

MSCA-NET

WORK PACKAGE 5

Task 5.3 Non-academic sector in MSCA. Collaboration with the Enterprise Europe Network

Guidelines for approaching the Non-Academic Sector in MSCA

**NETWORK OF THE MARIE SKŁODOWSKA-CURIE ACTIONS
NATIONAL CONTACT POINTS**

Task 5.3	Non-academic sector in MSCA. Collaboration with the Enterprise Europe Network
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1. INTRODUCTION

This document is designed to serve as guidelines for Marie Skłodowska-Curie actions to MSCA National Contact Points but also researchers, project coordinators, and institutions seeking to foster successful collaborations with non-academic entities in MSCA proposals. The involvement of the non-academic sector in MSCA projects requires a strategic approach and an understanding of their dynamics and interests.

By bridging the gap between the academic and non-academic landscapes, we can harness the full potential of MSCA projects to drive innovation, talent attraction, knowledge exchange, and positive economic and societal impact. In the following pages, we will explore the required actions needed to engage the non-academic sector, strategies, and benefits of engaging non-academic entities in MSCA projects.

2. SMALL AND MEDIUM ENTERPRISES (SMEs), SPIN-OFFS AND START-UPS

Small and Medium-sized Enterprises (SMEs): SMEs are categorized based on their size, turnover, and number of employees. In Europe, they are defined as companies with fewer than 250 employees and an annual turnover of less than €50 million or a balance sheet total of less than €43 million. SMEs are the backbone of the European economy, representing a significant percentage of businesses in the region. They are often known for their agility, adaptability, and ability to innovate. SMEs contribute to job creation, economic growth, and innovation in Europe. They are involved in various industries and can be both suppliers and customers for larger corporations.

Spin-offs are companies that originate from existing academic or research institutions. They often leverage intellectual property or technology developed within academia. Spin-offs typically have strong ties to academic institutions and may have been founded by researchers or professors. They often focus on commercializing academic research or technology. Spin-offs bridge the gap between academia and the business world, helping to translate research discoveries into marketable products or services. They can contribute to innovation and technology transfer.

Start-ups are newly established businesses with innovative ideas or solutions. They often aim for rapid growth and scalability. Start-ups are known for their entrepreneurial spirit, risk-taking, and disruptive potential. They frequently operate in emerging technology sectors. Start-ups are essential drivers of innovation and economic dynamism in Europe. They create jobs, attract investment, and introduce innovative products and services to the market.

• Benefits for SMEs

Talent attraction: SMEs have the opportunity to identify and recruit highly skilled researchers who can contribute to their innovation and growth. These researchers may also bring fresh perspectives and ideas to the company. MSCA postdoctoral fellows are highly skilled researchers with advanced degrees and often possess expertise in specialized areas. By hosting these fellows, companies gain access to top-class talent that can contribute to their research and development efforts.

Hosting postdoctoral researchers can be a valuable component of a company's workforce development strategy, helping to prepare future leaders within the organization.

Short-Term commitment: MSCA Postdoctoral Fellowships, doctoral candidates contracts under Doctoral Networks and COFUND projects typically have a fixed duration (often 24 months for postdoctoral and 36 months for doctoral). This allows companies to engage in research collaborations without the long-term commitment associated with hiring permanent employees.

Access to funding: Companies may have access to financial support. This funding covers 100% of recruitment costs and other cost related with the research and training activities inside the project. This funding scheme makes it more financially feasible for SMEs to participate.

Access to cutting-edge research and collaborative research opportunities: SMEs can take advantage of the knowledge and expertise of doctoral and postdoctoral researchers who are working on innovative and advanced research topics. This access allows companies to stay updated about the latest developments in their field and potentially applications with this knowledge to their products or services. Companies can collaborate with these researchers and academic institutions on research projects. This collaboration can lead to the development of new solutions, products, or processes and can help SMEs address technical challenges or explore new research, business directions that align with their strategic goals.

Innovative solutions and increase competitiveness: MSCA fellows are encouraged to think creatively, out-of-the-box and solve complex problems. SMEs can benefit from the innovative thinking of these researchers and may find novel solutions to challenges they face in their operations or product development. By engaging in these projects, SMEs can enhance their competitiveness. They can gain a competitive advantage by adopting or developing new technologies and services, improving products or services, and staying ahead of industry trends.

Networking opportunities: Participating in MSCA projects allows companies to collaborate with academic institutions (public and private universities, research centres, EU infrastructures...), other SMEs, and potential partners in a worldwide scale. These connections can lead to future collaborations, business opportunities, and knowledge-sharing.

Knowledge transfer and commercial exploitation: SMEs can benefit from the knowledge transfer that occurs when participate in MSCA projects. This collaboration with other entities and their researchers can provide to SMEs with valuable market insights and a better understanding of customer needs. This knowledge can help product development and marketing strategies.

Visibility and reputation: Collaborating with researchers and academic institutions in any MSCA can enhance the SME's reputation as an innovative and forward-thinking company. This reputation can be beneficial for attracting partners, investors, stakeholders and customers.

• Benefits for MSCA projects

Industry exposure: Companies bring industry-specific knowledge and expertise to MSCA fellows. Researchers can take benefit from this valuable resource to gain insights, guidance, and mentorship in their research topics. Postdoctoral fellows can benefit of a six-month placement in innovative companies and secondments from COFUND projects.

Access to real-world challenges: By involving companies in Postdoctoral Fellowships, Doctoral Networks, COFUND or Staff Exchanges projects, consortia gain access to practical, industry-specific challenges and research questions. This connection helps to ensure that the research and innovation conducted is relevant and applicable to real-world scenarios.

