

# HORIZON EUROPE MASTERCLASS SERIES



# Introduction



Welcome to ERINN's Horizon Europe Masterclass Series – we are delighted to launch another series of live, online trainings covering the full life cycle of Horizon Europe, following the successful delivery of the first series in 2021. Our recent learnings from applying for proposals as partners and supporting the preparation of proposals for clients have been included in this new series.

Whether you're starting out, stuck developing a concept or need a helping hand with the impact section, the ERINN training series ensures you have the skills and know-how to succeed. We invite researchers, research managers, research support officers, and project managers from universities, research institutions, SMEs, industry as well as public bodies to join our Masterclass Series and explore Horizon Europe with the team behind ERINN Innovation.

**Michael Papapetrou**

**ERINN Innovation Executive Director**

**Horizon Europe Services Lead**



# Who we are

ERINN Innovation draws on knowledge learnt from 30 years of experience in funding proposal development as well as a collective participation in over 150 projects across the European funding landscape. We work with organisations across Europe to secure funding for innovative projects, building client success from the top-down by providing informed technical support at key stages in the funding procurement process, as well as from the bottom up by critically developing skills, competencies and the abilities of individuals and teams to be competitive in drawing down European and national funding. ERINN Innovation's expert team will help you to maximise your chances of success within the highly competitive world of Horizon Europe.

## Our training approach

Based on our extensive experience with the EC Horizon programmes, proposal development, review and submission we have devised the Horizon Europe Masterclass Series. This series specifically addresses common barriers to success we regularly see and equips you with techniques to avoid these pitfalls, supporting you on your journey towards success in Horizon Europe Pillar II. ERINN uses a combination of engaging presentations, practical examples, and hands-on interactive exercises to provide a user-centred and outcome focused experience. With the privilege of working on more than 50 proposals for Horizon Europe calls in the last 12 months, we have used our experiences with new templates and Work Programmes to update our training based on our insights.

# Meet the Trainers



## **Michael Papapetrou, Executive Director**

Michael has over 17 years' professional experience as a senior project manager in research projects with extensive experience in H2020, IEE, FP7 and FP6 projects. He has participated in over 30 projects and has coordinated 10, of which five were H2020 projects. He has a PhD in Engineering Innovation, with over 40 publications and a h-index of 12.



## **David Murphy, Chief Executive Officer**

David is responsible for overseeing the team and advising on effective knowledge management and transfer activities. With 19 years' experience in funding procurement, science communication and research management within the European research landscape, he now manages ERINN's business development.



## **Jane Maher, Proposal Services Manager**

Jane has been working in science communication and teaching on climate change and societal challenges since 2014. In her role as senior project manager, Jane is responsible for ERINN's proposal review services and oversees a number of H2020 projects. She has a PhD in Geography from University of Dublin Trinity College (Ireland).



## **Tara Murphy, Training Services Manager**

Tara is responsible for the development and pedagogical approach of ERINN's Horizon Europe Masterclass. With over 20 years' experience in the education sector, Tara has led teaching teams, developed policy and curriculums, and delivered training with a demonstrable record for systems and outcome improvement across diverse stakeholder groups.

**+23**  
from our  
expert team

# Horizon Europe Masterclass Series

Understand what's required to effectively build a strong proposal and secure a high score in Horizon Europe Pillar II. Avoid common pitfalls and learn what could get you that extra half mark that could be the difference between success and failure.

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## Who should participate?

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Whether you're considering responding to a specific call topic or actively developing your Horizon Europe Pillar II proposal, this course will optimise the development of your project design and refine your proposal to respond to exactly what evaluators are looking for. You are likely to be:

- Coordinating (Principal Investigator) or member of a coordinating team
- Leading work packages
- Supporting proposal writing teams
- Research Support Service Staff
- National Contact Points (NCPs)

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## Benefits

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- Increase your chance of success through highly targeted project design tailored to the call topic requirements.
- Learn methodologies, approaches, tips and tricks to develop a high scoring proposal.
- Assess proposal writing from the evaluators' perspective, ensuring you secure those extra half marks.
- Master Part A and Part B and gain insight into the new Horizon Europe templates.
- Ensure you have the right partners in your consortium.
- Detailed and high-quality examples from each section and practical guidance on how to achieve this standard.
- Understand the critical role of impact and how to develop and communicate credible impact pathways.
- Follow-up call and a full suite of support materials including ERINN Proposal Pathway tools.



