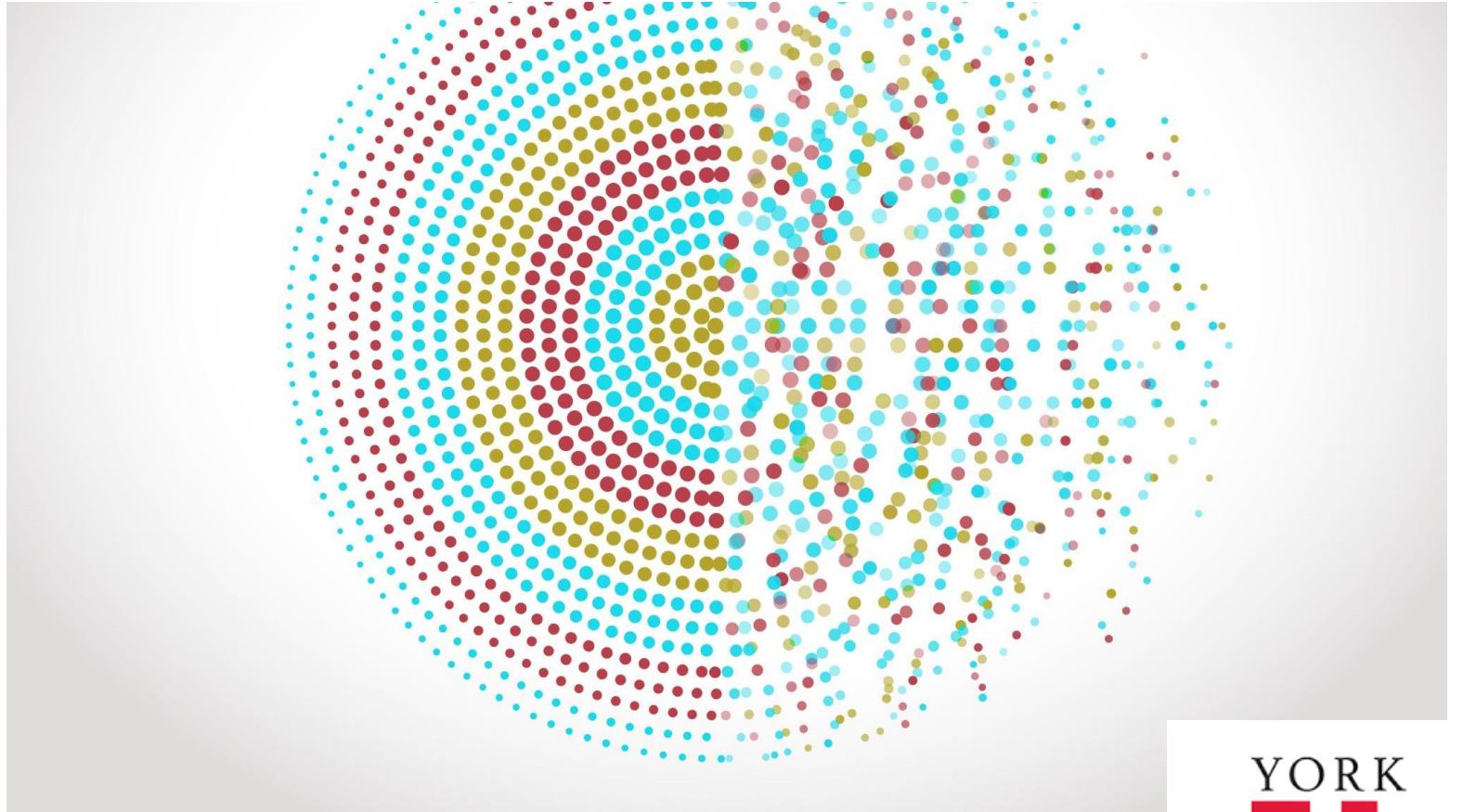


Increasing Visibility & Profile in Horizon Europe

York University

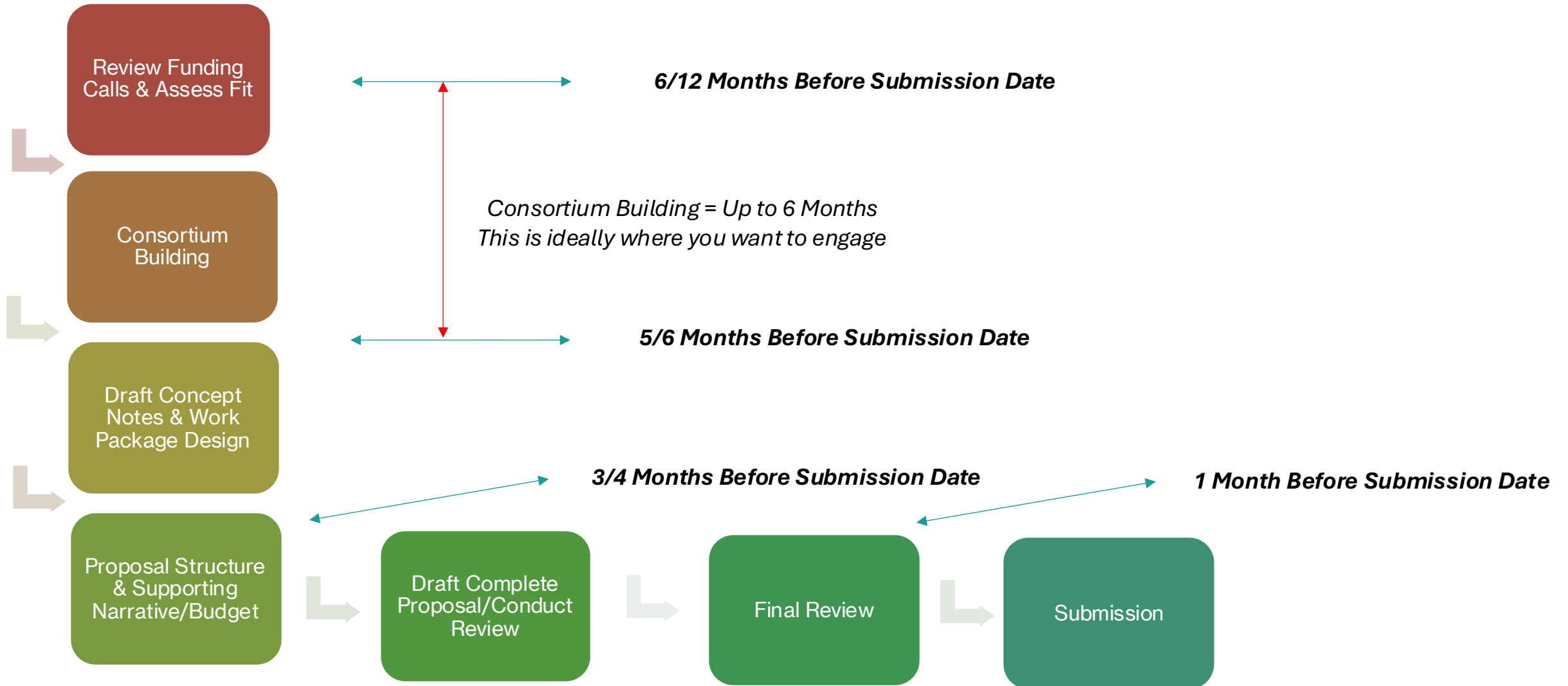
Tuesday 8th April 2025



The Purpose of Today's Session

- To explore the consortium-building process in Horizon Europe projects, including timelines, key milestones, and strategies for effectively positioning your research to attract interest from existing project teams.
- Identify methods for enhancing visibility and profile when crafting your Horizon Europe "pitch" and "value proposition" to potential collaborators.
- Recommendations for key platforms, forums, and tools to support researchers in building partnerships and engaging with Horizon Europe opportunities.

Proposal Development Roadmap



Proposal Milestones & Timescales

| Proposal Development Stage | Key Actions | Ideal Timing | Key Interaction Points |
|---|---|--------------------|--|
| Identify Call & Assess Fit | Monitor calls, align research with funder priorities | 6–12 months before | Business Development Managers, Research Office, Research Administrators, Internal Research Teams |
| Building the Consortium | Approach potential collaborative partners, define ‘potential’ roles | 5–6 months before | Potential Collaborators, Relevant Networks |
| Draft Concept Note & Work Packages | Define objectives, alignment to impact, and outline work packages | 4–5 months before | Research Administrators, Research Office - Internal Review/Start Budget Discussion |
| Develop Proposal & Budget | Write first draft, start to develop budget, refine your consortium | 3–4 months before | Partner Feedback, Ethics & Data/Legal Check |
| First Draft & Review | Circulate draft, refine impact status, work plan and dissemination & use strategy | 2–3 months before | Peer Review, Impact Engagement Team |
| Finalisation & Quality Check | Complete proposal, secure partner commitment, finalise budget | 1–2 months before | Research Office Review, Collaborators, Final Legal/Financial Checks |
| Submission | Submit via EU Portal, confirm status | 1 week before | Project Lead, Research Office |

* Best practice example. Of course, every project is different and will require a flexible approach.

