

2025 PROGRAM GUIDE

Make the Most of EU Funds to Maximize Your Impact

For 2025, the European Training Academy is thrilled to present three cutting-edge training programs designed to empower you with the skills and knowledge to excel in EU project management and funding:

1. EU PROJECT PROPOSAL DESIGN TRAINING

Master the art of accessing EU funds with our specialized training. This program is perfect for anyone looking to navigate the complex European funding landscape, find the right project partners, and craft winning project proposals. Our expert-led sessions include:

- **EU Funding Landscape:** Develop effective fundraising strategies and gain a comprehensive understanding of available EU funds.
- **Partner Search and Consortium Creation:** Learn techniques for identifying and collaborating with the right partners.
- **Project Proposal Writing:** Utilize AI tools and proven methodologies to write compelling proposals tailored to various EU programs.

2. EIC ACCELERATOR TRAINING

Elevate your innovation with the EIC Accelerator, designed to help SMEs and start-ups scale up high-impact innovations. This program focuses on mastering the most competitive proposal writing scheme on the planet. Highlights include:

- **Understanding the EIC Accelerator:** Learn about the unique funding opportunities for disruptive innovations.
- **Application Process Mastery:** Step-by-step guidance on submitting successful short and full proposals.
- **Expert Insights:** Benefit from award-winning proposal writers and a rich database of successful projects.

3. EUROPRO - MASTER IN EU FUNDS AND PROJECT LEADERSHIP

Join our distinctive professional training program that covers the entire lifecycle of European projects. From funding sources overview to proposal writing, implementation, and evaluation, EUROPRO equips you with advanced techniques for success. The program includes:

- **EU Policies and Stakeholders:** Gain insights into internal and external EU policies and stakeholder objectives.
- **EU Funds and Programming:** Understand the structure of the EU Budget and resource mobilization.
- **Project Management and Adaptive Leadership:** Learn essential project management concepts, quality standards, and adaptive leadership practices.
- **Practical Work:** Apply your knowledge through hands-on case studies and practical exercises.

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EU PROJECT PROPOSAL DESIGN TRAINING

10.00 – 11.30 Session 1: EU Funding landscape: Developing fundraising strategies for organizations

- Comprehensive understanding of the **EU funding landscape**
- Detailed **insights into open calls**
- Practical tips for identifying suitable funding opportunities
- Customized content based on participants' needs

12.00 – 13.30 Session 2: Partner Search and Consortium Creation

- Techniques for effective partner search
- Creation of **partners' profiles and identification of coordinators**
- Strategies for communication and teamwork with project partners and coordinator
- Best practices for **consortium creation and proposal writing**
- Insights into successful consortium case studies
- Customized content tailored to participants' projects

14.00 – 15.30 Session 3: Project Proposal Writing for open calls using AI tools

- **In-Depth overview of project design methodologies:** Learn the differences between Horizon Europe, Erasmus Plus, Creative Europe, IPA3, INTERREG, etc.
- **Focus on open calls for proposals:** detailed insights into open calls at participant's preference
- **Addressing Evaluation Criteria:** Understand how to effectively address all evaluation criteria.
- **Writing a Winning Proposal:** Discover the secrets to crafting a winning proposal. Our experts will guide you through each section of the proposal, from the executive summary to the detailed project plan, ensuring you convey your ideas clearly and persuasively.
- **Project Models and Templates:** Access proven project models and templates that can serve as a foundation for your proposal. These resources will help you structure your proposal effectively and ensure you include all necessary information.
- **AI Tools:** Our experts will guide you how to use AI tools to craft your own customized framework for project development and proposal writing
- **Expert Trainers:** Learn from **award-winning proposal writers** who have a track record of success in securing EU funding. Benefit from their experience, tips, and best practices to enhance the quality of your proposal.

MASTERCLASS IN EIC ACCELERATOR AGENDA

10.00 – 11.30 Award Criteria Elements

- **Excellence:** Clear mission, vision, and partnerships to scale up.
- **Novelty:** Breakthrough character and high degree of novelty.
- **Timing:** Right timing for societal, scientific, or technological trends.
- **Technological Feasibility:** Adequately assessed, validated, or certified technology.
- **Intellectual Property Strategy:** Necessary Intellectual Property Rights to ensure freedom to operate and protect the idea.

