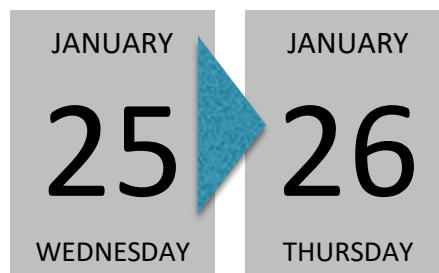


THE HIGHEST LEVEL OF EDUCATION AND TRAINING WITH  
EUROPEAN TRAINING ACADEMY & SISTEM GLOBAL CON-  
SULTING CERTIFICATE

# UNWRITTEN RULES AND WAYS OF PARTICIPATION IN HORIZON 2020

ISTANBUL, TURKEY



## PROJECT DEVELOPMENT AND PROPOSAL WRITING

- FOCUSED ON THE SME INSTRUMENT -

**Training objective is to refine project initiatives** for 2017 – 2018 so SMEs can make the most effective use of H2020 funding opportunities. Transform yourself into a great proposal developer and multiply your personal income as well as the organisations/clients you are involved.

**Training will change your paradigm about proposal writing** - You will come back to your organizations as masters for the H2020 SME instrument, with advanced skill-set to tackle real-life challenges, generate high impact and ensure financial support for your initiatives.

**Trainers will focus on open calls** - The program develops competencies and skills for initiating and implementing projects satisfying the highest quality criteria and understanding stakeholder issues ensuring high impact and sustainability. Practice the most advanced methodologies for the EU project management and leadership from project idea to follow-up.

**The experiential learning methodology** is designed to keep you in the growth zone after the training. This challenging programme is designed for professionals seeking excellence in the proposal writing for SME Instrument. But it will offer effective strategies and tools to those who wish to take part as partners in H2020. As the previous results demonstrated SMEs can use H2020 funding opportunities more effectively.

**Focus of the training will be:**

- ✓ Funding opportunities for 2017-2018.
- ✓ Strategies how to get EU Funding.
  - ✓ Project proposal writing.
- ✓ Examples of successful project proposals.

**What will you learn at this seminar?**

- How to find and analyse adequate H2020 Call for Proposals
- How to write project proposal that will get the money, including key sections: Excellence, Impact and Implementation
  - How does financed project look like
- Examples of successful project proposals

**Who is this training for?**

- ❖ Professionals from SMEs, micro enterprises, disruptive start-ups, business support organizations, innovation agencies, chambers of commerce, entrepreneurship associations...
- ❖ Who intend to submit SME Instrument proposals for the first time or intend to resubmit SME Instrument proposals...

**Date** : 25-26. January. Istanbul, Location TBD

**Participation fee** : 400 € per person for two days. 200 € per person for one day

Early registration and group discounts up to 50% are available until 05. January. Participation fee offers unmatched cost to quality ratio; the fee comprises of: training materials and project models, one meal and refreshments, access to the ETA data bases.

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# CERTIFICATE PROGRAM

## DAY I

### 10.00 Welcome and introduction

**10.15 Overview of funding opportunities in H2020** appropriate calls, and strategies how to get funded. Understanding how the EU funding works.

11.30 Coffee break

### 11.45 Review of participant's project initiatives

**12.15 Step-by-step guidance & Project Models** - how to write each part of the proposal, simply and to the point. Systematic analysis of more than 20 winning proposals enabled us to gather approaches, methods and techniques that proved to consistently deliver highest evaluation scores.

13.00 Lunch Break

**13.45 Call analysis and WBS** – Identification of the most suitable calls for participants' project initiatives; Understanding expectations of the European Commission; Project design tools; Creation of initial Work Break Down structure.

14.45 Coffee Break

**15.00 Project design tools** - Series of useful tools and techniques how to build an optimal and winning proposal gathered from insights of evaluators. **Excellence** in project proposal writing explained.

### 15.45 Q&A Discussion - Prep for Day II

## DAY II

**10.00 Analysis and pre-evaluation** of participants' project initiatives - expert assessment, simulating the official evaluation process and customized one-on-one consultation for improvement of every part of yours proposal.

