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# Mācības **«Kā gatavot Marijas Sklodovskas Kirī Pēcdoktorantūras stipendiju pieteikumu»**

Liene Ekša

Latvijas Zinātnes padomes  
Apvārsnis Eiropa  
Nacionālais kontaktpunkts

2023.gads



**13:00 -14:30** levads ( Mācību plāns, NKP funkcijas. MSCA-NET . Kas ir MSCA PF)

*Pauze 15min*

**14:45 -15:45** Kā notiek iesniegšana (Funding&Tenders)?Vērtēšanas ABC  
Kas jāzina sniedzot projektu programmā “Apvārsnis Eiropa”

*Pauze 15min*

**16:00-17:00** Pārskats (Pieteikuma veidlapas struktūra (īsumā),  
Abstrakts, Atslēgas vārdi un panelis, Kopsavilkums, ko šodien  
apguvām?

**17:00** Pirmās dienas noslēgums

**9:00 -10:30** Pirmā daļa **Kā rakstīt Izcilības daļu?**

Q&A

15min pauze

**10:45 -11:45** Otrā daļa **Kā rakstīt ietekmes daļu?**

Q&A

15min pauze

**12:00 -13:00** Trešā daļa **Kā rakstīt īstenošanas daļu?**

Q&A

**13:00-13:30** Noslēgums un kopsavilkums (Tālākā sadarbība, termiņi  
priekšpārbaudei, Jautājumi, atbildes, brīvais mikrofons)



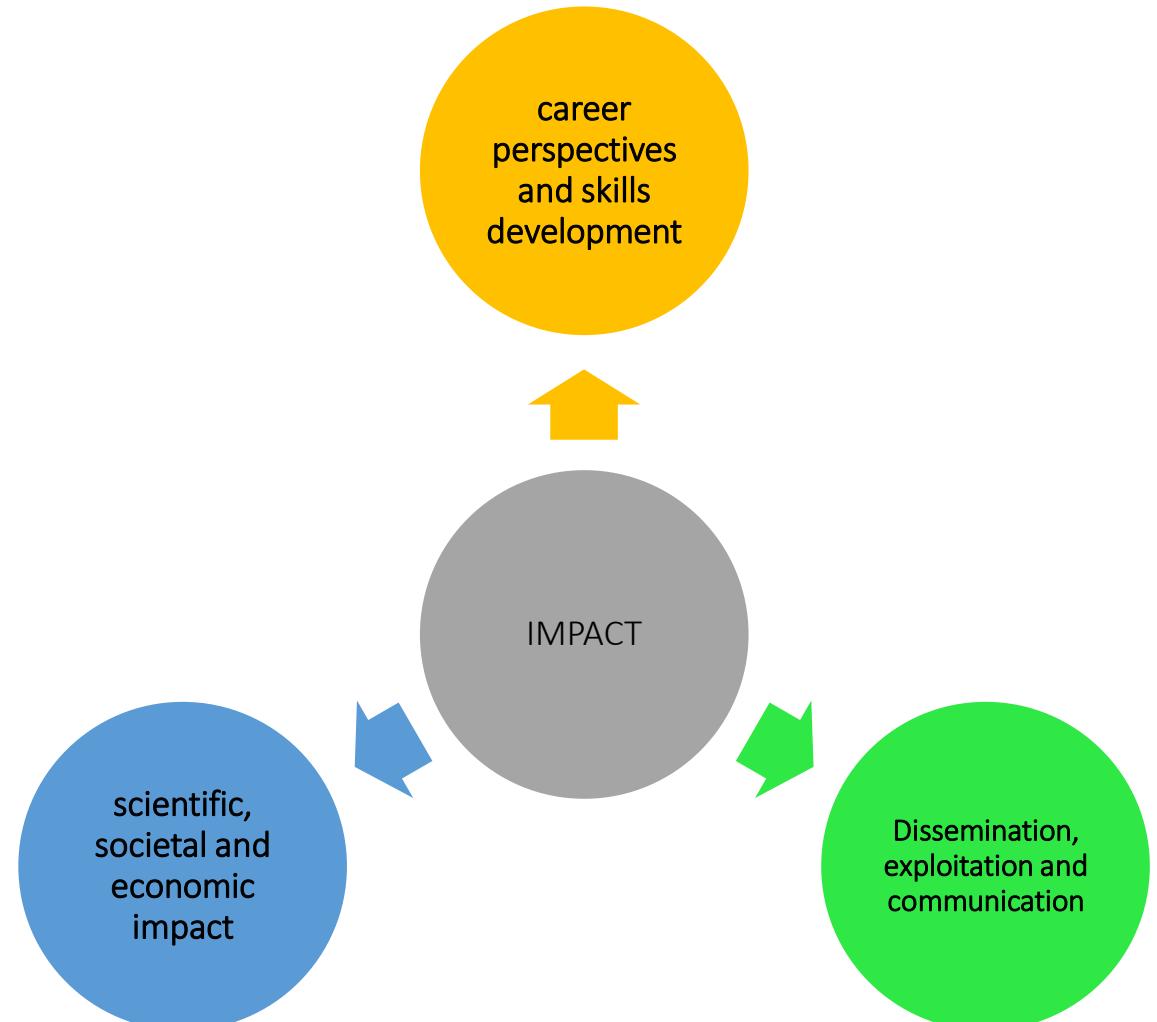
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# Vispārīgi par kritēriju

