

## Syllabus: How to write a winning proposal

Module title	<i>How to write a winning proposal for Horizon Europe</i>
Area	Concept and Proposal Design
Learning format	Seminar
Length of module	2h
Regional	This module can be offered to learners from the European Union and other beneficiaries of Horizon Europe programmes.
Topic (short description)	Considering the Horizon Europe funding program, the focus of the module is to describe how to set a proposal writing objectives and approach, how to structuring the project framework, how to design projects for impact, how to execute the proposal writing process and then to write a compelling proposal narrative.
Module description	<p><b>Objective(s):</b> The primary objective of this module is to provide introduction to the writing good project proposals for the Horizon Europe programmes. The module is designed for learners from diverse disciplines, as well as academics and business professionals as it provides introductory insights into the process of writing proposals, readings and tools that create a good basis for understanding what is at stake and how to advance in this mastery of this skill. The module is designed for learners with minimal prior experience in writing proposals for Europe Horizon programmes.</p> <p><b>Subject(s):</b> The module seeks to provide insights into the process of:</p> <ul style="list-style-type: none"> <li>• proposal conceptualising and planning,</li> <li>• how to execute the proposal writing process,</li> <li>• how to structure the intervention for industry/social impact,</li> <li>• how to make the proposal compelling.</li> </ul> <p><b>Tools:</b> Learners are provided with tools (webpages, datasets, forms, etc.) which will be described during the session and used for short assignments as part of an interactive and explorative learning process. Specific tools that are highly useful in proposal writing include the Logical framework Matrix, Gantt Chart and the Pert Chart.</p>
Suggest group exercises during session	During the session, learners will complete several online assignments that aim to motivate learners to get familiar with provided tools and readings. They will be asked individually and in groups to provided answers to short challenges based on online search and review of available resources. Module exercises follow the module content. The first exercise entails opening of the Horizon Europe open calls website and separation in groups in which learners will be asked to identify objectives and to elaborate how these affect the

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Suggest group exercises during session	potential project design and desired impact. The second exercise, take later, will build on the first one, where learners will again work in groups and create a timeline for the project proposal writing processes for a selected call. They will be given a Gantt chart to use for this purpose. In the third exercise, again divided in groups learners will be asked to identify the results framework (inputs, activities, outputs, outcomes and impact) for a EU funded project based on materials they will receive.
Suggested exercises to take home	Learners can use the suggested readings and explore provided tools to familiarize themselves in greater detail with the specific topics. A good learning approach is to use the extensive amount of past and ongoing projects funded by the European Commission, as well as, expert reports and insights into various fields.
Relevant Literature / links	<p>The following sources are designated as recommended reading for this module:</p> <p>Coursera. Free online course: Better Business Writing in English.  <a href="https://www.coursera.org/learn/business-writing-english">https://www.coursera.org/learn/business-writing-english</a></p> <p>EMDESK (2021). How to write a convincing Impact Section for a Horizon Europe proposal. <a href="https://www.emdesk.com/horizon-2020-horizon-europe-basics-guide/writing-the-impact-section-for-a-horizon-europe-proposal">https://www.emdesk.com/horizon-2020-horizon-europe-basics-guide/writing-the-impact-section-for-a-horizon-europe-proposal</a></p> <p>European Commission (2021). Horizon Europe Proposal Evaluation Guidebook. <a href="https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/experts/standard-briefing-slides-for-experts_he_en.pdf">https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/experts/standard-briefing-slides-for-experts_he_en.pdf</a></p> <p>European Commission (2021). Introduction to Results and Monitoring. <a href="https://wikis.ec.europa.eu/display/ExactExternalWiki/Introduction+to+Result+s+and+Monitoring">https://wikis.ec.europa.eu/display/ExactExternalWiki/Introduction+to+Result+s+and+Monitoring</a></p> <p>Hennigan, L .and Bottorff, C. (2021). PERT Chart Vs. Gantt Chart: Which System Is Best For Project Management? Forbes. <a href="https://www.forbes.com/advisor/business/pert-chart-vs-gantt-chart/">https://www.forbes.com/advisor/business/pert-chart-vs-gantt-chart/</a></p> <p>European Commission (2022). CORDIS EU Research Results. <a href="https://cordis.europa.eu/projects/en">https://cordis.europa.eu/projects/en</a></p> <p>European Commission, Directorate-General for Research and Innovation, Flecha, R., Radauer, A., Besselaar, P., (2018). Monitoring the impact of EU Framework Programmes: expert report, Publications Office, <a href="https://data.europa.eu/doi/10.2777/518781">https://data.europa.eu/doi/10.2777/518781</a></p>

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## Relevant Literature / links

European Commission (2022). Horizon Europe (HORIZON) Programme Guide. [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide\\_horizon\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf)

European Commission (2022). [Horizon Europe Funding & tender opportunities](#).

European Commission (2022). IT How to... Horizon Europe. <https://webgate.ec.europa.eu/funding-tenders-opportunities/display/OM/Online+Manual>

European Commission (2022). [Horizon Europe Projects & Results](#)

European Commission (2022). Horizon Europe Application Events. <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/events>

European Commission (2022). [Horizon Europe Programme Standard Application Form \(HE RIA, IA\). Application form \(Part A\). Project proposal – Technical description \(Part B\)](#).

European Commission (2022). [Publications Office of the European Union](#).

European Commission (2022). Horizon Europe Steps for applying. [https://rea.ec.europa.eu/horizon-europe-how-apply\\_en](https://rea.ec.europa.eu/horizon-europe-how-apply_en)

European Commission (2022). Logical Framework – Logframe. <https://wikis.ec.europa.eu/display/ExactExternalWiki/Logical+Framework++Logframe>

Feamster, N. (2020). How to Write a Winning Project Proposal. Medium. <https://medium.com/great-research/how-to-write-a-winning-project-proposal-fe438d4dc3a9>

Gantt Chart of the IQubits project. <https://www.iqubits.eu>

The World Bank (2012). Designing a results framework for achieving results: A how-to guide. <https://www.oecd.org/dac/peer-reviews/WB%202012%20designing%20results%20framework.pdf>