

HORIZON EUROPE



EIROPAS SAVIENĪBAS PĒTNIECĪBAS UN
INOVĀCIJU PROGRAMMA **2021 - 2027**



#HorizonEU

Marie Skłodowska Curie Postdoctoral Fellowships proposal writing training For hosting organisations and supervisors Day 2

Liene Kairiņa

Latvian Council of Science

Horizon Europa

National Contact Point



Līdzfinansē
Eiropas Savienība



Latvijas Zinātnes
padome

1.1.1. specifiskā atbalsta mērķa "Pētniecības un inovāciju kapacitātes stiprināšana un progresīvu tehnoloģiju ieviešana kopējā P&A sistēmā" 1.1.1.5. pasākuma "Latvijas pilnvērtīga dalība Apvārsnis Eiropa programmā, tajā skaitā nodrošinot kompleksu atbalsta instrumentu klāstu un sasaisti ar RIS3 specializācijas jomu attīstīšanu" projekts "Atbalsts Latvijas dalībai starptautiskās pētniecības un inovācijas programmās" ietvaros

9:50 – 10:00 Connecting

10:00 -11:30 Overview of Marie Skłodowska Curie Postdoctoral Fellowships, statistics

Break

11:45 -12:45 Submission, evaluation

Break

13:00-14:00 Template, Abstract, Key words

14:30 End of the first day

9:50 – 10:00 Connecting

10:00 -11:30 How to write the Excellence part?/ Practical task

Break

11:45 -12:45 **How to write the impact part?** / Practical task

Break

13:00 -14:00 How to write the implementation part? /Practical task

14:00-14:30 Questions, answers, feedback

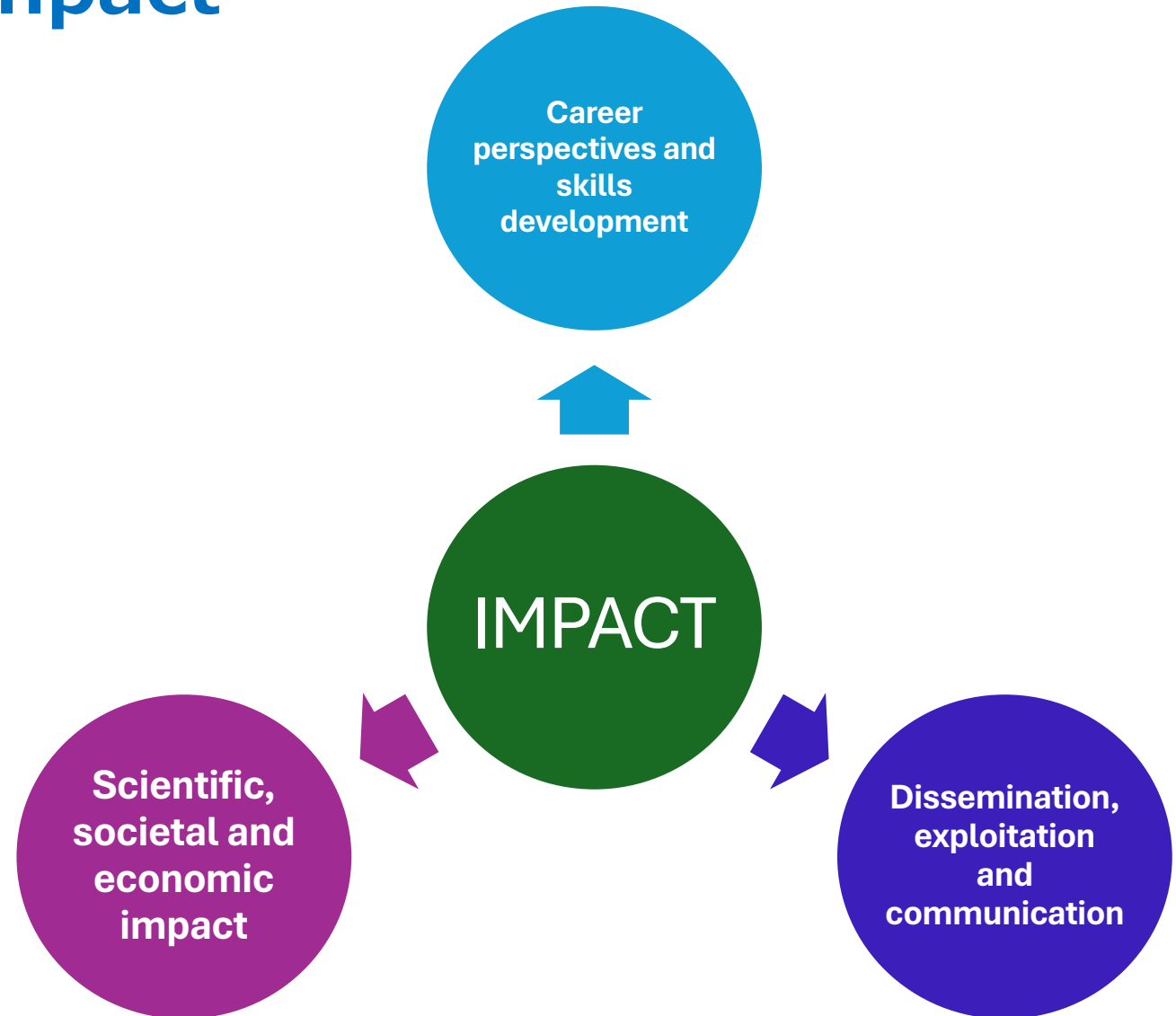
Why impact is important?

