

MSCA GLOPOL

Marie Skłodowska-Curie Actions Global Cooperation: Policy Enhancement and Strategic Promotion

Project deliverable

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Coordinated Promotion Plan



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2. Glossary and acronyms

Table 1: Glossary of terms and acronyms

Term/Acronym	Definition
ASEAN	Association of Southeast Asian Nations
AU	African Union
CMPG	Coordinated MSCA Promotion Group
CPP	Coordinated Promotion Plan
DG EAC	Directorate-General for Education, Youth, Sport and Culture
DN	Doctoral Networks
EaP	Easter Partnership Countries
HE	Horizon Europe
HEI	Higher Education Institution
LAC	Latin America and the Caribbean
MCAA	Marie Curie Alumni Association
MedPar	Mediterranean Partner Countries
MS	Member States
MSCA	Marie Skłodowska-Curie Actions
NCP	National Contact Points
PF	Postdoctoral Fellowships
RISE	Research and Innovation Staff Exchange
RLO/RL	Regional Liaison Officer
RPO	Research Performing Organisation
SA	South Africa
SE	Staff Exchanges
SME	Small and medium-sized enterprises
WBC	Western Balkan Countries

3. Document history

Table 2: Document history

Version	Date	Author(s)	Changes
V0.01	15.11.2025	Cristina Gómez	Initial draft creation
V0.02	22.12.2025	Cristina Gómez	Initial version prepared with RLOs contributions to be checked by MCAA
V0.03	29.12.2025	Cristina Gómez	Second version with all final sections of the deliverable compiled, for quality assurance check
V1.0	02.01.2026	Cristina Gómez	Final version prepared for submission after quality assurance. All sections complete.
V1.1	02.03.2026	Cristina Gómez	Second final version prepared for RLOs revision.
V2.0	13.03.2026	Cristina Gómez	Second final version sent for submission after internal review. All sections complete

4. Executive summary

This executive summary outlines the **purpose and key points** for MSCA-GLOPOL's deliverable, "D.3.1. Coordinated Promotion Plans". The aim of this deliverable is to show how local MSCA stakeholders will coordinate their promotional activities through the Coordinated MSCA Promotion Groups in each geography.

MSCA - GLOPOL aims to have efficient promotion of MSCA cooperation opportunities. This is achieved through the coordination of local MSCA info relays, that together identify coordinated promotion plans for each country and region. An equally integral objective of WP3 of the project is to determine the direct participation of the project team in external events as well as organising flagship MSCA promotion and training sessions.

4.1. Creation of Coordinated MSCA Promotion Groups

The creation of Coordinated MSCA Promotion Groups (CMPGs) across the countries and regions covered by the project serves as a core mechanism to bring together the main actors involved in the promotion of the Marie Skłodowska-Curie Actions (MSCA). The objective is to ensure coordinated efforts among stakeholders, maximise synergies, and avoid overlaps in promotional activities.

Across the different geographies, several key stakeholders are commonly represented in the CMPGs. These typically include:

- **EURAXESS representatives** at country or regional level
- **Representatives of EU Delegations**
- **Members of the Marie Curie Alumni Association (MCAA)** chapters (where available)
- **MSCA National Contact Points (NCPs)** (where available)
- **Umbrella organisations**, such as associations of universities, research councils, and funding agencies

The composition and size of the CMPGs vary considerably across regions. Based on the number of participating institutions, the following categories can be identified:

- **Small CMPGs (2–3 members):** China
- **Medium CMPGs (5–8 members):** Japan, Korea, India, Canada, Australia, New Zealand, Switzerland, USA
- **Large CMPGs (10+ members):** Africa Union/South Africa (AU/SA), ASEAN, Eastern Partnership (EaP), Mediterranean Partner Countries (MedPar), Western Balkans (WBC)
- **Very large CMPGs (20+ members):** Latin America and the Caribbean (LAC)

These variations in size and institutional composition reflect differences in the number of actors currently engaged in MSCA promotion across the countries and regions, as well as their willingness and institutional capacity to participate in the initiative.

For example, in **China**, where the CMPG currently consists of only two institutions (EURAXESS China and the MCAA), the inclusion of representatives from universities or research centres would require formal administrative procedures that are difficult to implement within the framework of the project.

By contrast, the LAC CMPG represents the largest group, composed primarily of NCPs and funding agencies. Individual universities are not currently included but will be targeted through subsequent outreach activities.

One of the objectives of the MSCA-GLOPOL project is to strengthen coordination among MSCA promotional stakeholders and gradually expand the CMPG membership over the course of the project. To further enhance coordination with the European Commission, it has also been agreed to invite respective **MSCA Desk Officers from DG EAC** to participate in the next meeting of all CMPGs, scheduled for April–May 2026.

The initial CMPG meetings focused on three main objectives:

1. **Mapping existing promotional actors** and reviewing their current MSCA promotion activities
2. **Identifying challenges and gaps**, including limited awareness of MSCA opportunities, the absence of structured support systems in some countries, structural barriers to participation, and fragmented engagement of relevant stakeholders
3. **Identifying priority promotional actions**, including events to organise or participate in at national or regional level

Detailed information on the CMPGs established in each of the 26 geographies covered by MSCA-GLOPOL is presented in Section 5 of this deliverable.

4.2. Promotional activities at country/region level

MSCA-GLOPOL promotional activities will aim to support the policy aims of the project, namely to strengthen the institutional participation in the 26 targeted geographies, understanding where the challenges remain and allowing for a promotion that can reduce participation barriers.

To do so, a set of priority objectives for each country/region has been recently set up and approved (D1.1), and might be revisited during the project lifetime. While this alignment takes place (promotion focused on policy objectives), this Year 1 promotional plan (June 2025 – May 2026) will remain more generic, with an ongoing effort to identify and collaborate with the main promotional stakeholders as well as raising awareness of the main collaborative MSCA Actions: Doctoral Networks and Staff Exchanges.

During the CMPG meetings, a choice of activities was made, based on initial events identification. Raising awareness through participation at existing events is an efficient and cost-effective way of promotion, nevertheless, it has not always been possible to identify major ongoing events in the target regions, and in many cases the RLs are co-organising them, together with NCPs, EURAXESS Worldwide and/or MCAA.

As established in the proposal, this is the planning of events per year.

For the 20 MSCA-GLOPOL countries: 1 in-person event + 3 virtual events.

For the 6 regions:

- For those with no specific country with bilateral agreement (i.e. ASEAN and WBC), 1 in-person flagship event + 3 virtual promotional activities will be delivered

- For those including countries with bilateral agreements (i.e. AU, EaP, LAC, MedPar) only 1 in-person flagship event will be delivered, allowing for the online sessions to cover a region perspective if feasible.
- The 6 regional activities expected per year are distributed between MCAA and PRACSIS, with Year 1 as follows: PRACSIS events: ASEAN, MedPar, EaP / MCAA events: LAC, AU, WBC

In order to ensure efficiency of resources and not to overload potential speakers with several requests (i.e. MSCA National Contact Points and DG EAC Desk Officers), some of the online events for different countries will be merged, always considering their eligibility status (i.e. Algeria, Morocco and Jordan online events can take place together in the MedPar Region, and Mexico and Chile in the LAC region).