Access to data and facilities: Companies may provide access to data, specialized equipment, or research facilities that participants would not have access to otherwise. This can significantly enhance the quality and scope of research of the MSCA projects, and the quality of the research implemented.

Networking opportunities: Through company collaborations, beneficiaries, doctoral candidates, and postdoctoral researchers can expand their professional networks, connect with industry experts, and potentially open doors for future collaborations or job opportunities.

Innovation and technology transfer: Including companies in MSCA projects can lead to the development of innovative solutions and technologies. This can result in patents, utility models, prototypes, or products with commercial potential, adding an entrepreneurial dimension to the doctoral project. Company involvement can facilitate the dissemination of research findings to a wider audience, including industry stakeholders. This can lead to joint publications, presentations at industry conferences, and increased visibility for MSCA projects.

Employability: Doctoral candidates and postdoctoral fellows who are involved closely with companies can develop practical skills and industry-specific knowledge that make them more employable upon completing their doctoral studies or their postdoctoral projects.

Wider impact: Research outcomes from MSCA projects with company involvement can have a wider/global impact. They may influence industry practices, lead to the early adoption of new technologies, or contribute to solving societal challenges.

Validation of research: Collaborating with enterprises validates the significance and relevance of doctoral research. It demonstrates that the research has practical implications and can address industry needs, which can be valuable for future career prospects.

• How to attract SMEs

Information events: Organize information session and workshops that will help to present the opportunities and benefits of MSCA projects to SMEs, Start-ups and Spinoffs. These events can provide a platform for discussions, resolution of doubts, networking, and identifying common research interests. Invite industry experts as speakers to demonstrate the value of being part of MSCA projects. This industry participants will indirectly encourage other companies to join new MSCA projects.

MSCA NCPs networking: Attend industry conferences, seminars, and trade shows organized in your region or country. These events provide opportunities to meet potential non-academic participants. Engage with industry / business associations and chambers of commerce to access their networks and promote MSCA calls.

Social media: Use online platforms like LinkedIn to connect with industry professionals and organizations. Maintain an informative and user-friendly website / blog that showcases information, best practices, success stories, inspirations stories and other remarkable aspects of MSCA. Highlight the outcomes, innovations, and benefits achieved through different MSCA projects.

Industry-Academia events: Join any industry or matchmaking events organized in your region or country by the Enterprise Europe Network, this will help you to contact different companies and inform them about MSCA calls.

Brochures and marketing materials: Create professional brochures, leaflets, and presentations that highlight the benefits of collaborating in MSCA projects. Emphasize the advantages for companies, such as access to top talent, research expertise, and potential innovation opportunities. It is essential to communicate the value and benefits of collaborations using clearly and concise messages. It should be tailored to the specific type of company and industry you are targeting. It's essential to demonstrate a clear understanding of their needs and how MSCA projects can address those needs effectively.

Here is a structured scheme on how to prepare your approach to companies:

- **Introduction:** Start with a concise and engaging introduction that captures the company's attention.
- **Clear objectives:** Clearly state the objectives of MSCA projects and how the company's participation aligns with these goals. Ensure that the company understands the scope and expected contributions.
- **Benefits of collaboration:** Outline the specific benefits they can gain from participating in MSCA projects. Mention how their involvement can contribute to their strategic goals and objectives.
- **Evidence and success stories:** Share evidence of successful collaborations or inspirational stories from MSCA projects. Highlight outcomes, innovations, or advancements that resulted from these participations.
- **Intellectual Property:** Address concerns related to intellectual property (IP) and confidentiality, assuring them that their IP rights will be protected.
- **Address Concerns:** Be prepared to address any concerns or questions that corporate staff may have. Common concerns may include the time commitment, resources needed, Funding Schemes, IP rights, and how participation aligns with the company's objectives.
- **Support and resources:** Describe the support and resources you can provide to facilitate their participation in MSCA projects.

• Key Actors

Connect and collaborate with EEN coordinators and other EEN Staff in your region/country (See WhoisWho material developed under this WP), regional economic development agencies, chambers of commerce, business incubators, business association, clusters, technological platforms, innovation hubs and representatives of Ministry of Industry.

3. CORPORATIONS

Corporations are large, established companies that operate across various industries. They may have a global presence and substantial resources. Corporations are often characterized by their size, stability, and diversified portfolios. They can have complex organizational structures. Corporations in Europe play a vital role in the economy. They invest in research and development, engage in corporate social responsibility, and often collaborate with SMEs, startups, and academic institutions to drive innovation.

• Benefits for corporations

Access to top talent: MSCA Doctoral Networks and Postdoctoral Fellowships attract highly skilled doctoral candidates and postdoctoral researchers. COFUND projects participating as implementing/associated partners and MSCA Staff Exchanges projects help corporations to gain access to a pool of talented researchers who can contribute fresh perspectives and knowledge to their own research lines and innovative projects. Interaction with researchers from diverse academic backgrounds can foster creativity and lead to innovative approaches to problem-solving within the corporation.

Long-Term recruitment: Building relationships with talented postdoctoral researchers and doctoral candidates during their participation in the MSCA Doctoral Networks and Postdoctoral Fellowships and COFUND projects can facilitate future recruitment for corporations. These researchers may become valuable employees with a deep understanding of the company's values and objectives.