Ietekme = 30% no gala rezultāta

Ja vairākiem projektiem ir vienāds punktu skaits, **sekundāri skatās**, kuram ir augstāks vērtējums kritērija «ietekmē»

Tematiski šis kritērijs aptver:





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apakškritēriji

# Pārskats par apakškritērijiem

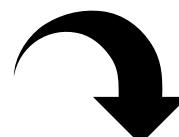
IMPACT SUB-CRITERIA	WHAT TO EVALUATE
<b>2.1 CREDIBILITY OF THE MEASURES TO ENHANCE THE CAREER PERSPECTIVES AND EMPLOYABILITY OF THE RESEARCHER AND CONTRIBUTION TO THEIR SKILLS DEVELOPMENT</b>	<p>The credibility of the measures to enhance the researcher's:</p> <ul style="list-style-type: none"><li>→ expected career perspectives inside and/or outside academia</li><li>→ expected skills development</li></ul>
<b>2.2 SUITABILITY AND QUALITY OF THE MEASURES TO MAXIMISE EXPECTED OUTCOMES AND IMPACTS, AS SET OUT IN THE DISSEMINATION AND EXPLOITATION PLAN, INCLUDING COMMUNICATION ACTIVITIES</b>	<ul style="list-style-type: none"><li>→ planned dissemination and exploitation activities, and the target group(s) addressed</li><li>→ if relevant, the strategy for the management and protection of intellectual property</li><li>→ planning of communication and public engagement activities (their objectives, main messages, tools and channels)</li></ul>
<b>2.3 THE MAGNITUDE AND IMPORTANCE OF THE PROJECT'S CONTRIBUTION TO THE EXPECTED SCIENTIFIC, SOCIETAL AND ECONOMIC IMPACTS</b>	<ul style="list-style-type: none"><li>→ scale and importance of the expected scientific, societal and economic impacts as they are outlined in the proposal</li><li>→ how the results are expected to have an impact beyond the immediate scope and duration of the proposal</li><li>→ credibility of the quantified estimates (magnitude and importance) of the project's contribution to the expected outcomes and impacts.</li></ul>



Ko vērtē?

