

*Marie
Skłodowska-Curie
Actions*



30
years

*Curiosity that changes
the world*



MSCA30 Campaign

Narrative and messages
per target audience

“

This campaign seizes the occasion of MSCA's 30 Years celebrations to communicate the tangible impact MSCA creates for the EU – and make its differentiated added value clear.

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Key Objectives

1. Increasing awareness and recognition of the MSCA's impact
2. Showcasing the MSCA's impact on research excellence, scientific careers, and Europe's global competitiveness in research and innovation
3. Mobilizing and engaging the global MSCA community, including researchers, alumni, universities, businesses, and policymakers

Primary target audiences

1. EU and national policymakers
2. Business sector
3. MSCA community

Key messaging

The MSCA has supported and encouraged scientific curiosity for 30 years

MSCA researchers' curiosity changes the world through innovation

This MSCA-sparked innovation makes a positive impact

30 years
Curiosity that changes the world

Secondary messaging

The campaign's secondary messaging builds on the key messaging to show MSCA's added value.

This 'umbrella messaging' (Slide 7) is aimed at policymakers but is also the overarching messaging that speaks to all three audiences by focussing on shared benefits and a shared goal.

For specific messaging aimed at the Business sector and the MSCA Community, see slides 9-13.

Umbrella/policymaker-specific messaging

- **MSCA has supported over 150 000 researchers**, boosting Europe's research excellence and competitiveness.
- **MSCA attracts, develops and retains research talent in Europe.**
- **MSCA fosters researchers' curiosity through bottom-up excellence**, turning ideas into cutting-edge innovation.
- MSCA is built on openness and excellence — **connecting researchers across borders, disciplines and sectors.**
- MSCA equips researchers to **drive innovation and collaboration between research and industry** in Europe.
- **MSCA delivers on EU priorities** by generating the research and evidence needed to address today's challenges.

Policymaker-specific call-to-actions (CTAs)



While we address policymakers with the overarching umbrella messaging, this audience requires specific CTAs.

Choose the CTA that you best think best appeals to your particular policymaker contacts

- **Make the case for MSCA** – and how research curiosity benefits citizens' everyday lives.
- **Back increased investment** in MSCA for Europe's long-term competitiveness.
- **Support the next generation of researchers** and call for stronger MSCA funding.
- **Be a voice for MSCA success stories** in national and EU policy debates.
- **Promote MSCA's impact** and role in attracting and retaining top research talent in Europe.
- **Speak up for MSCA curiosity-driven research** funding as a driver of scientific progress.

Business sector-specific messaging

➔ **Goal:** Show the many benefits of participating in MSCA and how to get involved

- For 30 years, MSCA has enabled **businesses and SMEs to access highly skilled research talent.**
- MSCA offers **flexible ways for companies to engage with research.**
- MSCA offers **high added value for businesses with minimal red tape.**
- MSCA helps **SMEs transform research into practical solutions**, boosting competitiveness.
- MSCA **strengthens industry–academia collaboration**, helping research results move faster from lab to market.

Business-specific call-to-actions (CTAs)



Choose the CTA that you best think best appeals to your particular business contacts

- **Discover** how your business can access and host an MSCA-funded top research talent.
- **Explore opportunities** to collaborate with MSCA-funded researchers across Europe and beyond.
- **Get involved with MSCA** to innovate faster and turn research into practical business solutions.
- **Partner with academia through MSCA** and strengthen your company's research and innovation capacity.
- **Learn how** MSCA can support your competitiveness with minimal administrative and financial burden.

MSCA community-specific messaging



Goal: *Recognise MSCA community and their achievements, celebrate with them, encourage sharing of the campaign and foster deeper engagement*

- **MSCA's curiosity-driven spirit fuels discovery and helps prepare Europe for the future.**
- **MSCA alumni** shape science, innovation and society worldwide, acting as **ambassadors for research excellence**.
- **Europe is proud of the MSCA community**, which delivers knowledge, skills and impact for Europe.

MSCA Community-specific call-to-actions (CTAs)



Choose the CTA that you best think best appeals to your particular MSCA Community contacts

Targeting the MSCA community in general: personal story and impact focus

- **Celebrate MSCA's 30th anniversary and community by sharing** stories of success and impact.
- **Highlight MSCA's impact** on citizens' daily lives and contribute to an MSCA legacy of research excellence, breakthroughs, skills development and innovation boost.
- **Join the MSCA 30th anniversary conversation** on and offline and show how the MSCA community shapes science, society and Europe's future.