- Huge mistake – applicants pay 70-80% energy on Excellence part, the rest gets 20-30%. Final result?
- If you can't think of **why this project is important** maybe the problem is in the topic itself? (What do you think?)
- Always ask yourself:
 - Why? So, what?
 - What is the added value?
 - What do I bring?
- Criterion covers more than you think

Impact

30% wight on final score

If several projects have the same number of points, secondary looks at who has a higher score under the "impact" of the criterion



Career perspective

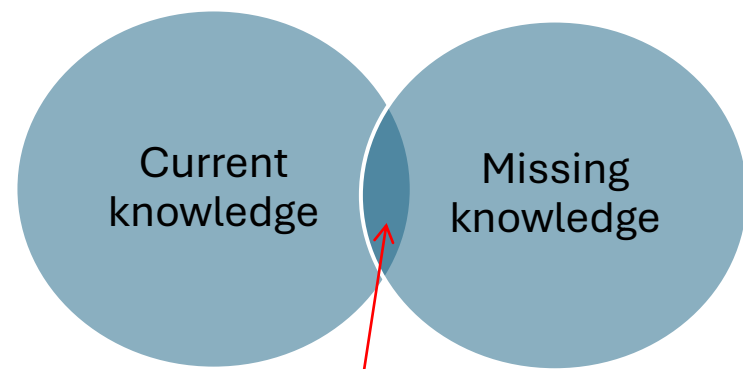


IMPACT	2
Credibility of the measures to enhance the career perspectives and employability of the researcher and contribution to their skills development	2,1
Are the measures to enhance the researcher's expected career perspectives inside and/or outside academia credible?	2,1
Are the measures to enhance the researcher's expected skills development credible?	2,1

Pay attention to at least the following aspects:

The expected development of the **skills** of the researcher.

The expected impact of proposed research and training activities on the researcher's **career prospects** in academia and/or beyond.



MSCA PF

Career Development plan

Developed jointly by the supervisor(s) and the researcher.

Should include the training and career needs of the researcher, including:

1. training on transferable skills,
2. teaching,
3. planning publications and participating in conferences and events aimed at opening up science and research to the population.

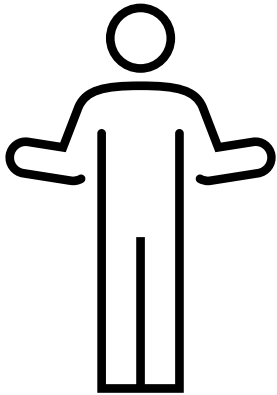
The plan will need to be submitted as a project deliverable at the beginning of the project and can be updated as needed.