Nosauciet vārdos! Kas, kā, kad,  
kāpēc tiks īstenots Jūsu projektā?  
*SMART pieeja*

Tālāk detalizētāk par katru no tiem



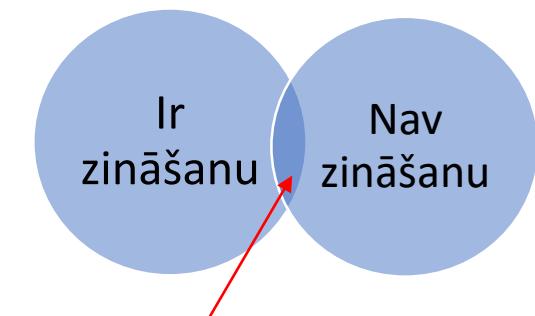


# Karjeras perspektīva

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 <b>credible?</b>	2,1
Are the measures to enhance the researcher's expected skills development <b>credible?</b>	2,1

Pievērsiet uzmanību vismaz šādiem aspektiem:

- Paredzamā pētnieka **prasmju** attīstība.
- Ierosināto pētniecības un apmācības pasākumu paredzamā **ietekme uz pētnieka karjeras perspektīvām** akadēmiskajā vidē un/vai ārpus tās.





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# Karjeras attīstības plāns

Karjeras attīstības plāns kopīgi jāizstrādā darba vadītājam(-iem) un pētniekam.

Papildus pētniecības mērķiem šajā plānā jāiekļauj pētnieka apmācības un karjeras vajadzības, tostarp:

1. apmācību par pārnesamām prasmēm,
2. Mācīšanu (*teaching*),
3. publikāciju plānošanu un dalība konferencēs un pasākumos, kuru mērķis ir atvērt zinātni un pētniecību iedzīvotājiem.



Plāns būs jāiesniedz kā projekta nodevums darbības sākumā, un to var atjaunināt, kad nepieciešams.



# Jautājumi, ko apsvērt

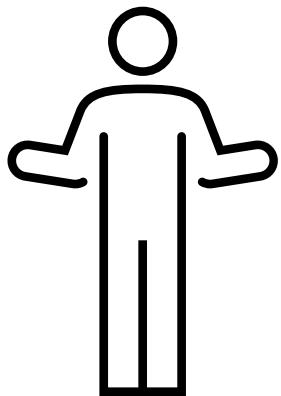


- Sniedziet **konkrētus piemērus** par savām karjeras iespējām akadēmiskajā un neakadēmiskajā sektorā pēc projekta.
- Kur vēlies doties (ilgtermiņa karjeras perspektīvas) un **kā šis projekts dos ieguldījumu** (*darba amats, jaunas laboratorijas vai pētniecības grupas izveide, klūt par pionieri pētnieku jūsu konkrētajā, jaunajā amatā nozarē, potenciālajā ERC pieteikums?*)?
- Paskaidrojiet, **kāpēc** prasmes un pieredze (saistīta ar pētniecību un pārnesama), kas iegūtas projekta laikā **dotu labumu nākamajiem darba devējiem** un veicinātu labākas kvalitātes pētniecību un inovācijas? Sniedziet konkrētus piemērus
- Aprakstiet un izceliet sadarbības **ietekmi** (*īpaši starpnozaru un starpdisciplināri*), kas tiks iegūta projekta laikā
  - piemēram, vai tie **radīs rezultātus** (output) jūsu turpmākajam darba pētniecībā un inovācijās, tādējādi pārvēršot vairāk zināšanu un ideju produktos un pakalpojumos?
- Aprakstiet šīs sadarbības ilgtspēju un potenciālos **jaunos projektus**.
- Ja nepieciešams, izceliet neakadēmiskās prakses nozīmi.



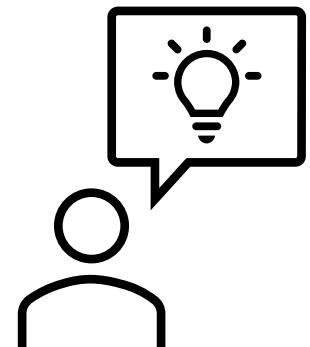
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# MSCA PF kā instruments



Pirms

*Kādu progresu (iespējas progresēt)  
sniegs projekts?*



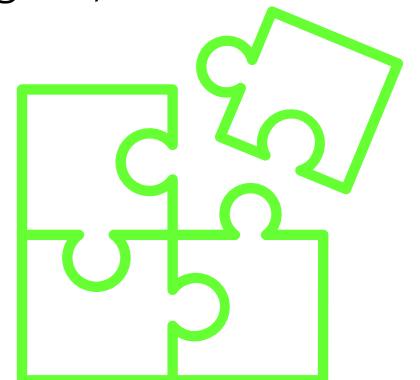
Pēc

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.