MSCA Community-specific call-to-actions (CTAs)



Choose the CTA that you best think best appeals to your particular MSCA Community contacts

Targeting MSCA fellows: personal story and impact focus

- **Share your MSCA journey story** and join the MSCA's 30th anniversary celebration.
- **Showcase how curiosity-driven** research makes a lasting impact on young researchers' careers.
- **Become an ambassador** for curiosity-driven research excellence.
- **Tell us: What is your wish for MSCA's** next chapter?

MSCA Community-specific call-to-actions (CTAs)



Choose the CTA that you best think best appeals to your particular MSCA Community contacts

Targeting MSCA networks (NCPs):

focus on impact

- **Mobilise your networks!**
- **Engage with your community!**
- **Share your experience/MSCA** stories and spotlight successes from national organisations, regions, and countries.
- **Be a voice** for MSCA success stories in national policy debates.

MSCA Community-specific call-to-actions (CTAs)



Choose the CTA that you best think best appeals to your particular MSCA Community contacts

Targeting MSCA networks (PCs):

focus on impact

- **Engage policymakers:** share evidence and stories of MSCA impact in your region and country.
- **Be a voice** for MSCA success stories in national policy debates.

MSCA Community-specific call-to-actions (CTAs)



Choose the CTA that you best think best appeals to your particular MSCA Community contacts

Targeting MSCA networks (MCAA): focus on community building and impact

- **Activate your partnerships.**
- **Capitalise** on established partnerships and flagship events.
- **Invite your members to share their MSCA stories, spotlight successes** from your organisation, region and country.
- **Mobilise your network and engage policymakers:** share evidence and stories of MSCA impact, build alliances, and champion increased investment in MSCA.
- **Be a voice** for MSCA success stories in national and EU policy debates.

MSCA Community-specific call-to-actions (CTAs)



Choose the CTA that you best think best appeals to your particular MSCA Community contacts

Targeting MSCA supervisors:

focus on community building and impact

- **Tell us how your mentorship has made a difference** for PhD students, early-career researchers, your team, and your institution and wider community.
- **Engage managers in academia and local policymakers:** share evidence and stories of the MSCA's impact on skills and career development, talent attraction and retention, your organisation, region and country.

Campaign overview

Owned

- Social media - for all 3 audiences
- Interactive Anniversary web page - for all 3 audiences
- Communication toolkit - for MSCA stakeholders

Shared

- Mobilising Networks - for policymakers and businesses

Earned

- Science communicators engagement - for policymakers and MSCA community –
- MSCA Actions for SMEs (events) - for businesses

Paid

- Social media boosting - for policymakers and businesses
- Paid media partnerships - for policymakers and businesses
- Influencer partnership for audio episode - for all 3 audiences

Campaign overview

Preparation
(Dec-Jan)



Launch
(Jan-Mar)

Peak
(Apr-Sept)

Forward-looking
(Oct-Dec)

- Introduce toolkit – first outreach towards all stakeholders, including media and content creators
- Networks surveying: feedback on shared toolkit and updates based on this
- Start of outreach and engagement with content creators, pitching content and coordinating paid media partnerships (5)
- Social media posting, outreach to the Fellow of the month series participants for video creation possibilities
- First and second iterations of website go live
- Initial tranches of success stories launched on webpage, begin to be shared on social media and in toolkit

Campaign overview

Preparation
(Dec-Jan)

Launch
(Jan-Mar)



Peak
(Apr-Sept)

Forward-looking
(Oct-Dec)

- Final tranches of success stories launched in alignment with key events and progressively shared on social media
- Second batch of toolkit materials released – stakeholder outreach (May)
- Press and policy windows: June HLE + Nov Presidency Conference
- Science communicators engagement – national push with stakeholders
- Influencer engagement, launch of the 6-episode podcast series (Sept)
- Paid media partnerships implementation
- Third batch of toolkit materials released – stakeholder outreach (Sept)

Campaign overview

Preparation
(Dec-Jan)

Launch
(Jan-Mar)

Peak
(Apr-Sept)



Forward-looking
(Oct-Dec)

- Fourth batch of toolkit materials released - Wrap-up materials – stakeholder outreach
- Earned media partnership implementation



Main links

(webpage, interactive publication, MSCA LinkedIn, podcasts)

<https://marie-sklodowska-curie-actions.ec.europa.eu/30-anniversary>

<https://www.linkedin.com/company/mscactions>



Thank you