At the date of the report, a total of 15 events have been carried out from June to December 2025 (M1-M7) and 14 in January and February 2026 (M8-M9) (see list in Annexes 1 and 2). The largest number of events is planned between March and May 2026, with 18 out of 20 countries reaching up to three and four activities. Nevertheless, full implementation might not be reached due to several reasons:

- A late start of the promotional activities, with the CMPG meeting for the first time in the months of November - December 2025 and promotional activities being executed mainly in the five initial months of 2026.
- Geopolitical reasons affecting the identification and delivery of onsite events in certain countries/regions, such as Ukraine and Jordan. The recent escalation of war in the Middle East makes it difficult to carry out activities in the area and the regional flagship events for the Mediterranean partner countries and Eastern Partnership countries might need to be pushed to Year 2 or follow an online/hybrid format.
- In the case of Switzerland, this first period of the project has been more focused on policy aspects, restricting the promotion activities towards MSCA COFUND and DN exclusively.
- Difficulties to identify relevant online events and fora for MSCA promotion in the Western Balkans, where so far only the regional flagship event will take place.

4.3. Activities at Central Management level

Activities at **Central Management level** are also envisaged. The MSCA-GLOPOL project will deliver a comprehensive annual training program consisting of **two global online sessions**, each offered twice, at two different time zones to ensure accessibility across all 20 partner countries and 6 regions. The full spectrum of needs identified in this Deliverable include:

- Training on a foundational overview of all MSCA actions combined with hands-on training on essential tools including the Funding and Tenders Portal, MSCA Dashboard, and matchmaking platforms
- Training addressing MSCA Staff Exchanges with particular attention to intersectoral collaboration and funding eligibility;
- Training covering building successful Doctoral Networks with emphasis on consortium development and partnership strategies;
- Training focusing on hosting MSCA Global Fellowships for institutions and supervisors.

The training architecture will address diverse stakeholder needs through specialised sessions, always having in mind the perspective of potential MSCA applicants. Each session will be tailored to specific regional priorities while maintaining relevance across all geographies, serving academic institutions, non-academic partners, researchers, and support organisations.

The **Best Practice Forum training strategy** addresses concrete capacity gaps identified among MSCA promotional actors across MSCA-GLOPOL's 20 partner countries and 6 regions, targeting NCPs, EURAXESS representatives, MCAA members, institutional support staff, and the broader research community.

While training needs vary by regional maturity, the following universal themes emerge: understanding MSCA actions and participation pathways (particularly Staff Exchanges and Doctoral Networks); proposal development and writing; administrative and financial competencies; partner search and consortium building; and cross-cutting EU policy requirements (Open Access, Data Management Plans, ethics approval, and Gender Aspects).

MSCA-GLOPOL will deliver two annual online training sessions, that will be repeated twice, to ensure accessibility across all 20 partner countries and 6 regions. The sessions will be conducted through a modular approach combining universal core content with regional customization.

These sessions will leverage regional expertise through involvement of local and European NCPs, successful MSCA fellows, and expert evaluators. Furthermore, the sessions will incorporate interactive elements for peer learning, and implement pre- and post-session assessments to ensure content adaptation and continuous improvement in building sustainable MSCA support systems globally.

This **Coordination Promotion Plan (CPP)** ensures that MSCA-GLOPOL achieves broad, measurable awareness across its target geographies. Through coordinated action, stakeholder engagement, and consistent visibility, the plan intends to contribute directly to:

- Enhanced participation in MSCA calls.
- Strengthened international cooperation networks.
- Increased alignment between EU and regional R&I priorities.
- Long-term sustainability of MSCA outreach beyond the project's lifecycle

MSCA-GLOPOL is funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the Research Executive Agency (granting authority). Neither the European Union nor the granting authority can be held responsible for them.

5. Coordinated Promotion Plans (CPP) for countries and regions

The different Regional Liaison Officers conducted the initial meetings with their CMPG during the months of November and December 2025, to align needs and expectations and agree on the next steps for MSCA promotion in their geographies. This following section includes information on the members who integrate the CMPG, the outcomes of the meetings, as well as the suggested promotional materials and events.

The CPP are listed by countries, and in the cases of regions including several countries, one unique document has been provided, to ease its reading.

5.1. African Union and South Africa

This section covers the different promotion activities that are planned for Year 1 at country and region level.

5.1.1 Promotion Landscape

In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officer (RLO) overseeing African Union and South Africa, with the support of the Coordinated MSCA Promotion Group (CMPG) have identified the main actors and resources that already exists in terms of promotional MSCA activities.

The level of knowledge and understanding of MSCA varies significantly across the African Union region. Countries such as South Africa, Morocco, Tunisia, Egypt, Kenya, Ghana, Ethiopia, and Tanzania are among the top participants in Horizon Europe. However, many other countries have limited participation, highlighting the need for targeted outreach and training initiatives to ensure all researchers and institutions can benefit from this international cooperation.

Although South Africa is performing better compared to other African nations, there is still considerable variation in knowledge and understanding of MSCA among institutions in the country. Institutions such as Stellenbosch University, the University of Cape Town, and the University of Pretoria have demonstrated commendable performance, while many other universities, particularly regarding Doctoral Networks and Staff Exchanges, are falling short.

To address this disparity, MSCA-GLOPOL, along with other stakeholders, will provide additional support to underperforming institutions, including historically disadvantaged institutions (HDIs). There is a strong interest among South African stakeholders to enhance their participation in Doctoral Networks and Staff Exchanges, as they recognise these initiatives' potential benefits in fostering international cooperation in science and training the next generation of researchers

The project will leverage multiple communication channels available by different actors in the region—such as portals, social media, and email subscriptions—to promote MSCA calls and encourage participation in training and networking events, maximize outreach and facilitate connections within the research community.

Main Promotional Actors	Current Efforts
European Union Delegations to the African Union / South Africa	They facilitate and take part in workshops, both informational and practical, to promote engagement with the MSCA, conducting these events in person and online. They also showcase initiatives that encourage regional and bilateral collaborations between the European Union (EU), the African Union (AU), and various African countries in the fields of science, technology, and innovation (STI).
Department of Science, Innovation and Technology (DSTI), South Africa	They support the MSCA NCP networks and organise roadshows aimed at equipping South African researchers and institutions with knowledge about EU funding instruments and networks. Additionally, they coordinate closely with various stakeholders in South Africa and beyond to promote STI in the country.