Research collaboration: Collaboration with academic institutions allows corporations to take advantage of cutting-edge research, technology, and expertise. They can work alongside leading researchers (supervisors) and promising researchers (doctoral candidates and postdoctoral researchers) to address specific challenges or explore innovative solutions relevant to their industry.

Training and skill development: Corporations can engage in training activities within Doctoral Networks, COFUND and Staff Exchanges projects to upskill their employees and stay updated on the latest research and technologies in their field.

Innovation and technology transfer: Corporations can benefit from the innovative ideas, technologies, and methodologies developed within the MSCA projects. These innovations can lead to improved products, processes, or services that enhance competitiveness.

International collaboration: MSCA projects involve researchers and entities from different countries. This international collaboration can help corporations expand their global

networks, gain insights into diverse markets, and establish collaborations with potential partners or customers abroad.

Enhanced reputation: Participation in MSCA projects can enhance a corporation's reputation as an innovative and research-driven company. This can be attractive to investors, customers, and potential employees.

Market insights: Collaboration with academia can provide corporations with insights into emerging trends, market dynamics, and consumer preferences that can inform their business strategies.

Support for Corporate Social Responsibility (CSR): Participation in MSCA projects can align with a corporation's CSR goals, demonstrating a commitment to research, education, and knowledge sharing.

• Benefits for MSCA projects

Real-World relevance: Corporate involvement can make MSCA projects more relevant to practical industry challenges and needs, ensuring that the research conducted has direct applications in the business world.

Access to industry experts: Doctoral and postdoctoral researchers may gain access to industry experts who can serve as supervisors, mentors or coaches, offering guidance, and providing valuable insights into the corporate world, enriching their research experience and employability.

Enhanced interdisciplinarity: Collaboration with corporations often involves interdisciplinary research, providing researchers with exposure to a broader range of skills and knowledge that can enrich their education. Doctoral and postdoctoral researchers may have the opportunity to work on real-world industry projects or case studies, gaining practical experience that complements their academic training.

Access to funding and resources: Corporations may provide additional funding, equipment, data, or resources that can improve the quality and scope of the research carried out in the MSCA project.

Employability and networking: Doctoral researchers involved in MSCA projects with corporates often have enhanced employability upon completing their PhD, as they are well-equipped with practical skills and industry connections. Collaboration with corporations can lead to networking opportunities for institutions and postdoctoral researchers, potentially opening doors to future career prospects in both academia and industry.

Enhanced publications, dissemination and exploitation: Collaborative research with corporations can lead to publications, patents, or innovative solutions that contribute to the academic and practical knowledge in the field. Research findings from MSCA projects with corporate partners can have a direct path to innovation and commercialization, potentially leading to the development of new products, services, or technologies.

Global perspectives: Corporate involvement can lead to international collaborations and exposure to global markets and trends, enriching the global perspective of the doctoral researchers.

Long-Term sustainability: By collaborating with corporations, MSCA projects may have a higher chance of long-term sustainability, as they can attract financial support from industry partners.

Addressing societal challenges: Many MSCA projects aim to address societal challenges. Corporate involvement can provide the resources and expertise needed to develop solutions that have a real impact on society.

Ethical and standardization: Corporations often bring ethical considerations and practical guidelines to research projects, ensuring that the research is conducted responsibly and in line with industry standards.

• How to attract Corporations

Information events: Organize information session and workshops that will help to present the opportunities and benefits of MSCA projects to corporations. These events can provide a platform for discussions, resolution of doubts, networking, and identifying common research interests. Invite industry experts as speakers to demonstrate the value of being part of a MSCA projects. These industry participants will indirectly encourage other companies to join new MSCA projects.

MSCA NCPs networking: Attend industry conferences, seminars, open innovation events, corporates days organized in your region or country. These events provide opportunities to meet corporate staff. Engage with industry/business associations and chambers of commerce to access their networks and promote MSCA calls.

Social media: Use online platforms like LinkedIn to connect with industry professionals and organizations. Maintain an informative and user-friendly website / blog that showcases information, best practices, success stories, inspirations stories and other remarkable aspects of MSCA. Highlight the outcomes, innovations, and benefits achieved through different MSCA projects.

Industry-Academia events: Join any industry, open innovation or matchmaking events organized in your region or country by the Enterprise Europe Network, this will help you to contact corporates and establish first contact to inform them about MSCA calls opportunities.

Brochures and marketing materials: Create professional brochures, leaflets, and presentations that highlight the benefits of collaborating in MSCA projects. Emphasize the advantages for corporates, such as access to top talent, research expertise, and potential innovation opportunities. It is essential to communicate the value and benefits of collaborations using clearly and concise messages. It should be tailored to the specific type of corporate you are targeting. It is essential to demonstrate a clear understanding of their needs and how MSCA projects can address those needs effectively.

Here is a structured scheme on how to prepare your approach to corporates:

- **Introduction:** Start with a concise and engaging introduction that captures the staff company's attention.
- **Clear objectives:** Clearly state the objectives of MSCA projects and how the company's participation aligns with these goals. Ensure that the corporate understands the scope and expected contributions.
- **Express interest and relevance:** Express interest in the corporate and its work. Highlight the relevance of MSCA projects to their industry or specific challenges.
- **Benefits of collaboration:** Outline the specific benefits they can gain from participating in MSCA projects. Mention how their involvement can contribute to their strategic goals and objectives.
- **Evidence and success stories:** Share evidence of successful collaborations or inspirational stories from MSCA projects. Highlight outcomes, innovations, or advancements that resulted from these participations.
- **Intellectual Property:** Address concerns related to intellectual property (IP) and confidentiality, assuring them that their IP rights will be protected.
- **Address Concerns:** Be prepared to address any concerns or questions that corporate staff may have. Common concerns may include the time commitment, resources needed, IP rights, and how participation aligns with the company's objectives.
- **Support and resources:** Describe the support and resources you can provide to facilitate their participation in MSCA projects.

