

# HORIZON 2020 EXCELLENCE IN HORIZON 2020

## PROJECT DEVELOPMENT AND PROPOSAL WRITING

### *Focused on the SME Instrument*

**Training objective is to refine project initiatives** for 2016 – 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 masters 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 are available in [ETA Calendar](#)**

**Participation fee** for one day €260 - and two days €510 - 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 or the European Commission website.

**Focus of the training will be:**

- Funding opportunities for 2016-2018
- 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

##### 10.00 Welcome and introduction

##### 10.15 Overview of funding opportunities in H2020

and strategies how to get funded

11.30 Coffee break

##### 11.45 Review of participant's project initiatives

**12.15 Practical step-by-step guidance** through the proposal - how to write each part of the proposal, simply and to the point.

13.00 Lunch Break

**13.45 Evaluation of Project Models** - Systematic analysis of more than 20 winning proposals enabled us to gather approaches, methods and techniques that proved to consistently deliver highest evaluation scores

14.45 Coffee Break

**15.00 Secrets to success** - 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

**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 – Proposal writing** - optimal proposal structure, instructions on how to write every part of the proposal, based on evaluation criteria, enabling quick and comprehensive preparation of a winning proposal.

13.00 Lunch Break

**13.45 Key success criteria for evaluation** - Our tools ensure your proposals address all sub-evaluation criteria with sufficient detail and evidence to impress evaluators. During the workshop participants will ensure maximum scores.

14.45 Coffee Break

**15.00 Q&A Discussion** and refinement of participant's business plans

##### 16.00 Conclusions

#### TEACHING METHODS

- ✓ Lectures and case studies
- ✓ Workshops
- ✓ Discussions
- ✓ Best practice reports
- ✓ Interactive exercises
- ✓ Small group tasks
- ✓ Rich course material

#### BENEFITS

- ✓ Maximise organisational 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

#### THE EXPERIENTIAL LEARNING

- ✓ Encourages active interplay between conceptual frameworks and their implementation in complex real-world settings.
- ✓ Focusing on new opportunities programme examines key variables for success at each stage and providing irreplaceable insights into best practices;
- ✓ Refines participants initiatives

# HORIZON 2020

## SME INSTRUMENT

**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 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, USA '05.