



Europa Media Trainings

# What makes a Horizon Europe proposal successful?

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Horizon Europe proposal development: the first steps  
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# EU R&I proposals

## General features & tips

- Understand the research agenda setting and how you can contribute to it = **proposal** – **call for proposals** – **topic** – **work programme**
- Understand the EC expectations = **top-down specifications** in work programmes
- Competition at EU/Programme level = **best projects** are awarded grants
- Minimum partnership requirements = **transnational cooperation** and **multidisciplinarity**
- Understand the evaluation process – proposals are evaluated by **independent experts**



# EU R&I proposals

## First steps

- **Get familiar with the EU context** = policies, terminology, actors
- **Learn about Horizon Europe novelties** = open innovation, open science, co-creation, KIPs, FAIR, EOSC, RRI etc.
- Keep an eye on **Horizon Europe news, draft work programmes, guides, templates, info days**





# EU R&I proposals

## Who is who?

- **Coordinator** **LEADS** the consortium
- **Beneficiary/Partner/Participant** **IMPLEMENTS** the activities
- **Affiliated entity** (former Linked third party) **IMPLEMENTS** the activities
- **Subcontractor** **DELIVERS** an action task
- **Contractor** **DELIVERS** a good or service
- **Stakeholder** is **AFFECTED** by the project
- **End-user** **USES** the results
- **Advisor** **HELPS** the consortium



# Proposal development timeline

**M1**

- Appropriate call
- Proposal idea and initial concept note

**M3**

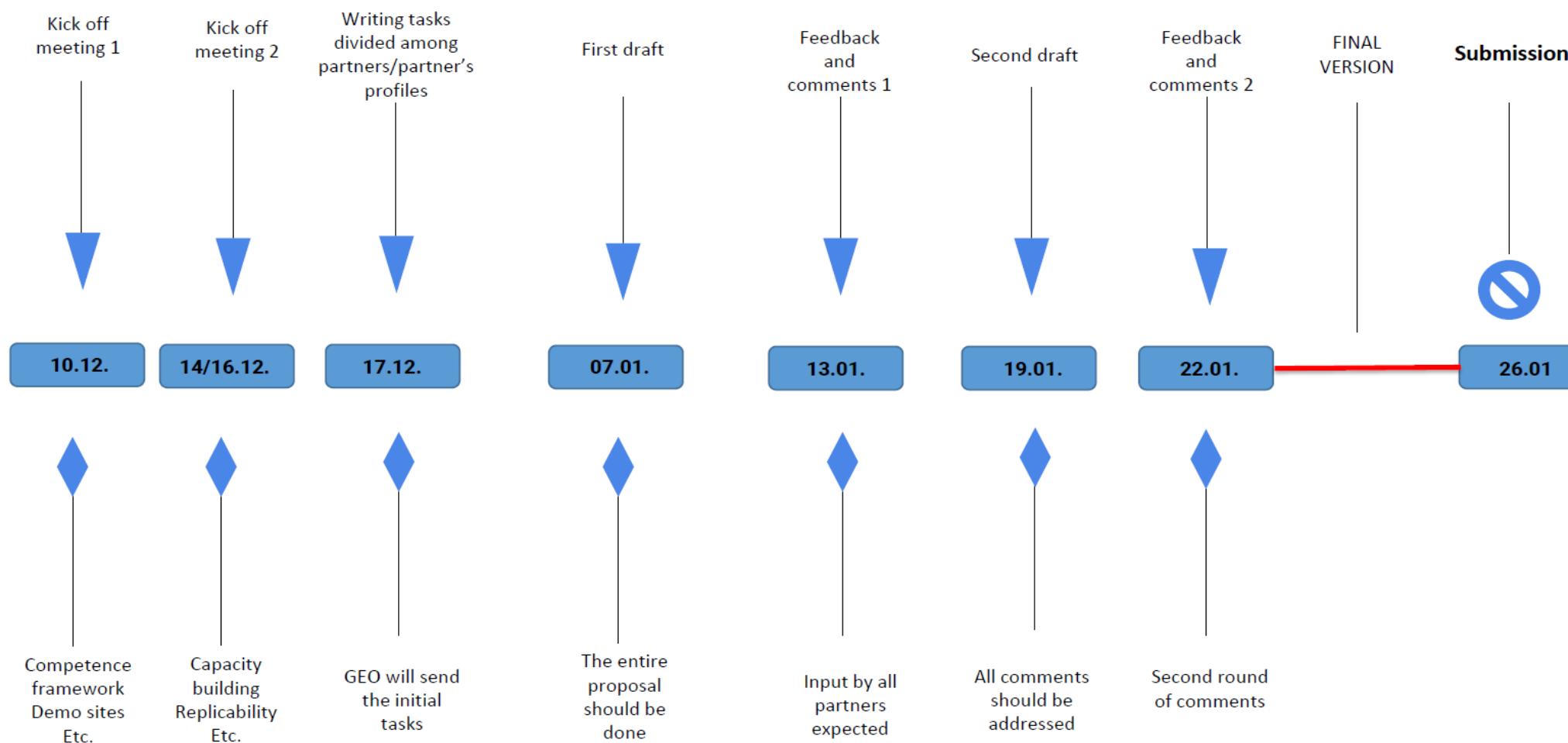
- Core partnership
- Advanced concept and approach

