

HORIZON 2020 PROPOSAL DEVELOPMENT – FOCUS: IMPACT
30-31 March 2017 - Brussels, Belgium

DAY 1

08:30 – 09:00 **Registration**

09:00 – 09:30 **Event opening**

09:30 – 10:00 **Warm-up discussion on H2020 Evaluation**

Ömer Ceylan, Managing Director, Geonardo Ltd.

Participants have all received a project description and a H2020 Call with a Work Programme topic description. The warm-up discussion has the scope to highlight a few key issues leading to a successful H2020 proposal evaluation. By solving the task given to all participants before the start of the course and by discussing the solutions to the questions raised by the trainers, the attendees will have a good insight to H2020 project proposals before listening to the presentations.

10:00 – 11:15 **Proposal Development under EU Research and Innovation Programmes**
A hands-on approach

Valentina Zuri, Project Manager, Europa Media

How to turn your novel idea into a winning concept? Finding a call, establishing a partnership and putting together a proposal. Pre-proposal and full proposal development, basic rules, project planning basis, content development and proposal writing. Planning resources and budgeting. Dos and Don'ts.

(11:15 – 11:30 Coffee break)

11:30 – 16:00 **Workshop: Horizon 2020 Proposal Development**

Participants are divided into small groups to practice the first steps of proposal development under Horizon 2020. The process of developing a real winning H2020 proposal will be followed.

Session 1

Call analysis, project concept development, formulation of the project objectives and a preliminary work plan.

(13:00 – 14:00 Lunch Break)

Session 2

Defining the work packages, developing a Gantt chart and a PERT diagram, identifying deliverables and milestones, establishing a complementary partnership, and discussion on impact and exploitation issues.

(14:45 – 15:00 Coffee Break)

Session 3

Finalising the proposal with developing a sound budget, discussing final issues and introducing a real proposal.

16:00 – 16:30 **Understanding the Evaluator's perspective**

Understanding the evaluation procedure from A to Z to better compose your next proposal. Main aspects and criteria of evaluation. Useful tips to address the evaluation criteria effectively.

16:30 **Final Q&A and closing of event**



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DAY 2

09:00 – 09:20

Event opening

09:20 – 10:30

Exploitation Strategies in Horizon 2020 projects during proposal development and implementation

Andrea Di Anselmo, Vice-President, META Group

Definitions; The concept of Impact in a H2020 project. Challenges, expectations, requirements and best practices to develop successful exploitation plans for H2020 proposals and projects. Why is IP important and how to build up IP and innovation management for your project? How to identify and select the best exploitation, IP and innovation strategy fitting your H2020 project?

(10:30 – 10:45 Coffee break)

10:45 – 12:00

Successful Dissemination & Communication in Horizon 2020 projects

Ömer Ceylan

Definitions; Learning from best practices in FP7 and H2020 projects; New tools, strategies and channels to reach your target group and communicate the right message in the right way; What are the requirements of the European Commission, what are your legal obligations? Dos and don'ts in H2020 dissemination and communication section under Impact.

(12:00 – 13:00 Lunch Break)

13:00 – 16:15

Workshops

Participants are divided into two (Group A and Group B) to practice the development of the Impact section of the proposal based on a real example with two parallel workshops.

For Group A: Workshop 1 "Dissemination & Communication"

Participants will be divided into two groups. Based on a real-life case scenario, one group will prepare the work package description, the other group the dissemination and communication strategy for the proposal.

For Group B: Workshop 2 "Exploitation & Innovation"

Using the same project example, the participants must analyse the needs and possibilities of the project partners and identify the best scenario for exploitation and IP strategy. As a result the participants will have to describe the most relevant exploitation routes and set up a tailored innovation and IP management method for the project.

(14:30 – 14:45 Coffee Break)

For Group A: Workshop 2 "Exploitation & Innovation"

For Group B: Workshop 1 "Dissemination & Communication"

16:15 – 16:30

Wrap-up