• **Key Actors**

Connect with EEN coordinators and other EEN Staff in your region / countries (See WhoisWho material developed under this WP), regional economic development agencies, chambers of commerce, business incubators, business association, clusters, technological platforms, innovation hubs and representatives of Ministry of Industry.

4. PUBLIC ADMINISTRATION

Public Administration encompasses a wide range of institutions and organizations that are responsible for implementing and managing government policies, programs, and services. These institutions can vary by country and level of government from local, regional to national scale.

• **Benefits for Public Administration**

Access to cutting-edge research: MSCA projects involve high-quality research and innovation activities. Public administration can make use of this research to gain understandings and access to the latest advancements in various fields, which can be used in policy decisions and public services.

Capacity building and new skills: Public administration staff can participate in MSCA projects (mainly in Staff Exchanges projects), receiving training and expertise in specific areas. This can enhance the knowledge and skills of public servants, making them more efficient in their roles.

Innovation and knowledge transfer: Participating in MSCA projects focus on cutting-edge technologies and innovations, public entities and departments can learn about these innovations and potentially integrate them into public services, improving efficiency and effectiveness.

Networking opportunities and international collaboration: MSCA provide opportunities for public administration representatives to connect with researchers, policymakers, and other professionals from various backgrounds. These connections can be valuable for future collaborations and information exchange. MSCA projects imply international collaborations, allowing public administration to work with researchers and institutions from different countries. This can lead to cross-border sharing of knowledge and best practices.

Policy development: Research results from MSCA projects can be used as a basis for evidence-based policy making. Public administration can use the findings to develop and refine policies that address societal challenges and promote economic growth.

Promotion of open science: MSCA projects often emphasize open science principles, promoting the sharing of research data and results. Public administration can benefit from the increased availability of research outputs, which can inform decision-making.

Improved reputation: Active participation in MSCA projects can enhance the reputation of public administration agents. It demonstrates a commitment to research, innovation, and international collaboration, which can attract talent and investment to their regions and counties.

Alignment with EU policies: MSCA projects are aligned with the European Union's broader policy goals, such as the [European Research Area \(ERA\)](#) or the [New European Agenda for Innovation](#). Public administration involvement supports these policy objectives and contributes to regional and national development.

• Benefits for MSCA projects

Policy expertise: Public administration brings valuable policy expertise and insights to MSCA projects. They can help research agendas to align with societal needs and ensure that project outcomes and results are relevant to public policy objectives.

Regulatory Support: Public administration entities can assist in regulatory and legal aspects of research, development, and innovation, ensuring that projects comply with relevant laws and regulations. This support is crucial, especially in projects involving sensitive data or human subjects.

Data, resources and facilities: Public administration often has access to extensive datasets and resources that can be used for research purposes within MSCA projects. This data can be invaluable for researchers studying various topics. In addition, governmental entities may offer access to research facilities, laboratories, and infrastructure that can be beneficial for MSCA research activities.

Policy guidance: Public administration can provide guidance on how research outcomes can inform and influence public policies. This ensures that research has a practical impact on addressing societal challenges.

Dissemination, outreach and access to stakeholders: Public entities can assist in disseminating research findings to a broader audience, including policymakers, government agencies, and the general public. They can help ensure that research has a wider impact. They have connections with key stakeholders, including other government agencies, NGOs, and community groups. They can facilitate collaboration and access to relevant communities for research purposes.

Data Security and privacy: Public administration can provide expertise in data security and privacy, particularly in projects dealing with sensitive or confidential information.

Long-Term sustainability and monitoring: Governments can help ensure the sustainability of research outcomes by integrating them into ongoing policies and initiatives. Also, they can play a role in evaluating the effectiveness of MSCA projects in achieving their intended goals and impact on public policy.

• How to attract public administration

Information events: Organize information sessions and workshops that will help to present the opportunities and benefits of MSCA projects to public administration. These events can provide a platform for discussions, resolution of doubts, networking, and identifying common interests. It is important to involve in these sessions MSCA coordinators from the academic sector in order to provoke the initial contact between public administration and future MSCA project coordinators.

MSCA NCPs networking: Attend events organized by public administration, conferences, seminars, and other events organized in your region or country. These events provide opportunities to meet public administration representatives.

Social media: Use online platforms like LinkedIn to connect with public administration professionals. Maintain an informative and user-friendly website / blog that showcases information, best practices, success stories, inspirations stories and other remarkable aspects of MSCA. Highlight the outcomes, innovations, and benefits achieved through different MSCA projects.

Brochures and marketing materials: Create professional brochures, leaflets, and presentations that highlight the benefits of collaborating in MSCA projects. Emphasize the advantages for public administration, such as access to policy developments, capacity building for their staff, new collaborations, and international exposure. It is essential to communicate the value and benefits of collaborations using clearly and concise messages. It should be tailored to the specific type of company and industry you are targeting. It is essential to demonstrate a clear understanding of their needs and how MSCA projects can address those needs effectively.

