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**HORIZON 2020 - PROJECT IMPACT THROUGH COMMUNICATION AND  
STAKEHOLDER ENGAGEMENT**  
Berlin, Quadriga-Forum, 28<sup>th</sup>-29<sup>th</sup> April 2014

**PROGRAMME**

**Day 1**

09.00 a.m. Registration & Reception

10.00 a.m. Welcome, Introduction of Participants

10.30 a.m. Session 1

**HORIZON 2020 & Underlying Strategies**

11.30 a.m. Session 2

**HORIZON 2020 and Science Communication**

- From “Science and Society” to “Responsible Research and Innovation”

*13.00 p.m. Lunch & networking*

14.00 p.m. Session 3

**HORIZON 2020 & Policy Making**

- Decision Making and Sustainability in Research and Innovation

*15.30 p.m. Coffee break*

16.00 p.m. Session 4

**Seeing is Believing – Maximizing Impact through Audio-Visual Messages**

Speaker: Andrew Millington, Founder of OMNI Communications and EuroPAWS

17.00 p.m. Open Session

**Open discussion on HORIZON 2020 and ways to maximise a project’s impact**

*18.00 p.m. End of Day 1*

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## **Day 2**

09.00 a.m. Session 1

### **Project Types and Rules of Participation within HORIZON 2020**

*10.30 a.m. Coffee break*

10.45 a.m. Session 2

### **HORIZON 2020 and “European Science Cities”**

#### **Growing the Knowledge Economy from the Ground up - Citizen Engagement and the Nottingham Growth Plan**

Speaker: Jon Rea, Engagement and Participation Led, Nottingham City Council

*12.30 p.m. Lunch & networking*

13.30 p.m. Session 3

#### **Part 1 – Best Practice**

Designing HORIZON 2020 work packages for science communication, dissemination and knowledge transfer

#### **Part 2 – Networking & Proposal Planning**

Selected short presentations by workshop participants introducing their ideas and fields of expertise for future partnerships in HORIZON 2020

### **16.00 p.m. Workshop-Summary and Feedback**

*16.20 p.m. Coffee break*

#### **16.30 p.m. Consultancy**

Open Session: Questions concerning the new funding scheme, ideas for projects, discussion of specific problems with the new funding scheme

Upon request all participants will have the opportunity for individual consultancy with the experts from city2science and EURIDA Research Management.

*18.00 p.m. End of Day 2*