

HORIZON EUROPE PROPOSAL WRITING

Focus: Impact

Live Online Webinar

21st September 2021

Online from 9:00 till 16:00

Discussion Topics

- 08:45 - 09:00** **Accessing the ZOOM Online Meeting Room**
- 09:00 - 09:15** **Event Opening and introduction to the course**
- 09:15 - 10:00** **Expected Impact in Horizon Europe**
Ömer Ceylan, Managing Director, Geonardo
- Impact in Horizon Europe proposals - examples of different approaches to addressing the “Expected Impact” 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
 - Key Performance Indicators (KPIs) and impact assessment methodologies
 - Barriers to achieving the Expected Impact - Types of barriers, Barriers vs Risks
- (10:00 - 10:15 Break)*
- 10:15 - 11:15** **Proposal Development Workshop: Impact**
- How the project will contribute to each of the expected “outcomes” mentioned in the call
 - How to address impacts mentioned in the work programme
 - How to choose appropriate barriers
- (11:15 - 11:30 Break)*
- 11:30 - 12:30** **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 Horizon Europe 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
- (12:30 - 12:45 Break)*
- 12:45 - 13:15** **Proposal Development Workshop: Exploitation**
- Exploitable results and the potential exploitation strategies - how to transform this into a “plan”
 - Mapping potential end-users and IP protection considerations
- (13:15 - 14:00 Break for lunch)*
- 14:00 - 14:45** **Dissemination & Communication in Horizon Europe proposals**
Jelena Lazić, Project Manager, Europa Media
- 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
- (14:45 - 15:00 Break)*
- 15:00 - 16:00** **Proposal Development Workshop: Dissemination and Communication**
- Defining 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 maximising its impact
 - Kahoot game