Here is a structured scheme on how to prepare your approach to public administration:

- **Introduction:** Start with a concise and engaging introduction that captures the public administration attention.
- **Clear objectives:** Clearly state the objectives of MSCA projects and how the public administration aligns with these areas of activity. Ensure that the public administration representative understands the scope and expected contributions.
- **Benefits of collaboration:** Outline the specific benefits they can gain from participating in MSCA projects. Mention how their involvement can contribute to their activities and missions.
- **Evidence and success stories:** Share evidence of successful collaborations or inspirational stories from MSCA projects where public administration entities have successfully participated. Highlight outcomes that resulted from these participations.
- **Support and resources:** Describe the support and resources you can provide to facilitate their participation in MSCA projects.

• Key Actors

Connect with staff responsible of innovation, cultural, social departments from public administration entities as city councils, regional and national ministries, local and regional departments from police, transport authorities, port authorities,

5. OTHER ENTITIES FROM NON-ACADEMIC SECTOR

MUSEUMS

Museums are institutions dedicated to the collection, preservation, study, and exhibition of objects, artifacts, artworks, specimens of cultural, historical, scientific, or artistic significance. Museums play a vital role in education, research, and the dissemination of knowledge, as they provide a platform for the public to engage with and learn from the items on display. Museums can cover a wide range of subjects and can include art museums, history museums, science museums, natural history museums, and specialized museums focused on various topics. The primary purpose of a museum is both preserve and present valuable cultural and historical heritage for the benefit of current and future generations.

• Benefits for Museums

Access to Research Expertise: MSCA projects involve highly skilled researchers. Museums can benefit from their expertise in areas such as history, art, conservation, archaeology, or cultural heritage studies.

Funding Opportunities: Depending on the specific MSCA projects, museums may gain access to European Union funding, which can support research initiatives, exhibit development, and infrastructure improvements. MSCA projects will allow Museums to recruit and host highly skilled doctoral and postdoctoral researchers who can contribute to their current research lines.

Advanced Preservation Techniques: Collaborating with researchers in MSCA projects can provide museums with access to cutting-edge preservation and restoration techniques,

helping to extend the lifespan of artifacts and artworks. MSCA Staff Exchanges projects provide a unique opportunity to receive and send museum professionals and researchers to share their knowledge on these preservation techniques.

Enhanced Curation and Interpretation: Research conducted within MSCA projects can inform and enrich the curation and interpretation of museum exhibits, providing a deeper understanding of the historical and cultural context of the artifacts on display.

Collections Management: Researchers in MSCA projects can contribute to improved cataloguing, inventory management, and digitization of museum collections, making them more accessible to the general public and researchers.

Exhibition Development: Museums benefit from MSCA researchers to develop innovative and educational exhibitions that incorporate the latest research findings, attracting more visitors and engaging citizens.

Enhanced Reputation: The active participation in MSCA projects can enhance museum's reputation as a hub of cultural and historical knowledge and research, potentially attracting more donors, sponsors, and visitors.

• **Benefits for MSCA projects**

Research collections: Museums have extensive and diverse collections of artifacts, specimens, and artworks. These collections can serve as valuable resources for researchers in various fields, contributing to the generation of new knowledge.

Access to archives, cultural and historical heritage: Museums provide access to cultural and historical heritage, allowing researchers to study and analyse the past and present of societies, cultures, and environments. Many museums maintain archives and documentation related to their collections and exhibitions. Researchers can access these materials to support their work.

Data and Material Access: Museums can provide access to data, materials, and samples that are otherwise challenging to obtain. This can be especially beneficial for MSCA projects in fields like archaeology, palaeontology, and biodiversity.

Skilled expertise and staff: Museum staff, including curators, conservators, and educators, possess specialized knowledge and expertise in their respective fields. They can collaborate with researchers, providing guidance and insight to MSCA projects.

Interdisciplinary exposure: Museums facilitate interdisciplinary collaboration in MSCA projects by bringing together joint activities to researchers from diverse fields, such as history, anthropology, art history, and natural sciences.

Education, outreach and public engagement: Museums have educational and outreach programs that can be used to engage the general public with research findings but also bringing scientists closer to society. Researchers can collaborate with museums to disseminate their work to a broader audience. These entities are often hubs of public

engagement, hosting lectures, workshops, and events as the European Researchers Night that can help scientists communicate their work and gather public input.

Conservation and Preservation: Museums play a crucial role in conserving and preserving cultural and natural heritage. MSCA researchers can collaborate with museums to develop strategies for the long-term preservation of artifacts and specimens.

Cross-Cultural and international collaboration: Museums frequently engage in international collaborations, making them valuable partners for MSCA projects with cross-cultural or global research objectives.

• How to attract museums

Information events: Organize information session and workshops that will help to present the opportunities and benefits of MSCA projects to museums and cultural organizations. These events can provide a platform for discussions, resolution of doubts, networking, and identifying common research interests.

MSCA NCPs networking: Attend cultural and outreach events, such as the Museum Night, the European Heritage Days, Open-Door's days or the European Researchers Nights or scientific and outreach congresses organized in your region or country. These events provide opportunities to meet potential museums staff.

Social media: Use online platforms like LinkedIn to connect with museums professionals and organizations. Maintain an informative and user-friendly website / blog that showcases information, best practices, success stories, inspirations stories and other remarkable aspects of MSCA. Highlight the outcomes, innovations, and benefits achieved through different MSCA projects.

Cultural events: Join any cultural events organized in your region or country by museums, cultural association, art exhibitors, this will help you to contact different museums and entities related allowing you to inform them about MSCA calls.

