

Horizon Europe Academy

Online

Horizon Europe

Proposal Writing
(1st part of the Horizon Europe Academy)

Horizon Europe Proposal Writing

7-8 June 2022

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| 08:45 – 09:00 | Accessing the ZOOM online meeting room |
| 09:00 – 09:15 | Event opening and introduction to the course |
| 09:15 – 09:30 | Networking session |
| 09:30 – 10:15 | Introduction to Proposal Development under Horizon Europe Work programmes, calls and topics – budgets, deadlines, submission processes <ul style="list-style-type: none"> • General principles and features of HE proposals – understanding and tailoring your proposal 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 (10:15 – 10:30 Break) |
| 10:30 – 11:15 | From idea to Horizon Europe proposal – A hands-on approach (Part 1) <ul style="list-style-type: none"> • How to turn your novel idea into a winning concept • Drafting Part A and Part B of the proposal • Excellence – Examples, tips and templates from section 1.1. and 1.2 of the Part B of the proposal with lessons learned from evaluations (11:15 – 11:30 Coffee break) |
| 11:30 – 12:15 | From idea to Horizon Europe proposal – A hands-on approach (Part 2) <ul style="list-style-type: none"> • Implementation – Examples, tips and templates from section 3.1. and 3.2 of the Part B of the proposal with lessons learned from evaluations • How to develop a sound work plan, and consortium as a whole considerations (12:15 – 13:00 Lunch break) |
| 13:00 – 16:00 | Proposal Development Workshop: Call analysis, Objectives, Work plan Participants are divided into small groups to practice the first steps of proposal development under Horizon Europe: <ul style="list-style-type: none"> • Call analysis • Consortium building considerations • Proposal objectives and SMART considerations • How to distinguish activities from objectives and vice-versa • Work packages and deliverables • PERT diagram and milestones (14:00 – 14:15 Coffee break) |
| 16:00 | Wrap-up and end of first day |

AGENDA**DAY 2****09:00 – 09:45****Expected Impact in Horizon Europe Proposals**

- 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 Coffee break)

10:00 – 10:45**Impact, Innovation and Exploitation in Horizon Europe proposals**

- 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**

- 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 – 12:30 Lunch break)

12:30 – 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

(13:45 – 14:00 Coffee break)

15:00**Wrap-up and end of course**