

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

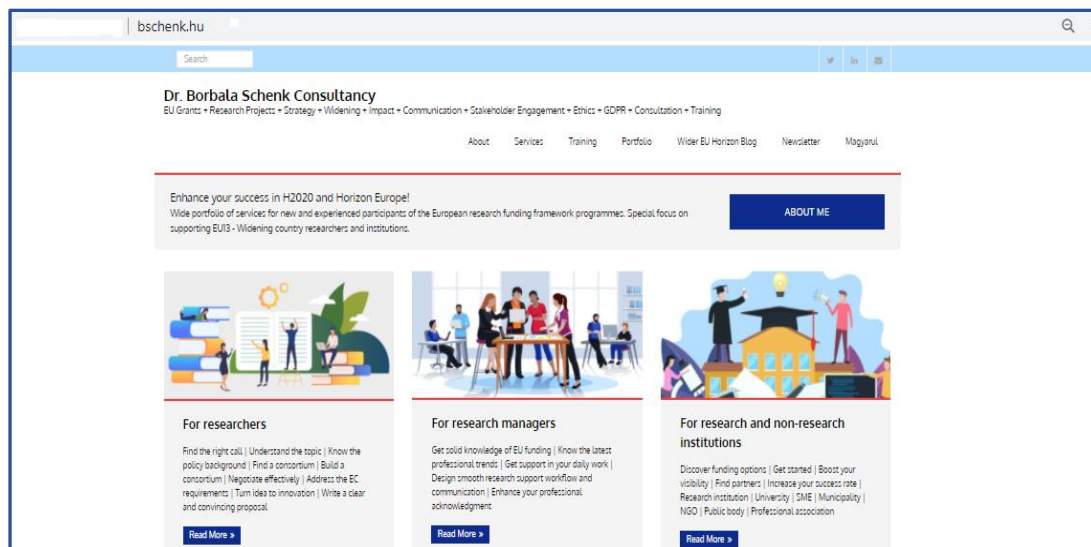
Dr. Borbala Schenk

European Research Funding Advisor

Corvinus University Budapest | Centre for Horizon Europe

January 25, 2021

dr. Borbála Schenk



<http://bschenk.hu>

- 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

Tasks and questions → slido.com



A screenshot of the Slido website homepage. The browser address bar shows 'https://www.slido.com'. The navigation menu includes 'Product', 'Solutions', 'Pricing', 'Resources', 'Enterprise', 'Log In', and a green 'Quick event' button. The main content area features a green heading 'Joining as a participant?' with the subtext 'No account needed.' Below this is a text input field with a green arrow button, containing the text '# Enter event code'. To the right, a large banner image shows a laptop displaying a Slido poll and a video conference grid, with the text 'The ultimate Q&A and polling platform for virtual trainings!' and buttons for 'Try it free' and 'Schedule a demo'. A red arrow points from the event code '54499' in a green box below to the input field.

54499

Session1. - Summary

1

**No proposal
is an island.**

- Horizon Europe structure
- Policy context
- WP – Call – Topic
- Synergies with other projects

