Long name:	**"How to write Impact for H2020 proposals"**
Short name:	How to Write Impact
Language:	English
Lecturers:	V. van Laere (RSM), M. de Ruiter (RSM), M. Domingus (RSO), Saskia Bayerl (CESAM), Legal TTO Erasmus MC
Contact person content programme:	Madelon de Ruiter (RSM), e-mail: deruiter@rsm.nl
ERIM Coordinator:	Veerle van Laere
Faculty:	RSM Erasmus University/ERIM network
Date:	Tuesday 4th of October (in anticipation of the H2020 calls 2017 of which many have their submission deadline in the first week of Feb. 2017)
For whom?	For ERIM researchers who are planning to submit a collaborative H2020 proposal (either lead partner/ partner) in the forthcoming H2020 collaborative calls
Where?	JB-41 (Bayle Building)
Hours workshop:	4
Aims:	The main objective of this workshop is to equip EUR/ERIM researchers who are going to submit for EU H2020 Collaborative projects with specific knowledge how to deal with each requirement of the Impact section of the H2020 proposal template. At the end of the workshop the researchers: 1. Have an overview of the EC policy background of Impact within H2020 and the shift in focus (in evaluation, programming compared to FP7); 2. Have an overview of the most frequent made comments on this evaluation criterium in the Evaluation Summary Reports (ESRs); 3. Have a good overview how to start up the preparation process; 4. Know the requirements of section 2 Impact, the questions behind the requirements and have best practice examples/ handles/practical suggestion to be used for their own proposal writing and preparation process; 5. Have insight to connect to/ search options for the policy background and higher EC impact aim that forms the background of the topic; 6. Have an overview to compose a clear and attractive proposal abstract with Impact clearly stated; 7. Have a clear overview 'how' their proposal will be evaluated on Impact.
Workshop contents:	The workshop combines a practical "how to deal with" each requirement of section 2, with a focus on practical writing skills with a policy perspective of the developments on Impact and the H2020 evaluation process, highlighting the shift in focus within H2020 compared to its predecessor FP7. The aim is to provide

	the submitter a broader overview of the context of his/her proposal and what to expect from the EC evaluation process. Dealing with the (new) requirements of the H2020 proposal template and the philosophy behind it will be the focus of this practical oriented workshop.
Literature	The participants of the workshop will be given a specific handout on "How to Write the Impact", a lessons learned document from earlier EUR submissions/ most frequent made comments in the Evaluation Summary Reports and an annotated H2020 proposal Template with writing tips per requirement.
Additional Information:	The workshop is an intensive course with a maximum of 10-15 * participants, allowing for discussion and interactions

Preliminary Program H2020 'How to Write Impact' workshop date Tuesday 4th of October, location JB-41 (Bayle Building)

Time	Program	Representative
12:00-12:15hrs	Walk in buffet/lunch & Coffee/tea	
12:15hrs	Welcome and Introduction Workshop aim and programme, Short tour de table	Veerle van Laere (RSM)
12:30-13:00hrs	Introduction H2020 programme and basics • Background to Policy aims, • Shift in focus compared to FP7, more focus on Impact • new elements in H2020, evaluation criteria/ranking • Format H2020 calls, H2020 Participants Portal and approach/ format topics	Madelon de Ruiter (RSM)
13:00-13:30hrs	Case 1: How to build your needed consortium and get the right mix for your consortium, especially for your Impact	Intro Veerle, input all participants
13:30-13:45hrs	Coffee break	

13:45-14:15hrs	Presentation
	 How to deal with Section 2 Impact
	• Abstract and Impact
	• 2.1 Expected Impact
	 How to address expected impact and connect to the topic
	      Tips and suggestions for working out required bullets 2nd stage:
	           Innovation capacity and integration new knowledge
	           Any other environmental and socially important impacts
	- External risk analysis
	Value chain and innovation chain analysis and stakeholder analysis
		Madelon de Ruiter (RSM)

	2.2.a Measures to maximize impact: dissemination strategy and b) Communication Activities	
14:15-14:45hrs	A submitters experience: The dissemination approach/ experience within UNITY (max score/5/5 for Impact)	Saskia Bayerl, (CESAM)
14:45hrs	Coffee break	
15:00hrs	The requirements of H2020 Research Datamanagement and how to deal with it in your proposal Guidelines on Data management in Horizon 2020 New in H2020: H2020 Research Data management and open access How to address it in an H2020 proposal and: - Open access to scientific publications - Open access to research data	Marlon Domingus, (EUR Library)
15:30hrs	IPR and exploitation issues within H2020 proposals How to deal with IP in the pre-submission phase, guide IP Management in Horizon 2020: project proposal	*Legal TTO Erasmus MC
16:00hrs	Conclusion remarks, drinks, closure	Veerle van Laere (RSM) All