



## « How to Write a Competitive Proposal for Horizon 2020 »

**Course Presenter:** Sean McCarthy

### **Module 1: Structure and Terminology used in Horizon 2020**

Sources of Information on Horizon 2020

The Structure of Horizon 2020

Terminology used in Horizon 2020

### **Module 2: How the Research Topics were selected (Lobby)**

Who decided the Structure of Horizon 2020

Who prepared the work programmes for the Research Priorities

Who's Who in the Technology Platforms

Background to the Evaluation Criteria

Key websites on the Who's Who in Horizon 2020

### **Module 3: How Proposal are Evaluated**

Evaluation Criteria for Horizon 2020 Proposals

The Evaluation Process

The Evaluation Manual and the Forms used by Evaluators

The role of the 'Expert Evaluator' + how to become an 'Expert'

Key websites and documents on the Evaluation of H2020 Proposals

### **Module 4: How to Write the 'Potential Impact' of the Proposal**

Background to 'Potential Impact'

Template for writing the 'Impact'

Example of 'Potential Impact'

Ten Routes for Exploiting Research Results

Websites to write the 'Potential Impact'

### **Module 5: The One Page Proposal**

Structure of a One-Page-Proposal

The 5 Key Questions (Background to the proposal)

Sources of information for the one page proposal

Sample One Page Proposal

### **Module 6: How to Streamline Proposal Writing**

Step by Step guide to preparing a proposal

How ideas for research proposals are identified

How to kill 'bad' ideas

Templates for managing the writing of the proposal

### **Module 7: How to Find the Best Partners**

Which countries can participate ?

The different roles in the consortium

The role of the coordinator

How to find best partners.

Key websites to select the 'Strategic Partners'