

Horizon 2020 Proposal Writing Training Course – *Focus: Impact*

8-9 October 2019

Budapest

Horizon 2020 Proposal Writing Training Course – *Focus: Impact*

Homework before the course

Are you completely new to H2020 project writing and management?

Don't worry, all participants will have the opportunity to prepare and get ready well in advance with our brand-new **Course 0**. This introductory course, in e-learning format, will help you refresh your knowledge or learn some basic information on Horizon 2020 proposal development if you are a newbie in this field.

Course 0: Introduction to Proposal Development under H2020*

- Work programmes, calls and topics – budgets, deadlines, submission processes
- General principles and features of H2020 proposals – understanding and fitting appropriately to the EU R&I context with an outlook to Horizon Europe
- 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

* An online link to course 0 will be shared after registration

AGENDA

DAY 1

08:30 – 09:00

Registration

09:00 – 09:15

Event opening and introduction to the course

09:15 – 10:30

**Lessons learnt during Proposal Development under H2020
(and an introduction to Horizon Europe)**

- Stories, Good and bad examples
- What can go wrong during proposal development and how to avoid that? or correct it?
- Discussing the experiences of the participants – bring your own story.
- **Special 15-minute session: Understanding and preparing for Horizon Europe**

(10:30 – 10:45 Coffee Break)

10:45 – 11:45

From idea to H2020 proposal – A hands-on approach

- How to turn your novel idea into a winning concept
- Drafting the Part B of the proposal – From call analysis to submission
- Proposal writing section-by-section – Examples, tips and templates from section 1.1. until 5.2 of the Part B of the proposal with lessons learned from evaluations

(11:45 – 12:00 Coffee break)

12:00 – 13:00

Expected Impact in H2020 Proposals

- Impact in H2020 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, Barriers vs. Risks

(13:00 – 14:00 Lunch)

14:00 – 16:00

Proposal Development Workshop: Call analysis and the Work Plan

Participants are divided into small groups to practice the first steps of proposal development under Horizon 2020: call analysis, project concept development, formulation of the project objectives and a preliminary work plan - defining the work packages, developing a Gantt chart and a PERT diagram, identifying deliverables and milestones, establishing a complementary partnership.

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DAY 2

09:00 – 10:00

Impact, Innovation and Exploitation in H2020 proposals

- How to identify and select the best exploitation, IP and innovation strategy to maximise the potential impact of your H2020 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

(10:00 – 10:15 Coffee Break)

10:15 – 11:00

Dissemination & Communication in H2020 proposals

- How to tailor an effective dissemination and communication plan to maximise 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
- Requirements of the EC, legal obligations according to the H2020 GA
- Knowledge management, Open Access, Open Data
- Dissemination and communication under Ethics and IPR issues

11:15 – 12:30

Proposal Development Workshop: Impact, Dissemination and Communication

Participants will identify how the project will contribute to each of the expected impacts mentioned in the call and address substantial impacts not mentioned in the work programme (RIA, IA); they will also learn how to differentiate between barriers and risks; define the relevant target groups and the most appropriate dissemination and communication tools, channels and strategies for disseminating and communicating the results of the project with a view to maximizing its impact.

(12:30 – 13:30 Lunch break)

13:30 – 14:30

Proposal Development Workshop: Exploitation

Participants will continue the work in small groups to identify the best scenario for exploitation and IP strategy:

- Exploitable results and the potential exploitation strategies – how to transform this into a “plan”
- Draft strategy for knowledge management and protection strategy

(14:30 – 14:45 Coffee break)

14:45 – 15:45

Proposal Development Workshop: Finalising and submitting the proposal

Participants will identify the efforts and resources to be committed to define a sound budget. By introducing a real proposal, the evaluation summary report, and focussing on the comments on the Impact section, the participants will have a better understanding of the evaluators' perspective.

15:45

Wrap-up and end of course