

THE HIGHEST LEVEL OF EDUCATION AND TRAINING WITH ETA AND EACON CERTIFICATE

# MASTER IN HORIZON 2020 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 organizations/clients you are involved

**Training will change your paradigm about proposal writing -** You will come back to your organisations as a master for the H2020 SME instrument, with advanced skillset 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.

**Dates and Locations: 01-03 March, Brussels – EACON, Avenue des Arts 39**

**Participation fee** for one day is €260; Full program lasting two days is €510; Third day is optional, for participants who require individual coaching. Participation fee for three days of €600 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. For early registrations, group registrations and non-profits, reductions from 10% to 50% are available.

You may request more information via email to [info@eutraining.info](mailto:info@eutraining.info) at the European Training Academy website, European Affairs Consulting Group website or the European Commission website.

**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 Horizon 2020 project proposals

**Who is this seminar for?**

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

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## PROGRAM

DAY I	DAY II	DAY III
<p><b>10.00 Welcome and introduction</b></p> <p><b>10.15 Overview of funding opportunities in H2020</b> appropriate calls, and strategies how to get funded. Understanding how the EU funding works. How to monitor calls for EU projects concretely</p>	<p><b>10.00 Analysis and pre-evaluation</b> of participant's project initiatives - expert assessment, simulating the official evaluation process and customized one-on-one consultation for improvement of every part of yours proposal.</p>	<p><b>10.00 Coaching</b> Identification of key challenges for individual coaching; project initiative diagnostics; partners' profile analysis and pre-evaluation of proposals</p>
11.30 Coffee break	11.30 Coffee Break	11.30 Coffee Break
<p><b>11.45 Review of participant's project initiatives</b></p> <p><b>12.15 Step-by-step guidance &amp; Project Models</b> - 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</p>	<p><b>11.45 Workshop – consortium creation</b> - 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.</p>	<p><b>11.45 Coaching</b> Practical assistance in project development and proposal writing;</p>
13.00 Lunch Break	13.00 Lunch Break	13.00 Lunch Break
<p><b>13.45 Call analysis and WBS</b> – 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.</p>	<p><b>13.45 Excellence in project proposal writing</b> - 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</p>	<p><b>13.45 Coaching</b> Practical assistance in project development and proposal writing;</p>
14.45 Coffee Break	14.45 Coffee Break	14.45 Coffee Break
<p><b>15.00 Project design tools</b> - Series of useful tools and techniques how to build an optimal and winning proposal gathered from insights of evaluators. <b>Excellence</b> in project proposal writing explained.</p>	<p><b>15.00 - How to do dissemination;</b> How to lobby and influence the content of programmes and calls. Advanced communication and lobbying practices</p>	<p><b>15.00 Coaching</b> Finalisation of individual action plans</p>
<b>15.45 Q&amp;A Discussion</b>	<b>16.00 Conclusions</b>	<p><b>eacon</b> ★ European Affairs Consulting Group</p>

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## SUCCESS

**Our Global Curriculum** 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, Westfalische Wilhelms Universitat 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, Poliex 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 finexs broker, World Vision International etc.

### 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

**eacon** \*  
\* European Affairs  
\* Consulting Group

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## LEAD TRAINERS



**Sören Haar** is Managing Partner of the *European Affairs Consulting Group (eacon)* since its foundation in 2003. EACON is a public affairs company providing support for clients from the private and public sector in Brussels. Typical assignments include monitoring of EU policies and programs, including funding programs and public procurement, as well as lobbying and representation of clients towards the EU institutions. Before joining Euro P.A., Haar worked in the European Parliament (1996-1997), for the European Commission (1997-2001), for NGO consultancy CENPO (1995), in the Council of the European Union (1994), for the international relations department of the University of Berlin (1992-1994) and for the public relations department of the social service of the German protestant church (DW) (1985-1987). Sören Haar studied law, political science and economic history in Göttingen (Germany), Aix-en-Provence (France) and Berlin (Germany). He published several articles and handbook contributions on European integration, lobbying, social protection and citizens rights. Haar is member of the *Society of European Affairs Professionals (SEAP)*, of the *Deutsche Gesellschaft für Politikberatung (degepol)*, of the *Union des Fédéralistes Européens (UEF)* and of the European Commission's *Team Europe*. He is representing eacon in the European Public Affairs Consultancies Association EPACA. Since 2005 he is also a board member and teacher of the *European Institute for Public Affairs and Lobbying, EIPAL*, a training institute specialised in European Affairs.



**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, USA '05.