: Impact*

Live Online Webinar

21st September 2021

Online from 9:00 till 16:00

Discussion Topics

08:45 – 09:00   **Accessing the ZOOM Online Meeting Room**

09:00 – 09:15   **Event Opening and introduction to the course**

09:15 – 10:00   **Expected Impact in Horizon Europe**
Ömer Ceylan, Managing Director, Geonardo

- Impact in Horizon Europe proposals – examples of different approaches to addressing the "Expected Impact" of your proposals, along the Key Impact Pathways (KIPs)
- Impact in RIAs, IAs and CSAs – how to position your innovation from RTD to market uptake, Dos and Don'ts
- Key Performance Indicators (KPIs) and impact assessment methodologies
- Barriers to achieving the Expected Impact – Types of barriers, Barriers vs. Risks

(10:00 – 10:15 Break)

10:15 – 11:15   **Proposal Development Workshop: Impact**

- How the project will contribute to each of the expected "outcomes" mentioned in the call
- How to address impacts mentioned in the work programme
- How to choose appropriate barriers

(11:15 – 11:30 Break)

11:30 – 12:30   **Impact, Innovation and Exploitation in Horizon Europe proposals**
Ömer Ceylan

- How to identify and select the best exploitation, IP and innovation strategy to maximise the potential impact of your Horizon Europe 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

(12:30 - 12:45 Break)

12:45 – 13:15   **Proposal Development Workshop: Exploitation**

- Exploitable results and the potential exploitation strategies – how to transform this into a "plan"
- Mapping potential end-users and IP protection considerations

(13:15 – 14:00 Break for lunch)

14:00 - 14:45   **Dissemination & Communication in Horizon Europe proposals**
Jelena Lazić, Project Manager, Europa Media

- How to tailor an effective dissemination and communication plan to maximise the potential impact of your HE project
- Tools, measures, strategies and channels to reach your target group and communicate the right message in the right way
- Policy feedback and the impact canvas (2.3)
- New requirements of the EC, legal obligations according to the HE GA

(14:45 – 15:00 Break)

15:00 – 16:00   **Proposal Development Workshop: Dissemination and Communication**

- Defining 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
- Kahoot game