Brochures and marketing materials: Create professional brochures, leaflets, and presentations that highlight the benefits of collaborating in MSCA projects. Emphasize the advantages for museums, such as access to talent, international cooperation, research expertise, or European funding opportunities. It is essential to communicate the value and benefits of collaborations using clearly and concise messages. It should be tailored to the specific type of company and industry you are targeting. It is essential to demonstrate a clear understanding of their needs and how MSCA projects can address those needs effectively.

Here is a structured scheme on how to prepare your approach to museums:

- **Introduction:** Start with a concise and engaging introduction that captures the museums attention.
- **Clear objectives:** Clearly state the objectives of MSCA projects and how museums participation aligns with these goals. Ensure that the museums understand the scope and expected contributions.

- **Benefits of collaboration:** Outline the specific benefits they can gain from participating in MSCA projects. Mention how their involvement can contribute to their strategic goals and objectives.
- **Evidence and success stories:** Share evidence of successful collaborations or inspirational stories from MSCA projects. Highlight outcomes, innovations, or advancements that resulted from these participations.
- **Support and resources:** Describe the support and resources you can provide to facilitate their participation in MSCA projects.

• Key Actors

Contact with museums' outreach or public engagement departments, cultural associations and other cultural-related groups. Many Museums depend on National Research Councils or directly are part of Ministries of Culture at national or regional level.

HOSPITALS

Hospitals are specialized medical facilities or institutions that provides a wide range of healthcare services, medical treatment, and patient care. Hospitals are equipped with medical staff, including doctors, nurses, and support personnel, as well as medical equipment and technology to diagnose, treat, and care for individuals with various medical conditions and illnesses. They serve as essential hubs for medical services and can vary in size and specialization, from small community hospitals to large, highly specialized medical centres. Their primary mission is to promote health, provide medical treatment, and offer a safe and structured environment for patients in need of medical attention.

• Benefits for Hospitals

Talent Attraction: Participation in MSCA projects can make hospitals more attractive to top medical and research talent. This can help in recruiting and retaining skilled healthcare professionals and researchers.

Collaborative Research Opportunities: MSCA projects facilitate collaboration between hospitals, universities, research institutions, and other healthcare actors. This can lead to joint research initiatives that address complex medical challenges.

Innovation in Healthcare: Hospitals can benefit from innovative ideas and technologies developed within MSCA projects to improve patient care, medical procedures, and overall healthcare practices.

Interdisciplinary Collaboration: MSCA projects often involve researchers from diverse backgrounds. This interdisciplinary collaboration can lead to a more holistic approach to healthcare and medical research.

International Networking: Hospitals can expand their international network by collaborating with researchers, healthcare professionals, and institutions from different countries. This can facilitate knowledge exchange and new opportunities for international research partnerships.

Patient Benefits: The research conducted in MSCA projects can lead to medical breakthroughs, new treatment options, and improved patient outcomes, directly benefiting the hospital's patient population.

• Benefits for MSCA projects

Clinical expertise: Hospitals are hosting a vast range of clinical expertise, including medical professionals, nurses, and healthcare researchers. Their knowledge and experience can be invaluable for MSCA projects related to healthcare, medicine, and public health.

Patient data and samples: Hospitals have access to patient data, medical records, and biological samples (e.g., blood, tissues) that can be used for research purposes. This data and these samples can be crucial for medical and scientific investigations.

Clinical trials: Hospitals conduct clinical trials and studies. Researchers can collaborate with hospitals to recruit participants, carry out clinical trials, and collect data for MSCA projects focused on medical interventions and treatments.

Innovative equipment: Hospitals typically have advanced medical equipment and facilities, such as imaging devices, laboratories, and surgical suites. Researchers can access and utilize these resources for their experiments and investigations.

Healthcare Infrastructure: Hospitals contribute to the overall healthcare infrastructure of a region or country, and their participation in MSCA projects can have a positive impact on healthcare systems and services.

Access to diverse patient populations: Hospitals serve diverse patient populations, providing opportunities for researchers to study various medical conditions and diseases across different demographic groups.

Ethical expertise: Hospitals have established ethical review boards and protocols for research involving human subjects. Researchers can benefit from the ethical oversight and guidance provided by hospitals to ensure the responsible conduct of research.

Clinical validation: Hospitals can assist in the validation and testing of research findings in real clinical settings. This is particularly important for projects aiming to translate scientific discoveries into practical medical applications.

Medical training and education: Healthcare sector offers training and education programs for medical professionals and researchers. MSCA fellows can benefit from these programs to enhance their clinical knowledge and skills.

Public Health Initiatives: Hospitals are often involved in public health initiatives, making them suitable partners for MSCA projects focused on public health research, epidemiology, and healthcare policy.

Collaboration with healthcare professionals: Collaboration with healthcare professionals in hospitals can lead to the development of innovative healthcare solutions and the improvement of patient care.

Data Management and Analysis: Hospitals can provide support for data management and analysis, ensuring that research data is handled securely and in compliance with data protection regulations.

Translation of Research into Practice: Hospitals can help bridge the gap between research and clinical practice by facilitating the implementation of research findings in patient care.

• How to attract Hospitals

Information events: Organize information session and workshops that will help to present the opportunities and benefits of MSCA projects to hospitals and other entities from the healthcare sector. These events can provide a platform for discussions, resolution of doubts, networking, and identifying common research interests. Invite healthcare professionals with MSCA experience as speakers to demonstrate the value of being part of MSCA projects.

