

ONLINE

# How to **prepare** a competitive Horizon Europe **proposal**

## 15 February 2022

**09:00 - 13:00**

### > **What makes a successful proposal?**

- > How proposals are evaluated:
  - understanding the mind of an evaluator
- > Positioning your project
- > The proposal structure - what goes where

### > **Designing your project to achieve impact**

- > Defining objectives and outputs
- > Addressing pathways to impact
- > Choosing partners

### > **Organising the proposal preparation**

- > How to structure and delegate the work
- > Planning the project

### > **Building a convincing narrative**

- > Analysis of text examples
- > Presentation of information

**13:00 / Close**



### ▶ **Trainer**

Dr. M. Remmert-Rieper

**Dr. Margarete Remmert-Rieper** joined Tutech in 2006 as a Senior Consultant for EU funded projects. She now heads up the business development activities on research and innovation related training programmes. She has coordinated a number of regionally and EU funded projects aimed at strengthening SMEs in their innovation management competencies. She has coordinated projects aimed at helping early career researchers gain complementary skills in research management and entrepreneurship, including the Lifelong Learning Erasmus Knowledge Alliance in the area entrepreneurship training (HEKATE). Currently Margarete is a consultant for INNOKAM Services offered through the Enterprise Europe Network aimed at helping SMEs develop a more strategic approach to innovation. Her consultancy assignments include supporting the City Administrations of Hamburg and Copenhagen on Smart City projects relating to sustainable urban solutions. Margarete has a PhD in chemistry and an additional graduate qualification in economics for scientists. She has lectured in environmental protection and run her own consultancy giving SMEs advice on environmental matters and innovation. She has been an evaluator for the EU Framework Programme. Margarete has over twenty years' experience as a trainer.

## Content and Aim of the Workshop

The aim of the workshop is to provide guidance on how to develop proposals to Horizon Europe that have a good chance of success and how to manage the preparation process so that it comes to fruition on time in an efficient manner. We will start by looking at how proposals are evaluated and the new structure of the HEU template. Then we will focus on the novel notion of pathways to impact. We

will also look at the organisation of proposal development and how to develop a narrative. Real case examples will be used with the aim to make the workshop as hands-on' as possible. There will be opportunity to ask questions and on request advice can be given after the workshop on specific cases.

### Organiser

The workshop is provided by Tutech Innovation GmbH, a company owned jointly by Hamburg University of Technology (TUHH) and the Free and Hanseatic City of Hamburg whose mission is to promote effective transfer and exploitation of scientific and technical knowledge.

### Fees

Online Event € 265 (plus VAT) includes copy of materials.

### Conditions for registration and participation in events

You may cancel your registration and withdraw from the contract on payment of a handling fee of € 50 (+ VAT) up to two weeks before the date of the event. Cancellations must be made in writing. In the case of later cancellations received up to a week before the date of the event, half of the participation fee will be charged; after this the full fee will be charged. An exception will be made if a substitute participant is sent.

### Further Information

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**Conditions of participation »**

**Registration »**