To consider (fellow)

- Give **concrete examples** of your career opportunities in the academic and non-academic sectors after the project.
- **Where do you want to go** (long-term career prospects) and how will this project contribute (job position, creation of a new laboratory or research group, becoming a pioneer researcher in your specific, new position, potential ERC application)?
- Explain why the skills and experience (research-related and transferable) acquired during the project **would benefit future employers** and contribute to better quality research and innovation? Give concrete examples
- Describe and highlight the **impact of cooperation** (especially cross-sectoral and interdisciplinary) that will be gained during the project
- Describe the sustainability of this cooperation and potential new projects. If necessary, highlight the importance of non-academic placement

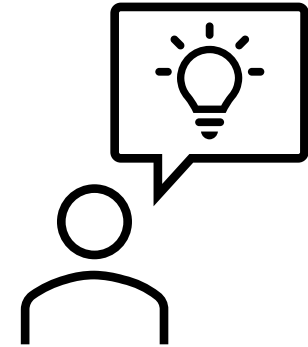
MSCA PF as an instrument



Before



What progress (opportunities for progress) will the project bring?



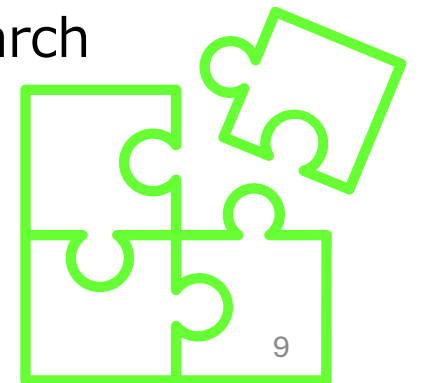
After

Support the **networking opportunities**, inside and outside academia, enhancing the researchers' **access** to global knowledge, experiences and key scientists in the field or other relevant players.

Few examples

Now you are at 80% the MSCA-PF gives you the missing 20%

- You will be integrated into the host institution's existing European and international networks and will have set up your own (international) networks
- Your strengthened project management skills will ensure better management of research and innovation projects and increase the likelihood of careers/positions in different sectors.
- You will improve the leadership skills developed through the "x" course and the supervision of undergraduate and doctoral students, making you more employable and competitive when applying for future leadership positions.
- You will be able to work in an international and interdisciplinary research environment

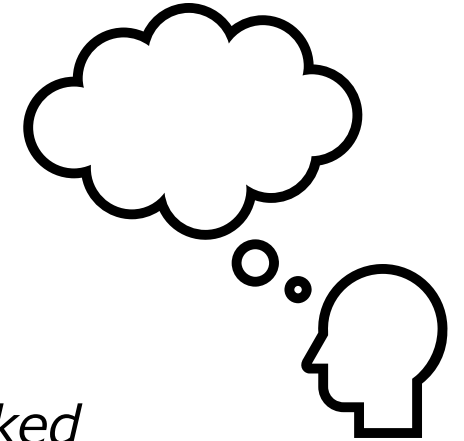


Measures to maximise expected outcomes



SUITABILITY AND QUALITY OF THE MEASURES TO MAXIMISE EXPECTED OUTCOMES AND IMPACTS, AS SET OUT IN THE DISSEMINATION AND EXPLOITATION PLAN, INCLUDING COMMUNICATION ACTIVITIES	2,2
How suitable are the planned dissemination and exploitation measures? Are the target group(s) addressed?	2,2
If relevant, how suitable are the strategy for the management of intellectual property and foreseen protection measures? If not relevant, mark it as n/a.	2,2
How is the planning of communication and public engagement activities (their objectives, main messages, tools and channels)?	2,2

Why is this important?



1. Mandatory deliverable

*«Unless otherwise specified in the call conditions, you will be asked to submit a detailed D&E plan along with a plan for communication activities **at the latest 6 months** after the date of signature of your grant agreement.»*

2. Horizontal priority under Horizon Europe

3. This is evaluated in proposal

Beneficiaries of Horizon Europe **must** also take action **to use** their project results for

- commercial purposes,
- to tackle societal problems **or**
- in policymaking ('exploitation').