11.30 Coffee Break

**11.45 Workshop – consortium creation** - optimal proposal structure, finding partners and adequate expertise, refining partner's profile, overview of stakeholders and centres of excellence, instructions for quick and comprehensive preparation of a winning consortium.

13.00 Lunch Break

**13.45 Excellence in project proposal writing** - Our tools ensure your proposals address all sub-evaluation criteria with sufficient detail and evidence to impress evaluators and get the maximum score. Instructions on how to write every part of the proposal, based on evaluation criteria, enabling quick and comprehensive preparation of a winning proposal.

14.45 Coffee Break

**15.00 Q&A Discussion** and refinement of participant's action and business plans, and coaching from experts;

### 16.00 Conclusions

## TEACHING METHODS

- \* Rich course material
- \* Lectures and case studies
- \* Workshop
- \* Discussion
- \* Best practice reports
- \* Interactive exercises
- \* Small group tasks

## BENEFITS

- \* Maximize organizational and career growth using the EU funding
- \* Get to know secrets of success for the SME Instrument
- \* Get up to speed with the best practices and latest priorities
- \* Receive an exclusive insight
- \* Learn how to outperform expectation

## EXPERIENTIAL LEARNING

- \* Encourages active interplay between conceptual frameworks and their implementation in complex real-world settings.
- \* Focusing on new opportunities program examines key variables for success at each stage and provides irreplaceable insights into the best practices



**The Global Curriculum of ETA** integrates the best practices and cultural insights of the world's top business and governance schools adapted for the needs of your local economies and communities. You will return with the latest strategies for achieving your organisation's goals and your career objectives. Our programs have already been evaluated with the highest marks by more than 6000 participants from respectable organisations including:

Universities of Warsaw, University of Newcastle, Ghent University, Amsterdam University of the Arts, Antwerp Management School, Stockholm University of the Arts, Vytautas Magnus University, Norwegian School of Economics, Faculty of Law Radboud University Nijmegen, Universite Pierre et Marie Curie, Louven University, Utrecht University, Westfälische Wilhelms Universität Munster, University of Belgrade, University of Novi Sad, University of Zagreb, University of Sarajevo, University of Maribor, University of Bitola, University of Kragujevac, University of Osijek, University of Rijeka, University Mediterranean Podgorica etc. Polish Science Contact Agency, INTERPOL, Atlantic Group, Siemens, Philips, Robert Bosch, Schneider Electric Ltd, Hewlett Packard, Leo Burnett, Croatian Electric Power (HEP), Croatian Transmission System Operator (HOPS), Elektroprivreda BiH, Department CTP Plant, , Petroleum Industry of Serbia (NIS), Telekom, Amiga Ltd, Dam Mont Ltd, 3M, SAGA Ltd, Asseco, MFC Mikrokomerc, Vlatacom, Link Group, NICAT, OSA Engineering, S&T Serbia, Enel PS, IPSOS, GfK, Patent Co, Avalon Production, Planit doo, Vojvodina agriculture, EkoAgri, Novi Sad cable factory, Alfa Plam, Galenika pharmaceuticals, Krajina petrol, Bivoda, Albus ad, Energoprojekt, Srbija Šume, Port of Belgrade, Poliox Research and Development Centre etc. Deloitte Touche, Credit Agricole, Societe Generale Bank, Hipo Alpe Adria Bank, KBC Bank, Serbian Bank, Moscow Bank, Komercijalna banka, Citadel, Senzal Capital, Unicredit Leasing, BDO, BDD Euro fineks broker, World Vision International etc.

**Lead Trainer - Boško Nektarijević, MBA**, Extensive experience in proposal preparation for numerous FP7 and H2020 successful projects in the EU, MED and Balkan countries. Writing proposals and implementing EU funded projects for 20 years. Former manager of EU Access, Balkan Security Network and currently leading the European Training Academy in Croatia. Principal designer of educational programs and trainer for more than 6000 people from all sectors (business, governments, scientists, NGO and political leaders). Lecturer at the Business Academy (Cambridge International Business Studies); Coach at EASME for SME Instrument. Bachelor of Business Administration at Paris, France '99; MBA – Master of Business Administration at the SBS - University of Brussels '02; Executive education at Harvard University, '05 .



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