## Daži piemēri

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

- ➔ Jūs tiksiet integrēts uzņemošās iestādes esošajos Eiropas un starptautiskajos tīklos, kā arī būsiet izveidojis savus (starptautiskos) tīklus
- ➔ Jūsu nostiprinātās projektu vadības prasmes nodrošinās labāku pētniecības un inovācijas projektu pārvaldību un palielinās karjeras/amatu iespējamību dažādās nozarēs.
- ➔ Jūs uzlabosiet līderības prasmes, kas attīstītas izmantojot “x” kursu un bakalaura un doktorantūras studentu uzraudzību, padarīs jūs nodarbināmāku un konkurētspējīgāku, piesakoties turpmākajiem vadošajiem amatiem.
- ➔ Varēsi strādāt starptautiskā un starpdisciplinārā pētniecības vidē



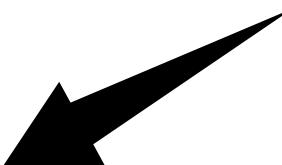


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# Ja interesē vairāk par Eiropas Pētniecības padomi



- [Starting Grant](#) (StG) tiek piešķirts izciliem jaunajiem zinātniekiem, kuriem ir  $> 2$  līdz  $\leq 7$  gadu zinātniskā darba pieredze pēc doktora zinātniskā grāda aizstāvēšanas. Granta apjoms 1,5 miljoni eiro; Projekts maksimums uz 5 gadiem.
- [Consolidator Grant](#) (CoG) var pieteikt pieredzējuši zinātnieki ar  $> 7$  līdz  $\leq 12$  gadu zinātniskā darba pieredzi. Granta apjoms 2 miljoni eiro, projekta maksimālais ilgums 5 gadi.



šie tikai divi no ERC  
grantiem, visus sk.  
<https://erc.europa.eu/apply-grant> vai  
<https://www.lzp.gov.lv/lv/eropas-petniecibas-padome>

Liene Ekša  
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Starptautiskās sadarbības programmu projektu departamenta  
Apvārsnis Eiropa Nacionālā kontaktpunkta vecākā eksperte  
MSCA, **ERC**, Reforming and enhancing the European R&I system



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## Measures to maximise expected outcomes

Dissemination,  
exploitation and  
communication

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



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# Kāpēc tas vispār ir svarīgi?



## 1. Obligāts nodevums

*«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.»*

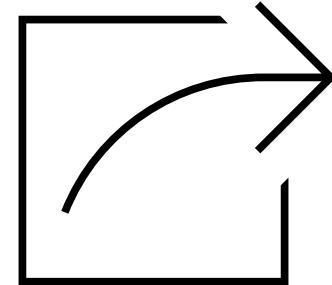
## 2. Horizontālā prioritāte programmā Apvārsnis Eiropa

## 3. Par to liek/samazina punktu skitu vērtējumā



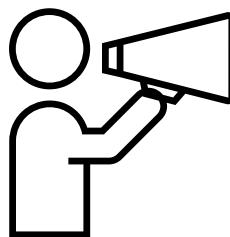
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# Terminoloģija



**Izplatīšana (dissemination)** nozīmē rezultātu publiskošanu ar atbilstošiem līdzekļiem, savukārt **izmantošana (exploitation)** ir rezultātu izmantošana, piem. komerciālos nolūkos vai valsts politikas veidošanā.