MSCA NCPs networking: Attend health conferences, health platforms meetings, seminars and Horizon Europe Health Info sessions, also participate in health trade shows organized in your region or country. These events provide opportunities to meet potential health sector participants. Engage with National Contact Points from Cluster 1 Horizon Europe.

Social media: Use online platforms like LinkedIn to connect with industry professionals and organizations. Maintain an informative and user-friendly website / blog that showcases information, best practices, success stories, inspirations stories and other remarkable aspects of MSCA. Highlight the outcomes, innovations, and benefits achieved through different MSCA projects.

Health events: Join any health or matchmaking events organized in your region or country by the Enterprise Europe Network, this will help you to contact different healthcare professionals and inform them about MSCA calls.

Brochures and marketing materials: Create professional brochures, leaflets, and presentations that highlight the benefits of collaborating in MSCA projects. Emphasize the advantages for hospitals and healthcare sector, such as access to top talent, research expertise, and potential innovation opportunities and international cooperation. It is essential to communicate the value and benefits of collaborations using clearly and concise messages. It's essential to demonstrate a clear understanding of hospitals needs and how MSCA projects can address those needs successfully.

Here is a structured scheme on how to prepare your approach to hospitals:

- **Introduction:** Start with a concise and engaging introduction that captures the hospital staff's attention.
- **Clear objectives:** Clearly state the objectives of MSCA projects and how the hospital participation aligns with these goals. Ensure that the hospital staff understands the scope and expected contributions.

- **Benefits of collaboration:** Outline the specific benefits they can gain from participating in MSCA projects. Mention how their involvement can contribute to their strategic goals and objectives.
- **Evidence and success stories:** Share evidence of successful collaborations or inspirational stories from MSCA projects. Highlight outcomes, innovations, or advancements that resulted from these participations.
- **Intellectual Property:** Address concerns related to intellectual property (IP) and confidentiality, assuring them that their IP rights will be protected.
- **Address Concerns:** Be prepared to address any concerns or questions that corporate staff may have. Common concerns may include the time commitment, resources needed, Funding Schemes, IP rights, and privacy related issues.
- **Support and resources:** Describe the support and resources you can provide to facilitate their participation in MSCA projects.

• Key Actors

Connect and collaborate with EEN coordinators and other EEN Staff in your region / countries (See WhoisWho material developed under this WP). Health sector is one of the priorities for the EEN with an active Thematic Group. Other actors that should be contact and involve are Ministries of Health (National and Regional), Health Foundations, European and National Health Platforms, Patients Associations, and other health-related organizations.

NON-GOVERNMENTAL ORGANIZATIONS (NGOs)

Non-Governmental Organizations (NGOs) are private, non-profit entities that operate independently of government control. They are established by individuals, groups, or associations to address a wide range of social, environmental, humanitarian, and developmental issues. NGOs are distinct from public administration, as they are not part of the government, and they differ from for-profit businesses because they do not aim to generate profits for their owners or stakeholders. Instead, their primary focus is on advancing the common good, promoting social change, and providing services or advocacy for various causes.

Benefits for NGOs

Access to Funding: MSCA projects can provide funding opportunities for research and innovation activities. NGOs can secure financial support to carry out projects related to their mission, whether it's in areas of social development, humanitarian aid, or environmental conservation.

Capacity Building: Participation in MSCA projects allows NGOs to enhance their organizational and research capabilities. They can gain expertise and training in various research methodologies, data analysis, and project management, which can be applied to their future initiatives. NGOs can engage in training activities within Doctoral Networks, COFUND and Staff Exchanges projects to upskill their employees and stay updated on the latest research and technics in their field.

Networking Opportunities and visibility: MSCA projects involve together academic institutions, research centres, and other entities from different countries. This provides NGOs with a valuable opportunity to expand their professional networks increase their visibility, exchange knowledge, and establish partnerships that may lead to future collaborations. By participating in MSCA Projects, NGOs can engage in cross-border research and establish their presence on the global stage. This can enhance their credibility and reputation, potentially attracting more international donors and partners.

• Benefits for MSCA projects

Fieldwork and local expertise: NGOs have in-depth knowledge of local communities and the specific issues they address. This expertise is crucial for research projects requiring fieldwork and insights into specific contexts.

Humanitarian projects and access to vulnerable populations and communities: NGOs often operate in humanitarian and development contexts. They can collaborate on projects related to disaster response, humanitarian aid, and sustainable development. NGOs working with marginalized or vulnerable populations can collaborate and join MSCA Projects offering this access to these populations for studies involving social inclusion, healthcare, education, and more. They can help researchers establish relationships with communities, build trust, and facilitate research participation by accessing to data collection through surveys, interviews, and other research methods, especially in regions where they have a presence.

Policy expertise: Many NGOs are involved in advocacy efforts and policy development. Their expertise can be available for research projects with policy implications, helping researchers understand the real-world impact of their work. NGOs can support participatory research approaches, involving community members in the research process, which can lead to more inclusive and impactful research outcomes.

Access to resources and data: NGOs may have access to resources such as facilities, equipment, and transportation that can benefit research activities. They can facilitate data sharing and exchange between researchers and communities, fostering transparency and collaboration. NGOs may offer training and capacity-building programs for researchers and community members, enhancing local research capabilities.

Cross-Cultural competence: NGOs working in diverse cultural settings can help researchers navigate cultural differences and challenges, ensuring respectful and effective research.

Ethical considerations: NGOs often have established ethical guidelines and protocols for working with vulnerable populations. Researchers can benefit from their ethical expertise to ensure the responsible conduct of research.

