



EU CAP Network brokerage event 'Partnering for innovation with impact in agriculture and rural areas'

Prague, Czech Republic
29-30 April 2025

Overcoming challenges for the involvement of EIP-AGRI Operational Groups in Horizon Europe projects

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EIP-AGRI Brokerage Event, 29 April 2025, Prague, CZ

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This document presents the authors' perspective and not the position of the European Commission or its services.



PREMIERE provides information and tools to those preparing and supporting Multi-Actor project proposals.



Title: 'Preparing Multi-Actor Projects in a Co-creative Way'

Type: Multi-Actor 'Coordination and Support Action' (CSA)

Actors: 15 diverse organisations, EU-wide

Coordinator: Eberswalde University (HNEE)

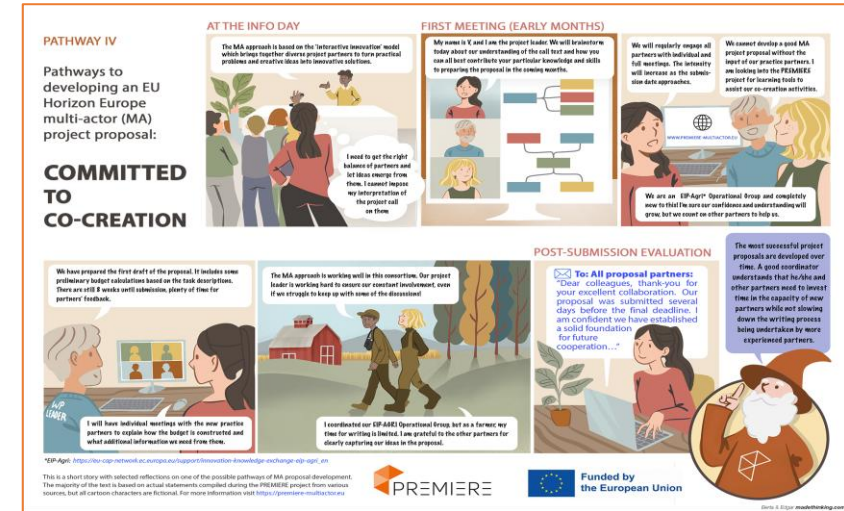
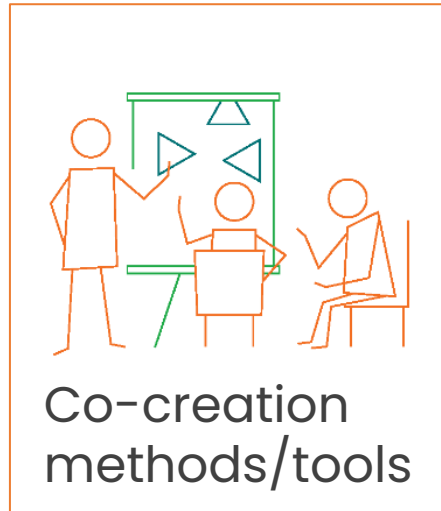
Duration: January 2023 – December 2027

Budget: around 5 million Euros

Homepage: www.premiere-multiactor.eu



PREMIERE material and services



- Networking and brokerage events
- Test seed funding and much more...



Community



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Follow PREMIERE's Cluster-6 2025
Engagement Strategy
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www.premiere-multiactor.eu

„It is strongly recommended that Inter-active Innovation Groups such as OGs [...] become involved.“ (Horizon MA introduction 2025)



Various aspects of ongoing or finalised EIP-AGRI Operational Groups such as

- Lessons learned and output of the OG project(s)
- Coordinators of OG project(s)
- OG beneficiaries and/or the project's associated stakeholder platform(s)
- One or more individuals involved in the OG project

➔ To be defined by each MA project proposal group



Challenging situation

We want to
join but how?



How to find a
suitable OG?



What support will
they need?



Preparing for the OG involvement in a Multi-Actor proposal

Horizon MA proposal writing team	EIP-AGRI OGs in Horizon
Thorough reading of the MA specifics in the Call Topic -> what do we need?	Collecting Horizon and MA information; thorough reading of Calls -> Which Topic(s) fit our profile?
Visiting platforms, websites, ask for recommendations to find reliable partners	Strategic networking (longer term and short-term); engage with potential lead partners
Diplomatic communication with OG representatives; attract but remain open	Investing in trust building by e.g. joining projects as Stakeholders first, and become Actor next time
Exploring organisational and admin options to involve OG actors; various options are possible; seek advice, e.g. from NCPs, EU-liaison officers of universities, consultants...	Prepare Profile notes highlighting unique products /patents, geographical representation, social context, economic/ecological/technical capacities, softskills etc.); look for seed funding
Ensuring MA process facilitation and self-reflection during proposal writing and as methodologies (Excellence & Implementation)	Clarity, commitment and transparency about the interests and responsibilities of the own organisation and the involved individuals

Preparing for Horizon participation



1. Gathering information to build Horizon MA expertise
2. Creating clarity within the organisation
3. Building and maintaining long-term networks
4. Harnessing the multi-actor approach
5. 'Managing' contacts and competition (short-term)

