

# European Funding Academy *Online*

*12-13 October 2021*

Horizon Europe Proposal Writing

Fully online:

live webinars complemented with eLearning  
and live Q&A sessions

# Horizon Europe Proposal Writing

12-13 October 2021

## Mandatory module before the webinar

### Are you completely new to proposal writing under research and innovation programmes?

Don't worry; all participants will have the opportunity to prepare and get ready well in advance with our **Introduction to Horizon Europe proposal writing** video explaining the approach and the first steps.

This introductory module - part of the eLearning chapters - will help you refresh your knowledge or learn some basic information on Horizon Europe proposal development if you are a newbie in this field:

### Introduction to Proposal Development under Horizon Europe (video)

- Work programmes, calls and topics - budgets, deadlines, submission processes
- General principles and features of HE proposals - understanding and fitting appropriately to the EU R&I context
- 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

## Discussion Topics

### DAY 1

08:45 - 09:00	Accessing the webinar room
09:00 - 09:15	Event opening and introduction to the webinar
09:15 - 09:45	<b>Networking session</b>
09:45 - 10:30	<b>From idea to a Horizon Europe proposal</b> <ul style="list-style-type: none"><li>• Key changes in Horizon Europe - starting with your mindset</li><li>• How to turn your novel idea into a winning concept</li><li>• From call analysis to submission</li><li>• What can go wrong during proposal development? How to avoid and handle problems.</li><li>• Consortium building challenges</li></ul>
10.30 - 10:45	Coffee Break
10:45 - 12:00	<b>Excellence and Implementation - practical tips</b> <ul style="list-style-type: none"><li>• Proposal writing section-by-section - Examples, tips and templates from section 1.1. until 5.2 of the Part B of the proposal</li><li>• How to address objectives and activities, develop a sound work plan, and consortium as a whole</li><li>• Knowledge management, Open Access, Open Data</li></ul>
<b>Afternoon</b>	
Do the exercises on the eLearning portal at your own speed.	
14:00 - 15:00	<b>Live Q&amp;A session with the experts</b>

## Discussion Topics

### DAY 2

09:00 - 09:10

Accessing the webinar room

09:10 - 10:20

#### Section 2.1 Impact

- Impact in HE proposals - examples of different approaches to addressing the “Impact” and “Expected Outcome” of your proposals, along the Key Impact Pathways (KIPs)
- 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.

10:20 - 10:35

Coffee Break

10:35 - 12:00

#### Section 2.2 - Measures to maximise impact

- How to identify and select the best exploitation, IP and innovation strategy to maximise the potential impact of your HE project.
- Exploitation and sustainability - examples of project and partner level approaches and routes
- Pre-proposal and proposal-stage legal agreements for consortia
- 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 - new requirements to be incorporated.

Do the remaining exercises on the eLearning portal at your own speed.  
1-hour live Q&A session with the experts will be held at 14:00.