**Komunikācijas (communication)** pasākumi un sabiedrības iesaistes stratēģija: mērķis ir informēt un uzrunāt sabiedrību un demonstrēt veiktās aktivitātes, kā arī projekta lietderību un ieguvumus iedzīvotājiem.



2.2. kritērijam: izplatīšanas, izmantošanas un komunikācijas pasākumiem ir jābūt **konkrētiem un samērīgiem ar projekta mērogu.**

[Guidelines for your dissemination, exploitation and communication activities](#) sk.30 lpp  
Palīgs un platformas [Horizon Europe – Dissemination and exploitation](#)



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# Izmantošana

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**



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# Izplatīšana

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**



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# Komunikācija

- Project website
- Social media
- Success stories
- Newsletters
- Infographics/ leaflets
- MSCA and Citizens (Zinātnieku nakts) citi pasākumi (*EU R&I days, Science if Wonderful etc.*)

## 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**



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Communication and public engagement	Dissemination and exploitation
<ul style="list-style-type: none"><li>• About the project and results.</li><li>• Starts at the beginning of the project.</li><li>• Multiple audiences.</li><li>• Inform and reach out to society, show the benefits of research.</li><li>• General media, social media, different type of events, popular science publications.</li></ul>	<ul style="list-style-type: none"><li>• About results only.</li><li>• When results are available and after the end of the project.</li><li>• Potential professionals that may use the results in their own work.</li><li>• Enable use and uptake of results.</li><li>• Publications, conference presentations, patents.</li></ul>

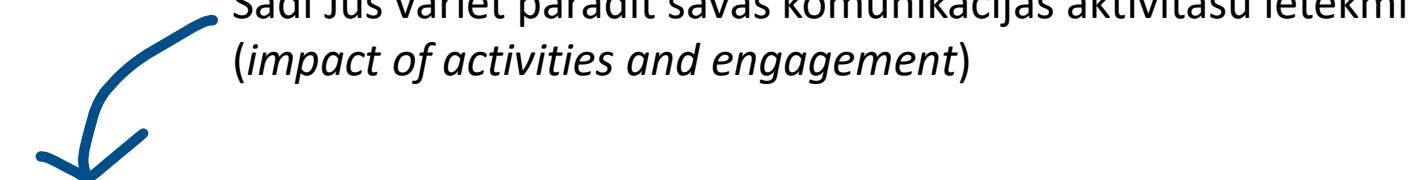
- Provide targeted draft plans for both dissemination and communication activities.
- All the activities should be included in **work package table & Gantt chart (section 3.1)**.
- Summarise each dissemination activity with specific & realistic details, using a table. For example:

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.

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



Šo vērtē



Šādi Jūs variet parādīt savas komunikācijas aktivitāšu ietekmi  
(*impact of activities and engagement*)

- Think of **quantifiable** performance indicators based on **SMART<sup>6</sup>** objectives – establish a benchmark:

**Media  
coverage**

Number of media outlets, audience, tone of coverage...

**Web sites**

Page views, unique visitors, time spent, downloads...

**Social media**

Followers, likes, shares, interactions, engagement rate...

**Publications**

Citations

**Events**

Number of participants, opinion surveys, follow up rate...



### 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



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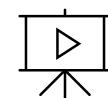


If relevant, how suitable are the strategy for the management of **intellectual property** and foreseen protection measures? If not relevant, mark it as n/a.

[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](#)



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- 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?
- If not applicable in the short-term or immediately after your project, describe how your results may be applicable in the long-term (early-stage/discovery-based research is seldom applicable immediately)
- IPR must always be respected: refer to IP department of your institution, refer to the partnership agreement.