1. How suitable are the planned dissemination and exploitation measures?
2. Are the target group(s) addressed?

Exploitation: Make concrete use of results

Commercial, Societal, Political Purposes

Only by researchers?

Not only, but also:

- Industry including SMEs
- Those that can make good use of them: authorities, industrial authorities, policymakers, sectors of interest, civil society

How?

- Creating roadmaps, prototypes, softwares
- Sharing knowledge, skills, data

When?

Towards the end and beyond, as soon as the action has exploitable results

Why?

- Lead to new legislation or recommendations
- For the benefit of innovation, the economy and the society
- Help to tackle a problem and respond to an existing demand

Legal obligation of your Grant Agreement

Beneficiaries of Horizon Europe **must** share research results with the **scientific community, commercial players, civil society and policymakers** ('dissemination').

1. How suitable are the planned dissemination and exploitation measures?
2. Are the target group(s) addressed?

Dissemination: Make your results public

Open Science: knowledge and results (free of charge) for others to use

Only to scientists?

Not only but also to others that can learn from the results: authorities, industry, policymakers, sectors of interest, civil society

How?

Publishing your results on:

- Scientific magazines
- Scientific and/or targeted conferences
- Databases

When?

At any time, and as soon as the action has results

Why?

- Maximise results' impact
- Allow other researchers to go a step forward
- Contribute to the advancement of the state of the art
- Make scientific results a common good

Legal obligation of your Grant Agreement

- Project website
- Social media
- Success stories
- Newsletters
- Youtube videos
- Infographics/ leaflets
- MSCA and Citizens, *EU R&I days, Science if Wonderful etc., school visits,*

Communication: Promote your action and results

Inform, promote and communicate
your activities and results



Reaching multiple audiences

Citizens, the media, stakeholders



How?

- Having a well-designed strategy
- Conveying clear messages
- Using the right media channels



When?

From the start of the action until the end



Why?

- Engage with stakeholders
- Attract the best experts to your team
- Generate market demand
- Raise awareness of how public money is spent
- Show the success of European collaboration

Legal obligation of your Grant Agreement

How is the planning of communication and public engagement activities (*their objectives, main messages, tools and channels*)?

- Provide targeted draft plans for both dissemination and communication activities.
- All the activities should be included in work package table & Gantt chart (section 3.1).
- Summarise each dissemination activity with specific & realistic details, using a table. For example:

Activity	Target audience	When	Where	Key indicators (KPI)
Conference (provide the full name)	List the target audience that will participate to the conference	Estimated month of project when it will take place (M12, M14)	If known at the time of the project proposal application	Number of attendees, etc.



Research and Innovation success stories ●●●

A collection of the most recent success stories from EU-funded Research & Innovation.

Horizon Dashboard ●●

An intuitive and interactive knowledge platform where you can extract statistics and data on EU Research and Innovation programmes – sorting by topics, countries, organisations, sectors, as well as individual projects and beneficiaries!

CORDIS ●●●

Multilingual articles and publications that highlight research results, based on an open repository of EU project information.

Horizon Results Booster ●●

A service free of charge in case you would like to apply to benefit from one of these services:

1. Portfolio Dissemination & Exploitation Strategy
2. Business plan development
3. Go-to-Market Support

Horizon Magazine ●

The latest news and features about thought-provoking science and innovative research projects funded by the EU.

Innovation Radar ●●

A data-driven method focused on the identification of high potential innovations and the key innovators behind them in EU-funded Research and Innovation projects.

Horizon Impact Award ●

An annual prize to recognise and celebrate outstanding projects that have used their results to provide value for society. The award enables individuals or teams to showcase their best practices and achievements, and inspire beneficiaries of research and innovation funding to maximise the impact of their research!

Horizon Results Platform ●●

A public platform that hosts and promotes research results thereby widening exploitation opportunities. It helps to bridge the gap between research results and generating value for economy and society. You can create your own page to showcase your results, find collaboration opportunities and get inspired by the results of others!

