



HORIZON 2020 EXECUTIVE COURSE

MODULE 1, DAY 1 – TRAINER: [ALDO CAMMARA](#)

MORNING

- Introduction to the course.
- Horizon 2020, its pillars, actions and programme strands
- The Role of European Agencies
- Horizon 2020: What's behind the call? Reading and analysis of the Call for Proposal
 - ✓ Impact
 - ✓ Excellence
 - ✓ Implementation

A closer look at the project

AFTERNOON

- A wider picture of Horizon 2020:
How a medium-long term plan can help to optimize the time and lead to a winning project, presentation of Mod 2
- Synergies and idiosyncrasies:
 - Horizon 2020 and Erasmus +
 - Horizon 2020 and COSME
 - H2020 and LIFE
- From Horizon 2020 to Horizon Europe,

- What to expect from the next research and development framework program and what are the differences from Horizon 2020 - **part 1**
- What advantages for SMEs?
- What advantages for research and Universities and research centres?
- A look at the recent past, some Horizon 2020 statistics

MODULE 2, DAY 2 – TRAINER: [GIUSEPPE SAIJA](#)

MORNING

- Horizon 2020 Consortium: Drafting and distributing roles and tasks within a partnership
- Approaches, tools and templates to use in drafting projects – **part 1**

AFTERNOON

- Approaches, tools and templates to use in drafting projects – **part 2**
- Technology Readiness Level: what is and its place in Horizon 2020
- IPR in Horizon 2020
- Non-technical parts: Management, dissemination, communication
- Checks of the proposal on the evaluation grid
- Data Management on the Participant Portal

MODULE 2, DAY 3 – TRAINER: GIUSEPPE SAIJA

MORNING

The Genesis of the calls - Mechanisms for determining the themes in the Horizon 2020 program

AFTERNOON

- Budget planning, elaboration and finalization;
- Grant agreement, periodic project reviews, relationship with the project officer;
- The Funding & Tenders portal;
- Principles of network positioning and expansion
- What's behind the call? Reading and analysis of the Call for Proposal
 - ✓ Impact
 - ✓ Excellence
 - ✓ Implementation

A closer look at the project.

MINIWORKSHOP ON:

- Internal organization - Communication between departments or individual researchers - Overall policy for approaching European funding
- From Horizon 2020 to Horizon Europe,
- What to expect from the next research and development framework program and what are the differences from Horizon 2020- **part 2**

MODULE 3, DAY 4 – WORKSHOP WITH [MARCO RUIBINATO](#)

- Meeting with [Marco Rubinato](#), Project advisor at European Agency for the Small & Medium Enterprises EASME
 - ✓ Introducing EASME
 - ✓ Talks about SME Instrument
 - ✓ What to expect from the next research and development framework program and what are the differences from Horizon 2020- **part 3**

MODULE 4, DAY 5 – TRAINER: [MATILDE MASCIULLI](#)

MORNING

- What is SME Instrument?
- Eligibility criteria and requirements
- Phase 1 and Phase 2 who can apply and which is the ideal candidate?
- How to write a successful project

AFTERNOON

- The evaluation process
- The IPR forecasts
- Budget and financial rules.

LOCATIONS:

- Italy, Sicily, Messina. INNESTA headquarter.
- Spain, Balearic Islands, Palma de Mallorca. ELE USAL classrooms, the official linguistic center of the University of Salamanca.

The lessons are held from Monday to Friday.

DAYS:

- June 17-21 (Italy)
- June 24-28 (Spain)

Please note, the 2 weeks, identical for the most part of it, are thought in the following order:

- ✓ 1st week: Messina;
- ✓ 2nd week (immediately following) Palma de Mallorca.

COSTS (all prices must be added of VAT)

FULL COURSE (Module 1, 2, 3 and 4)	€ 700,00
MODULE 1	€ 180,00
MODULE 2	€ 450,00
MODULE 3 (Workshop and Brokerage event)	Free
MODULE 4	€ 380,00

POSSIBLE COMPLICATIONS:

- MODULE 1 + MODULE 2 → € 500,00
- MODULE 2 + MODULE 4 → € 500,00

Note:

Note that the Workshop (Day 4 Italian Edition) is totally free of charges and it is highly suggested for the insides info from EASME

ATTENDEE'S PROFILES

The entire course has a medium-high degree of specificity/difficulty and is strongly recommended for the following profiles:

- Executive of small and medium enterprises,
- Young entrepreneurs with Startup profile
- Administrative staff with executive competencies aimed to the internationalization of business
- Researchers
- Administrative staff from public bodies, local authorities, incubators, research centres. universities,

This course is intended to cover the training needs of professionals who are committed to:

- Enter into a partnership in EU programmes;
- Writing Eu projects;
- Managing a European project, either as a partner or as a coordinator. Within the framework of the Horizon 2020 program, with a particular focus in the last module on SME Instrument.

