

# **Master of Proposal Writing in Horizon Europe**

**Horizon Europe Academy Part I.  
18-19 March 2024  
Lisbon, Portugal**

## AGENDA

## DAY 1

- 08:45 – 09:00**      **Arrival and registration**
- 09:00 – 09:30**      **Event opening and introduction to the course**
- 09:30 – 10:15**      **Introduction to Proposal Development under Horizon Europe**  
*Jelena Kajganović, Senior Project Manager, Geonardo*
- General principles and features of HE proposals – understanding and tailoring your proposal appropriately to the EU R&I context
  - Work programmes, calls and topics in 2023-2024 – budgets, deadlines, submission processes, novelties (blind evaluation, lump sum funding, etc.)
  - 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 Horizon Europe proposal – A hands-on approach (Part 1)**  
*Ömer Ceylan, Managing Director, Geonardo*
- How to turn your novel idea into a winning concept
  - Drafting the Part A and Part B of the proposal
  - Excellence – Examples, tips and ready-to-use templates for section 1.1. and 1.2 of the Part B of the proposal: Objectives, Ambition, Methodology, Knowledge Management from of the proposal with lessons learned from evaluations
- (11:30 – 11:45 Break)*
- 11:45 – 12:30**      **From idea to Horizon Europe proposal – A hands-on approach (Part 2)**  
*Ömer Ceylan*
- Implementation – Examples, tips and templates from section 3.1. and 3.2 of the Part B of the proposal with lessons learned from evaluations
  - Tips to design the work plan effectively for lump sum grants
  - How to develop a sound work plan, and consortium as a whole considerations
- (12:30 – 13:30 Lunch break)*
- 13:30 – 16:00**      **Proposal Development Workshop: Call analysis, Objectives, Work plan**
- Participants are divided into small groups to practice the first steps of proposal development under Horizon Europe:
- Call analysis
  - Consortium building considerations
  - Proposal objectives and SMART considerations
  - How to distinguish activities from objectives and vice-versa
  - Methodology, work packages and deliverables
  - PERT diagram and milestones
- (14:30 – 14:45 Coffee break)*
- 16:00**              **Wrap-up and end of first day**

**AGENDA****DAY 2****09:00 – 10:00****Expected Impact in Horizon Europe Proposals***Jelena Kajganović*

- Impact in HE 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

*(10:00 – 10:15 Coffee break)***10:15 – 11:00****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 HE 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

*(11:00 – 11:15 Break)***11:15 – 12:00****Dissemination & Communication in Horizon Europe proposals***Ömer Ceylan*

- 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

*(12:00 – 13:00 Lunch break)***13:00 – 15:30****Proposal Development Workshop: Impact, Exploitation, Dissemination & Communication**

- How the project will contribute to each of the expected outcomes and impact mentioned in the work programme
- Exploitable results and the potential exploitation strategies – how to transform this into a “plan”
- Defining the most appropriate target groups, tools and channels for dissemination and communication

*(14:00 – 14:15 Break)***15:30****Wrap-up and end of course**