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THE 21<sup>ST</sup> CENTURY BUSINESS CLUB

# H2020 Masterclass

How to develop successful H2020 proposals  
in the Mobility, Energy & ICT sectors

A 2-day intensive learning boot camp  
on how to write winning EC-funded R&D proposals

**4<sup>th</sup> edition**

Brussels, 8-9 March 2018





# A hands-on, participant-centred boot camp designed to provide participants with the knowledge and insights to develop winning proposals for Horizon 2020 Calls

## Horizon 2020: an opportunity

The EU's new R&D Framework Programme, Horizon 2020 (H2020), has now been in operation for more than a year. H2020 brings immense opportunities to promote co-funded research and innovation projects for organisations that:

- Have a scientific and/or technological concept or idea of Europe-wide interest,
- Bring together a solid pan-European consortium covering the complete technological value chain, and
- Match the priorities highlighted by the EU in the relevant Call for Proposals.

## Why this course?

The low ratio of return obtained by most organisations during the first rounds of mobility-, energy- and ICT-related Calls for Proposals, coupled with the changes introduced by the European Commission in the proposal structure and evaluation process, highlights the need for:

- A **strong insight into best-practice proposal-drafting** techniques,
- The design of **sector-specific proposals** that fit into the EU's strategic priorities, and
- The design of projects that secure **market uptake** and go beyond mere basic research.

# Target group

Using a hands-on approach and reviewing real-life case studies **specific to the mobility, energy and ICT sectors**, this **2-day crash-course** is designed to respond to the professional development needs of **professionals and organisations** from both the profit and non-for-profit sectors looking to build successful H2020 projects.

# Programme

## Day 1



### Day 1 – Thursday 8 March 2018

08:30-09:00	<i>Welcome and registration of participants</i>	
09:00-09:30	<b>Masterclass Objectives, Participant Introductions</b>	
09:30-10:30	<b>Why? A Decalogue of key guidelines</b>	
10:30-11:00	<i>Coffee break</i>	
11:00-12:00	<b>What? Navigating through H2020 calls</b>	
12:00-13:00	<b>How? A Decalogue of practical tips</b>	
13:00-14:00	<i>Lunch</i>	
14:00-15:00	<b>Writing the proposal 1: Technical &amp; Scientific Excellence</b>	
15:00-15:45	<i>Coffee break</i>	
15:45-16:45	<b>Writing the proposal 2: Work Packages &amp; Methodology</b>	
16:45-17:15	<b>Day 1 Wrap-up</b>	
17:15-19:15	<i>Networking cocktail</i>	<b>Advisory Clinic 1 (optional)</b> <b>1on1 Meetings with Course Faculty</b>

# Programme

## Day 2



Day 2 – Friday 9 March 2018	
09:00-10:30	<b>Writing the proposal 3: Impact</b>
10:30-11:00	<i>Coffee break</i>
11:00-11:30	<b>Building a Winning Consortium</b>
11:30-12:00	<b>Crafting a Credible Budget</b>
12:00-12:45	<b>Admin Mini-Boot Camp, Legal Issues &amp; IPR Workout</b>
12:45-13:15	<b>Masterclass Wrap-up &amp; Award of Certificates</b>
13:15-14:00	<i>Lunch</i>
14:00-16:00	<b>Advisory Clinic 2 (optional)</b> <b>1on1 Meetings with Course Faculty</b>



# Faculty

## José F. Papí



José works as Founder & CEO at S3Innovation ([www.s3innovation.com](http://www.s3innovation.com)), a company specialised in developing Mobility 3.0 innovations, and as Senior Partner at S3Transportation LLP ([www.s3transportation.com](http://www.s3transportation.com)), a

consulting firm specialised in Transport Engineering & Economics. In addition, he currently serves as Chairman of the Smart Transportation Alliance (STA), a global collaborative platform for transport infrastructure innovation.

In the past he worked for the DG for Transport of the European Commission, for the Spanish Road Association, for the CIDAUT Foundation (Spain's leading technology centre for R&D in Transport & Energy), for the European Union Road Federation (where he held the position of Secretary General for 10 years) and for the Spanish Road Technology Platform (a body under the supervision of the Spanish Ministry for Economy & Competitiveness, where he served as Director General). He also ran the European Office of the Dragados Group (now ACS-Dragados Group, the world's largest transport infrastructure operator) for 3 years.

With 20+ years of international professional experience, he has worked in 60+ transportation projects all across the world. José has been involved in the conception of 25+ EU-funded R&D projects (value: EUR 120 million), having participated as a Key Expert in 14 of them, and as Project Director in 5.

