



# **Europa Media Trainings Webinar portfolio**

**2020**

## Online Course Series from proposal development to post project audit

### I. Funding landscape series

The EU funding system is complex. We will show you the full picture and help you get started on the right foot

### II. Proposal Writing series

Only the best proposals will get funded. We provide you with practical tips for your proposals submitted in response to Horizon 2020 and Horizon Europe calls.

### III. Project Management series

Ensure an efficient and effective implementation of your EU project. We will provide you with hands-on tips and tools based on real-life examples.

### IV. Finance series

Solving financial challenges is our thing. From budgeting to cost monitoring, to reporting and audits, we can support you with 100% confidence and references from all over Europe.

### V. Special Focus series

You want to master the specific aspects of proposals and projects from dissemination and exploitation to gender issues and ethics? Then this series is for you.

## I. Funding landscape series

### Introduction to Horizon Europe (1-day)

Download the course agenda [here](#)

### Introducing the 2021-2027 EU Funding System and all EU Programmes (90 + 30 min)

- The EU funding system and the EU budget – the logic behind
- Synergies and complementarities of EU programmes
- Direct and indirect funding vs. private financing
- EU programmes in detail: Horizon Europe, Digital Europe, Erasmus, LIFE and the Clean Energy Transition, COSME, Space programme, and many more

### Horizon Europe: A practical insight (90 + 30 min)

- Do you know the changes for R&I planned for 2021-2027?
- Will the Pillars in Horizon Europe stay the same as in Horizon 2020?
- What are the new R&I missions?
- Are there any changes in the proposal templates and evaluation principles?
- Why is innovation important for the next funding programme?

### The EU Research and Innovation Funding Landscape (90 + 30 min)

- The EU research and innovation agenda for 2021-2027
- Horizon Europe and other R&I programmes: Digital Europe, Erasmus, LIFE, COSME, Space and many more
- How to prepare for Horizon Europe
- Useful information sources

### Introduction to EU Projects: Why and why not to apply (90 + 30 min)

- EU project lifecycle: from calls to audits
- Direct and indirect funding vs. private financing
- Advantages and disadvantages of participation
- Coordinating vs. partnering in projects

## II. Proposal Writing series

### Writing a successful R&I proposal (2 days)

Download the course agenda [here](#).

### Horizon 2020 Proposal Writing with an Outlook to Horizon Europe (1 day)

Download the course agenda [here](#).

### Step 0: Finding and analysing potential H2020 calls (90 + 30 min)

- Differences between single-stage and two-stage submissions
- How to calculate your chances of getting funding
- How to find the right partner
- Building on past projects

### Expected Impact and Measures to maximise impact in H2020 (90 + 30 min)

- Impact in H2020 proposals – examples of different approaches to addressing the “Expected Impact” of your proposals
- Impact indicators and impact assessment methodologies
- Barriers to achieving the Expected Impact – Types of barriers, Barriers vs. Risks
- How to identify and select the best exploitation, IP and innovation strategy to maximize the potential impact of your H2020 project
- Business plans, market uptake strategies
- Exploitation and sustainability – examples of project and partner level approaches and routes
- How to tailor an effective dissemination and communication plan to maximize 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
- Knowledge management, Open Access, Open Data
- Dissemination and communication under Ethics and IPR issues
- Lessons learned from evaluations

### Addressing Innovation Potential in Horizon 2020 (45 + 15 min)

- How to set up an innovation management structure
- Innovation management tasks and deliverables
- Budgetary aspects of managing innovation
- Exploitation management vs. innovation management
- Business canvas method
- Commercialisation options (Licencing, joint ventures, spin-offs, etc.)
- Non-commercial exploitation routes
- Evaluator’s perspective on innovation

### Horizon 2020 Proposal Writing: A Hands-on Approach (90 + 30 min)

- Understand the common features of successful Horizon 2020 proposals
- Learn about the typical shortcomings leading to lower scores in evaluation
- Design your proposal to be easily comprehensible and digestible by the evaluators
- Learn how to compose text when you run out of ideas
- Get an insight to the evaluation process: how the evaluators think and how to satisfy the expectations of different types of evaluators

### **Addressing Innovation Potential in Horizon 2020 (90 + 30 min)**

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### **Almost forgotten sections of H2020 proposals (45+15 min)**

- Gender dimension in research
- Ethics assessment
- Security aspects
- Data management and IPR
- Partner profiles and the consortium as a whole section

### **Building a winning consortium at the dawn of Horizon Europe (45+15 min)**

- Build the most suitable Consortium for your next EU project.
- What are the key aspects to consider while building up your partnership?
- Your tools to find the right partners: searching facilities, networks, events and more.
- Maintaining partnerships and connections in the long run.
- Tips on networking events and virtual networking to be prepared in these times.