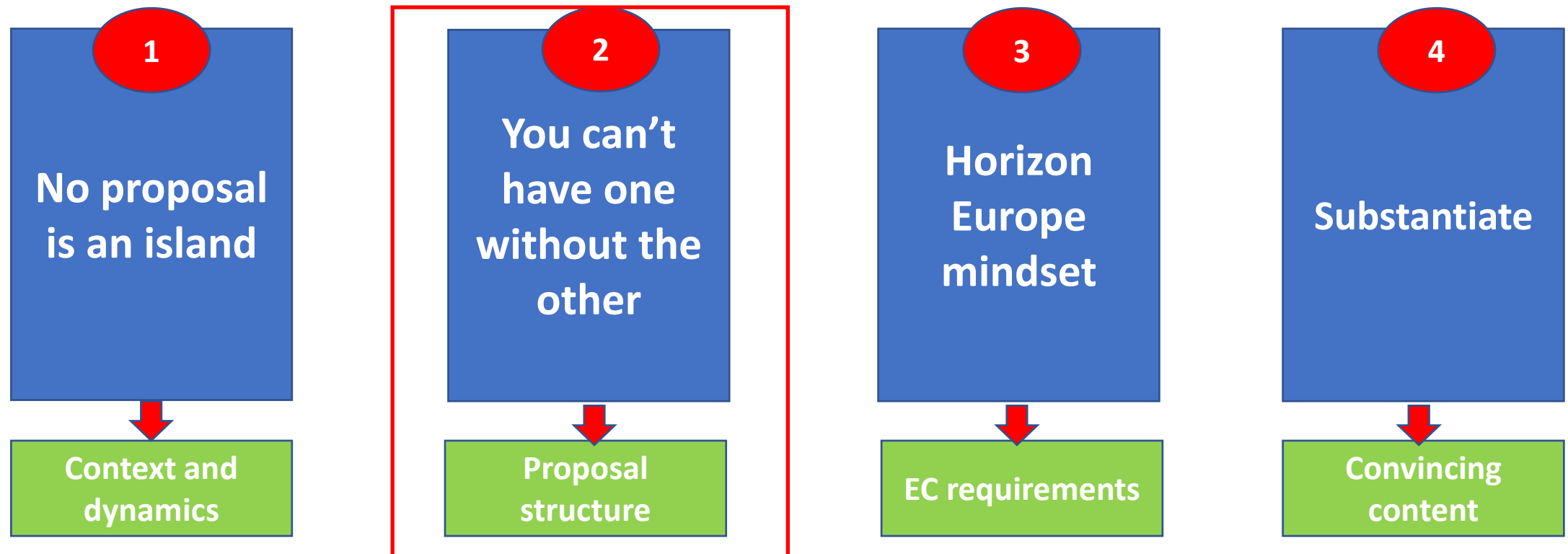
Always explore

- **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**

Course structure and learning outcomes

4 sessions – 4 topics

Big picture approach + practical information on details



Session 2. Content

2

You can't
have one
without the
other

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

Session 2. Content

2

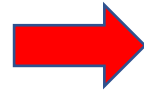
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- Structure of the Horizon Europe proposal
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- Flow and coherence

3 pillars of Horizon Europe grant proposals

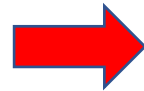
3 pillars:

EXCELLENCE



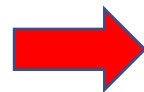
5

IMPACT



5

IMPLEMENTATION



5

Innovation Action – Impact 1,5x

ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/sc1-dth-06-2020;callCode=null;...
Signature of grant agreements: maximum 6 months from the deadline for submission.

- General information
- Topic updates
- Topic description
- Conditions and documents**
- Submission service
- Topic related FAQ
- Get support
- Call information
- Call updates

[Go back to search results](#)

5. Proposal templates, evaluation forms and model grant agreements (MGA):

Research and Innovation Action:

- Specific provisions and funding rates
- Standard proposal template**
- Specific evaluation form
- General MGA - Multi-Beneficiary
- Annotated Grant Agreement

6. Additional provisions:

- Horizon 2020 budget flexibility
- Classified information
- Technology readiness levels (TRL) – where a topic description refers to TRL, these definitions apply

Members of consortium are required to conclude a consortium agreement, in principle prior to the signature of the grant agreement.

