

# **Horizon Europe Proposal Writing**

**7 November 2023**

**Webinar**

## AGENDA

08:45 – 09:00

**Accessing the ZOOM platform**

09:00 – 09:15

**Welcome and opening**

09:15 – 10:00

**What makes a Horizon Europe proposal successful**

*Jelena Kajganović, Senior Project Manager, Geonardo*

- Introduction to the key success features of EU research and innovation projects
- Understand the winning consortium characteristics in Horizon Europe
- Tasks and responsibilities of a partner and the coordinating organisation
- Experiences, good and poor practices

*(10:00 – 10:15 Break)*

10:15 – 11:00

**From idea to Horizon Europe Proposal: A hands-on approach (Part 1)**

*Ömer Ceylan, Managing Director, Geonardo*

- How to make sure your proposal fully matches the call text: call analysis, proposal design, consortium composition, cross-cutting issues
- Proposal writing step-by-step: from concept note to full Part B of the proposal
- Excellence: Setting up your proposal's vision, specific objectives and ambition; designing a sound methodology; addressing interdisciplinary considerations, gender aspects, ethics issues, open science, knowledge management

*(11:00 – 11:15 Break)*

11:15 – 12:00

**From idea to Horizon Europe Proposal: A hands-on approach (Part 2)**

- Implementation: how to design an effective work plan, define deliverables and milestones, identify risks, estimate resources, and promote your consortium – all with real-life examples and lessons learned from evaluations
- Special focus: lump sum proposals – How to design work packages and plan resources in lump sum grants

*(12:00 – 12:45 Lunch break)*

12:45 – 14:00

**Expected Impact in Horizon Europe Proposals**

*Jelena Kajganović*

- 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

*(14:00 – 14:15 Break)*

**14:15 – 15:15**

### **Measures to Maximise Impact 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 HE project
- Exploitation and sustainability – examples of project and partner level approaches and routes
- 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

*(15:15 – 15:30 Break)*

**15:30 – 16:00**

### **How to smoothly Lead a proposal to submission?**

*Jelena Kajganović*

- How to distribute the writing of the proposal amongst the key partners
- How to effectively mobilise your partners to unleash their full potential in terms of their input to the proposal and mobilisation of their resources
- What are the key proposal sections that require input to be gathered and consolidated from all partners?
- How to make sure that your partners provide you with accurate data and input for the budget
- Special focus: How to coordinate the building up of a lump sum budget with practical tips and templates

**16:00**

### **Final Q&A and end of webinar**