



Seminar

Developing and Writing an Effective Horizon 2020 Proposal

Billions of Euros are available for research, development, and innovation through the European Commission's Horizon 2020 programme. However, the general success rate of proposals is quite low. Fewer than 15% of proposals receive any grants. A high percentage of proposals are poor in quality. The evaluation criteria are strictly applied by the European Commission's evaluators. The evaluation process is published, but many proposers do not appear to have an adequate understanding of the way the evaluation process works. Not only does a consortium need to have a good idea and write their proposal well, they need to consider how to get the maximum point score in order to have any chance of receiving a grant.

Who should attend:

Anyone considering applying for the Horizon 2020 programme, now or in the future. Universities, SMEs, government agencies, and research institutes all stand to benefit from this seminar. Consortium members, project leaders, and proposal writers can all gain essential knowledge about the proposal process by attending.

About the Seminar:

This seminar is taught by Mr. Dan Kaszeta, who is a veteran European Commission external evaluator and rapporteur. The seminar is 8 to 14 hours, depending on the need for translation. He provides an overview of the H2020 evaluation process and gives essential guidance, not only on what to do when you are developing your proposal, but also what not to do.



Seminar Outline:

Part I:

- Introduction and Background
- Overview of the Horizon 2020 Programme
- What are the results of H2020 so far?
 - Results for European participants / consortia so far
- What does the 2016 Programme look like?
- How does the Horizon 2020 Evaluation Process Work?
 - Excellence
 - Impact
 - Implementation
- Five things you must do
- How to read the call
- Building a reasonable consortium

Part II – What NOT to do

- Fatal errors I have seen
- Major weaknesses seen in many proposals
- Shortcomings noted in the majority of proposals
- Analyzing an example of a mediocre fictional proposal
- Going through the evaluation process, step by step, with the fictional proposal

Part III – What you SHOULD do.

Writing a good proposal to gain the maximum score.

- Some tips for writing a good application
- Making sure your written proposal matches the evaluation process
- Looking at some examples of a good fictional proposal
- Going through the evaluation process, with the good proposal



Administration and General Information

Please contact h2020@strongpointsecurity.co.uk for further information. A number of seminars in the UK, France, and Poland are provisionally planned for early 2016. Seminar pricing varies based on location. New clients may be asked for partial payment in advance of the seminar.

About Dan Kaszeta:

Mr. Kaszeta has worked on several EU projects and bids and has worked with HCFDC on various projects and events in recent year. More importantly, in 2014 and 2015, Dan worked as an external expert consultant evaluating numerous Horizon 2020 proposals. He is owner and director of Strongpoint Security, a defence and security consulting company based in London. Previously, he has served in the US Army, worked for various departments of the United States government as a civil servant, and worked in the UK for Smiths Detection, a manufacturer of security and defence detection equipment.