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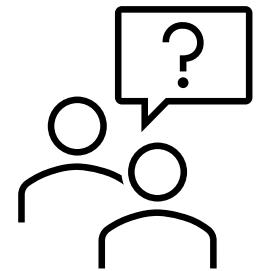
- Refer to and comply with the “MSCA rules” for IP. Have in mind the specifics of the MSCA and relevant characteristics:
  - Intersectoral exchange (academic/non-academic) requires different IP policies/interest, difference in publication and exploitation;
  - International dimension EU-MS/AC vs. third countries – different IP laws and regulations (specially for Global Fellowships);
  - Secondments focusing on the explanation of complementary competences of the participants (host organisation and secondment host organisation) – granting access to background/results for/by secondees (“visitors”).



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# Noderīgi

1. [Webinar session: Dissemination & Exploitation in Horizon Europe](#)
2. [How to communicate your project](#)
3. [Grants and reporting](#)
4. [Horizon 2020 online manual](#)
5. [Online manual for 2021-2027 programmes \(including Horizon Europe\)](#)
6. [Open access to scientific information](#)
7. [Intellectual Property: European IP helpdesk](#)
8. [Horizon IP scan for small and medium-sized enterprises](#)
9. [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](#)



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# Zinātniskā, sabiedriskā un ekonomiskā ietekme

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

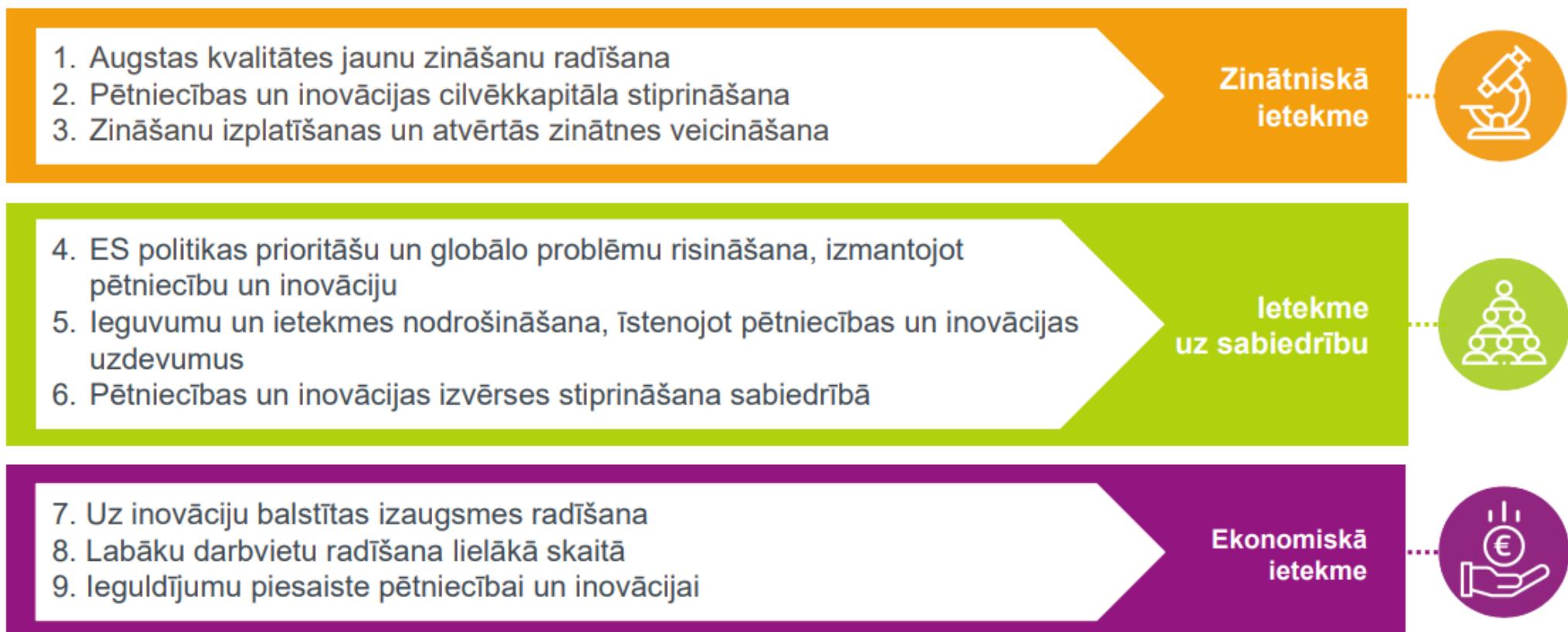


**Magnitude:** cik plaši varētu būt rezultāti un ietekme. Piemēram, attiecībā uz mērķa grupas lielumu vai šīs grupas īpatsvaru, kam laika gaitā vajadzētu gūt labumu.

