

HORIZON 2020 PROPOSAL WRITING

FOCUS: IMPACT

Agenda

DAY 1

- 08:30 – 09:00** **Registration**
- 09:00 – 09:15** **Event opening and introduction to the course**
- 09:15 – 10:00** **Introduction to Proposal Development under H2020**
- Work programmes, calls and topics – budgets, deadlines, submission processes
 - General principles and features of H2020 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
- 10:15 – 11:15** **From idea to H2020 proposal – A hands-on approach**
- How to turn your novel idea into a winning concept
 - Drafting the Part B of the proposal – From call analysis to submission
 - Proposal writing section-by-section – Examples, tips and templates from section 1.1. until 5.2 of the Part B of the proposal with lessons learned from evaluations
- 11:30 – 12:30** **Expected Impact in H2020 Proposals**
- Impact in H2020 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, Barriers vs. Risks
- 13:30 – 16:00** **Proposal Development Workshop: Concept, Objectives and Work Plan**
- Participants are divided into small groups to practice the first steps of proposal development under Horizon 2020: Call analysis, project concept development, formulation of the project objectives and a preliminary work plan. Principles for impact driven concept and proposal development. Defining the work packages, developing a Gantt chart and a PERT diagram, identifying deliverables and milestones, establishing a complementary partnership.
- 16:00-17:00** **Individual Consultation**

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DAY 2

08:30 – 09:30

Impact, Innovation and Exploitation in H2020 proposals

- How to identify and select the best exploitation, IP and innovation strategy to maximise the potential impact of your H2020 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

09:45 – 10:30

Dissemination & Communication in H2020 proposals

- How to tailor an effective dissemination and communication plan to maximise the potential impact of your H2020 project
- Tools, measures, strategies and channels to reach your target group and communicate the right message in the right way
- Requirements of the EC, legal obligations according to the H2020 GA
- Knowledge management, Open Access, Open Data
- Dissemination and communication under Ethics and IPR issues

10:45 – 12:00

Proposal Development Workshop: Impact and Exploitation

Participants will continue the work in small groups to draft the Expected Impact section and identify the best scenario for exploitation and IP strategy:

- How the project will contribute to each of the expected impacts
- Substantial impacts not mentioned in the work programme (RIA,IA)
- Barriers - how to differentiate barriers and risks
- Exploitable results and the potential exploitation strategies – how to transform this into a “plan”
- Draft strategy for knowledge management and protection strategy

13:00 – 13:45

Proposal Development Workshop: Dissemination & Communication

Participants will define the 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 maximizing its impact.

14:00 – 15:00

Proposal Development Workshop: Finalising and submitting the proposal

Participants will identify the efforts and resources to be committed to define a sound budget. By introducing a real proposal, the evaluation summary report, and focussing on the comments on the Impact section, the participants will have a better understanding of the evaluators' perspective.