8. Additional documents:

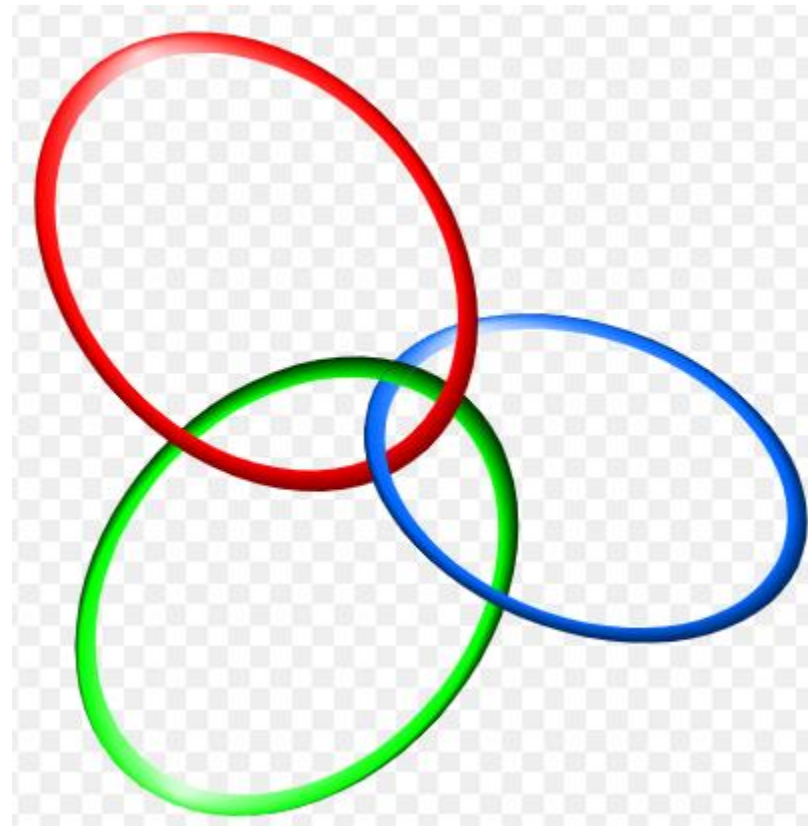
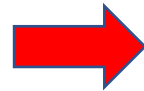
1. Introduction WP 2018-20
2. Health, demographic change and well-being WP 2018-20
3. Dissemination, Exploitation and Evaluation WP 2018-20
4. Cross-cutting activities WP 2018-20

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

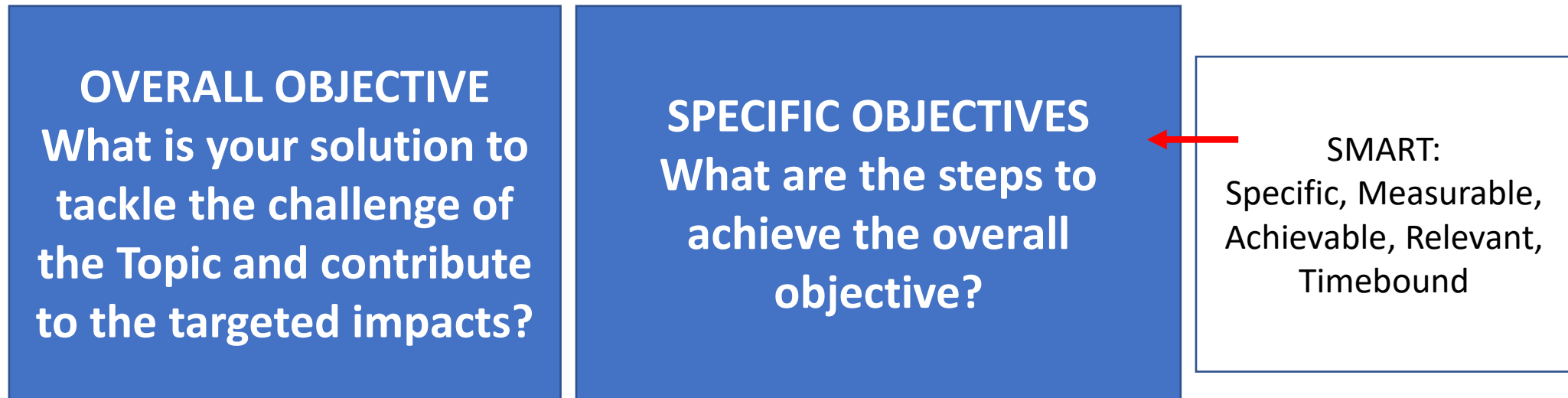
How the proposed idea contributes to achieving the targeted impacts of the Topic + how stakeholders are involved + how the results will be used + how the project reaches out beyond academia

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?



SPECIFIC CHALLENGE

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.



OVERALL OBJECTIVE

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.

SPECIFIC OBJECTIVES

- ➊ Objective 1 (O1): To gather and analyse customer intelligence improving the understanding of urban public transport demand
- ➋ Objective 2 (O2): Collect market intelligence to allow the demystifying of the urban public transport supply
- ➌ Objective 3 (O3): Advanced motivational insights undergoing transport related behaviour
- ➍ Objective 4 (O4): Mapping and identification of promising innovative approaches and co-creation of novel integrated solutions and business models for urban PT
- ➎ Objective 5 (O5): Translation validation and capitalization of results through an extended platform of motivated stakeholders for PT innovation

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

No proposal is an island.