- Communication
- Dissemination
- Exploitation

Keep in touch

-  Contact your PO
-  [Funding & Tenders Opportunities portal](#)
-  [Research Enquiry Service](#)

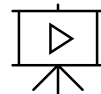
If relevant, how suitable are the strategy for the management of **intellectual property** and foreseen protection measures? If not relevant, mark it as n/a.

[Your Guide to Intellectual Property Management in Horizon Europe](#)



[IP in Horizon Europe](#)

[WEBINAR: IP Management in EU funded projects with a special focus on Marie Skłodowska Curie Actions](#)



[How to evaluate the Strategy for Intellectual Property Management in Horizon Europe proposals](#)

Practically

Mention who you will seek advice from in your institution on these matters (e.g., technology transfer office, IPR office).

Will you receive training in IP management/commercialisation? You can cross reference to section 1.3.

Global Fellowships: describe how you have decided to “allocate” IP between the two hosts?

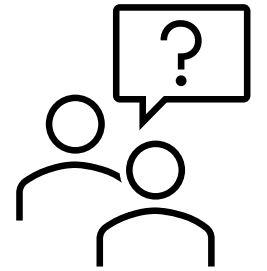
IPR **must always be respected**: refer to IP department of your institution, refer to the partnership agreement.

Refer to and comply with the “MSCA rules” for IP. Have in mind the specifics of the MSCA and relevant characteristics:

- Intersectoral exchange (academic/non-academic) requires different IP policies/interest, difference in publication and exploitation – **refer to non-Disclosure Agreement (NDA)**;
- International dimension EU-MS/AC vs. third countries – different IP laws and regulations (specially for Global Fellowships); **Refer to the Horizon Europe Model Grant Agreement (MGA)**.
- Secondments – granting access to background/results for/by fellows.

More sources

1. [Webinar session: Dissemination & Exploitation in Horizon Europe](#)
2. [How to communicate your project](#)
3. [Grants and reporting](#)
4. [Online manual for 2021-2027 programmes](#) (including Horizon Europe)
5. [Open access to scientific information](#)
6. [Intellectual Property: European IP helpdesk](#)
7. [Horizon IP scan for small and medium-sized enterprises](#)
8. [Contribute to the European Commission's public consultations](#)



Further resources for Marie Skłodowska-Curie Actions fellows and coordinators

[Video: Communication and Outreach](#)

[Video: Open Science: make Science accessible to all](#)

[Video: Engagement with policy-makers](#)

Scientific, societal and economic impact

scientific,
societal and
economic
impact

THE MAGNITUDE AND IMPORTANCE OF THE PROJECT'S CONTRIBUTION TO THE EXPECTED SCIENTIFIC, SOCIETAL AND ECONOMIC IMPACTS	2,3
How do you consider the scale and importance of the expected scientific, societal and economic impacts as they are outlined in the proposal?	2,3
How are the results expected to have an impact beyond the immediate scope and duration of the proposal?	2,3
How credible are the quantified estimates (magnitude and importance) of the project's contribution to the expected outcomes and impacts?	2,3

Magnitude: how broad the results and impact could be. **How many/how much?**

Quantitative - 15%, 15 000 patients,
Geographically - across 27 EU member states.

Importance: the value of these benefits.

Difference between Magnitude and Importance:

Importance: "This research is vital because it addresses the high mortality rate of heart disease" (The *value*).

Magnitude: "This research will be applicable to **30% of all cardiac surgeries** performed in Europe" (The *scale*).

How do you consider the scale and importance of the expected scientific, societal and economic impacts as they are outlined in the proposal?

