Horizon Europe Academy
The Masters

Part I: Proposal Writing

21-22 March 2023
Amsterdam, The Netherlands

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 – 11:15   **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

(11:15 – 11:30 Break)

11:30 – 12:15   **From idea to Horizon Europe proposal – A hands-on approach (Part 2)**

- 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

(12:15 – 13:00 Lunch break)

13:00 – 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 – 12:45 Lunch break)

12:45 – 15:00   **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

(13:45 – 14:00 Break)

15:00   **Wrap-up and end of course**