



WIN YOUR BID!

WRITING  
SUCCESSFUL  
H2020 PROPOSALS

# + WIN YOUR H2020 BID

Maximize your chances of proposing a winning H2020 bid with the “Writing successful H2020 proposals” one-day training course. In this course, we share the insights that Martel has gained over 20 years of experience, winning more than 100 successful proposals, and with 16 current H2020 projects.

## LEARN FROM OUR EXPERIENCE

Practical and effective, this introductory training has been designed to efficiently communicate the lessons we’ve learned by putting together many successful proposals. It is taught by Martel’s Master Trainer and CEO, Dr Monique Calisti, an ICT expert who specialises in European Commission funding, as well as national and international grant programmes.

Using real-world examples and practical exercises, you will be led through what is required to achieve maximum impact from each of the most critical parts of the proposal process, from concept to completion.

## FOR WHOM?

Researchers, innovators, and R&D&I players such as academics, SMEs and startups interested in submitting an excellent H2020 proposal.

## THE TRAINING AGENDA INCLUDES

- + **The keys to H2020.** Learn about the H2020 program, its scope and scale, and the keys to writing successful bids. Draw on Martel’s decades of experience to find the correct Call, how to best position your proposal, and write it to win!
- + **Unlocking the Excellence Section.** Understand what you need to achieve with your proposal’s excellence section, and how to tell its story in the best way to make the reviewers understand what makes it important.
- + **Maximising the Impact Section.** Clearly and effectively show how your proposal makes a difference for Europe and the world. Make sure that all of your project’s benefits are clear and on display.
- + **Completing the Implementation Section.** Make sure your proposal meets all the implementation requirements of the EC template, including a properly formatted work plan, management structure, consortium, and accounting of resources.
- + **Filling the Consortium Section.** Innovation can’t be done alone. Learn how to properly build your consortium and plan to involve interested third parties, to best support your proposal and win your bid.



## MASTER TRAINER

The training will be conducted by master trainer Dr. Monique Calisti, CEO and Head of Media & Consulting at Martel Innovate. Monique has specialised in EU funding

and has in-depth knowledge and experience of national and international grant programmes, and is passionate about supporting innovative SMEs and start-ups. She is currently involved in several EC projects and wants to help innovative ICT players to grab their EU chance!

# + BENEFITS IN ATTENDING

Regardless of your level of experience with H2020, this training can help you prepare and deliver of your proposal - and through that, maximise your chances of winning your bid. By participating, you gain:

- + Insight into the Horizon 2020 programme
- + Strategies and techniques to develop your project proposal
- + Practical guidance on building your consortium
- + Exercises in budgeting and business modelling
- + Expert guidance in managing your communication and dissemination
- + A stronger understanding of the evaluation process and how it affects your proposal
- + Full course materials to study at your leisure
- + And much more!

# + TRAINING PLAN

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## Starting a new proposal

- + What is H2020 and where to find the relevant information for setting up a proposal

Coffee break and networking

## Excellence section

- + Telling a good story about your project

## Impact section

- + How your proposal makes a difference

Lunch break and networking

## Implementation section

- + Requirement from the EC template (work plan, management structure, consortium, resources)

## Consortium section

- + Participants and third parties involved

## Ethics & Security

- + Research integrity, the ethics appraisal procedure, ethics self-assessment, ethics monitoring

## Budget calculation

- + Rules and indications



FOR CUSTOMISED OR DEDICATED TRAINING

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