



**EU - Workshop
How to Write a Competitive Proposal for Horizon 2020
Dr. Sean McCarthy, Hyperion Ltd.**

Motion pictures in science communication to strengthen the impact section of EU-proposals

Michael Wolff, fact+film, Elmar Bartlmae, ESCI

17th May 2018, 8:30 to 15:00

**BITZ Bremer Innovations- und Technologiezentrum, Room K4
Fahrenheitstraße 1, 28359 Bremen**

Schedule

8:30 to 9:00

Registration and welcome coffee

9:00 to 9:15

Welcome address by

Prof. Dr. Bernd Mayer

Chairman of the U Bremen Research Alliance

and Enterprise Europe Network Bremen

9:15 to 10:30

Module 1-3:

- Structure and Terminology used in Horizon 2020
- How the Research Topics were selected (Lobby)
- How Proposals are Evaluated

10:30 to 10:45

Coffee break

10:45 to 12:45

Module 4-7:

- How to Write the 'Potential Impact' of the Proposal
- The One Page Proposal
- How to Streamline Proposal Writing
- How to Find the Best Partners

12:45 to 13:30

Lunch break

13:30 to 15:00

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