### **How to smoothly lead an H2020 Proposal to Submission (45+15 min)**

- How to find and choose the right partners and expand your consortium properly in a bottom-up way
- How to distribute the writing of the proposal amongst the key partners
- How to effectively mobilise your partners to unleash their full potential in terms of their input to the proposal and mobilisation of their resources
- What are the key proposal sections that require input to be gathered and consolidated from all partners?
- How to make sure that your partners provide you with accurate data and input for the budget

### III. Project Management series

#### Managing efficiently an R&I project (2 days)

Download the course agenda [here](#).

#### Project Management and Reporting in Horizon 2020 and Horizon Europe (1-day)

Download the course agenda [here](#).

#### Reporting in Horizon 2020 & Horizon Europe: Continuous Reporting and Periodic Report (90 + 30 min)

- Continuous reporting functionalities to submit deliverables, to report on progress in achieving milestones, to follow up on critical risks, ethics issues, publications, communications activities, and the answers to the questionnaire on horizontal issues.
- Periodic report: How to develop and what to include into the Technical report: Part A and Part B? How to complete on-line the Financial statement including the explanations on the use of resources?
- EU assessment of the Periodic report.

#### Review meeting (45 + 15 min)

- Prepare for your review- description of EC procedure, how to prepare your presentations, agenda, how to do a 'test run' with your consortium
- Learn what happens during the review- protocol, what to expect from the reviewers and Project officer
- The day after- Expert review report, how to handle the changes required in the report, best tips and tricks from our experience.

#### Essential tools and "weapons" of a top-notch coordinator (45 + 15 min)

- External communication- tracking the efforts of your dissemination strategy.
- Internal financial monitoring- how to have effective oversight of your partners finances, how to detect mistakes?
- Internal technical reporting- learn how to request and keep track of what kind of input you are receiving from your consortium.
- Quality assurance- consistently track the quality of your project results.
- Budget- how to effectively monitor budget spending.
- Risks- create an effective risk register to monitor and mitigate risks.
- Horizontal issues that you need to consider such as ethics, security and gender.
- Intellectual property- maximise the exploitation and protection your project results.
- Understand the basics of data and data management for your project.

#### A kick-ass project kick-off meeting (45 + 15 min)

- Preparing for the kick-off meeting - who to invite, how to develop the agenda, things to address.
- The day of the kick-off meeting - how to maximise the outcome of your meeting, what are the steps after you need to take.
- Look at some examples from our projects and useful templates for your kick-off meeting

#### How to set up a good consortium agreement? (90 + 30 min)

- Proposal phase: preparing the Consortium Agreement;
- Grant Agreement vs. Consortium Agreement;
- Model Consortium Agreements: DESCA 2020, EUCAR and MCARD-2020 as well as other support structures;
- DESCA 2020 model: how to address decision making procedures and management structures, financial and budgetary issues, risk management and conflict resolution mechanisms, IPR and exploitation issues and the Background of the partners in the Consortium Agreements.

### **Introduction to Legal Agreements in H2020: When and how to use them (45 + 15 min)**

- Non-Disclosure Agreement (NDA)
- Letter of Intent (LoI), Letter of Commitment (LoC)
- Memorandum of Understanding (MoU)
- Subcontracting and Third-Party Agreements
- The Grant Agreement and the Consortium Agreement
- Joint Ownership Agreement and Licencing Agreement

### **Grant Agreement Preparation and Amendments in Horizon 2020 (90 + 30 min)**

- Invitation to GAP letter
- Evaluation Summary Report
- Result of the ethics review or security scrutiny
- How to enter and submit your Grant Data
- Declaration of Honour and the Accession Form
- Preparing the Description of the Action (DoA)
- Signature of the GA
- GA amendments
- When a GA amendment is not needed

## IV. Finance series

### Financial rules of H2020 and Horizon Europe (2 days)

Download the course agenda [here](#).

### Financial Rules of Horizon 2020 (1-day)

Download the course agenda [here](#).

### Master of Finance: Essentials of the financial rules in Horizon 2020 and Horizon Europe (90 + 30 min)

- How to harmonise national accounting protocols with the H2020/HEU Grant Agreement articles
- Budgeting and planning: Why it is the most crucial part?
- What is a cost reimbursement? What is lump sum financing?
- Actual costs and unit costs? Which one should I choose?
- What makes any cost eligible? How to make them eligible?
- Linking a cost to the project? What makes them direct costs?
- Can I report indirect costs? If not, why not?

