

HORIZON EUROPE PROPOSAL WRITING

Focus: Impact

Live Online Webinar

24th February 2022

Online from 9:00 till 16:15

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 – 09:30	Networking session
09:30 – 10:30	Expected Impact in Horizon Europe <i>Jelena Kajganović, Project Manager, Europa Media</i> <ul style="list-style-type: none"> • 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 <i>(10:30 – 10:45 Break)</i>
10:45 – 11:45	Proposal Development Workshop: Impact <ul style="list-style-type: none"> • How the project will contribute to each of the expected "outcomes" mentioned in the call and "impacts" mentioned in the work programme • How to define "scale and significance" <i>(11:45 – 12:00 Break)</i>
12:00 – 13:00	Impact, Innovation and Exploitation in Horizon Europe proposals <i>Ömer Ceylan, Managing Director, Geonardo</i> <ul style="list-style-type: none"> • 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 for IA • Exploitation and sustainability – examples of project and partner level approaches and routes • Pre-proposal and proposal-stage agreements and tools for consortia <i>(13:00 – 13:45 Break for lunch)</i>
13:45 – 14:15	Proposal Development Workshop: Exploitation <ul style="list-style-type: none"> • Exploitable results and the potential exploitation strategies – how to transform this into a "plan" • Mapping potential end-users and IP protection considerations
14:15 – 15:00	Dissemination & Communication in Horizon Europe proposals <i>Jelena Lazić, Project Manager, Europa Media</i> <ul style="list-style-type: none"> • 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 groups and communicate the right message in the right way • Policy feedback and the impact canvas (2.3) <i>(15:00 – 15:15 Break)</i>
15:15 – 16:15	Proposal Development Workshop: Dissemination and Communication <ul style="list-style-type: none"> • 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