EURAXESS Africa	EURAXESS Africa is very present in the continent, hosting webinars focused on MSCA as part of a broader series of Horizon Europe promotion. It also uses various channels—including its website, YouTube, mailing lists, PPT presentations at events, interviews, webinars, and both in-person and online proposal-writing events—to disseminate information about MSCA. Roadshow tours targeting historically disadvantaged institutions (HDIs) have been conducted in recent years in South Africa.
National Contact Points for Marie Skłodowska-Curie Actions	They organise and participate in both informational and practical workshops to enhance MSCA engagement. Many African countries lack MSCA National Contact Points, and even the existing ones are often inactive, with notable exceptions in countries like Nigeria, Tunisia, South Africa, Morocco, Botswana, and Ethiopia.
Marie Curie alumni association (the chair of the MCAA South Africa chapter)	The MCAA Africa Chapter connects current and former MSCA researchers in Africa to foster professional growth, networking, and collaboration. It organises workshops that focus on professional development and promoting MSCA opportunities.
University of Stellenbosch, SA Universities, research institutions, industries, among others in AU	Promote MSCA initiatives and provide training to their staff, sharing valuable information through internal mailing lists to enhance research and internationalization efforts.
ENRICH in Africa Center Bavarian Research Alliance Africa, Germany	The ENRICH in Africa Center and the Bavarian Research Alliance promote MSCA opportunities by facilitating partnerships between European and African research institutions. They support researchers through training, networking, and providing access to funding resources to enhance collaboration and mobility.
Erasmus+ Coordination support South Africa	Erasmus+ creates synergies with MSCA by promoting academic mobility and collaboration between European and South African institutions, enhancing research partnerships, supporting student exchanges, and building capacity in higher education to strengthen the research environment.

The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
<ul style="list-style-type: none"> There is a lack of information and understanding regarding the MSCA calls. Coordination among different stakeholders is sometimes inadequate, affecting efforts to promote and provide technical support to 	<ul style="list-style-type: none"> Conduct informative webinars to enhance understanding of MSCA calls. Use the CMPG group as a collaborative network that unites all shareholders to improve coordination efforts on MSCA. Organise hands-on events on the partner search section of both at EURAXESS and EU F&T portals aimed at providing skill on how to search potential partners in EU member states or AC.

<p>researchers and institutions related to MSCA calls.</p> <ul style="list-style-type: none"> • Researchers face challenges in finding partners in EU member states and associated countries to form international consortia. • Researchers often lack practical guidance for preparing proposals, including essential grant writing skills. • Many experience technical difficulties navigating the Funding and Tenders Portal, leading to challenges in the application process 	<ul style="list-style-type: none"> • Organise training sessions focused on proposal writing on MSCA SE and DN to strengthen researchers' preparation skills.
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5.1.2 Coordinated MSCA Promotion Group (CMPG)

Members and institutions of the CMPG for the African Union and South Africa

<u>Institution</u>	<u>Representative</u>
EU Delegation to the African Union	Dr. Laurent Bochereau - Minister-Counsellor for STI
Department of Science, Innovation and Technology (DSTI), SA	Tugela Matubatuba – Director, Strategic Partnership
Department of Science, Technology and Innovation (DSTI), SA	Dr. Maphuti Madiga – Assistant MSCA-NCP
Stellenbosch University, SA	Prof. Sibusiso Moyo - DVC Research, Innovation and Postgraduate Studies Lizel Senekal, Manager Multi-National grants
MCAA, Africa Chapter	Dr. Precious Ekwere, Chair
Bavarian Research Alliance Africa, Germany	Melanie Schulte - Team Coordinator
ENRICH in Africa Center, SA	Zandile Ntuli – Center Manager
Erasmus+ (South Africa)	Huba Boshoff – Coordinator
National Centre for Technology Management (NACETEM)	Dr. Maruf Sanni, MSCA NCP for Nigeria and MSCA fellow
National Research Foundation of South Africa	Dr. Fulufhelo Nelwamondo, CEO
African Agribusiness Incubators Network (AAIN)	Prof Alex Ariho, CEO
Pan African University Institute of Water and Energy Sciences (PAUWES)	Prof Abdellatif ZERGA, Director
MSCA - GLOPOL AND EURAXESS AFRICA	Dr. Yedilfana Setarge

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

The first CMPG meeting took place in person at the Science Forum South Africa, on 24 November 2025, attended by representatives from the Department of Science, Technology, and Innovation (DSTI), the MSCA NCPs for Nigeria and South Africa, the EU delegation to the African Union, and Erasmus+ support coordination. Additionally, a second virtual meeting took place on 12 December 2025 to allow other members to take part in the discussions.

During the meetings, actions on both the African Union and South Africa were discussed.

The CMPG convened to enhance their understanding of the MSCA-GLOPOL project. During the meeting, stakeholders introduced themselves and discussed challenges related to limited participation in MSCA, including a lack of information sessions, difficulties in the application process, and a need to boost the engagement of African institutions. To tackle these issues, participants proposed various activities aimed at raising awareness and improving accessibility.

Well-established workshop formats will be implemented in the upcoming MSCA-GLOPOL events, organised in three stages: prior to, during, and post-event. Announcements will be disseminated through Regional Liaison Offices (RLOs) and stakeholder networks, including formal registration requests and Zoom links for online participants. Experts from the DG EAC MSCA unit, current MSCA fellows, proposal writing specialists, and other relevant stakeholders will be invited as speakers. During the events, audiovisual platforms provided by MSCA-GLOPOL will facilitate livestreamed presentations, with insights shared on MSCA Doctoral Networks (DN) and Staff Exchanges (SE), and institutions like University of Stellenbosch will present their experiences. An interactive Q&A session will encourage participation from both in-person and online attendees. Following the events, news updates will be published on appropriate portals and social media, and presentation materials along with relevant training resources will be shared with participants to support their continued learning.

5.1.3. Proposed Promotional Events

Below is the suggestion for promotional events for South Africa and the African Union:

South Africa

- 24-25 November 2025: 2 side events organised by MSCA-GLOPOL and the Department of Science, Technology and Innovation (DSTI) of South Africa, taking place during the Science Forum, South Africa 2025, Pretoria:
 - 1) Panel: Strengthening International Research Collaboration through MSCA
 - 2) Panel: Celebrating 20 Years of ESASTAP as a Vehicle to Promote Science Diplomacy (focus on SE and DN Actions)
- 11 March 2026: MSCA Staff Exchange Webinar for South Africa, online, organised by MSCA-GLOPOL, DG EAC, European Research Executive Agency (REA), Stellenbosch University (SU), and DSTI.
- 20 May 2026, MSCA Doctoral Networks Webinar for South Africa, online. To be organised by MSCA-GLOPOL, DG EAC, European Research Executive Agency (REA), Stellenbosch University (SU), and DSTI.

African Union

20 May 2026: Regional flagship event in Nairobi, onsite and hybrid, organised by MCAA, in collaboration with AU, EUDEL, Mint.

This regional physical event on MSCA will be held in Nairobi, providing an opportunity for stakeholders to engage directly and discuss participation and collaboration in MSCA in the framework of the AU-EU priorities.

5.1.4. Social Media content and promotional material

The 3 events already organised for South Africa were advertised on the MSCA-GLOPOL website, and through the RL social media channels including LinkedIn and Facebook. For the onsite activities, MSCA-GLOPOL's roll-up banner was displayed throughout the Science Forum week, and booklets were distributed to all participants during the side event.

Ad hoc promotional material will be prepared during the project, such as:

Success story/Testimonials/Video Interviews: short videos with the South African PI or participating institutions (like the University of Stellenbosch) in MSCA SE and DN projects.

