How to write competitive Horizon Europe grant proposals?
Session 2.

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- Advisor specialized in European research funding framework programmes (H2020, Horizon Europe)
- Proposal writing, development and quality assurance experience in various EU funding schemes (Widening Participation, Societal Challenges, MSCA ITN, MSCA RISE, FET-Open, Science with and for Society, COST, Erasmus+)
- In 2020 contributed to 3 winning projects and 1 with reserve list status, record of multiple impact sections with maximum scores
- Since 2018 trainings on research management and proposal writing in 5 countries for researchers and research managers
- Board-member of the European Association of Research Managers and Administrators, responsible for liaising with the European Commission
- Core Group Member of ERION network, a Europe-wide community for professionals in Research Ethics, Research Integrity and GDPR issues.
- Lawyer by degree, 15+ years of experience in research and university environments, having held management, lecturing and editorial positions

http://bschenk.hu
Tasks and questions ➔ slido.com

How to write competitive Horizon Europe grant proposals? | Corvinus University Budapest Centre for Horizon Europe | dr. Borbala Schenk | bschenk.hu
No proposal is an island.

Always explore
- the policy context of the Topic (EU, UN SDG)
- the position of the Topic in the Horizon Europe structure
- the precise text of the Topic
- the synergies with other funded EU-projects related to the Topic

- Horizon Europe structure
- Policy context
- WP – Call – Topic
- Synergies with other projects
Course structure and learning outcomes

4 sessions – 4 topics

Big picture approach + practical information on details

1. No proposal is an island
   - Context and dynamics

2. You can’t have one without the other
   - Proposal structure

3. Horizon Europe mindset
   - EC requirements

4. Substantiate
   - Convincing content
Session 2. Content

- Structure of the Horizon Europe proposal
- What is each section about? Ask yourself the right questions
- Flow and coherence

You can’t have one without the other
Session 2. Content

- Structure of the Horizon Europe proposal
- What is each section about? Ask yourself the right questions
- Flow and coherence
3 pillars of Horizon Europe grant proposals

3 pillars:

- EXCELLENCE
- IMPACT
- IMPLEMENTATION

Innovation Action – Impact 1.5x
Structure of Horizon Europe grant proposals

EXCELLENCE

IMPACT

IMPLEMENTATION

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Core content of each pillar

**EXCELLENCE**

The innovative idea and approach

**IMPACT**

How the proposed idea contributes to achieving the targeted impacts of the Topic + how stakeholders are involved + how the results will be used + how the project reaches out beyond academia

**IMPLEMENTATION**

The practicalities of turning the idea into a manageable and effective project
Subsections in each pillar

**EXCELLENCE**
- Objective
- Relation to the Work Programme
- Concept and Methodology
- Ambition

**IMPACT**
- Expected impacts
- Measures to maximize impact
- Dissemination and exploitation of results
- Communication activities

**IMPLEMENTATION**
- Work plan – WPs, Tasks, deliverables, Timeline
- Management structure, milestones and procedures
- Consortium as a whole
- Resources to be committed (budget)
Core content of each pillar

**EXCELLENCE**

The innovative idea and approach

**IMPACT**

How the proposed idea contributes to achieving the targeted impacts of the Topic + how stakeholders are involved + how the results will be used + how the project reaches out beyond academia

**IMPLEMENTATION**

The practicalities of turning the idea into a manageable and effective project
1. Excellence – 1.1. Objectives

Objective = What is your proposed solution to address the challenge of the Topic and contribute to the targeted impacts?

OVERALL OBJECTIVE
What is your solution to tackle the challenge of the Topic and contribute to the targeted impacts?

SPECIFIC OBJECTIVES
What are the steps to achieve the overall objective?

SMART:
Specific, Measurable, Achievable, Relevant, Timebound
Specific challenge: Significantly reducing urban road congestion and improving the financial and environmental sustainability of urban transport will bring major benefits for the economy, the attractiveness of cities and citizens' wellbeing. This requires an improved understanding of measures to reduce urban road congestion whilst increasing urban accessibility for passengers and freight and contribute to the achievement of broader sustainable urban transport policy objectives. It also requires new thinking and innovative business models and service concepts for public transport, walking and (safe) cycling, adapted to increasingly limited public budgets. Special attention should be paid to issues related to vulnerable groups of citizens and gender issues.

SPECIFIC CHALLENGE

OVERALL OBJECTIVE

SPECIFIC OBJECTIVES

CIPTEC introduces an integrated approach which draws on the best ideas deriving from marketing (i.e. customer orientation, marketing research, consumer intelligence), consumer behaviour (i.e. advanced motivational research, behavioural experimentation), innovation (i.e. crowd sourcing, collective intelligence, co-creation and co-design of new ideas, fusion of business concepts with social innovation), evaluation (i.e. socioeconomic, technological and ethical) and co-exploitation within a wider than usual stakeholder platform attacking the challenges that hinder the public transport “environment” transition and re-orientation towards increasing PT market shares, thus substantially contributing to urban road congestion reduction in a sustainable manner.