**Importance:** šo ieguvumu vērtība. Piemēram, papildu veselīgas dzīves gadu skaits; efektivitātes ietaupījums energoapgādē utt.



## “Apvārsnis Eiropa” tiesību aktos noteikta trīs veidu ietekme, kuru novērtē, izmantojot **galvenos ietekmes ceļus**





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

Ņemiet vērā, ka programmas “Apvārsnis Eiropa” īstenošanas laikā Eiropas Komisijas mērķis ir panākt uz ietekmi balstītu programmu, maksimāli palielinot pētniecības un inovācijas ietekmi.

Lai sasniegtu šo mērķi, EK noteica šādus galvenos ietekmes veidus:



Key impact pathways	
<b>Scientific impact</b>	1. Creating high-quality new knowledge 2. Strengthening human capital in research and innovation 3. Fostering diffusion of knowledge and open source
<b>Societal impact</b>	4. Addressing EU policy priorities and global challenges through research and innovation 5. Delivering benefits and impact through research and innovation missions 6. Strengthening the uptake of research and innovation in society
<b>Towards technological/ economic impact</b>	7. Generating innovation-based growth 8. Creating more and better jobs 9. Leveraging investment in research and innovation



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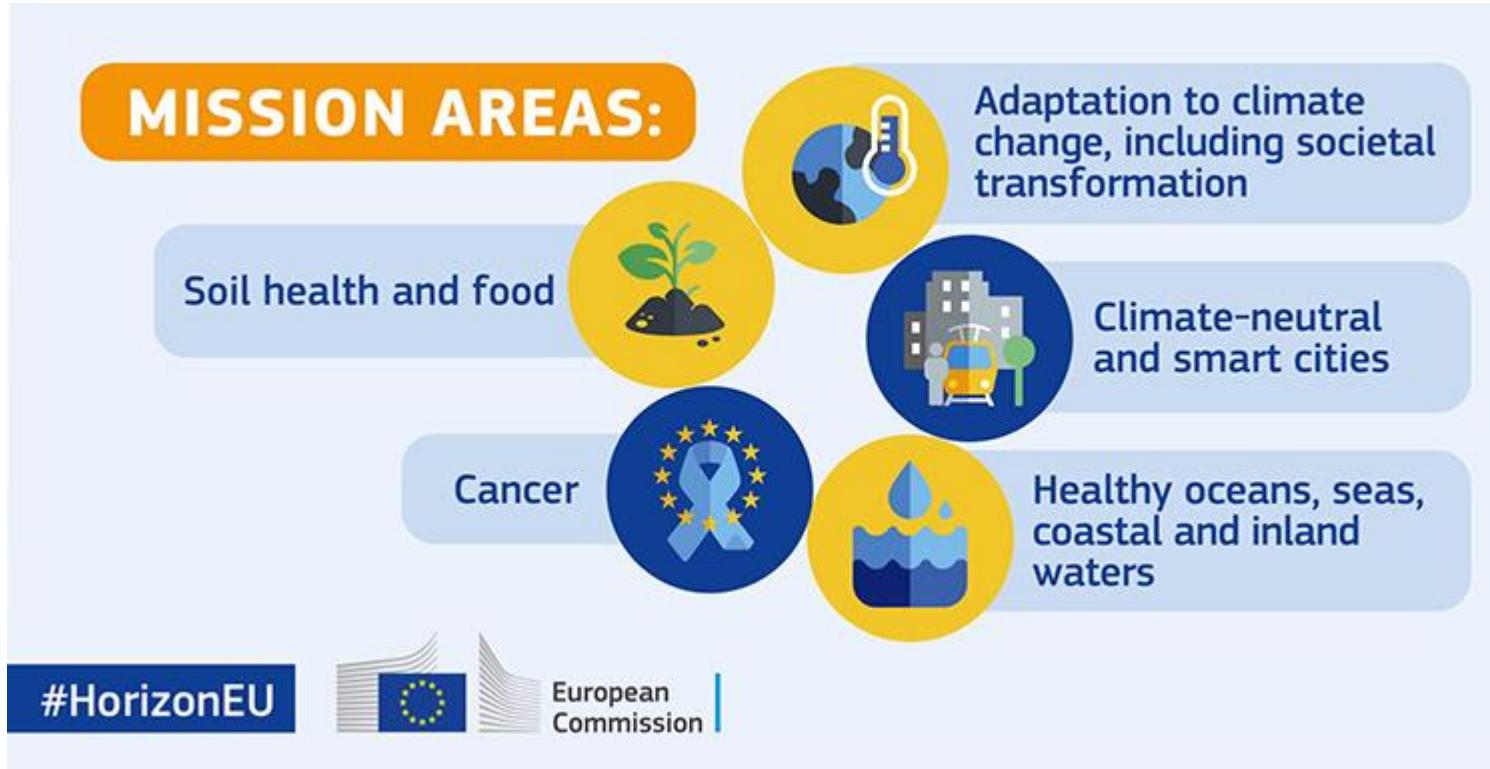
# Citi piemēri kā mērīt ietekmi