■ WP – Call – Topic



1. Excellence – 1.3. Concept and methodology

Objective = WHAT?

Concept and methodology = HOW?

Exploring the State-of-the-Art, fresh and uptodate 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

No
proposal
is an
island

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?

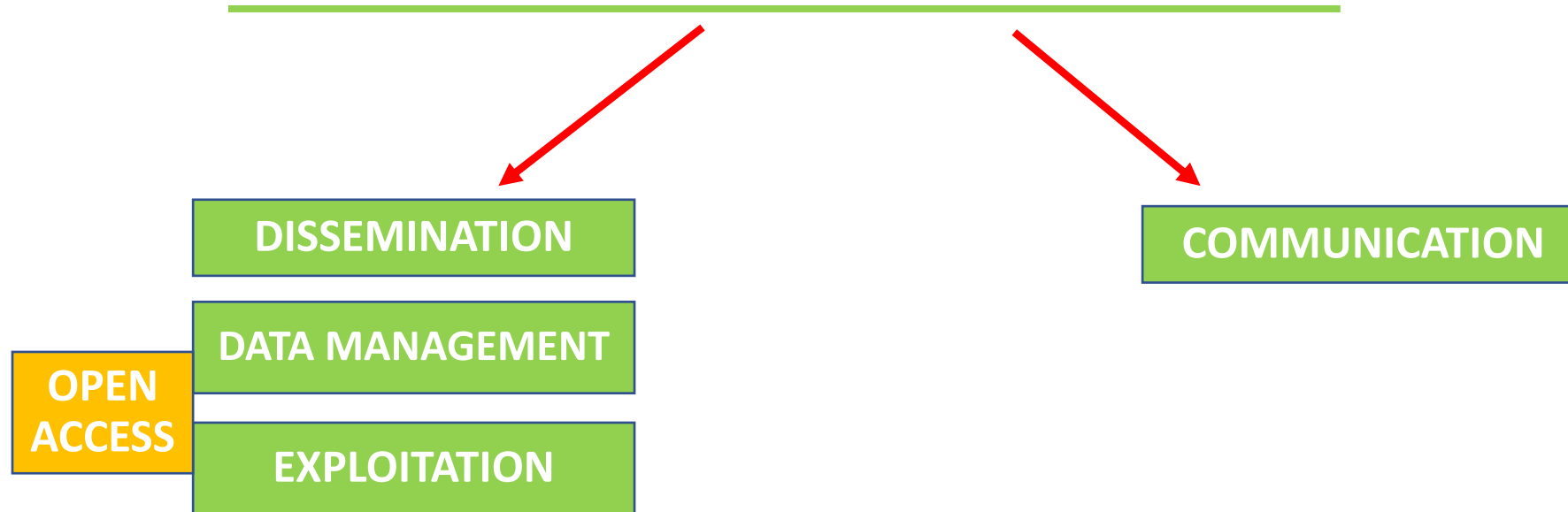
SPECIFIC OBJECTIVES
What are the steps to achieve the overall objective?

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



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

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

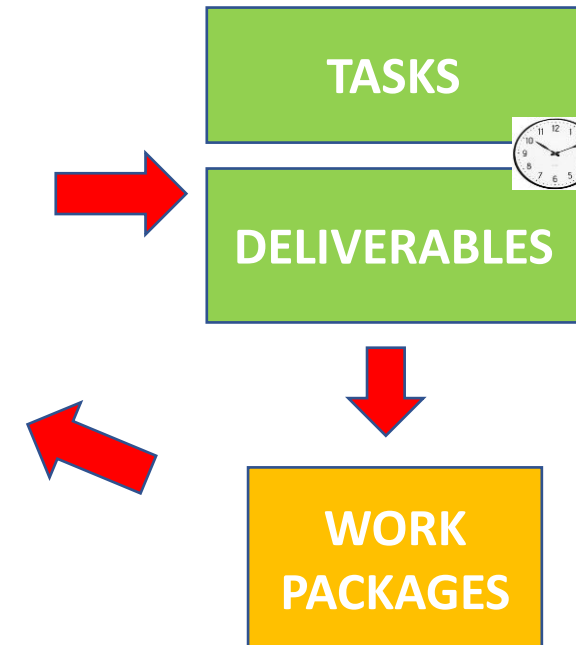
Measures to maximize impact = what you do to increase the usage of your results and the outreach of your activities

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 3.1b: Work package description

For each work package:

Work package number	Lead beneficiary					
Work package title						
Participant number						
Short name of participant						
Person months per participant:						
Start month				End month		

Objectives

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 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?