**M6**

- Full partnership
- Collaborative proposal development and submission

# Proposal development timeline

CLASSED



# Successful proposals...

## **...make sense**

- ✓ Concept responding to real needs, everything logically linked

## **...are consistent**

- ✓ Pieces of the puzzle fit, proposal flows well

## **...address everything**

- ✓ From work programme priorities to cross-cutting issues

## **...consider the evaluator's perspective**

- ✓ Self-evaluation templates, different types of evaluators

## **...look and sound good!**

- ✓ Style, formatting, language and visuals





# Key winning features

The approach: filling in the gap

💡 Proposals that **address topics, or sub-topics, not otherwise covered** by more highly-ranked proposals, will be considered to have the highest priority





# Key winning features

## The consortium

- 💡 Key **expertise**
- 💡 Key **network**
- 💡 Key **access to info**



# Key winning features

The global added value aspect

👋 Welcome on board



# Key winning features

Exploitation: individual & joint

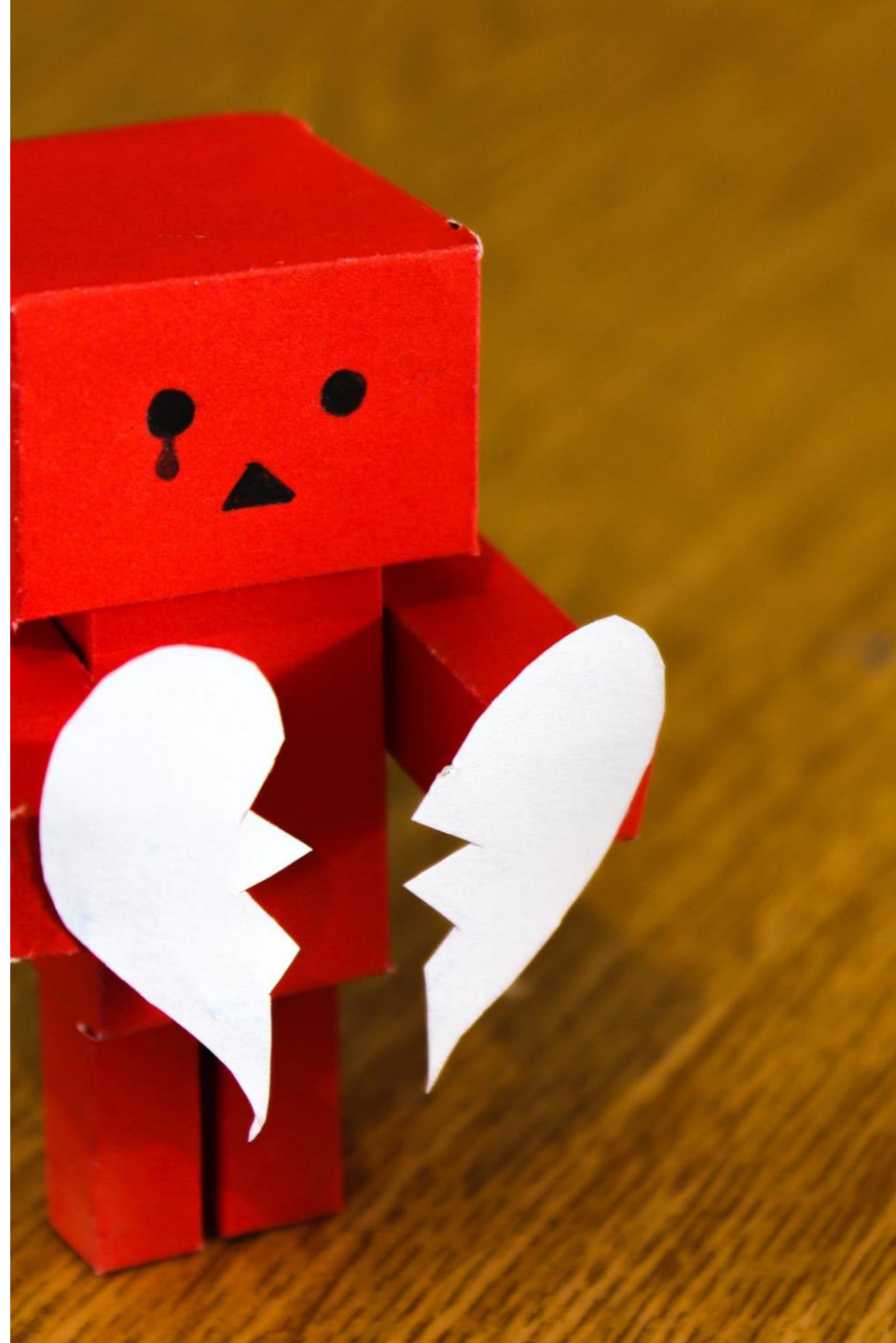
💡 The **reason** behind participation





# Unsuccessful proposals...

- **Lack focus**
- Do **not reflect** the end-users' **needs**
- Do **not provide added value**
- Are **not sufficiently ambitious**
- Have a **design flaw**
- Are **not clear**
- Are **messy**







**QUESTIONS?**

# Thank you

*for your attention*

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