5.2. ASEAN

5.2.1. Promotion Landscape

The promotion landscape for MSCA in ASEAN is complex and differs between regional and national levels. One of the few regional strategies that refers to the MSCA is the [ASEAN-EU Strategic Partnership Action Plan \(2023-2027\)](#). This plan highlights MSCA as a key instrument for promoting researcher mobility through exchange programs. In contrast, on the national level across the 11 ASEAN countries, some universities and government ministries already promote MSCA as part of their internationalisation efforts.

Therefore, in order to build a strategy for Year 1, the Regional Liaison Officers (RLO) in ASEAN, with the support of the Coordinated MSCA Promotion Group (CMPG), first assessed existing promotional MSCA activities on both the regional and national levels, and then identified the following key actors:

The first actor is the Southeast Asian Ministers of Education Organisation Regional Centre for Higher Education (SEAMEO RIHED). The centre is well positioned to enhance the visibility of MSCA as it facilitates the communication on higher education and research collaboration among ASEAN member countries' ministries.

The second actor is the Sustainable Connectivity Package – Higher Education Programme (SCOPE-HE), funded by the European Commission and implemented by the Netherlands Universities Foundation for International Cooperation (NUFFIC) and the German Academic Exchange Service (DAAD). SCOPE-HE supports collaboration between the EU and ASEAN to enhance sustainable connectivity in higher education and research with a focus on three thematic clusters: a) green transition, b) blue economy, and c) digitalization. It engages policy makers as well as representatives from higher education institutions across all ASEAN countries in its diverse activities, ranging from capacity building workshops to policy dialogues for ASEAN stakeholders.

The third and key actor that promotes MSCA in the region is EURAXESS ASEAN. EURAXESS ASEAN is well recognised across diverse sectors in ASEAN member states and mainly promotes three MSC actions: Postdoctoral Fellowships, Doctoral Networks and Staff Exchanges. EURAXESS ASEAN typically partners with higher education and research institutions on its MSCA activities to engage diverse audiences and bolster institutional collaborations. The MSCA Staff Exchanges are particularly appealing to Southeast Asian institutions and researchers as they facilitate short-term researcher mobility. The Postdoctoral Fellowships and Doctoral Networks require more careful consideration of administrative frameworks set by universities or national policies and are therefore comparatively less accessible.

Main Promotional Actors	Current Efforts
<p><i>Information Provider:</i></p> <ul style="list-style-type: none"> EURAXESS ASEAN Active MSCA alumni <p><i>Hubs and event co-organisers:</i></p> <ul style="list-style-type: none"> University offices of international and research partnerships 	<ul style="list-style-type: none"> Information Sessions on MSCA (onsite and online) organised by EURAXESS ASEAN, with MSCA alumni and researchers involved in ongoing projects, as well as their project coordinators, as testimonial speakers Workshops organised by EURAXESS ASEAN in partnership with universities and ministries, on specific topics linked to MSCA applications (e.g.,

<ul style="list-style-type: none"> Ministries responsible for higher education, science and technology Ministerial organisation at the ASEAN level 	<ul style="list-style-type: none"> proposal structure, evaluation criteria, practical exercises to analyse do's and don'ts) Social media promotion, flashnotes and quarterly newsletters provided by EURAXESS ASEAN.
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The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
<ul style="list-style-type: none"> High diversity among 11 ASEAN MSs: Variance in awareness and ability to engage with European partners. Low MSCA awareness in ASEAN: Need for enhanced understanding of the benefits and impact of the MSCA project and participation. EURAXESS ASEAN as sole driver for MSCA promotion in the region 	<ul style="list-style-type: none"> Stronger engagement of local key actors to increase capacity for promotion and reach wider audiences: Organise workshops focused on best practices for engaging with European institutions. Facilitate networking events to connect ASEAN institutions with European counterparts. Utilise partners' social media and online platforms to raise awareness about MSCA opportunities.

5.2.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

Two CMPG meetings for ASEAN were conducted within the first year. They took place on 21 November 2025 and on 13 March 2026. The following representatives of MCAA country chapters, universities, national agencies & ministries as well as regional bodies confirmed their interest and joined as members:

<u>Institution</u>	<u>Representative</u>
<u>MSCA Alumni</u>	
Universiti Malaysia Sarawak, Malaysia	Prof Dr Sim Siong Fong, Department of Science and Technology, MSCA SE Awardee
Universiti Teknologi Malaysia, Malaysia	Dr Norhaida binti Mohd Suaib (MCAA Country Representative)
De La Salle University, Philippines	Dr Francis dela Rosa, Department of Water Science and Technology, MSCA SE Awardee
Chiang Mai University, Thailand	Dr Pradorn Sureephong, Associate Dean for Research and Innovation, MSCA SE Awardee
Ho Chi Minh City University of Technology, Vietnam	Dr Nguyen Quoc Chi (MCAA Country Representative)
Chulalongkorn University, Thailand	Prof Dr Chanchai Boonla (MCAA Country Representative)
<u>University Representatives</u>	
Universiti Brunei Darussalam, Brunei Darussalam	Dr Basilious Tsikouras, Professor, Faculty of Science

Royal University of Phnom Penh, Cambodia	Ms Ham Kakada, Head, International Relations Office
Petra Christian University, Indonesia	Prof Dr Zeplin JH Tarigan
Petra Christian University, Indonesia	Dr Serli Wijaya
Airlangga University, Indonesia	Ms Duriati Asmawati, International Mobility Grants
Airlangga University, Indonesia	Dr Tiara Kusumaningtyas
National University of Laos, Lao PDR	Dr Soubin Sisavath, International Relations Office
Chiang Mai University, Thailand	Ms Junvimol Lertanan, International Relations Officer
<i>Government Body/Academy of Sciences at the National and ASEAN Regional Level</i>	
Southeast Asian Ministers of Education Organization Regional Centre for Higher Education and Development (SEAMEO RIHED), ASEAN	Dr Choltis Dhirathiti, Director
Ministry of Science, Technology and Innovation, Malaysia	Mr Lee Chee Peng, Department of International Relations
Ministry of Higher Education, Science and Technology, Indonesia	Ms Dini Septanti, Directorate of Partnership
<i>Others</i>	
EURAXESS Worldwide and MSCA GLOPOL	Leonie Nagarajan and Dr Tatas Brotosudarmo

Main outcomes of the two CMPG meeting and promotion strategy for the country for Year 1

In view of the complex MSCA promotion landscape in ASEAN, the MSCA-GLOPOL team reached out to both regional and national stakeholders to join the CMPG. This outreach generated strong interest, and led to the formation of a relatively large group, with members coming from 8 ASEAN member states. Myanmar, Singapore and Timor Leste were not yet represented.

The first meeting focused on three main agenda points:

- 1) Introduction to MSCA GLOPOL;
- 2) Exchange of experiences with MSCA programmes among CMPG members at both institutional and individual levels; and
- 3) Discussion on the current awareness of MSCA, interest and enabling policies within their institutions, on a national and regional level, including potential strategies to raise the awareness and reduce barriers of participation.

