

# Training approach and Agenda for an online Training Course

2-day

In-house

Horizon 2020 Proposal Writing

## TRAINING APPROACH

Our overall approach to designing and delivering the training courses is based on our well-known "learning-by-doing" methodology, which consists of a balanced mixture of practical presentations, hands-on workshops and real-life examples.

Section below shows our proposed training structure in line with the scope of the training course requested.

### Online Horizon 2020 Proposal Writing – Focus: Impact

This course will provide an insight to proposal writing in Horizon 2020 with a focus on how "Impact" should be addressed in H2020 proposals. This includes providing an understanding of an "impact-oriented" thinking while preparing H2020 proposals with a view to duly addressing the expected impact of H2020 work programme topics throughout the different sections of proposals. Innovation, exploitation, communication and dissemination issues will also be specifically covered.

Online delivered presentations – through a webinar platform - will be complemented by a practical set of exercises, which will allow the participants to practice first-hand some of the key processes and steps in proposal preparation under Horizon 2020. The exercises will be sent via e-mail to the participants and they will have a chance to ask questions during their workshop time. Also, we may use Google doc or a similar solution to monitor what the participants type in and be able to guide them more online. The solutions to the exercises will be sent back via email to the trainers. The trainers will analyse the solutions and the next day through the webinar platform a discussion will take place on the exercises.

Upon request of the Client, the exercises can be tailored to a topic of high interest within the organisation. The trainers however must check the specific call and see if it fits within the workshop requirements.

The proposed agenda is a draft version and can be tailored according to the specific needs of the participants. e.g. more detailed presentation on the work plan or how to integrate open innovation and open science into the proposal, etc.

# Online HORIZON 2020 PROPOSAL WRITING - *FOCUS: IMPACT*

## Draft Agenda

**DAY 1**

**09:00 – 09:15**

**Event opening and introduction to the course**

**09:15 – 10:00**

**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 eye 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

(10:00 – 10:15 Coffee Break)

**10:15 – 11:15**

**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

(11:15 – 11:30 Coffee break)

**11:30 – 12:30**

**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

### **Proposal Development Exercise**

Participants will receive via email a set of exercises they need to solve and send back via email to the trainer.

# HORIZON 2020 PROPOSAL WRITING

## *FOCUS: IMPACT*

### DAY 2

08:30 – 09:30

#### 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

(09:30 – 09:45 Coffee Break)

09:45 – 10:30

#### 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

10:45 – 12:00

#### Proposal Development Exercise - Solution

Participants will have the chance to discuss with the trainer their solutions delivered.