



# HORIZON 2020

THE HIGHEST LEVEL OF EDUCATION AND TRAINING WITH ETA CERTIFICATE IN

## EXCELLENCE IN HORIZON 2020 PROJECT DEVELOPMENT AND PROPOSAL WRITING

OPATIJA, CROATIA, 18 – 19. JUNE 2015

European Training Academy jointly with the Thalassotherapia Opatija is very pleased to invite you to “*Excellence in Horizon 2020 project development and proposal writing training*”. Training objective is to prepare project leaders for new calls in 2015 – 2016 so they can make the most effective use of H2020 funding opportunities.

Programme will provide immediate and effective support to organizations and project leaders currently preparing project proposals; consortiums or managing EU funded projects. This is a mind changing experience, designed for professionals seeking excellence in the EU project development, funding, lobbying and leadership; The program develops competencies and skills for initiating and implementing projects satisfying the highest quality criteria and understanding stakeholder issues that enable high impact and sustainability.

**Who should attend?** The Horizon 2020 programme target is to remain Europe leading in strategic science, to master societal challenges and to sustain industrial leadership. Representatives of cities and municipalities, academic and educational sector, scientists, business professionals from SME or large companies in private and public sector, cluster managers, researchers, RTD and IT professionals, NGO leaders, and international project managers. This challenging programme is designed for *professionals seeking excellence in the EU project development and proposal writing*. But it will offer effective strategies and tools to those who wish to take part as partners in H2020 projects. As the first H2020 results demonstrated it is evident that we have waste unexploited potential.

**Participation fee** for the *state of the art training* offers you unmatched cost to quality ratio; the fee comprises: accommodation for one or two days of training and nights at Thalassotherapija Villas, in the centre of popular resort for international elite, with a luxury swimming pool, meals and refreshments, program materials, access to the ETA data bases. Economy fee for one day of training or all inclusive Luxury pass for a full weekend of mind changing experiences and workshops are available. You may request more information via email to Tihana Grzetic [tihana.grzetic@gmail.com](mailto:tihana.grzetic@gmail.com)



## 18. JUNE 2015 – THE MOST EFFECTIVE STRATEGIES HOW TO GET INTO HORIZON 2020

**08:30 – 09:00** - Registration of participants and welcome

### **09:00 - 10:00 - INTRODUCTION – EXPECTATION OF THE EUROPEAN COMMISSION**

Getting to know the latest changes, challenges and obstacles on the path to EU funds

### **10:15 - 11:00 - EU PROGRAMME FOR RESEARCH AND INNOVATION - HORIZON 2020**

Guidance notes to get into H2020 different thematic fields, based on participants interests and successful experiences from the beginning of the programme

### **11:15 - 12:15 - H2020 CALL ANALYSIS WORKSHOP**

Exercise: Finding topics and calls for proposals

Exercise: Call analysis, understanding expectations of the EC

Exercise: Understanding adequate evaluation criteria for different H2020's types of actions

### **13:00 – 14:45 - PROJECT DEVELOPMENT TOOLS**

The entire process of proposal preparation

Designing project proposal in line with evaluation criteria

Practical tips and advices for proposal preparation

### **14:45 – 15:45 - PARTNER SEARCH AND PROFILE DEVELOPMENT**

Exercises: Develop your profile, practical guide to profile development

Exercises: How to reach the right attention, practical guide to find the right consortium

### **15:45 – 16:00 DISCUSSION**





## 19. JUNE 2015 – ADVANCED TRAINING – EXCELLENCE IN PROJECT PROPOSAL WRITING

08:30 – 09:00 - Registration of participants and welcome

### 09:00 – 10.30 – PRACTICAL ANALYSIS OF PARTICIPANTS PROJECT INITIATIVES

Analysis of participant's profiles, project concepts or proposal texts

Expert's evaluation of ongoing project initiatives

### 10:45 – 12:00 - EXCELLENCE IN PROJECT PROPOSAL WRITING H2020

The philosophy of writing successful EU projects;

Learning how to be competitive; the most advanced tools for success in proposal writing

Providing evidence; How to make the project easy to read and how to impress the evaluators

### 13:00 – 14:00 - WORKSHOP - PROJECT PROPOSAL EVALUATION

Example of the successful project proposal

Exercise: Evaluation of already submitted H2020 project proposals; analysis of project proposals; why has EC given money to one project proposal and rejected another one

### 14:30 – 15:00 DISCUSSION







**Method** - Experiential learning environment encourages active interplay between conceptual frameworks and their implementation in complex real-world settings. Focusing on new calls training examines the full project cycle, identifying key variables for success at each stage and providing irreplaceable insights into best practices;

As an added value training is based on practical work on participant's concrete project proposals under supervision of leading EU experts, interconnecting initiatives that may reinforce each-other.

**Success** - Our programs has already been highly evaluated by more than 6000 participants from the most respectable Universities in the UK, Belgium, Poland, Croatia, Macedonia, Bosnia and Hercegovina, Serbia etc. international institutions and successful companies in the region including: Hewlett Packard, Société Générale Bank, KBC Bank, VIP Mobile, Tigar, 3M, Siemens; numerous Chambers of commerce, regional development agencies, Ministry departments, City councils, Municipalities, small companies and entrepreneurs, NGOs, etc..

**Leading network of experts** – You may take a look at the short bio-sketches of our stuff at <http://eutraining.info/> under the Team section. ETA is innovative, accountable and ethical leader in WB in terms of cost to quality and impact ratio. For those who feel a deep commitment to tackle societal challenges. Who want to develop the skills necessary to shape policy, improve organizations and make life better. For present and future leaders in the public, non-profit or private sector, renowned ETA experts and practitioners can transform your capabilities in a series of extraordinary trainings. This is where innovation leaders convene. We inform, educate, train and help potential applicants and EU project leaders to make substantial improvements in performance, and constantly build a great network that attracts, develops, excites and retain exceptional people.

**ETA makes sure** that client's project initiatives achieve outstanding impact and sustainability. We bring together the latest insights, extensive experience and the most advanced methodologies from diverse sectors to help the innovation leaders address the impact of global and regional changes.

**ETA possesses unique skill-set** to support your project or organizational development ranging from: early insights and briefings about funding opportunities, Info sessions about EU programmes and funds, open and upcoming calls for proposals; high quality guidance and training; Specialised and advanced trainings customised for clients' needs; Consulting services for clients to provide coaching or mentoring; Project pre-evaluation of project initiatives or proposals; up to assistance in project implementation and follow-up ;