The CMPG identified the following actions for Year 1 to promote MSCA across the region::

- 1) **Promotion of Impact of MSCA Participation to Policy Makers:** The benefits of ASEAN institutions participating in Marie Skłodowska-Curie Actions (MSCA) need to be more visible to ASEAN policymakers and governmental bodies. To support this, MSCA-GLOPOL should promote MSCA at relevant events which bring together policy makers and representatives of leading research and higher education institutions across ASEAN.

SCOPE-HE could be a suitable strategic partner for such events. By highlighting alumni and institutional success stories at SCOPE-HE events, MSCA-GLOPOL could demonstrate the value of MSCA participation to policy makers, motivate academic and research institutions in the region to take part, and encourage them to explore and adopt successful collaboration models.

- 2) **Institutional Partnerships for MSCA Promotion:** The CMPG also recommended MSCA-GLOPOL to supply all members with ready-to-use promotional materials to facilitate effective communication about MSCA throughout their various networks across Southeast Asia. SEAMEO-RIHED could also serve as a strategic promotion partner, as well as the ASEAN University Networks.

5.2.3. Proposed Promotional Events

Amongst others, the CMPG discussed and suggested these MSCA promotional events, some of them have been already implemented:

- 12 February 2026: Information Session on Doctoral Networks and Staff Exchanges at De La Salle University, Manila, Philippines, organised by MSCA-GLOPOL in partnership with the De La Salle University.
- 12-13 February 2026: MSCA-GLOPOL session at the “EU-ASEAN Peer Learning Workshop: Aligning Frameworks in a Changing World” for policy makers and higher education institution leaders, held onsite in the Philippines. The Workshop was part of the SCOPE-HE programme led by the Netherlands Organisation for International Cooperation in Higher Education (NUFFIC) and the German Academic Exchange Service (DAAD) and supported by the Commission on Higher Education (CHED) in the Philippines, the ASEAN Secretariat and the European Union Delegation to the Philippines.
- 13 February 2026: Webinar on “MSCA Global Cooperation: Policy Enhancement and Strategic Promotion in ASEAN - Doctoral Networks (DN) and Staff Exchanges (SE)”, organised by MSCA-GLOPOL.
- 6 May 2026: MSCA Info Session "Developing an MSCA Doctoral Network and the Application Process" - Webinar, to be organised by MSCA-GLOPOL.
- 13 May 2026: MSCA Best Practise Sharing and Matchmaking Session with MSCA Coordinators - Webinar, to be organised by MSCA-GLOPOL.

5.2.4. Social Media content and promotional material

Promotional materials on MSCA GLOPOL and the various activities for ASEAN will be created and shared with the CMPG for distribution throughout the project. In addition, these are some specific suggestions that were raised during the first two CMPG meeting:

Success stories/testimonials: “ASEAN MSCA in Focus”, showcasing the impact of MSCA projects and best practices in developing international collaboration and international project management.

Infographic Theme: Impact of MSCA on the ASEAN institutions in enhancing internationalisation and academic competitiveness.

5.3. Australia

5.3.1. Promotion Landscape

In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officer in Australia, with the support of the Coordinated MSCA Promotion Group (CMPG) have identified main actors and resources that already exist in terms of promotional MSCA activities.

Australia has a highly diverse research ecosystem, with MSCA awareness levels varying considerably across institutions. At present, EURAXESS Australia & New Zealand is the sole actor conducting structured and continuous MSCA promotion, through information sessions, institutional workshops, newsletters and social media campaigns.

Two members of the Coordinated MSCA Promotional Group (CMPG), the EU Delegation to Australia and the MCAA Oceania Chapter are relevant stakeholders who play limited roles at this stage. The EU Delegation has not yet delivered MSCA-specific promotion, and its involvement to date has consisted mainly of retweeting or sharing EURAXESS content. The MCAA Oceania Chapter was only formally established in October 2025 and therefore has not yet had the opportunity to undertake MSCA promotion or structured alumni engagement.

However, both stakeholders expressed willingness during the CMPG meetings on 4 and 14 November to contribute more actively from 2026 onwards. With appropriate guidance, tools, and coordinated messaging, they can become important multipliers, particularly the EU Delegation (for high-level institutional outreach) and MCAA (for peer-to-peer alumni storytelling).

Main Promotional Actors	Current Efforts
EURAXESS Australia & New Zealand	Sole provider of structured MSCA outreach: info sessions, workshops, newsletters, social media.
Delegation of the European Union to Australia	No MSCA-specific events to date; has amplified relevant EURAXESS content; intends to engage in coordinated promotion in 2026.
MCAA Oceania Chapter	Newly created; strong willingness to participate in alumni-driven promotion.
Australian universities (Group of Eight (Go8), metro, regional)	Ad-hoc internal dissemination; limited depth of MSCA knowledge; high variation in institutional readiness.
National agencies (ARC, NHMRC)	No direct MSCA promotion; strong convening power and policy influence.

The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
EURAXESS the only active promoter	Establish coordinated MSCA promotion calendar and shared messaging with other CMPG members
Low awareness of SE and DN participation pathways	Deliver targeted online training; create Australian-focused guidance
Lack of Australia specific MSCA communication materials	Develop tailored info graphics (e.g. MSCA in Australia: Participation Snapshot Under Horizon Europe)

5.3.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

Institution	Representative
EURAXESS Australia & New Zealand	Nishant Shandilya
Delegation of the EU to Australia	Christopher Larsson
MCAA Oceania Chapter	Pauline Rasera
DG EAC	Celine Peroni
Embassy of Federal Republic of Germany Canberra	Julia Kaute
Embassy of France in Australia	Nathalie Simenel - Amar
Embassy of Italy in Australia	Dr Marco Lazzarino
Embassy of Spain in Canberra	Ignacio Boloix-Peiro

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

- Meetings held 4 and 14 of November 2025
- Recognition that EURAXESS ANZ is currently the sole active channel for MSCA promotion.
- Agreement that the EU Delegation and MCAA Oceania Chapter will increase engagement in 2026.
- Priority themes: SE and DN awareness, institutional capacity, alumni activation, and unified messaging
- Need for co-produced communication materials and a shared events calendar

5.3.3. Proposed Promotional Events

Below are the suggested MSCA promotional events for Year 1:

- 26 February 2026: MSCA Staff Exchanges for Institutions of Australia and New Zealand, online, organised by MSCA-GLOPOL and EURAXESS ANZ.
- 22 April 2026: Understanding MSCA at the University of Canberra, In-person, organised by the University of Canberra.
- 1 May 2026 (TBC): Understanding MSCA at AUFRANDE Annual Event, In-person, organised by AUFRANDE project and the University of New South Wales.
- 14 May 2026 (TBC): MSCA Doctoral Network for Institutions of Australia and New Zealand, online, organised by MSCA-GLOPOL and EURAXESS ANZ.