CHRONOLOGICAL VIEW & MODULE DESCRIPTION – DAY 1

Module 1:

The first module, in addition to the aforementioned profiles, is strongly recommended for

- PhD scholars
- Last year Higher Education Students
- Business leaders who struggle to understand and integrate their enterprise/startup into the mechanisms of European direct programs and are committed to internalize these skills in their company.

This module, while introducing to the course, will be able to deliver a glossary of innovation and Horizon 2020 and an array of strategic tools for the navigation in the Horizon 2020 docs and online platforms, the ability of self-assessment regarding the participation in Horizon 2020 consortia and know how to propose themselves as a partner in the medium term.

DAYS 2 & 3

Module 2:

Hint: We strongly recommend combining the first module.

The second module is the core of the course, as it succeeds in giving a strategic vision of the whole program and its fundamental parts, touching on subjects that are essential for a winning project and describing the steps to get there, without omitting the deep differences between the different topics present in the program.

It can be crucial for those who, feeling ready to step in an international environment, want to start a path of innovation with Horizon 2020 program and it is highly relevant for those who, already engaged in an innovative path, want to start building a strategy to compete and innovate in all Europe.

Module 2 can be considered complementary and preparatory to Module 3, that is instead, highly specialized and focused on the market-ready subjects.

different ways of work's organization within a partnership for drafting the proposal.
Hints about the organization of project contents and timing management.
Project design tools, complementary to the official templates provided by the EC.
Importance and functionality of Management, dissemination, communication
Monitoring mechanisms for the evolution of the drafting of a proposal,
criteria and sub-criteria used by the evaluators
Measures and timing
Cost categories, and budgeting principles
Strategic perspective: mechanisms used by the European Commission, its agencies or the Joint Undertaking to manage consultations with the scientific and industrial community
the contract conclusion phase between the partnership and the Commission
the opportunities and approaches to broaden the international network of collaboration with Italian and other partner countries
This part of the training is used to draw some conclusions based on what was discussed in the previous modules and to share hypotheses of internal organization

DAY 4

Mod 3 Workshop and vertical lesson with Marco Rubinato, a project adviser at the European Agency for Small and Medium Enterprises, EASME.

This workshop can be attended by participants of the course, attendees of one of the 3 Modules and a limited number of people that do not attend the course,
It is free of charges.
It is an added value to Module 2 and 3 and should be considered as integrated into both modules.
It is a unique opportunity to listen to from an insider's perspective the decision-making mechanisms of European programmes.
A chance to touch other programmes such as Life+, COSME and some pivotal topics like Circular Economy.

A broad vision will be given in order to take the best way to prepare the application for a Horizon 2020 project and the new features of the next programme Horizon Europe will be introduced.

DAY 5

Module 4

Hint: the Second module can help to make acquaintance with concepts developed in this last module and can create awareness about the singularity of the SME instrument, thus its attendance is strongly recommended.

Module 3 is aimed at those who believe they are ready to compete in innovative markets and ready to open their disruptive product to new markets.

given the singularity of this module, we highly recommend it to

- ✓ Innovative start-up staff,
- ✓ CEO and executive of companies to step in innovative and international markets;
- ✓ Administration staff dedicated to supporting innovation and raising awareness of new market challenges.
- ✓ Last year researchers with possibilities and perspectives to create highly innovative spin-offs.

The course as a whole:

The first three days will give a broad spectrum of information on Horizon 2020 and other related European programs, nevertheless, the information delivered must be considered for a professional public deeply competent at least in their job sector. Because it is aimed to who want to be part of a consortium, as a leader or a partner and feel ready for that. Many information requires a good acknowledgement of concepts like Business plan and technology readiness.

While the last module is considered preparatory for the next Sme Instrument deadline.