EMG GROUP | EM TRAININGS

Europa Media Trainings

What makes a Horizon Europe proposal successful?

Jelena Kajganović
Senior Project Manager, Geonardo

Horizon Europe Academy – The Fundamentals
Prague, 1-3 March 2023

General features of EU R&I Proposals

- Proposal in response to a **call for proposals**, targeting a specific **topic** in a **work programme –** understand the research agenda setting, and how you can contribute to it

- Mostly **"top-down" specifications** in the work programmes – understand clearly the Commission's expectations

- Competition is at **EU/Programme level** – no national quotas, best projects are awarded grants

- **Transnational Cooperation** and **Multidisciplinarity** are essential factors – minimum partnership requirements

- Proposals are evaluated by **independent experts** in Brussels or remotely – understand the evaluation process; submit an excellent proposal with an excellent partnership

Initial pointers

- Get familiar with the EU context:

policies, terminology, actors

- Learn about the Horizon Europe novelties:

open innovation, open science, co-creation, FAIR, EOSC, RRI, KIPs (Key Impact Pathways), KIPs (Key Performance Indicators)

- Keep an eye on the Horizon Europe launch process/progress:

news, draft work programmes, guides, templates, info days

Who is who

- Coordinator LEADS the consortium
- Beneficiary/Partner/Participant IMPLEMENTS the activities
- Affiliated entity (former *Linked third party*) IMPLEMENTS the activities
- Subcontractor DELIVERS an action task
- Contractor DELIVERS a good or service
- Stakeholder is AFFECTED by the project
- End-user USES the results
- Advisor HELPS the consortium

EM TRAININGS

Proposal development timeline

M1
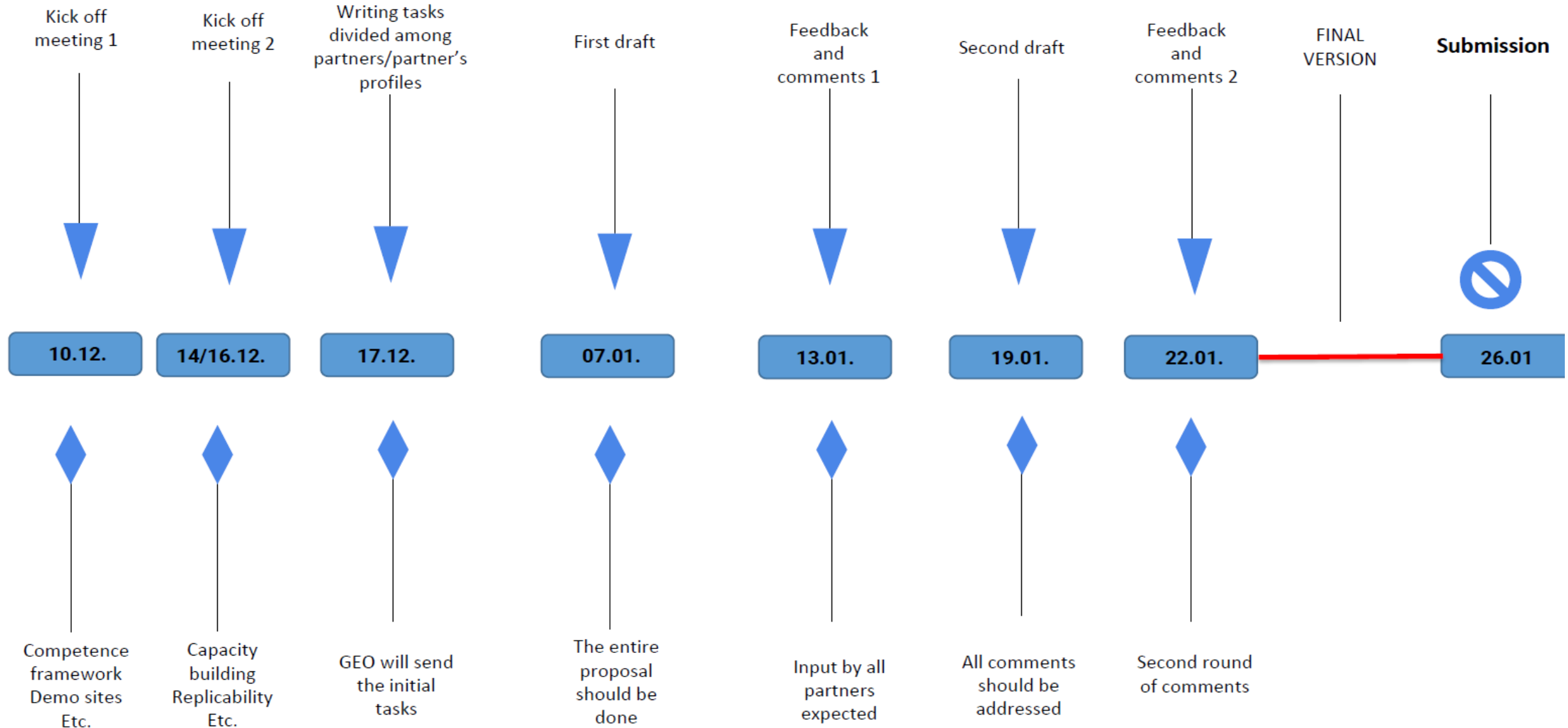- Appropriate call
- Proposal idea and initial concept note

M3
- Core partnership
- Advanced concept and approach

M6
- Full partnership
- Collaborative proposal development and submission

CLASSED

E П **T R A I N I N G S**

Kick off meeting 1	Kick off meeting 2	Writing tasks divided among partners/partner's profiles	First draft	Feedback and comments 1	Second draft	Feedback and comments 2	FINAL VERSION	**Submission**
10.12.	14/16.12.	17.12.	07.01.	13.01.	19.01.	22.01.		26.01
Competence framework Demo sites Etc.	Capacity building Replicability Etc.	GEO will send the initial tasks	The entire proposal should be done	Input by all partners expected	All comments should be addressed	Second round of comments		

Successful proposals

- Make sense

➔ Concept responding to real needs, everything logically linked

- Are consistent

➔ Pieces of the puzzle fit, proposal flows well

- Address everything

➔ From work programme priorities to cross-cutting issues

- Consider the evaluator's perspective

➔ Self-evaluation templates, different types of evaluators

- Look and sound good!

➔ Style, formatting, language and visuals

Key winning features
The approach: filling the gap

- Proposals that **address topics, or sub-topics, not otherwise covered** by more highly-ranked proposals, will be considered to have the highest priority.

Key winning features
The consortium

- Key expertise
- Key network
- Key access to information

Key winning features
The global added value aspect

- Welcome on board

Key winning features
USE = exploitation (individual and joint)

- The reason behind participation

Unsuccessful proposals

- Lack focus
- Do not reflect the end-users' needs
- Do not provide added value
- Are not sufficiently ambitious
- Have a design flaw
- Are not clear
- Are messy

thank you

for your attention

Jelena Kajganovic
jelena.kajganovic@europamedia.org

FOLLOW US!
@EuropaMedia