5.3.4. Social Media content and promotional material

To start raising awareness of MSCA-GLOPOL and its objectives, a feature news item on the project launch was published in the EURAXESS ANZ portal on 17 October 2025. The article was also featured in the Flashnote #14, published on 30 October 2025, to over 10,000 subscribers.

Ad hoc material will be produced during the project, these are some suggestions:

Video interviews: Identify and feature a successful MSCA Staff Exchange (SE) Australian associated-partner institution, highlighting their motivations, experience collaborating with a European consortium, and the benefits of international staff mobility. This will form part of an alternating series. In alternating cycles, showcase a successful MSCA Doctoral Network (DN) associated-partner institution in Australia, focusing on their participation experience, added value, doctoral training benefits, and lessons learned for future Australian institutions.

Infographic Theme: MSCA in Australia: Participation Snapshot Under Horizon Europe

5.4. Canada

5.4.1. Promotion Landscape

Canada presents a highly favourable environment for MSCA-GLOPOL promotion, shaped by its strong research ecosystem, long-standing cooperation with Europe, and recent policy developments. The country's association to Horizon Europe Pillar 2 in July 2024 has created a clear momentum for enhanced engagement with EU-funded initiatives, even though MSCA remains outside the scope of the association and Canadian institutions must rely on complementary funding. This policy framework has sparked renewed interest among universities, research offices, and federal stakeholders in exploring all aspects of Horizon Europe, though awareness of MSCA outside of the Postdoctoral Fellowships remains low.

Canada's higher education system is decentralised, with provinces playing an active role in funding doctoral training, international mobility, and partnerships. This multiplicity of funding streams, including federal instruments such as Tri-Council (the country's three research funding agencies) programmes and national co-funding mechanisms like Mitacs, opens viable routes for MSCA participation, provided that institutions receive clear guidance on the associated-partner model and cost-sharing requirements. At the same time, differences in institutional capacity across regions require targeted outreach to ensure balanced opportunities for participation.

Overall, the Canadian research community is receptive to MSCA-GLOPOL's objectives but continues to require tailored communication on funding eligibility, mobility pathways, and long-term benefits for the MSCA-SE and -DN. The main challenges remain the absence of direct MSCA funding for Canadian entities and the need for clear early-stage explanations of co-funding options. Nevertheless, the combination of political momentum, institutional readiness, and existing mobility instruments provides strong foundations for a coordinated promotional strategy in Canada.

In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officer in Canada, with the support of the Coordinated MSCA Promotion Group (CMPG) have identified the main actors and resources that already exist in terms of promotional MSCA activities.

Key Local Actors	Current Efforts
<ol style="list-style-type: none"> 1. Delegation of the European Union to Canada 2. EURAXESS North America 3. Marie Curie Alumni Association – Canada Chapter (MCAA-Canada) 4. Innovation, Science and Economic Development (ISED) Canada 5. Mitacs 6. European-Canadian Centre for Innovation and Research (ECCIR) 7. Canadian Association of Postdoctoral Administrators (CAPA) 8. Canadian Association of Postdoctoral Scholars (CAPS) 9. Canadian Association for Graduate Studies (CAGS) 	<ol style="list-style-type: none"> 1. General Horizon Europe promotion, strong contacts at institutions 2. Broad and specific Pillar 1 and 2 promotional activities, very strong relationships across the country. Highly flexible in abilities. 3. Internal communication primarily, with recent in-person North America events having encouraging results. Excellent source of experts, testimonials, and feedback. 4. Broad Pillar 2 promotional efforts. Strong willingness to support MSCA-GLOPOL and EURAXESS. Excellent official channel and vehicle for introductions to new institutions. 5. Frequently participants in funding talks and encourages international mobility. Strong relationship with RLOs.

<ol style="list-style-type: none"> 10. Canadian Association of Research Administrators (CARA) 11. Graduate and Postdoctoral Development Network (GPDN) 12. University offices (graduate offices, postdoc offices, internationalization offices) 13. European representation offices (both diplomatic missions and offices of funding organisations, for example) 14. Canadian Science Policy Centre (CSPC) 15. Canadian Tri-Council (also called Tri-Agencies) <ul style="list-style-type: none"> o Canadian Institutes of Health Research (CIHR) o Natural Sciences and Engineering Research Council (NSERC) o Social Sciences and Humanities Research Council (SSHRC) 16. Universities Canada 17. U15 Canada (national association of 15 Canadian public research universities) 	<ol style="list-style-type: none"> 6. Good national presence, willingness to serve as a speaker. 7. Serves as a network of networks. 8. Limited ability as a network of current postdocs, but can serve as a channel to reach current early-career researchers across the country. Has a strong understanding of mobility dynamics. 9. Good option as a network of networks, but not holding events other than Annual Conference. 10. Some awareness. There is a Community of Practice on Horizon Europe within the membership. 11. Activities are more internal, but good to have on the radar. 12. Varying degrees of partnerships, but general willingness to host GLOPOL and EURAXESS. 13. Varying degrees of having R&I portfolio, but a small number of embassies have science counsellors specifically. 14. Annual Conference is a useful mechanism for reaching a wide audience of amplifiers and is “the event” for wide attention on global R&I in a Canadian context. Brussels officials and EURAXESS spoke in 2023. 15. The R&I funding agencies have little awareness of international schemes but coalesce at the same events as MSCA-GLOPOL and EURAXESS, and event organisers can bring us all together in a harmonious and complimentary agenda. 16. Little to no awareness and events, but willing to partner 17. Little to no awareness and events, but willing to partner
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The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
Lack of funding in non-PF MSC Actions	Promotion of opportunity to link with global talent and networks Present option of requesting exceptional funding for extraordinary cases
Lack of promotional tools among the amplifiers	Centrally-produced items for easy distribution
Lack of visibility among the researchers themselves	Promotional activities highlighting existing of fellows and alumni, as well as offices that have arrangements for the exchanges
Lack of familiarity with useful tools such as MSCA Dashboard and CORDIS	Integration of public tool portion in MSCA presentations or how-to videos focused on showing universities how to use them
Different proposal structure/model	How-to guides or other tips and tricks that show how to “adjust” for the general framework shared across all Canadian funding

5.4.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

<u>Institution</u>	<u>Representative(s)</u>
<i>Marie Curie Alumni Association</i>	
MCAA Canada Chapter	Sergio Crespo-García, Catarina Ferreira
<i>Universities</i>	
University of British Columbia	Paola Baca, Mark Phillip, Sarah Henderson
University of Calgary	Valeriya Klymenko
Queen’s University	Katie-Marie McNeill
<i>Government / National Organizations / Other</i>	
Innovation, Science, and Economic Development (ISED) Canada (institution hosting the NCPs)	Tamara Sone, Joshua Atienza
Mitacs	Gina Soparolo
Canadian Association of Postdoctoral Scholars	Chanele Polenz
EURAXESS North America	Derya Büyüktanır Karacan
MSCA-GLOPOL	Jackson Howard

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

The year one CMPG meeting for Canada was held on Tuesday, 25 November 2025. A majority of invitees accepted the invitation to join virtually, and among the few invited who could not join, each one expressed willingness to join the next edition or otherwise support the team's efforts with information and insights. The meeting was productive and the talk was flowing and dynamic, with participants engaging in a conversational, group style.