Engage Early = Increased Influence & Input

Early Involvement – Advantages

Ensure Strategic Alignment: Early involvement allows researchers to align their expertise and interests with the project's strategic goals, ensuring a better fit and higher chances of success.

Have Influence on Proposal Development: By joining the team early, researchers can contribute to shaping the proposal, including the approach, roles, and budget. This ensures that their input is considered from the outset.

Stronger Collaboration: Early engagement fosters stronger relationships and better communication within the consortium. This can lead to more cohesive and effective teamwork throughout the project.

Increased Visibility for You/Your Team: Being part of the project from the beginning increases a researcher's visibility within the consortium and the broader research community, potentially leading to more opportunities for collaboration and funding.

Better Understanding of Expectations in the Project/Across the Consortium: Early involvement helps researchers understand the expectations and requirements of the funding call, allowing them to tailor their contributions to meet these criteria effectively.

Late Involvement – Disadvantages

Limited Influence: Joining a project late means you have to fit into the already defined work approach. This limits your ability to influence the project's direction and key decisions.

Fixed Budget Constraints: Latecomers are often given a fixed budget to work with, which can restrict the development of a suitable interdisciplinary team approach and limit the scope of your contributions.

Reduced Flexibility: With a fixed budget and predefined roles, adapting the project to your specific expertise and interests is less flexible.

Scope Limitations: The work approach and scope are already set, which can be limiting if you have innovative ideas or alternative methods that could enhance the project.

Less Time for Preparation: Late involvement means you have less time to prepare and integrate into the project, which can affect the quality and impact of your contributions and negatively affect the project's delivery phase.

Importance of Visibility & Profile in Horizon Europe

Increased Collaboration Opportunities: Be accessible. A strong profile increases your chances of being invited to join high-quality consortiums and collaborate with leading researchers and institutions = increased chances of funding success.

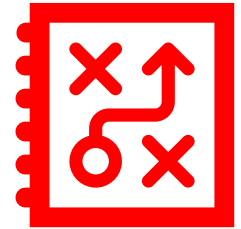
Evaluators View: Visibility within the Horizon Europe community can improve your chances of securing funding by demonstrating your expertise and track record to evaluators.

Networking and Partnerships: Building a robust profile helps you connect with potential partners, stakeholders, and industry leaders, fostering valuable relationships and future collaborations. Successful teams stick together, but they want to build collaborative networks, especially with international partners. Provide a 'front door'!

Influence and Impact: Being identified as a potential collaborator early provides the opportunity to have greater influence on the scope and direction of your projects.

Reputation and Recognition: A strong profile enhances your reputation and the wider University's status. Collaborators need to be able to find you. Competition to collaborate in HE proposals with strong teams is high – you need to stand out!

Building Your Value Proposition to other Research Teams – Why?



- **The consortium-building phase in Horizon Europe is almost as competitive as the application process.** There are limited slots for research teams. Coordinators/leads need to understand what you bring to the project specifically.
- A clear value proposition will allow you to better identify in advance which topics/calls are a priority to you/your team. Shortlist calls of interest, and **use the ‘destination’ or ‘impact area’ to position your research.**
- This allows you to develop a considered approach, informing you as you build your research team (best skilled to address the scope of work). **Remember, institutional/national level teams often fit better than individual researchers. Think of partnerships beyond academia (industry, community etc.)**
- A clear value proposition/pitch shows consortia that you are prepared and that you understand the needs of the funding call.

Building Your Value Proposition to other Research Teams – How?



Review your targeted call(s). Alongside the **Scope of Work** and **Expected Outcomes** note:

- What could you/your research team contribute?
- What special skillsets/experience/facilities/infrastructure/pilot sites could your team provide?
- What previous projects would evidence that you/the team are the ideal partners for a consortium?
- Are there background resources/datasets that you would draw on to address the scope of work?
- Are the expected outcomes in the call comparable to projects you are working on or have completed?
- Are some of the problems and solutions expressed in the call similar to those experienced by your current research networks?
- Consider a **1 Pager/Calling Card** that can be easily circulated by NCPs/Collaborators.

Increasing Your Chances of **Getting Involved**

Canada is Associated with Horizon Europe: Don't assume everyone knows Canada can participate. Make this clear in your communications.

Collateral: Include a slide at the end of conference presentations to raise awareness about your team's capabilities and interests, and develop a Horizon-specific flyer to target specific research teams.

Leverage Social Media: Use social media and targeted news articles to increase visibility and reach a broader audience. Profile your successes and 'shout' about your strengths to build a strong reputation.