# Day 1: Design. Recruit. Build.

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## Design: Key Principles of Good Project Design

Call topic analysis, including the requirements, criteria and conditions. Guidance to construct an appropriate workplan that responds to all aspects of the call description.

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## Recruit: Building a Strong Consortium

Identify the key partners necessitated by the project design and call topic requirements, including profiling and networking with ideal partners, eligibility conditions, and funding variations.

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## Build: Effectively Leading Proposal Development

Understand key project management principles for proposal writing, including roles and responsibilities amongst partners. Ensure the right level of engagement across the consortium.

# Day 2: Impact Pathways Workshop

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## Impact: Make Your Science Matter!

Make an impact within Horizon Europe. Fully address the expected outcomes and impacts of the call topic and destination.

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## Refine your Design: Who cares?

Develop and refine project results. Identify the right stakeholders and target groups that fully respond to your call topic.

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## Mapping pathways: Results ≠ impact

Develop convincing pathways between results and target groups. Understand how impact-driven science can be reflected in the project design and consortium.

## Day 3: Impact, Impact, Impact

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### Section 2.1 Project Pathways toward Impact

Tips on how to write realistic and achievable impacts that stand out during evaluation. Scale and significance, Barriers and Requirements.

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### Section 2.2 Measures to Maximise Impact

Communication, Dissemination, Exploitation. Consider how different tools, activities, and processes will increase the chance of uptake, application, and impact of project results. IPR management strategy.

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### Section 2.3 Summary Canvas

How to approach and develop the new Section 2.3 canvas.

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## Day 4: Implementing Excellence

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### Section 1 Excellence

Writing SMART objectives and framing Ambition. Research and Innovation Maturity. How to approach Methodology, Interdisciplinarity, SSH roles, Gender, Open Science, Data Management.

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### Section 3 Implementation

Work Packages, Deliverables and Milestones. Gantt and Pert tables. Risk and mitigation. Capacity and roles of participants and the consortium as a whole.

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### Budget and Costs

How to navigate and develop a 'fit-for-purpose' budget.

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### Crafting the Narrative

Writing styles, narrative structure, tables, visual elements, formatting. Curating and layering. Tips and insights from Evaluation Summary Reports (ESRs).

# Proposal Review Services

The ERINN team have skills, knowledge and capacity to provide support at various stages of proposal development, including guidance on concept, project structure, consortium considerations, how to approach the Impact section and how to create a strong proposal overall. ERINN believes that engaging with coordinators early in the proposal development phase enables us to provide better support leading to stronger proposals.

Our standard Horizon Europe proposal support offer includes:

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## 2-4 months before deadline

Initial meeting to discuss the call topic and the main idea of the project, providing early instructions and direction.

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## 2-3 months before deadline

Provision of a template for the researcher to develop a concept design (project structure, partners etc.) and a template for the researcher to develop an early draft of section 2.3 (expected results, target groups, impacts etc.).

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## 2-4 weeks before the deadline

Meeting to discuss our feedback and answer any question the researcher might have and to provide guidance for the preparation of the full proposal draft. Review of a complete draft of the proposal.

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## Returned within 4-5 working days

Written feedback on the concept, project design and draft impact pathways, with concrete recommendations for improvements.

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## 1-2 weeks before the deadline

Final meeting to discuss our feedback and answer any questions the researcher might have.

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Our feedback will be in the form of comments and recommendations and will be provided in a separate document. We offer regular phone calls/meetings to address feedback and answer any specific questions.

We can adapt the offer to match your specific needs and requirements. For example, if you need extra support with project design or developing a particular section of the proposal, we can dedicate extra hours charged at the standard rate.

Contact us ([info@erinn.eu](mailto:info@erinn.eu)) to discuss our approach and pricing and how best we can work to support your proposal.



**DAY 1: DESIGN. RECRUIT. BUILD.**

Lay the foundations for a strong proposal. Get project design right from concept to consortium.

**DAY 2: IMPACT PATHWAYS WORKSHOP**

Science for impact- bridging the gap between research and society.

**DAY 3: IMPACT, IMPACT, IMPACT**

From design to writing - demonstrate that your work will make a measurable difference to society.

**DAY 4: IMPLEMENTING EXCELLENCE**

Maximise your score to fast-track Horizon Europe success.

**Contact:**  
**[training@erinn.eu](mailto:training@erinn.eu)**