12.00 – 13.30 Impact Criteria

- **Competitiveness and Demand:** Better than existing solutions and sufficient added value.
- **Market Development:** Potential to develop new markets or transform existing ones.
- **Commercialization Strategy:** Convincing strategy for commercialization, regulatory approvals, and business model.
- **Scale-up Potential:** Potential to scale up the company.
- **Broader Impact:** Positive societal, economic, environmental, or climate impacts.

14.00 – 15.30 Risk, Implementation, and Need for Union Support

- **Team:** Capability and motivation to implement the innovation.
- **Risk Level:** Investment risk assessment and willingness of market actors to invest.
- **Risk Mitigation:** Identification and mitigation of main risks.
- **Implementation Plan:** Clear plan with defined milestones, work packages, and deliverables.

Take the next step in your innovation journey with the EIC Accelerator. Submit your proposal for pre-evaluation and refinement to ETA and join a community of trailblazers transforming industries and markets.

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EUROPRO PROGRAM AGENDA

Day I - EU POLICIES, PROGRAMMES, FUNDS

10.00 – 11.30 Creative beginning - Main objectives for 2025 and beyond - Structure the EU Budget - MFF

11.45 – 13.00 Internal and External EU Policies objectives

14.00 – 15.30 Resource mobilization - Instruments to support EU Policies – Stakeholders - and procedures

15.45 – 17.00 Workshop – Creation of Project Environment Folder and Stakeholder registry

Day II – LOBBYING, POWER AND INFLUENCE

10.00 - 11.30 Power and influence strategies and tactics

11.45 - 13.00 Planning Communication with different cultures and personality types

14.00 - 15.30 Leading changes and managing conflicts

15.45 - 17.00 Developing resilience and writing into stakeholders

Day III – PROJECT DESIGN & PROPOSAL WRITING

10.00 – 11.30 Work-programme and call analysis, WBS

11.45 – 13.00 Consortium creation

14.00 – 15.30 Project proposal writing

15.45 – 17.00 Project proposal evaluation

Day IV – PROJECT MANAGEMENT

10.00 – 11.30 Project Management - Concepts and Phases

11.45 – 13.00 Quality Management and Standards, Managing performance

14.00 – 15.30 Implementing, monitoring and evaluating EU projects

15.45 – 17.00 Reporting and Budgeting, How to Detect & Manage Fraud

Day V – ADAPTIVE LEADERSHIP

10.00 – 11.30 Leadership theory and practice

11.45 – 13.00 Adaptive Leadership practices

14.00 – 15.30 Political games on the projects

15.45 – 17.00 Designing effective interventions

Day VI - PRACTICAL WORK (OPTIONAL)

10.00 – 11.30 Community R&D and Innovation Case

11.45 – 13.00 Global Europe – External Aid Case

14.00 – 15.30 Technical Assistance Case

15.45 – 17.00 Program evaluation

OPTIONAL INTERNSHIP

Participants will choose organisation and specialisation field to practice all tools and techniques explained. Under the guidance of experienced practitioners, participants will be confronted with different exercises that will help them to better understand the challenges of writing a proposal and implementing projects.

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PRACTICAL INFO

- **Certificate** – ETA Certificate is awarded to participants who successfully complete compulsory sessions.
- **Duration and location** – dates are listed in the ETA calendar; you can also apply for customised training and pre-evaluation of project proposals anytime.
- **Application process** - Since qualified candidates are admitted on a rolling, space-available basis, early application is encouraged. You may apply by sending your info (Name, Last Name, Phone number, and Organisation using website registration form. You will receive payment instructions.
- **Participation fee** - Participation fee offers unmatched cost vs impact ration at €190 for the participation in online and €290 for onsite training, study materials, proposal writing guide, AI tools and project examples. Early registration discount is available two weeks before the event.
- **Teaching Methods** – Project models and case studies - Workshops - Discussions and Q&A Sessions Interactive exercises - Experiential learning – AI proposal writing tools.
- **The Experiential Learning** - encourages active interplay between conceptual frameworks and their implementation in complex real-world settings. Focusing on key variables for success at each stage, refining necessary cross-cultural communication and fundraising skills, increasing leadership capacity and providing irreplaceable insights into best practices for commercialisation of innovations.
- **ETA Global Curriculum** - integrates the best practices and cultural insights of the world's top business schools adapted for the needs of participants local economy and communities. English language. Participants will leave with a powerful network that spans functions, institutions, and enables innovative value chains.

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SUCCESS

ETA is where reform leaders convene. You will do more than prepare for the next step in your career. You will develop worldview, analytical tools, alliances, strategic skills, and leadership capacity to master the complex global challenges that face your local community today.