### Master of Finance: Personnel costs calculation in Horizon Europe and Horizon 2020 (90 + 30 min)

- Who and when can be charged to the project?
- Actual or unit-based personnel costs calculation – so what?
- Identifying eligible salary costs
- Calculation routes – monthly or yearly?
- Productive hours – should I accept 1720?
- Freelancers and temporary employees
- Secondment – what is the added value?
- What makes a timesheet bulletproof?

### Master of Finance: Third-parties, Subcontractors, and other direct costs in Horizon Europe and Horizon 2020 (90 + 30 min)

- Third party articles – why, there are more than one?
- Resource needed or service outsourced?
- Subcontractors or Linked third parties?
- Which one should be foreseen? Which one would your office prefer?
- Travel costs – for employees and for other – is there a difference?
- Equipment and other assets – how to calculate your facility costs efficiently?
- Other goods and services – what's in here?
- How about internal cost transfers and charges? Are they eligible?
- Funding rates, receipts, CFS rules and payments – learn them all!

### Practice H2020 Financial Reporting: Experience the power of learning by doing (90 + 30 min)

The workshop exercise is designed to help you understand how the rules of the Grant Agreement work in real life. You'll receive a full documentation of a virtual project, including timesheets, payrolls, invoices and bills, travel notes and asset expenses to experience:

- Personnel costs calculation for employees and consultants
- Which calculation gives higher eligible costs for the same salary?
- Subcontracting or other service – how to trick with them?
- Travel costs calculations, equipment and other costs – are they always direct costs?

### **Financial Audits of Horizon 2020 Projects (45 + 15 min)**

During this webinar, we will provide you with practical tips and recommendations to help you:

- Avoid errors in the financial administration and reporting of your H2020 projects
- Learn about the typical mistakes and systematic errors in personnel costs leading to significant losses
- Understand the before, during and after of EC financial audits
- Get an insight to the on-site audit process and to managing it successfully

At the end of the webinar, you will understand better what to pay attention to in the financial management and reporting of your projects, avoid potential major errors and be prepared for EC financial audits.

### **How to budget your costs efficiently in Horizon 2020 and Horizon Europe (45 + 15 min)**

- What is the meaning of the budget and how is it connected to cost reporting?
- What is a PM rate and why is it important to me?
- Total personnel costs versus efforts – which one matters?
- How detailed should I foresee staff costs?
- How about experts or seconded employees?
- How should I plan and estimate the other direct costs accurately?

### **Step-by-step guidance on filing your H2020 project's claims on the EC portal (45 + 15 min)**

- Real-time, step-by step guidance on how to fill in the Financial Statement
- How to report efforts?
- Should you respect the 15% reporting rules on other costs? – Why explain why not...
- Adjustments – detailed guide on what to do
- Harmonising financial reports with technical ones – consistency matters

### **How to keep your costs on track and the cost control of your partners? - Financial administration in H2020 and Horizon Europe (45 + 15 min)**

- How to keep the costs tracked?
- The power of excel sheets, or do you need at all any management tool?
- Templates and techniques to keep your spending under control
- Cooperation with accounting and payroll
- How to set up an efficient timesheet system
- Calculating facility/equipment costs
- And many many more

## V. Special Focus series

### [Online European Funding Academy \(7 days\)](#)

Download the complete course agenda [here](#).

- [Academy Part I](#) Writing a successful R&I proposal (2 days)
- [Academy Part II](#) Introduction to Horizon Europe (1-day)
- [Academy Part III](#) Managing efficiently an R&I project (2 days)
- [Academy Part IV](#) Financial rules of H2020 and Horizon Europe (2 days)

### [Exploitation and IPR in EU R&I projects \(1-day\)](#)

Download the course agenda [here](#).

### [Dissemination and Open Access in Horizon 2020 and Horizon Europe \(1-day\)](#)

Download the course agenda [here](#).

### **Public engagement (90 + 30 min)** – *first date available in autumn*

- Citizen science – develop messages that people get interested in
- Organising events with the proper content with proper contributors
- Videos and podcasts not only for the professional community
- How to listen more and talk less
- Simplified communication online and offline

### [From consortium building to an effective communication strategy - comparing and contrasting two EU funded projects \(45+15 min\)](#)

- How to find out your audience
- How to select the right partners & build a strong consortium
- What channels and tools to use to enhance your project's visibility
- How to build your branding strategy & visual identity
- How to set up engaging online campaigns

### [Communication and Dissemination for EU projects in 3 steps: Planning, Managing and Reporting \(90 + 30 min\)](#)

- Introducing communications in proposal writing
- Effectively managing internal and external Dissemination & Communication
- Understanding the best way to report