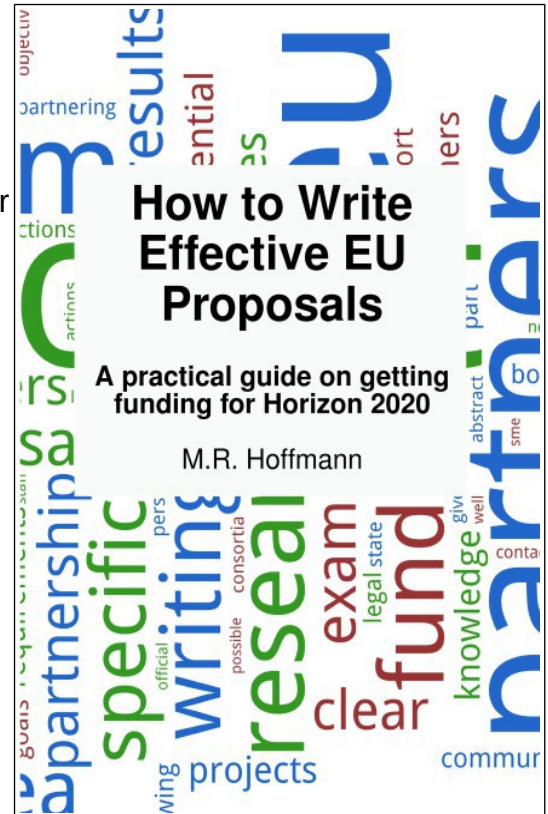


How to write effective EU proposals for Horizon 2020

A practical guide on how to get funding for Horizon 2020.

If you write – or plan to write – a proposal for the EU Horizon 2020 programme you need to know how to:

- Network and make yourself a natural partner for a proposal.
- Apply successful partner search strategies and tactics.
- Establish trust and build a consortium.
- Write the proposal.
- Follow the EU procedure precisely and exactly.
- Review and improve your proposal before submission.
- Submit and follow up.



The Horizon 2020 book describes these steps beyond the technical requirements and focuses on the lesser known – but essential – social and procedural factors. The book shows you how to optimize and streamline your networking and proposal processes to increase the chance of getting EU funding.

The main benefits of the book are:

1. Actionable knowledge to start networking, getting ideas, forming a partnership and writing proposals for Horizon 2020.
2. A step by step process to increase your chances of funding by guiding you through the often neglected areas of partner search, proposal positioning through excellence and urgency, and proposal writing for impact.
3. You'll gain confidence to manage your way to EU funding, weed out bad proposals and join successful networks.

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Interested? Get the book and more information at: <http://horizonbook.eu>

About the author:

Dr. Marc Hoffmann gained considerable experience working on, writing and evaluating proposals for funding agencies like the EU, the Dutch NWO, French, South African and Dutch universities, and various government agencies.

Seeing capable scientists and research groups fail in participating in EU funding led him to examine the root causes of this failure. He found that often it wasn't the science or technical excellence that led to failure. Often it came down to poor networking, unrealistic expectations, unbalanced partnerships and badly written proposals. To help in fixing these issues Marc decided to write a book about getting funding for Horizon 2020.

