

ABOUT THE EUK

The EU Competence Network of Brandenburg's Universities (EUK) is a network of universities and universities of applied sciences in the German Federal State of Brandenburg. It fosters the participation of Brandenburg's universities in research funding programs of the European Union. The objective of the EUK is to expand knowledge and expertise in advising researchers on EU research funding programs. The EUK's advisors offer researchers a professional and comprehensive service when applying for or carrying out EU funded research projects. The EUK is decentrally organised and is being coordinated by the Eberswalde University for Sustainable Development.

www.euk-brandenburg.de

ABOUT GFZ

The GFZ German Research Centre for Geosciences is the national research centre for Earth sciences. Research at the GFZ focuses on the geosphere within the highly complex System Earth with its further subsystems, its interacting subcycles, and its wide network of cause-and-effect chains.

With 37 million Euros of external funding and numerous researchers from all over the world, the GFZ is one of the leading research institutions in the German Federal State of Brandenburg.

www.gfz-potsdam.de/en

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EU-Kompetenznetzwerk der
Brandenburgischen Hochschulen



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INVITATION TO THE
HYPERION TRAINING COURSE

HOW TO WRITE
A COMPETITIVE PROPOSAL
FOR HORIZON 2020

COURSE

To support researchers at universities and research institutions the EU Competence Network of Brandenburg's Universities (EUK) organises a workshop on "How to Write a Competitive Proposal" for the EU programme for research and innovation "Horizon 2020". The workshop is hosted in cooperation with the GFZ Project Bureau. It will be held in English by the renowned EU-expert Sean McCarthy.

Date: 6th July 2017

Time: 10.30 AM - 02.00 PM

Location: Helmholtz-Zentrum Potsdam –
Deutsches GeoForschungs-
Zentrum GFZ
Haus H - Hörsaal
Telegrafenberg
14473 Potsdam

Directions: www.goo.gl/T81esC

Please register via e-mail until 22nd June 2017:
euk-veranstaltung@fh-potsdam.de

Sean McCarthy, Managing Director of Hyperion Ltd., is specialized in the design and deliver of training courses for European research managers. Since 1997 over 45,000 participants have attended his courses in 29 countries.

Sean McCarthy will present the structure and the funding schemes of Horizon 2020. He will also explain the relevance of political aspects, give useful hints for the proposal writing and analyze the evaluation criteria. The course provides tips on how to collect information, how to select strategic partners and how to avoid duplication in proposal writing. The final section describes a strategy for proposal writing.

COURSE CONTENT

Module 1

Structure and Terminology used in Horizon 2020

- > Sources of Information on Horizon 2020
- > The Structure of Horizon 2020
- > Terminology used in Horizon 2020

Module 2

Who Wrote your Topic? (Lobby)

- > Who decided the Structure of Horizon 2020
- > Who prepared the work programmes for the Research Priorities
- > Background to the Evaluation Criteria
- > Key websites on the Who's Who in Horizon 2020

Module 3

How Proposals are Evaluated

- > Evaluation Criteria for Horizon 2020 Proposals
- > The Evaluation Process
- > The Evaluation Manual and the Forms used by Evaluators
- > The role of the 'Expert Evaluator' + how to become an 'Expert'
- > Key websites and documents on the Evaluation of H2020 Proposals

Module 4

How to Write the 'Potential Impact' of the Proposal

- > Background to 'Potential Impact'
- > Step by step guide to writing the 'Impact'
- > Example of 'Potential Impact'
- > Different Routes for Exploiting Research Results
- > Websites to write the 'Potential Impact'

Module 5

The One Page Proposal

- > Structure of a One-Page-Proposal
- > The 5 Key Questions (Background to the proposal)
- > Sources of information for the one page proposal
- > Sample One Page Proposal

Module 6

How to Streamline Proposal Writing

- > Step by Step guide to preparing a proposal
- > How ideas for research proposals are identified
- > How to kill 'weak' ideas
- > Templates for managing the writing of the proposal