

AGENDA

TRAINING | How to write a top-scoring Impact-oriented EU Horizon Europe proposal.

DAY 1 | 09:00 – 17:00

09:00 – 09:20 Welcome and Tour de Table

- Understanding your pain points in addressing the "Impact" of Horizon Europe proposals;

09:20 – 10:00. How Impact influences the entire proposal design (part1)

- Exploring the **role of Impact** in the Horizon Europe policy: Policy Priorities, Strategic Plan, Work Programmes, Destinations, Calls, Topics.
- How to read the **call for proposals** with a focus on Expected Outcomes and Impacts.
- Understanding the **proposal preparation process**:
 - Most common mistakes;
 - The concept note;
 - Identifying Outcomes and Key Exploitable Results (KERs);

10:00. – 10:40. How Impact influences the Logic of Intervention and the consortium (part2)

- Understanding the **proposal preparation process**:
 - Drafting the Logic of Intervention to produce the Key Exploitable Results, and for maximising the Impacts through Exploitation, Dissemination and Communication.
 - Designing an impact-oriented consortium.
 - Addressing the USE-related issues (Consortium Agreement).

10:40 – 11:00. Coffee break

11:00 – 11.30. Capitalising from previous (negative and positive) evaluations

- The evaluation of proposals: taking advantage from Evaluation Summary Report (ESR) & Examples parts of successful proposals (in the respect of confidentiality issues);

11.30. – 12.30. Focusing on “Excellence”

- Defining what the Excellence section is, and its relationship with the Impact section;
- Exploring specific topics:
 - State-of-the-art and Unique Value Proposition;
 - Open science practices to enhance Impact;
- Discussing the value of Advisory Boards, Demonstrator, Pilots, Business/Demo-cases;

12.30 - 13.30. Lunch break

13.30 - 17:00. Afternoon session: exercise on a real call for proposal (pre-defined)

- *Reading the call for proposal.*
- *Sketching the Concept Note.*

17:00 – end of day 1



DAY 2 | 09:00 – 17:00

09:00 – 09:30. Recap: The Impact section – the very key to success

- The section **2. Impact**: understanding what it is all about and how to maximise it;
- **Key Ingredients**: Exploitation/Use of results, Target Groups (adopters – users – beneficiaries, ecosystem members), Early adopters, Dissemination, Communication;
- Developing a solid **methodological approach** for effective addressing and writing:
 - 2.1 Pathways towards Impact**
 - Drafting and illustrating the Pathway towards Impact;
 - Utilising the Outcomes table, scale and significance;
 - Defining the contribution to expected impacts, scale and significance;
 - Addressing requirements and barriers.

09:30 – 10:00. The Impact section – Exploitation

2.2 Measures to maximise the impact

- Defining **Exploitation** (intentions and use model, characterisation table), intellectual asset management (background and foreground);

10:00 – 10:40. The Impact section – Dissemination and Communication

2.2 Measures to maximise the impact

- Planning the **Dissemination** (KER, targeted early adopters, channels, messages, ...);
- Developing **Communication** (targets, channels, messages, ...).

10:40 – 11:00. Coffee break

11:00 – 11:30. The Impact section – Impact Summary

2.3. Impact Summary: approaching the new section

11:30 – 12:30. The Implementation section

- How to address and prepare **the Work Package on Exploitation, Dissemination and Communication**:
 - Key activities;
 - The Plan for Exploitation, Dissemination and Communication;
 - Purchase of goods and services for mobilising outcomes;
 - Defining the risks related to Exploitation, Dissemination, Communication;
 - A balanced estimated budget for PEDR.

12:30 - 13:30. Lunch break

13:30- 16:30. Afternoon session: exercise on a real call for proposal (pre-defined)

- *Designing the Pathways towards Impact of your project.*
- *Designing the dissemination strategy.*
- *Using the 2.3 Summary Table as a proposal preparation tool.*

16:30 – end of day 2

DAY 3 | 9:00 – 13:30 (optional, on-demand)

Participants discuss their future proposal or a specific case during a 1-hour individual session with the expert.

09:00 – 11:00. Individual slots to discuss participant's specific calls for proposals (*session 1 - 4 slots max – 2 experts*)

11:00– 11:30. Coffee break

11:30 – 13:30. Individual slots to discuss participant's specific calls for proposals (*session 2 - 4 slots max – 2 experts*)

Contact us

Any questions about the training or the registration process?

Contact our team at trainings@meta-group.com