### *As Project Director:*

- APERTUM: A Real-Time Guide to Step-Free Mobility (2015-2016)
- YOUPARK: We Find it, You Park it (2015-2016)
- GIROADS: GNSS Introduction in the Road Sector (2005-2007)
- EUROAUDITS: Training Syllabus for Road Safety Auditors (2007)
- Guidelines to Black Spot Management (2001-2003)

### *As Head of Market Uptake:*

- ELVITEN: Electrified L-category Vehicles Integrated into Transport and Electricity Networks (2017-2020)
- frontierCities2 – Another Level of Impact (2016-2018)
- DYNAHUBS: Crowd-sourced cargo pooling (2016-2018)
- HIPEBA: High-performance steel for safer barriers (2014-2016)
- MENTORE: GNSS Tracking & Tracing Technologies (2007)
- OPTIPARK: Innovative parking services (2005-2007)
- RANKERS: Ranking for European Road Safety (2005-2007)
- ADVANTIS: Integrity Localisation Service for EGNOS & Galileo (2004-2005)
- ERTRAC: European Transport Research Advisory Council (2004-2005)
- ROBUST: Upgrade of Road Barrier Standards (2003-2005)
- RISER: Roadside Infrastructure for Safer EU Roads (2003-2005)
- SAFEWAY: Safer Road Barriers via 'Bio-Mechanics' (2001-2004)
- E-PARKING: User-friendly e-commerce to optimise parking space (2001-2003)
- TECAPSY: Trans-European Car-Pooling & Parking Systems (2001-2002)

### *As Proposal Manager:*

- FOTsis: European FOT on Safe, Intelligent and Sustainable Road Operation (2011-2015)
- ROSA: European handbook on best-practice related to two-wheeled motor vehicles' safety (2010)
- IPR-HELPDESK: Intellectual Property Rights-Help Desk (2002-2004)

# Faculty

## Seán J. Burke



Seán is Managing Director at the Brussels-based consulting firm New Frontier Services ([www.frontierservices.eu](http://www.frontierservices.eu)). He has more than 20 years' consulting and project development experience with the EU, first in a big-4 consulting environment (Ernst &

Young) and then in independent consulting and high-growth entrepreneurship and small business development. He has carried out significant evaluation for the EU, NATO, and UN system, including extensive programme and proposal evaluation for a wider range of EU RTD programmes. Some of the evaluation work carried out by New Frontier Services has been described as best practice in evaluation by the EC.

With Ernst & Young, Seán was instrumental in securing project-based EU-funding to develop the first ever pan-European Listing of European Entrepreneurial Growth Firms. He co-founded another services firm dedicated to facilitating ICT firms gaining venture capital financing, with support from the EU Framework Research Programmes, which succeeded in facilitating more than 200 million in venture capital investment in high-tech companies, as well as new opportunities through corporate partnering and other business development partnerships.

For the ManagEnergy Programme, he developed a series of management good practice profiles from local energy agencies' work.

For the Intelligent Energy Europe-funded project, New Frontier Services provided entrepreneurial skills development boot camps in 5 EU Universities to catalyse students' business idea and business plan development in sustainable energy. For an EC development education programme, Seán delivered workshops to civil society organisations in 10 EU Member States, where a key focus was on explaining to participants how proposal applications for EU Funding were assessed and how to improve the quality of their proposals and prospects for success. He has also assessed proposals for the EU under the European Energy Programme for Recovery (EEPR), including some of the largest EU energy infrastructure projects.

New Frontier Services has been consortium leader of the frontierCities accelerator (FP7) and its successor frontierCities2 (H2020), an accelerator programme providing more than EUR 5.5 million of EC funding for SMEs and start-ups in the area of transport and smart mobility, targeting specific needs in cities across Europe, which has been described as best practice by the European Commission. In this context Seán has been working with the successful smart mobility projects and trial cities, to ensure maximum impact and market uptake of the smart mobility solutions developed.

Some of the RTD/RTDI programmes that Seán has carried out work for include FP6 Fork2Farm, PP6 Research & Innovation, FP7 Innovation, NATO Science Programme, African Union Research Grants, ACP-EU Science & Technology II, Trans-Eurasia Information Network/GEANT, EC Future Internet Public Private Partnership (FI-PPP), Egypt RDI II, ACP-EU Edulink Programme, and the Caribbean-Pacific Research for Sustainable Development.

*Note: Faculty staff will be supported by additional guest tutors as necessary in delivering the Masterclass, an added value of support to the participants.*



## Venue

### B19 Country Club

Avenue Van Bever, 17-19  
1180 Brussels (Belgium)  
<http://www.b19.be>



## Diploma obtained

- Certificate “**H2020 Masterclass – Concentration Mobility, Energy & ICT**” issued by ISOM Business School – International School of Management

## How to register

- Registration at [h2020masterclass@isombs.org](mailto:h2020masterclass@isombs.org)
- Payment in advance by bank transfer, upon receipt of e-invoice
- Places limited to 20 (assigned on a first come, first served basis)

## Tuition fees

- **Course fee:** EUR 595
- **Course fee + Advisory Clinic** (including Pre-course check of proposal by e-mail, 90 minute' 1on1 Meeting with Course Faculty on-site & Review after changes by e-mail): EUR 700
- **Advisory Clinic** (including Pre-course check of proposal by e-mail, 90 minute' 1on1 Meeting with Course Faculty on-site & Review after changes by e-mail): EUR 390
- Organisations financing the tuition fees for more than one participant will be entitled to a 20% fee reduction.
- VAT:
  - VAT is charged for individuals
  - No VAT is charged for professionals and legal entities based in the EU and having an EU VAT number and/or based outside the EU

## About ISOM Business School

With the motto *Educating Global Leaders*, ISOM Business School - International School of Management is an educational entity based in London (United Kingdom) offering executive training programmes in close cooperation with several industry sectors. For more information: [www.isombs.org](http://www.isombs.org)



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