EC identified the following main types of impact:

Key impact pathways	
Scientific impact	<ol style="list-style-type: none">1. Creating high-quality new knowledge2. Strengthening human capital in research and innovation3. Fostering diffusion of knowledge and open source
Societal impact	<ol style="list-style-type: none">4. Addressing EU policy priorities and global challenges through research and innovation5. Delivering benefits and impact through research and innovation missions6. Strengthening the uptake of research and innovation in society
Towards technological/ economic impact	<ol style="list-style-type: none">7. Generating innovation-based growth8. Creating more and better jobs9. Leveraging investment in research and innovation

Example HE Programme Guide page 31

Example of the outcome: We would like to **create a filtering membrane** to treat tap water. At the end of the project, the technology should be used by 10 water treatment plants.

The expected impact will be: For companies and water treatment plants, our technology is expected **to reduce the costs in the long run** (after the initial investment) and the **use of chemical product** to treat the water.

We plan on testing the technology in X region(s) of the EU and this **environmentally friendly technology** should help to **reduce the use of plastic bottles** by consumers who would then drink tap water.

Piemērs no HE Programme Guide sk.31-32lpp

Example on how your results can feed back to policy making and how it contributes to EU priorities: Water treatment would contribute to higher quality of tap water at a lesser cost with a better taste and the guarantee of a safer product (free of viruses), thereby **encouraging citizens to drink tap water instead of bottled water, and reducing the impact on the environment, thereby contributing to the green deal.**

We will reach out to the local authorities to raise their awareness and get their support. We will **implement a mapping of stakeholders at the local governmental level.** For that we can rely on indicators as levels of interest in water management but also Go-to-market service from Horizon Results Booster. We will create a white paper to be distributed to regional water authorities from the region of A and B (where we intend to run the tests).

Questions?



Choose one type of impact and try to address it

1. Open Annex V: <https://eur-lex.europa.eu/eli/reg/2021/695/oj/eng>
2. Choose one type of impact and try to address it.

Towards scientific/ societal/ technological/ economic impact	Short-term Results (during the project)	Medium-term Outcomes (1-3 years after the project)	Longer-term Impact (5+ years)

Project support/supervisors – how can you improve, if you will have a fellow in your institution?



APVĀRSNIS
EIROPA
#NKP

Apvārsnis Eiropa Nacionālais kontaktpunkts



JŪLIJA ASMUSS

Coordinator |
Cluster 4 "Digital, Industry
and Space"

julija.asmuss@lzp.gov.lv



DARJA AKSJONOVA

Cluster 2 "Culture, Creativity and
Inclusive society" |
EURAXESS |
New European Bauhaus

darja.aksjonova@lzp.gov.lv



LĀSMA BRENČA

Cluster 5 "Climate, Energy and
Mobility" | Cluster 6 "Food,
Bioeconomy, Natural Resources,
Agriculture and Environment"

lasma.brenca@lzp.gov.lv



LĪVA JIRGENSONE

Legal and Financial aspects

liva.jirgensone@lzp.gov.lv



DACE SĪLE

European Research Council
(ERC) | Research
infrastructures (RI)

dace.sile@lzp.gov.lv



INGRĪDA LAVRINOVIČA

Cluster 3 "Civil security for
society" | Cluster 4 "Digital,
Industry and Space"

ingrida.lavrinovica@lzp.gov.lv



MARIJA KIRŠTEINE

EU Missions

marija.kirsteine@lzp.gov.lv



INGA ŠIRANTE

Legal and Financial aspects

inga.sirante@lzp.gov.lv



JĀNIS ANCĀNS

Cluster 1 "Health" |
Cancer Mission | Widening
participation (and spreading
excellence) and strengthening
the European Research Area

janis.ancans@lzp.gov.lv



AIGA SALMIŅA

Cluster 5 "Climate, Energy and
Mobility" | Cluster 6 "Food,
Bioeconomy, Natural Resources,
Agriculture and Environment"

aiga.salmina@lzp.gov.lv



MARIJA PLOTNIECE

European Innovation Council (EIC) |
European Innovation Ecosystems
(EIE) | European Institute of
Innovation and Technology (EIT)

marija.plotniece@lzp.gov.lv



LIENE KAIRIŅA

Marie Skłodowska-Curie
Actions (MSCA)

liene.kairisa@lzp.gov.lv



Apvārsnis Eiropa Nacionālais kontaktpunkts

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