Our programs have already been evaluated with the highest marks by more than 10000 participants from respectable organisations including: Universities of Warsaw, University of Newcastle, Ghent University, Amsterdam University of the Arts, Antwerp Management School, Stockholm University of the Arts, Vytautas Magnus University, Norwegian School of Economics, Faculty of Law Radboud University Nijmegen, Universite Pierre et Marie Curie, Louven University, Utrecht University, Westfalische Wilhelms Universitat Munster, University of Belgrade, University of Novi Sad, University of Zagreb, University of Sarajevo, University of Maribor, University of Bitola, University of Kragujevac, University of Osijek, University of Rijeka, University Mediterranean Podgorica etc. Polish Science Contact Agency..

INTERPOL, Atlantic Group, Siemens, Philips, Robert Bosch, Schneider Electric, Hewlett Packard, Leo Burnett, Croatian Electric Power (HEP), Croatian Transmission System Operator (HOPS), Elektroprivreda BiH, Department CTP Plant, Petroleum Industry of Serbia (NIS), Telekom, Amiga, Dam Mont, 3M, SAGA, Asseco, MFC Mikrokomerc, Vlatacom, Link Group, NICAT, OSA Engineering, Enel PS, IPSOS, GfK, Patent Co, Avalon Production, Planit, EkoAgri, Alfa Plam, Galenika pharmaceuticals, Krajina petrol, Bivoda, Albus, Energoprojekt, Srbija Šume, Port of Belgrade, Poliex Research and Development Centre..

Deloitte Touche, Credit Agricole, Societe Generale Bank, Hipo Alpe Adria Bank, KBC Bank, Serbian Bank, Moscow Bank, Komercijalna banka, Citadel, Senzal Capital, Unicredit Leasing, BDO, BDD Euro fineks broker, World Vision International etc. ... and many others

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LEAD EXPERTS

Mark Montgomery	Aleksandra Nešić	Muhammed Salem
<ul style="list-style-type: none">Frankfurt School of Finance & Management Certified Expert in MicrofinancePrince2 Project Certification Project Management PractitionerITIL v3 Service Management Foundation Certification ITIL v3Sheffield Hallam University Post Graduate Certificate in Technical WritingThe London School of Journalism and Creative WritingThe Open University Master of Business Administration (MBA), Finance and Marketing Master <p>— Show Less</p>	<ul style="list-style-type: none">The University of Novi Sad, Faculty of Technology Doctor of Technological Sciences, Materials EngineeringUniversity centre for applied statistics Master's degree, Applied statistics Master's degree, Applied statisticsUniversity of Novi Sad, Faculty of Technology Master's degree, Pharmaceutical EngineeringStudents' Union of Faculty of Technology, Students' Parliament Activities and societies: Students' Union of Faculty of Technology, Students' Parliament - Student prodean	<ul style="list-style-type: none">The American University in Cairo, English and Comparative Literature, Master of ArtsSciences Po Grenoble, International Relations and Affairs, Master's Degree,The American University in Cairo, Bachelor's Degree, Political ScienceBA in Political Science with concentration in International Relations and with a minor in English and Comparative Literature

LEAD TRAINER



Boško Nektarijević, BBA, MBA,

Over 20 years of experience in the EU funding schemes. Senior expert position in 4 EU funded projects for creating and maintaining mechanisms for creation of innovation ecosystems and cooperation between the academia, NGOs, the private sector and the research community as well as support to SMEs and business development; Key Expert position for the EU programmes for accession countries. Programme Evaluator position for EU IPA programme in Montenegro. Implemented thematic programme and projects evaluations; 4 Senior Expert positions directly responsible for proposal/tender development, and related activities. Management of proposal preparation for the FP6, FP7, Horizon 2020, Horizon Europe, particularly EIC programme, and various other and External assistance and national grant schemes etc. from idea mapping to consortium creation, proposal pre-evaluations with a high success rate of funded projects; Extensive experience in business development and marketing as executive manager of two companies (EU Access, EMTA) and two NGOs (BSN, and ETA). Supported Competitiveness and Innovation Operational Programmes from programming to implementation in various countries. Lecturer at the Business Academy (Cambridge International Business Studies); Coach at EASME for SME Instrument. Bachelor of Business Administration at Paris, France '99; MBA – Master of Business Administration at the SBS – University of Brussels '02; Executive education at Boston University '05 and Harvard University, USA '06. More info at [Bosko Nektarijevic | LinkedIn](#)