A presentation of the MSC Actions was given, along with an introduction to the project itself and its goals. Participants expressed the lack of EU funding is indeed a major hindrance at least provides first-person clarity that it is a financial matter more than a messaging matter.

An overall strategy of using the Postdoctoral Fellowships as the “foot in the door” was agreed upon as useful, both as a hook into the MSC Actions in general, and also because there remains deep interest in that specific scheme.

Participants generally agreed to share MSCA-GLOPOL information, including webinars and events, and be in mutual touch about speakers, testimonials, call calendars, et cetera, but at the individual university level they are more looking to the centrally coordinated activities to attend and occasionally share with their stakeholders. In this regard, the Global Online Sessions and Best Practices Fora will be well-received tools that meet local needs.

Unique opportunities include leveraging the 2024 association to Pillar 2 of Horizon Europe while it is still relatively new, as well as underscoring the possibility of exceptional funding for otherwise ineligible institutions/countries (successful Canadian examples can be shared). Online activities surrounding bilateral priorities organised by EU Member States' missions in Canada and/or the Canadian mission to the EU are strong opportunities the RLOs will keep an eye out for.

The awareness of the other schemes was very little. In the case of Canada, it was low similar to that in the United States, but slightly higher due to the fact that Mitacs in Canada has the Globalink Research Award, and is developing new schemes for international mobility, and therefore can be a funding stream for Canadian institutions in Staff Exchanges. Overall, the lack of funding as a high-income country (not associated to Pillar 1) means that limited attention is being given to the non-PF schemes.

Though less numerous than some other countries, the existence of some European national and regional offices, including those from funding agencies and academic networks (such as DAAD Canada for Germany), and the RLOs' strong relationships with European embassies in Ottawa is a major asset which MSCA-GLOPOL can leverage in conjunction with regular EURAXESS activities.

5.4.3. Proposed Promotional Events

Below are the suggested MSCA promotional events for Year 1:

- 17 October 2025: MSCA Info Session, online, organised by EURAXESS North America and EURAXESS Poland
- 3-4 November 2025: CAPA Annual Conference, onsite Ottawa, ON. Onsite activity organised by the Canadian Association of Postdoctoral Administrators (CAPA)
- 18 February 2026: Info Session on MSCA DN and SE, online by MSCA-GLOPOL and EURAXESS North America

5.4.4. Social Media content and promotional material

A core element to make this successful will be the involvement of EURAXESS North America, which can cross-promote such campaigns, as well as the new MCAA Canada Chapter.

The Canadian Horizon Europe secretariat, Innovation, Science and Economic Development (ISED) Canada, serves as NCP for Pillar 2, and is a reliable partner for forwarding Pillar 1 inquiries. As such, they will be a strong stakeholder for overall promotion of MSCA despite their mandate on Pillar 2 only.

Members of the meeting expressed willingness to learn more, attend future presentations, but overall conveyed that they are not well enabled to frequently provide testimonials or serve as amplifiers, given that they are not experts on the schemes themselves. Through the Global Online Sessions and Best Practices Forum, the aim will be to equip them to serve as such amplifiers.

The members of the CMPG are more likely to reshare central MSCA-GLOPOL, EURAXESS North America, and European Commission / DG EAC posts than make their own or contribute significantly to the creation of local templates.

Additional ad-hoc material will be created during the project, here are some suggested ideas:

Success story/testimonial: Promotion of DG EAC-created Fellow of the Month social media posts

Video Interview: Small video clips with a few questions aimed at MCAA-Canada members

Infographic Theme: Statistics pulled from MSCA Dashboard and links to CORDIS

5.5. China

5.5.1. Promotion Landscape

In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officer in China, with the support of the Coordinated MSCA Promotion Group (CMPG), has identified the main actors and resources that already exist in terms of promotional MSCA activities.

Chinese institutional participation in MSCA is steadily declining due EU funding not available starting in Horizon 2020. In terms of National Contact Point support structure, China has not had a system in place since the beginning of Horizon Europe. Furthermore, EU-China collaboration is now moving from conditional engagement to structural exclusion of Chinese entities from Horizon Europe. This directly affects MSCA collaboration by heightening scrutiny of host institutions, secondments, and sensitive research areas, limiting Chinese participation and leading to tighter controls on data sharing.

MSCA PF remains highly visible and sought-after by individual researchers. EURAXESS China along with MCAA China Chapter organise regular promotional and how-to-apply events. The MSCA Alumni network is a major asset providing visibility and good-will towards the EU, European research institutions, and MSCA.

The main potential of MSCA-GLOPOL lies in highlighting that there are still some Chinese institutions participating in MSCA institutional actions, and providing administrators and researchers, especially MSCA alumni now working in Chinese institutions, with practical advice on how to find internal resources and apply for these opportunities.

Main Promotional Actor	Current Efforts
Delegation of the EU to China	Key EU R&I communication with other stakeholders and partners.
MCAA China Chapter	Key MSCA communication with other stakeholders and partners. Regular promotion of MSCA PF, practical advice to applicants
EURAXESS China	Key MSCA/EU R&I communication with other stakeholders and partners. Regular promotion of MSCA PF, practical advice to applicants; promotion of MSCA DN, SE to institutions during in-person events and meetings with institutional, promotion of MSCA DN and COFUND positions via social media.

The following gaps and challenges have been identified:

Identified challenge/gap	Action suggested
Limited knowledge about MSCA DN and SE application and management	Promotion of MSCA DN and SE to MCAA China Chapter Members and other stakeholders with individual experience with MSCA

5.5.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

Networks currently engaged in MSCA promotion joined the CMPG, EU DEL stakeholders have been notified of the project activities.

<u>Institution</u>	<u>Representative</u>
MCAA China Chapter	Dr. Yang Tao, Rotating Chair
EURAXESS Worldwide and MSCA GLOPOL	Dr. Karlis Rokpelnis

Adding the Chinese universities with strong participation in MSCA could be an option to expand the stakeholders' collaboration, but as internal authorisations at University level are needed to allow this interaction, the process becomes difficult.

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

The CMPG took place on 4 December, 2025 and was attended by Yang Tao, the rotating Chair of MCAA China Chapter, and Karlis Rokpelnis, Country Coordinator China EURAXESS Worldwide & Regional Liaison Officer MSCA-GLOPOL. During the meeting the participants reviewed the project goals and priorities and discussed the currently planned activities, as well as potential additional activities under the MSCA-GLOPOL umbrella.

MCAA China Chapter promotion focuses mainly on highlighting MSCA PF to potential applicants and explaining the application process, while EURAXESS China also promotes MSCA DN positions via social networks and DN, SE, and COFUND institutional applications in offline events and in-person presentations to stakeholders such as universities and research institutions.

An event focused on MSCA DN and SE for MSCA DN and PF recipients who have now returned to China and have taken up leadership positions would be of added value. MSCA alumni recognise the value of the MSCA experience, but usually do not know how to initiate an institutional MSCA project.