• How to attract NGOs

Information events: Organize information session and workshops that will help to present the opportunities and benefits of MSCA projects to NGOs. These events can provide a

platform for discussions, resolution of doubts, networking, and identifying common research interests.

MSCA NCPs networking: Attend NGOs conferences, third-sector annual conferences, seminars, organized in your region or country. These events provide opportunities to meet NGOs representative and staff.

Social media: Use online platforms like LinkedIn to connect with NGOs professionals and organizations. Maintain an informative and user-friendly website / blog that showcases information, best practices, success stories, inspirations stories and other remarkable aspects of MSCA. Highlight the outcomes, innovations, and benefits achieved through different MSCA projects.

Third-Sector events: Join any third-sector conference, congress or fair organized in your region or country by the Enterprise Europe Network, this will help you to contact NGOs representatives and establish first contact to inform them about MSCA calls opportunities.

Brochures and marketing materials: create professional brochures, leaflets, and presentations that highlight the benefits of collaborating in MSCA projects. Emphasize the advantages for NGOs, such as access funding, capacity building and international collaboration opportunities. It is essential to communicate the value and benefits of collaborations using clearly and concise messages.

• **Key Actors**

In order to involve NGOs it is needed to establish contact with Founders and Board of Directors, NGOs Staff and Volunteers and scout NGOs accredited by EU organizations and the [Council of Europe](#). Ministry of Social Affairs and International Cooperation Agencies.

6. INFOGRAPHICS

APPROACHING NON-ACADEMIC SECTOR – SMES, SPIN-OFFS & START-UPS

BENEFITS FOR SMES



Talent Attraction



Access to Funding



Access to Cutting-Edge Research



Network Opportunities

HOW TO ATTRACT SMES



Information Events



MSCANCPs Networking



Social Media



Industry-Academia Events



Brochures and Marketing

BENEFITS FOR MSCA PROJECTS



Industry Exposure



Access to Real-World Challenges



Access to data and facilities



Employability

KEY ACTORS



EEN Advisors



Innovation Agencies



Regional and National Ministries



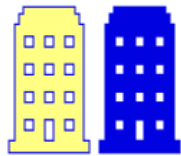
Chambers of Commerce



Business Associations

APPROACHING NON-ACADEMIC SECTOR – CORPORATIONS

BENEFITS FOR CORPORATIONS



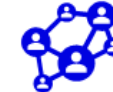
Talent Attraction



Access to Funding

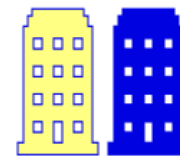


Access to Cutting-Edge Research



Network Opportunities

HOW TO ATTRACT CORPORATIONS



Information Events



MSCANCPs Networking



Social Media



Industry-Academia Events



Brochures and Marketing

BENEFITS FOR MSCA PROJECTS



Industry Exposure



Access to Real-World Challenges



Access to Data and Facilities



Employability

KEY ACTORS



EEN Advisors



Innovation Agencies



Regional and National Ministries



Chambers of Commerce



Business Associations

APPROACHING NON-ACADEMIC SECTOR – PUBLIC ADMINISTRATION

BENEFITS FOR PUBLIC ADMINISTRATION



Access to Cutting-Edge Research



Capacity Building



Policy Development



Network Opportunities

HOW TO ATTRACT PUBLIC ADMINISTRATION



Information Events



MSCANCPs Networking



Social Media



Brochures and Marketing

BENEFITS FOR MSCA PROJECTS



Policy Expertise



Regulatory Support



Long-term Sustainability



Data, Resources and Facilities

KEY ACTORS



Innovation Agencies



Regional and National Ministries



City Council departments



Local authorities

APPROACHING NON-ACADEMIC SECTOR – MUSEUMS

BENEFITS FOR MUSEUMS



Access to Research Expertise



Access to Funding



Preservation and Collections Management



Enhanced Reputation



Network Opportunities

HOW TO ATTRACT MUSEUMS



Information Events



MSCANCPs Networking



Social Media



Cultural Events



Brochures and Marketing

BENEFITS FOR MSCA PROJECTS



Research Collections



Cultural Heritage



Interdisciplinary exposure



Education and Public Engagement

KEY ACTORS



Museums



National Research Councils



Ministries of Culture



Cultural Associations

APPROACHING NON-ACADEMIC SECTOR – HOSPITALS

BENEFITS FOR HOSPITALS



Talent Attraction



Access to Funding



Innovation in Healthcare



Patients benefits



International Networking

HOW TO ATTRACT HOSPITALS



Information Events



MSCANCPs Networking



Social Media



Health Events



Brochures and Marketing

BENEFITS FOR MSCA PROJECTS



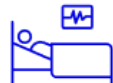
Clinical expertise and trials



Healthcare infrastructure



Medical training and education



Patient data and sample

KEY ACTORS



EEN Advisors



Innovation Agencies



Regional and National Health Ministries



Biomedical Foundations



Healthcare Associations

APPROACHING NON-ACADEMIC SECTOR – NGOs

BENEFITS FOR NGOs



Access to Funding



Capacity Building



Visibility



Network Opportunities

HOW TO ATTRACT NGOs



Information Events



MSCANCPs Networking



Social Media



Third-Sector Events



Brochures and Marketing

BENEFITS FOR MSCA PROJECTS



Fieldwork and Local Expertise



Humanitarian Projects



Policy Expertise

Access to Communities



Ethical Considerations

KEY ACTORS



NGOs Staff



International Cooperation Agencies



Ministries of Social Affairs



European Organizations