

AGENDA

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

Note: in preparation to the training, each participant is requested to identify at least one call for proposal (RIA, IA, CSA) to be used during individual practical exercises.

DAY 1 | 9.30 – 17h30

09:30 – 10:45. How the Impact influences the entire proposal – focus on Excellence section.

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

10:45 – 11:00. Coffee break

11:00 – 13:30. 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;

13:30 - 14:30. Lunch break

14:30 - 17:30. Afternoon session: hands-on

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



DAY 2 | 9.30 – 17h30

09:30 – 10:45. The Impact section in the frame of an Impact-driven programme – the very key to success (part1)

- 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.

10:45 – 11:00. Coffee break

11:00 – 13:30. The Impact section in the frame of an Impact-driven programme – the very key to success (part2)

2.2 Measures to maximise the impact

- Defining **Exploitation** (intentions and use model, characterisation table), intellectual asset management (background and foreground);
- Planning the **Dissemination** (KER, targeted early adopters, channels, messages, ...);
- Developing **Communication** (targets, channels, messages, ...).

2.3. Impact Summary: approaching the new section - from the Impact Canvas to the Impact Summary.

13.30 - 14.30. Lunch break

14.30 - 17:30. Afternoon session: hands-on

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



DAY 3 | 9.30 – 13h30

09:30 – 10:45. The summary table, proposal evaluation and effective use of third parties

- 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.

10:45 – 11:00. Coffee break

11:00 – 12:00. Morning session: hands-on

- *Drafting a Work Package for Exploitation, Dissemination and Communication*
- *Open discussion*

12:00 – 13:00. Third parties & Evaluation

- The evaluation of proposals: taking advantage from ESR & Examples parts of successful proposals (in the respect of confidentiality issues);
- Strategic Involvement of Third Parties to maximise the impact;
- Tips & tricks for smooth management of the writing process in developing the Impact section.

13:00 – 13.30. Closing discussion

Contact us

Any questions about the training or the registration process?

Contact our team at trainings@meta-group.com