

FINAL AGENDA

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

DAY 1 | 9.30 – 17h30

SETTING THE FOUNDATION FOR SUCCESSFUL PROJECT

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**:
 1. Most common mistakes
 2. The concept note
 3. Identifying Outcomes, Key Exploitable Results (KERs)
 4. Designing a winning consortium with Exploitation, Dissemination and Communication in mind
 5. Drafting the Logic of Intervention to produce the Key Exploitable Results and for maximisation of the Impacts through Exploitation, Dissemination and Communication
 6. Overview of future contractual obligations on IPRs
- Focusing on "**Excellence**":
 1. Defining what the Excellence section is and its relationship with the Impact section
 2. Exploring specific topics:
 - State-of-the-art and Unique Value Proposition
 - Open science practices to enhance Impact
 3. Tips & Tricks: using Advisory Boards, Demo-cases, Pilots, Demonstrators;

Afternoon session: hands-on

- *Reading the call for proposal.*
- *Defining the logic of intervention of your project to contribute to expected outcomes.*



DAY 2 | 9.30 – 17h30

The Impact section in the frame of an Impact-driven programme – 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
 - 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

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

Implementation and evaluation of proposals. EU services relevant to Impact

- Focusing on “**Implementation**”: relationship with the Impact section
 - Introduction to Section 3
 - How to address and prepare the Work Package on Exploitation, Dissemination and Communication
 - Key activities (Exploitation workshops)
 - Mandatory deliverables (PEDR, RDM plan, RoL)
 - Purchase of goods and services for mobilising outcomes
 - Defining the risks related to Exploitation, Dissemination, Communication
 - A balanced estimated budget for PEDR
- Taking advantage from ESR & Examples parts of successful proposals (in the respect of confidentiality issues)
- Discovering the European Commission services relevant for impact:
 - [Horizon Results Platform](#)
 - [Horizon Results Booster](#)
 - [Open Research Europe](#)
- Closing discussion

Contact us

Any questions about the training or the registration process?
Contact our team at trainings@meta-group.com

