

Horizon 2020 Proposal Development Training Course

Focus: Impact

5-6 February 2019, Vienna

Horizon 2020 Proposal Development Training Course – *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	<p>Introduction to Proposal Development under H2020</p> <ul style="list-style-type: none">• 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 <p><i>Interactive exercise: Conceiving potential activities for a real H2020 WP topic open for RIA, IA and CSA action types.</i></p> <p>(10:00 – 10:15 Coffee Break)</p>
10:15 – 11:15	<p>From idea to H2020 proposal – A hands-on approach</p> <ul style="list-style-type: none">• 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 <p>(11:15 – 11:30 Coffee break)</p>
11:30 – 12:30	<p>Expected Impact in H2020 Proposals</p> <ul style="list-style-type: none">• 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 <p>(12:30 – 13:30 Lunch)</p>
13:30 – 16:00	<p>Proposal Development Workshop: Call analysis and Expected impact</p>

Participants are divided into small groups to practice the first steps of impact development under Horizon 2020: Call analysis – to understand the EC requirements and based on the received project concept, project objectives and a preliminary work plan, the participants will have to identify

- How the project will contribute to each of the expected impacts mentioned in the call
- Substantial impacts not mentioned in the work programme (RIA,IA)
- Barriers - how to differentiate barriers and risks

(14:45 – 15:00 Coffee break)

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DAY 2

- 09:00 – 10:00 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
- (10:00 – 10:15 Coffee Break)
- 10:15 – 11:00 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
- 11:15 – 12:30 **Proposal Development Workshop: Dissemination and 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.
- (12:30 – 13:30 Lunch break)
- 13:30 – 14:30 **Proposal Development Workshop: 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:
- Exploitable results and the potential exploitation strategies – how to transform this into a “plan”
 - Draft strategy for knowledge management and protection strategy
- (14:30 – 14:45 Coffee break)

14:45 – 15:45

Proposal Development Workshop: Finalising and submitting the proposal

Participants will identify the efforts and resources to be committed for dissemination and exploitation to define a sound budget. By introducing a real proposal – checking the Impact section in more details together with the relevant evaluation summary report, the participants will have a better understanding of the evaluators' perspective.

15:45-16:00 Wrap-up and final questions