Coordinator

LAPIN YLIOPISTO
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Website [Website](#)
Activity type: Higher or Secondary Education Establishments
Contact the organisation [Contact the organisation](#)

Participants (7)

- Sort alphabetically [Sort by EU Contribution](#)
- Associação de Professores de Expressão e Comunicação Visual**
Portugal
 - UNIVERZITA KARLOVA**
Czechia
 - UNIVERSITA TA MALTA**
Malta
 - HOGSKOLAN I BORÅS**
Sweden
 - BUDAPESTI CORVINUS EGYETEM**
Hungary
 - PACO DESIGN COLLABORATIVE**
Italy
 - UNIVERSITY OF LEEDS**
United Kingdom

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.)**

Coordinator

 LAPIN YLIOPISTO	Activity type	EU contribution
Address Yliopinkatu 5 C Wing 301 Floor 40101 Raivientti ↓ Finland Website [?]	Higher or Secondary Education Establishment	€ 472 000
	Contact the organisation [?]	

Participants (7)

Sort alphabetically 	Sort by EU Contribution 	EU
 Associação de Profissionais de Engenharia e Comunicação Vila Real 🇵🇹 Portugal		EU contribution € 260 000
 UNIVERSITA KARLOVA 🇨🇪 Czechia		EU contribution € 200 740,70
 UNIVERSITA MALTA 🇻🇹 Malta		EU contribution € 191 222,20
 HOGSKOLEN I BORAS 🇸🇪 Sweden		EU contribution € 169 970
 DUDARCI CORVINUS CSUETCM 🇮🇪 Hungary		EU contribution € 149 000
 PACO DESIGN COLLABORATIVE 🇮🇹 Italy		EU contribution € 127 243,70
 UNIVERSITY OF LEEDS 🇬🇧 United Kingdom		EU contribution € 200 000

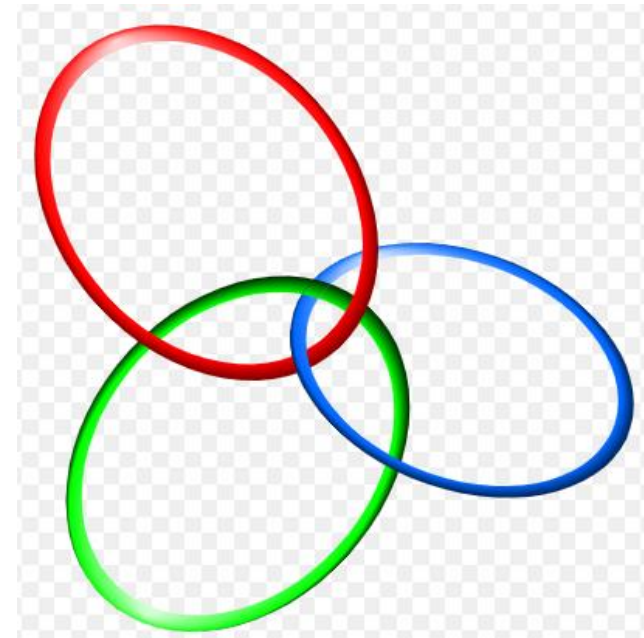
Session 2. Take-away message

2
You can't
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EXCELLENCE

IMPACT

IMPLEMENTATION



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

2

You can't
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Read carefully the H2020 proposal template and the slides of this session section by section.

H2020 CSA, RIA, IA proposal template:

https://ec.europa.eu/research/participants/data/ref/h2020/call_ptef/pt/2018-2020/h2020-call-pt-ria-ia-2018-20_en.pdf



Joining as a participant?

No account needed.

Enter event code



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Q&A

Thank you for your attention!

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