- **Expected scientific impact(s)**: e.g. contributing to specific scientific advances, across and within disciplines, creating new knowledge, reinforcing scientific equipment and instruments, computing systems (i.e. research infrastructures);
- **Expected economic/technological impact(s)**: e.g. bringing new products, services, business processes to the market, increasing efficiency, decreasing costs, increasing profits, contributing to standards' setting, etc.
- **Expected societal impact(s)**: e.g. decreasing CO<sub>2</sub> emissions, decreasing avoidable mortality, improving policies and decision-making, raising consumer awareness

Only include such outcomes and impacts where your project would make a **significant and direct contribution**. Avoid describing very tenuous links to wider impacts.



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Atgādinet vērtētājam par jūsu pētījuma nozīmi problēmas/prioritātes risināšanā Eiropas/pasaules līmenī. Piemēram, vai jūsu pētījumi veicinās:

- [UN Sustainable Development Goals](#)
- [Green Deal, MSCA Green Charter](#)
- [Horizon Europe Missions](#)

Parādiet, ka zināt ne tikai par MSCA, bet arī par ES stratēģijām.



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## Piemērs no HE Programme Guide sk.31|pp

**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.



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## Piemērs no HE Programme Guide sk.31-32 lpp

**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).



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- How are the results expected to have an impact **beyond the immediate scope and duration of the proposal?**
- How **credible** are the quantified estimates (magnitude and importance) of the project's contribution to the expected outcomes and impacts?



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**Liene Ekša**

Latvijas Zinātnes padomes

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NACIONĀLAIS  
ATTĪSTĪBAS  
PLĀNS 2020



EIROPAS SAVIENĪBA  
Eiropas Reģionālās  
attīstības fonds

I E G U L D Ī J U M S T A V Ā N Ā K O T N ē

1.1.1. specifiskā atbalsta mērķa "Palielināt Latvijas zinātnisko institūciju pētniecisko un inovatīvo kapacitāti un spēju piesaistīt ārējo finansējumu, ieguldot cilvēkressursos un infrastruktūrā" 1.1.5. pasākuma "Atbalsts starptautiskās sadarbības projektiem pētniecībā un inovācijās" 1.kārtas, projekta Nr.1.1.1.5/17/I/001 "Atbalsts starptautiskās sadarbības projektu izstrādei un īstenošanai" ietvaros