



## Horizon Europe: Writing Competitive Research and Innovation Actions

A Research and Innovation Action application must be tightly aligned to the topic scope, outcomes, and impact of the call. The consortium needs to be strong and include leading experts from key organizations in the value chain. Researchers and managers need to understand what the evaluator is looking for in each section of the proposal and clearly address these issues with strong research and innovation plans and pathways to deliver impact. Not doing so will lead to a reduction in points in the evaluation.

Our training will help you develop your proposal writing skills and scientific thinking to shape your ideas, and develop of a strong, convincing proposal delivering impact. The comprehensive training programme will ignite the creative process with applicants and suggest strategies to lead bids or contribute effectively as a partner. We will also offer a thorough understanding of the evaluation process and will systematically go through the template to explain how each section of the proposals can be constructed and edited. This will include insights and case studies. Strategies will be discussed on how to find partners and build a strong consortium of experts.

### 6 Steps for Success

The programme is divided in two live online Webinar sessions, offering optimal flexibility. It presents the combined knowledge and advice of Lotte Jaspers and Ritchie Head on how to strategize the project and how to write each section of the proposal template and unravels the evaluation criteria behind each section. We will cover our 6 steps for success addressed in Modules; (i) Understanding the Horizon Europe Framework, (ii) Dissecting the call, (iii) Designing Excellence, (iv) Pathways to Impact, (v) Project Implementation and our last step, (vi) our Guide to Planning Strategies for HE Success.

### Outcomes

**Participants will learn:**

- To translate call priorities into a project proposal
- How to map the scientific reasoning and detail to the right sections in the template
- Where and how to find partners
- To write for Horizon Europe reviewers
- What makes the Excellence section excellent?

- To write clear Impact sections describing “pathways” and plans for using results and achieving societal impacts.
- To design convincing Implementation with logical work-packages, budgets and consortium descriptions.
- Tips: Do’s and Don’ts of proposal writing

# Programme

## Webinar 1

### Overview of Horizon Europe

- Societal Challenges and Policy drivers
- Research or Innovation: TRLs explained
- Idea to submission: the proposal lifecycle
- The template—an overview
- Introducing the Evaluation process

### The art of dissecting the call to shape a proposal

- Addressing the Scope and Specific Challenge
- Designing a project the EC want to fund
- Good partners: where do you find them?

### Refreshment break

### B1 Scientific Excellence

- Writing Scientific Excellence and the workplan for Implementation: What goes where?
- SMART objectives and risk
- Concept and Methods to meet Ambition
- Data Management Planning and Open Science

## Webinar 2

### Short recap of the end of webinar 1

### B2 Impact

- Outcomes and Pathway to Impact
- Scale and Significance
- Barriers to Impact
- Exciting valorisation: Dissemination, Exploitation and Communications strategies
- Business planning and IP Management

### B3 Implementation & B4+ Optimizing Additional Sections

- Logical plans and Workpackages
- Deliverables/Milestones and differences
- Risks
- Budget planning
- The consortium description—who and why?
- Other Issues

**Planning strategies for HE success, options for lobbying, funding strategy planning and writing tips**

# Our online training and Expert Trainer

The training is divided into 2 subsequent live Webinars of approx. 2,5 hours each, on 2 different days and offers expert advice and discussion with Ritchie Head. Slides of the presentations of the entire Webinar as well as our "Yellow Research RIA Guide" will be made available via our E-learning environment.

## 2 Live Webinars



## Full Lecture Handouts



## Tutorials & guides



**Ritchie Head** is a Yellow Research Associate and director of Ceratium BV. He has worked on European research projects as scientist, manager, and coordinator since 1996, was director of a UK FP6/7 support service and has designed and delivered multiple training courses. He works as a professional funding expert, grant writer, and project manager, having been successful in obtaining RIA/IA

grants and acting as active partner in several of them. Ritchie has obtained major feats with his projects in the last few years, many of which achieved the highest score of 15 points in their evaluation.

## Join our Live Webinars:

**Webinar 1: April 19th 2023 10:00 - 12:30 CET**

**Webinar 2: April 20th 2023 10:00 - 12:30 CET**

## How to register

Registration can be done via our website [www.yellowresearch.nl](http://www.yellowresearch.nl)

The webinar fee is € 585\* per participant

\*This is a VAT exempted service (Council Directive 2006/112/EC; CRKBO registered)

## Contact details

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