

CONCEPTUAL MODEL OF A SUCCESSFUL PROJECT APPLICATION DEVELOPED AN THE BASIS OF QUALITATIVE RESEARCH RESULTS

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Abstract:

This paper presents suggestions for a successful approach to addressing the European Union (EU) calls by developing a conceptual model. The target population of the interviews (qualitative research) were the Horizon 2020 evaluators. At the time of the research, there were hundreds of evaluators. We searched for their contact e-mails on the internet (there was a list of the evaluators on the Horizon 2020 official web page; however, the list did not contain their contact information) and we e-mailed them, asking for help with our research on the application process. We carried out semi-structured interviews with five Slovenian evaluators. We formed the questions to be asked at the interviews in advance and did that on the basis of the theoretical research findings. If during the interviews additional questions arose, we posed those questions, too. The paper provides a set of guidelines for applying to Horizon 2020.

Keywords: European Union (EU), EU funds, funds, grant writing, grants, Horizon 2020