

# **Horizon Europe Academy**

*Face-to-Face*

**Horizon Europe Proposal Writing**

# Horizon Europe Proposal Writing

13-14 June 2022

<b>08:45 – 09:00</b>	<b>Arrival and registration</b>
<b>09:00 – 09:15</b>	<b>Event opening and introduction to the course</b>
<b>09:15 – 10:00</b>	<p><b>Introduction to Proposal Development under Horizon Europe</b>  <i>Jelena Kajganović, Project Manager, Europa Media</i></p> <p>Work programmes, calls and topics – budgets, deadlines, submission processes</p> <ul style="list-style-type: none"> <li>• General principles and features of HE proposals – understanding and tailoring your proposal appropriately to the EU R&amp;I context</li> <li>• Types of actions (RIA, IA, CSA) and TRLs – positioning your proposal effectively</li> <li>• First steps of proposal preparation: identifying the right call, call analysis, proposal abstract, background research, consortium building</li> </ul> <p>(10:00 – 10:15 Break)</p>
<b>10:15 – 11:00</b>	<p><b>From idea to Horizon Europe proposal – A hands-on approach (Part 1)</b>  <i>Ömer Ceylan, Managing Director, Geonardo</i></p> <ul style="list-style-type: none"> <li>• How to turn your novel idea into a winning concept</li> <li>• Drafting the Part A and Part B of the proposal</li> <li>• Excellence – Examples, tips and templates from section 1.1. and 1.2 of the Part B of the proposal with lessons learned from evaluations</li> </ul> <p>(11:00 – 11:15 Coffee break)</p>
<b>11:15 – 12:00</b>	<p><b>From idea to Horizon Europe proposal – A hands-on approach (Part 2)</b></p> <ul style="list-style-type: none"> <li>• Implementation – Examples, tips and templates from section 3.1. and 3.2 of the Part B of the proposal with lessons learned from evaluations</li> <li>• How to develop a sound work plan, and consortium as a whole considerations</li> </ul> <p>(12:00 – 12:15 Break)</p>
<b>12:15 – 15:45</b>	<p><b>Proposal Development Workshop: Call analysis, Objectives, Work plan</b></p> <p>Participants are divided into small groups to practice the first steps of proposal development under Horizon Europe:</p> <ul style="list-style-type: none"> <li>• Call analysis</li> <li>• Consortium building considerations</li> <li>• Proposal objectives and SMART considerations</li> <li>• How to distinguish activities from objectives and vice-versa</li> <li>• Work packages and deliverables</li> <li>• PERT diagram and milestones</li> </ul> <p>(13:15 – 14:00 Lunch break)</p>
<b>15:45</b>	<b>Wrap-up and end of first day</b>

## AGENDA

## DAY 2

09:00 – 09:45

**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

(09:45 – 10:00 Break)

10:00 – 10:45

**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

(10:45 – 11:00 Coffee break)

11:00 – 11:45

**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

(11:45 – 12:00 Break)

12:00 – 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

(13:00 – 13:45 Lunch break)

15:00

**Wrap-up and end of course**