Bring Your Networks with You: Consider how your research team is connected to industry, SMEs, communities, end user groups, regulatory partners etc. Being more than just an academic team will make you more attractive to project teams.

You Don't have to be a Lead Partner/Coordinator: Every project needs a lead partner or coordinator, typically a European organization, often (but not always) a university.

Join Existing Project Teams: Consider joining existing applications rather than creating your own. Stay flexible. Be open to forming new partnerships. Remember your Value Proposition!

Social Sciences & Humanities as a Cross Cutting Priority

Some SSH researchers feel their only opportunity in Horizon is Cluster 2 (Culture, Creativity & Inclusivity)

This IS WRONG. SSH is a Cross-Cutting Priority in Horizon Europe.

What does Horizon mean by the term 'Cross Cutting Priority'?

- **Mandatory inclusion of SSH researchers in most STEM-focused calls/tech-orientated projects**
SSH expertise is essential for projects in various fields, not just cultural or social research.
- **Exploring social considerations alongside technological development**
➤ *Improved understanding of how technologies affect and are affected by society.*
- **Embedding SSH expertise in your project consortium**
A well-rounded consortium is key to ensuring the success of projects with societal implications – not just an 'add-on partner.'
- **Ensuring project outputs align with societal needs**
Research under Horizon needs to focus on real-world applications, ensuring solutions benefit society as a whole.

Social Sciences & Humanities as a Cross Cutting Priority

| | |
|--|---|
| <p>HORIZON-CL3-2024-FCT-01-05 Combating hate speech online and offline</p> <p>Link</p> | <p>The successful proposal is expected to reinforce hate crime training and capacity building for Police Authorities and other relevant security practitioners, in particular to enhance their tools and methods for lawful detection, reporting and data/evidence collection and analysis of the hate speech related activities that are considered as crime or could lead to a crime.</p> <p>Activities proposed within this topic should address, in a balanced way, both technological and societal dimensions of the issue under consideration.</p> <p>This topic requires the effective contribution of SSH disciplines and the involvement of SSH experts, institutions as well as the inclusion of relevant SSH expertise, in order to produce meaningful and significant effects enhancing the societal impact of the related innovation activities.</p> <p>Main keywords: Law, Sociology, Education, Communication studies</p> |
|--|---|

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| <p>HORIZON-CL5-2024-D4-02-05 Digital solutions to foster participative design, planning and management of buildings, neighbourhoods and urban districts (Built4People Partnership)</p> <p>Link</p> | <p>Proposals are expected to address the following:</p> <ul style="list-style-type: none">• Engage citizens (seeking coverage of different genders and social characteristics), end users of the tools and other relevant stakeholders involved in the design, planning and management of urban development projects in the development process of the digital solution.• Ensure the digital solution offers different means to exchange information and provide input that are tailored to the specific needs of laypersons, including vulnerable, minority and disadvantaged groups as well as persons with disabilities and older persons. <p>This topic requires the effective contribution of SSH disciplines and the involvement of SSH experts, institutions as well as the inclusion of relevant SSH expertise (including social innovation), in order to produce meaningful and significant effects enhancing the societal impact of the related research activities.</p> <p>Main keywords: Sociology, Urban studies, Social innovation</p> |
|--|--|

Opportunities for Early Career Researchers in Horizon Europe

Early Career Research in Horizon Europe

- **Networking and Collaboration:** Build connections with leading institutions and researchers across Europe and beyond.
- **Skill Development:** Enhance research skills through interdisciplinary and cross-sectoral projects. Opportunities include:
 - Collaborative bid writing, Project scoping and definition, Work plan development
- **Career Advancement:** Gain recognition and visibility in the research community, opening doors to future opportunities.

Consider:

- **Internal mentorship programmes** between experienced and early career researchers
- **Encouraging workshop and conference attendance** to build visibility for early career researchers
- Organising **internal networking** events across disciplines

How to Identify Collaborators

How do I connect with researchers who have common interests in Horizon Europe?

How is it possible to find out which consortia are already forming for a particular call?

There is no single answer. However, all of the following are strong options to consider:

Refer to Previously Funded Projects/Initiatives:

<https://cordis.europa.eu>

Upcoming Horizon Europe Info Days & Brokerage Sessions (May 2025)

https://research-and-innovation.ec.europa.eu/events/horizon-europe-info-days_en

Cluster Specific (Often NCP led) Networks:

[HNN 3.0 - Cluster 1](#)

[Net4Society - Cluster 2](#)

[SEREN5 / SeReMa - Cluster 3](#)

[NCP4Industry - Cluster 4](#)

[GREENET - Cluster 5](#)

[ALTERNET EU - Cluster 6](#)

Thank You

Q&A?



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