

It is pleased to invite you to an interactive workshop called

Expected Impact in Horizon Europe proposals

Date & Time: 6 June, 8:45 – 12:30 CET

Address: On-line

Speaker: Gabriella Lovász and Ömer Ceylan from EMG Group Plc.

EMG Group is a **group of SMEs** active in **EU research and innovation projects** based in Budapest, Hungary.

We actively participate in EU projects as **coordinators** or **beneficiaries**, and we **train** other institutions to become better proposal writers and project managers.

With the first SME, Geonardo, founded in 1999, we have clocked in **20+ years' experience** in the writing, development, and management of EU projects. **Our training courses** and **ad-hoc consultancy services**, transfer this knowledge and experience to our participants and clients.

AGENDA

08:45 – 9:00 Arrival to Zoom

09:00 – 10:00 Expected Impact in Horizon Europe Proposals

- Impact in HE proposals – examples of different approaches to addressing the “Expected Impact” of your proposals, lessons learned from evaluations.
- Impact in RIAs, IAs and CSAs – how to position your innovation from RTD to market uptake, Dos and Don'ts
- Impact indicators and Impact assessment methodologies
- Barriers to achieving the Expected Impact – Types of barriers

(10:00 – 10:15 Break)

10:15 – 11:30 Measures to maximise impact

- How to identify and select the best exploitation, IP and innovation strategy to maximise the potential impact of your HE project.
- Exploitation and sustainability – examples of project and partner level approaches and routes
- How to tailor an effective dissemination and communication plan to maximise the potential impact of your HE project.

Workshops will be in English.

The project has been funded by European Union Programme Horizon Europe under grant agreement no. 101079091.

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- Tools, measures, strategies and channels to reach your target group and communicate the right message in the right way.

(10:00 – 10:15 Break)

11:45 – 12:30

Evaluation of Proposals under Horizon Europe

- What happens after you submit your proposal?
- Admissibility and eligibility check – standard rules and exceptions
- Evaluation process: individual assessment, consensus meeting, final ranking – understanding the dynamics to finetune your proposal
- Experiences and lessons learned from Evaluation Summary Reports (ESRs)
- Step-by-step guide to registering as an independent expert to evaluate Horizon Europe proposals

Registration is limited to 20 participants.

Registration:

[Registration for the event](#)

Contact:

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