➔ Encompassing strategic preparation, and consequent work on a proposal (contribution)

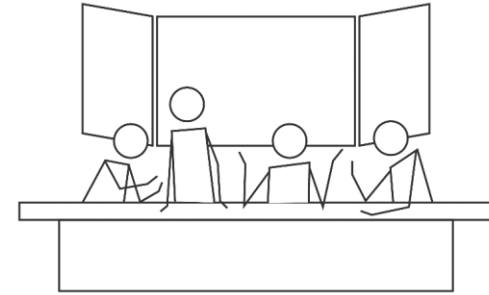


Harnessing the MAA for own benefits



- All: Promotion of the own MA experiences to ensure competitive advantages of the proposal
- Win-win: Practice Actors have competencies to offer, which MA consortia need for MA proposals
- Methods: Co-creation to prepare practice-oriented innovation and facilitate dissemination
- Key skills: Listening, flexibility, empathy, good communication and planning

➔ The MAA is not suitable for everyone and every project idea.



Activities in May/June 2025

All: Thorough study of the Cluster 6 Calls and the Topic texts of the final Horizon Work Programme

Proposal coordinators:

- Contact with potential partners in other countries to fill the 'Skills' and 'MA gaps' of the consortium

Operational Group members and/or leaders:

- Careful selection of the Topic; make sure alignment with the organisation's unique competencies
- Preparation and dissemination of a profile note highlighting ALL relevant strengths (2-pager)
- Contacting key organisations in the region/country to see if they need local LivingLab or use case partners



Managing contacts

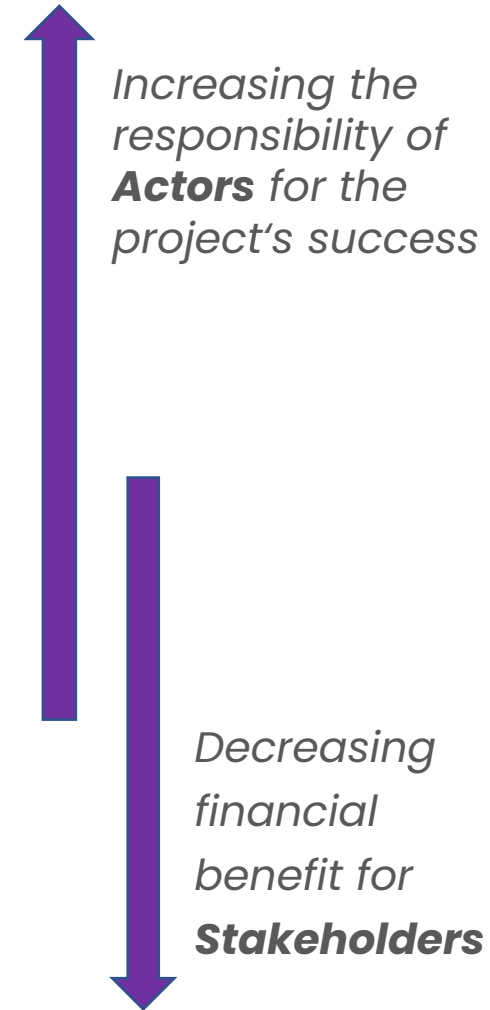
- Brokerage Event for Cluster 6 Calls, EU CAP Network, 29–30 April 2025, Prag
Care4Bio, 28 May 2025, Warsaw
 - ➔ Registration on 'Partner Search' platforms
 - EU-wide and national events
 - Snowball method of involvement: good, but coordinators need to handle it carefully
 - Events of ongoing topic-related projects serve as good brokerage platforms
- Note: potential situation of competition



Administrative options for the involvement of actors and stakeholders



- Full partner in the consortium
 - Employee of Full partner (e.g. OG member)
 - Linked Third Party (affiliated entity)
 - Subcontractor
 - Contractor
 - Advisory Board members
-
- Financial Support to Third Parties (FSTP) as grants
 - Ambassadors, (use) case representatives etc. with financial compensation
 - User of exclusive data and information
 - Participant in networking activities



To conclude



- New organisations find it difficult to gain access EU project networks.
- It needs excellent preparation, diligent analysis of the Call Topic(s) and good relationships for success.
- Various organisations and projects provide support, such as Commission services, National Contact Points (NCPs), University services, PREMIERE project, etc.
- Good planning and strategic preparation are crucial.
- Follow PREMIERE's Engagement Campaign towards Cluster 6 2025 submission on:
 - Website: www.premiere-multiactor.de
 - LinkedIn '*Premiere – strengthening the multi-actor approach*'



Thank you!

You are welcome to engage with us...

LinkedIn: premiere – strengthening the MAA

X: @PREMIERE_EU

Instagram: premiere_eu

Email: premiere@hnee.de

Website: premiere-multiactor.eu



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**29-30 April 2025
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All information on the brokerage event is available on the event webpage:

<https://eu-cap-network.ec.europa.eu/events/eu-cap-network-brokerage-event-partnering-innovation-impact-agriculture-and-rural-areas>

