

The art of winning in Europe: tenders, grants and EU-funded projects

Online sessions held in English

Wednesday 4 and Thursday 5 February 2026 from 9:00 to 11:30

Presentation

This course offers a practical overview of how to successfully access the opportunities offered by the European Union through its funding and public procurement programmes. Over the course of two sessions, we will analyse the different types of tenders and grants, the participation procedures and evaluation criteria, as well as the keys to preparing competitive bids and technical proposals. The programme combines an understanding of the EU's legal and financial framework with a highly practical approach based on direct experience in European projects. Its aim is to enable participating companies and entities to identify opportunities, submit high-quality bids and effectively manage the contracts and projects they obtain.

Course index

Session 1 – Wednesday 4 February 2026 (9:00 – 11:30): European tenders: practical keys to successful participation

1. Introduction and overview What are European tenders and their role in international public procurement?

- Types of tenders: **European Union external action** and **corporate procurement** by EU institutions and agencies
- Where to find opportunities: **TED (Tenders Electronic Daily)** and **Funding & Tenders Portal**

2. Understanding the tender specifications and documentation

- Basic structure of a tender document (administrative, technical and financial)
- Technical specifications and award criteria (MEAT, technical and economic scoring)
- Administrative documentation: certificates, declarations and references
- Submission of tenders: formats, languages and electronic platforms

3. The technical bid: how to stand out

- Key points for analysing the Terms of Reference (ToR)
- How to structure a winning technical proposal
- The logical framework and its practical use

4. The financial bid

- Basic principles of preparation: consistency with the technical proposal
- Cost and margin estimation
- Price breakdown and balance between competitiveness and sustainability

5. Strategy and final advice

- How to increase the chances of success: alliances, consortia, prior visibility
- Practical recommendations based on experience: what to do and what to avoid
- Question and answer session

Session 2 – Thursday, 5 February 2026 (9:00 – 11:30): Directly Managed European Projects (Horizon Europe)

1. Preparation and submission of the proposal

- Main phases: call for proposals, consortium, form and validation
- Key roles: coordinator, beneficiaries, affiliated entities and subcontractors
- Use of the **Funding & Tenders Portal**: structure, validation and submission

2. The Grant Agreement: the essentials

- What is the Grant Agreement and what does it regulate?
- Types of agreement (actual costs, lump sum, operating grants)
- Key chapters: implementation, reporting, audits and consequences of non-compliance

3. Project management and reporting

- Documents during implementation: deliverables and periodic reports
- Technical Report and Financial Report: structure, common errors and deadlines
- Role of the coordinator and portal tools

4. Exploitation and dissemination of results

- Obligations regarding use, protection and dissemination of results (*foreground*)
- Plan for the Use and Dissemination of Results: content and monitoring
- Visibility platforms: **Horizon Results Platform** and **CORDIS**
- Balance between dissemination and IP protection

5. Intellectual property and commercialisation (20 min)

- Access rights to *background* and *foreground*
- Assignment, confidentiality and IP agreements
- From results to market: exploitation routes and support services

Speaker: Karine Brück, founding partner of **KBK International**, is a specialist in European programmes and projects with more than two decades of experience in managing initiatives funded by the European Union. Throughout her professional career, she has advised public administrations, universities, technology centres and SMEs on the design, formulation and implementation of international projects. Her work focuses particularly on the **Horizon Europe** framework, with in-depth knowledge of participation procedures, contractual obligations arising from **the Grant Agreement**, and strategies for communication, dissemination and exploitation of results. She combines her consulting activity with teaching and specialised training in European funding, **regularly collaborating with the Official Spanish Chamber of Commerce in Belgium and Luxembourg** on training programmes aimed at companies and institutions interested in taking advantage of the opportunities offered by the European Union. Her approach combines technical rigour and practical application, offering a comprehensive and realistic view of how European programmes work.