- Objective 1 (O1): To gather and analyse customer intelligence improving the understanding of urban public transport demand
- Objective 2 (O2): Collect market intelligence to allow the demystifying of the urban public transport supply
- Objective 3 (O3): Advanced motivational insights undergoing transport related behaviour
- Objective 4 (O4): Mapping and identification of promising innovative approaches and co-creation of novel integrated solutions and business models for urban PT
- Objective 5 (O5): Translation validation and capitalization of results through an extended platform of motivated stakeholders for PT innovation
No proposal is an island.

WP – Call – Topic

1. Excellence – 1.2. Relation to the Work Programme

1.2 Relation to the work programme

- Indicate the work programme topic to which your proposal relates, and explain how your proposal addresses the specific challenge and scope of that topic, as set out in the work programme.
1. Excellence – 1.3. Concept and methodology

Objective = WHAT?

Concept and methodology = HOW?

Exploring the State-of-the-Art, fresh and up-to-date publications and results, EU policy context

Why this consortium?

NOT a textbook, NOT a scientific publication

NO jargon - Evaluators not necessarily from your field of expertise

Don’t overdo it!

Gender and Responsible Research and Innovation aspects

Describe any national or international research and innovation activities which will be linked with the project, especially where the outputs from these will feed into the project;
1. Excellence – 1.4. Ambition

Objective = WHAT?
Concept and methodology = HOW?
Ambition = WHAT’S NEW IN IT?

What kind of advance will the proposal provide beyond the State-of-the-Art? What is your innovation?

- ... has never been applied so far
- ...will significantly improve the...
- ...goes beyond the State-of-the-Art by advancing...
- ...develop novel concept and approaches to
- ...create more effective ways to
Core content of each pillar

**EXCELLENCE**

The innovative idea and approach

**IMPACT**

How the proposed idea contributes to achieving the targeted impacts of the Topic + how stakeholders are involved + how the results will be used + how the project reaches out beyond academia

**IMPLEMENTATION**

The practicalities of turning the idea into a manageable and effective project
2. Impact – 2.1. Expected impacts

Expected Impact = How you plan to achieve the Topic’s targeted impacts

OVERALL OBJECTIVE
What is your solution to tackle the challenge of the Topic and contribute to the targeted impacts?

SPECIFIC OBJECTIVES
What are the steps to achieve the overall objective?

TARGETED IMPACTS OF THE TOPIC
2. Impact – 2.2. Measures to maximize impact

Expected Impact = How you plan to achieve the Topic’s targeted impacts
Measures to maximize impact = what you do to increase the usage of your results and the outreach of your activities

DISSEMINATION
COMMUNICATION
DATA MANAGEMENT
EXPLOITATION
OPEN ACCESS
<table>
<thead>
<tr>
<th>EXCELLENCE</th>
<th>IMPACT</th>
<th>IMPLEMENTATION</th>
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<tbody>
<tr>
<td>The innovative idea and approach</td>
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<td>The practicalities of turning the idea into a manageable and effective project</td>
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</tbody>
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3. Implementation – 3.1. Work plan

Objective = What are you trying to achieve?
Expected Impact = How you plan to achieve the Topic’s targeted impacts
Measures to maximize impact = what you do to increase the usage of your results and the outreach of your activities

Work Plan = Practicalities of achieving the objectives

OVERALL OBJECTIVE
What is your solution to tackle the challenge of the Topic?

SPECIFIC OBJECTIVES
What are the steps to achieve the overall objective?

TARGETED IMPACTS
3. Implementation – 3.1. Work plan

<table>
<thead>
<tr>
<th>Work package number</th>
<th>Lead beneficiary</th>
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<tbody>
<tr>
<td>Work package title</td>
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<tr>
<td>Participant number</td>
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<tr>
<td>Short name of participant</td>
<td></td>
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<td>Person months per participant</td>
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<tr>
<td>Start month</td>
<td>End month</td>
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Objective

Description of work (where appropriate, broken down into tasks), lead partner and role of participants

Deliverables (brief description and month of delivery)
3. Implementation – 3.2. Management structures, milestones and procedures

Objective = What are you trying to achieve?
Work Plan = Practicalities of achieving the objectives
Management structure = How you keep the consortium in operation to achieve the objectives in the daily work
Milestones = control points in the progress of achieving the objectives
Risk assessment = what can hinder achieving the objectives + what actions you plan to take to avoid
3. Implementation – 3.3. Consortium as a whole

Objective = What are you trying to achieve?

Expected Impact = How you plan to achieve the Topic’s targeted impacts

Measures to maximize impact = what you do to increase the usage of your results and the outreach of your activities

Consortium as a whole = Why you?
3. Implementation – 3.4. Resources to be committed

Objective = What are you trying to achieve?
Work Plan = Practicalities of achieving the objectives
Consortium as a whole = Why you?
Resources to be committed = What are the costs? (personal, travel, services, equipment etc.)
All sections in your Horizon Europe proposal are intertwined, they have to be built on each other and formulate a coherent proposal from sentence 1 to the end.
Session 2. Home assignment

You can’t have one without the other

Read carefully the H2020 proposal template and the slides of this session section by section.

H2020 CSA, RIA, IA proposal template:

Q&A

Thank you for your attention!

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