5.5.3. Proposed Promotional Events

Below are the suggested MSCA promotional events for Year 1:

- 22-24 October 2025: Onsite attendance to the Nordic Careers Fair, in Shanghai. Activity organised by the Nordic Center at Fudan University (300 attendees)
- 26 March 2026: Info session on MSCA Staff Exchange, online, organised by MSCA-GLOPOL
- 21-23 April 2026: Information session on MSCA DN for research officers (targeting joint venture universities), to be organised by MSCA-GLOPOL and EURAXESS China.

5.5.4. Social Media content and promotional material

Considering that institutional participation in MSCA for Chinese institutions is limited to associated partners with no funding, they do not produce extensive social media content to publicise their participation in the events. MSCA-GLOPOL will create and share ad-hoc materials in the form of success stories/testimonials, video interviews and infographics.

5.6. Eastern Partnership and Ukraine

This section covers the different promotion activities that are planned in Year 1 at country and region level.

5.6.1. Promotion Landscape

In order to build a strategy for Year 1 (June 2025-May 2026), the Regional Liaison Officer responsible for the Eastern Partnership and Ukraine, with the support of the Coordinated MSCA Promotion Group (CMPG), has identified the main actors and resources that already exist in terms of promotional MSCA activities.

Present status, key actors and main resources

Eastern Partnership

Four countries (AM, AZ, GE and MD) have been included in the [European Neighbourhood Policy \(ENP\)](#) since 2004 and a partner country in the [Eastern Partnership \(EaP\)](#) since 2009.

- Armenia - became a [fully associated member to Horizon Europe](#) on 11 February 2022 after [the Association Agreement](#) had been signed on 12 November 2021.
- Azerbaijan - has status as a third country and as a low- to middle-income country is automatically eligible for funding as it has no S&T agreement with the EU.
- Georgia - has been associated with Horizon Europe [since January 2021](#).
- Moldova, Republic of - signed an Association [Agreement on the participation](#) in Horizon Europe in December 2021, active from October 2021.

In general, the MSCA promotion efforts in EaP are very scarce and not organised on a regular basis. During the discussion at the meeting of MSCA-GLOPOL CMPG for EaP, the NCPs have stated that promotion of MSCA Actions is based on direct, tailored meetings with interested groups of researchers. There are rare events where MSCA in general is promoted.

There is a low interest for MSCA promotion in Azerbaijan and Georgia for different reasons. Most active stakeholders in EaP countries are mainly linked to the relevant Ministries. The local stakeholders are shown in the table below.

Main promotional actors	Current Efforts
Scientific and Innovation Partnership Assistance Center (SIPAC) Armenia	Hosting NCP structure; Hosting EURAXESS Armenia Organising events on promotion Targeted visits of NCP to researchers
Higher Education and Science Committee Armenia	Hosting MSCA NCP; Policy stakeholder Organising events on promotion Targeted visits of NCP to researchers
The Ministry of Science and Education of the Republic of Azerbaijan	Hosting NCP structure; Policy stakeholder Limited activities on promotion of HEU
The Ministry of Education and Science of Georgia	Hosting NCP structure; Policy stakeholder

The Horizon Europe National Office of Georgia	Hosting NCP structure; Organising events on promotion; Targeted visits of NCP to researchers
National Agency for Research and Development of the Republic of Moldova	Hosting NCP structure; Hosting EURAXESS Georgia Organising events on promotion Targeted visits of NCP to researchers
Horizon Europe Office of Moldova	Organising events on promotion Targeted visits of NCP to researchers
Delegations of the European Union	Some activity recorded in past years in promotion of Framework programme (mainly organisation of BootCamps)

Ukraine

Ukraine officially joined the Horizon Europe programme on 9 June 2022 with the signing of the Association Agreement. The R&I entities from Ukraine gained access to all parts of the Horizon Europe programme as it is defined with the association status. UA researchers are eligible to participate and being funded from the programme, enabling them to participate in knowledge sharing and exchange activities.

In May 2022, the Commission announced the launch of [the MSCA4Ukraine scheme](#) as part of the EU's response to Russia's invasion of Ukraine. MSCA4Ukraine is a reaction to the need for rapid action to support researchers fleeing the war. The new scheme aims at enabling them to continue their work in Europe, helping to safeguard Ukraine's research and innovation system, and the freedom of scientific research at large. [The EURAXESS Science4Refugees initiative](#) supports refugee and at-risk researchers by helping them access internships, part-time and full-time research positions, and connect with the European research community. Through the [EURAXESS portal](#), researchers can find tailored job opportunities, training resources and comprehensive support services to ease their transition to working and living in Europe.

Ukrainian researchers at risk are eligible to benefit from the Science4Refugees initiative without needing the refugee status. Moreover, an overview of all existing support initiatives at the European and national levels can be found on our [ERA4Ukraine](#) page.

Promotional activities since the beginning of the Horizon Europe programme were scarce and mostly organised in an online environment when the situation allowed it. The promotion was obstructed with lack of electricity and Internet connection due to the war activities in the country. The events relevant to the MSCA and Horizon Europe in general were organised by the National Research Foundation of Ukraine. Granted with the EU funded project (Linking Ukraine to the European Research Area – Joint Funding and Capacity Building Platform for Enhanced Research and Innovation Cooperation – LUKE), this institution is implementing an Horizon Europe Office in Ukraine that is in charge of communication and organisation of this kind of promotion and targeted events.

Main promotional Actors	Current Efforts
National Research Foundation of Ukraine	Very active stakeholder. Implementing Horizon Europe office for Ukraine project, organising events.
Delegation of the European Union to Ukraine	Due to security reasons the work of the EU Delegation is limited and not very active on promotion.
Universities	Low promotional activities mostly in the form of online congresses and symposiums with limited participation.
Member State Embassies	Occasional bilateral activities with limited scope not considering MSCA, rather other forms of support.

Challenges identified and actions that can be taken

The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
Limited participation in MSCA institutional programmes (primarily DN and SE)	Tailored and interactive onsite training event on MSCA actions (DN and SE) for HEIs and ROs backing the work of NCPs, accompanied by an online awareness campaign, using promotional ad-hoc material.

5.6.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

Eastern Partnership

Institution	Representative
Scientific and Innovation Partnership Assistance Center Armenia (SIPAC)	Anahit Khachikyan, MSCA NCP AM
Higher Education and Science Committee	Ofelya Zakaryan, MSCA NCP AM
Ministry of Science and Education of the Republic of Azerbaijan	Nijat Mammadli, MSCA NCP AZ
Institute of Archeology and Anthropology	Zaur Hasanov, MSCA NCP AZ
Georgian National University SEU	Teona Maisuradze, MSCA NCP GE
National Agency for Research and Development of the Republic of Moldova	Iana Tihon, MSCA NCP MD
Unit C.2 – Marie Skłodowska-Curie Actions, DG EAC	Marija Fedotovaite, Policy Officer for EAC
MSCA-GLOPOL	Dalibor Drljača, RLO for EaP

Ukraine

<u>Institution</u>	<u>Representative</u>
National Research Foundation of Ukraine	Igor Taranov, Head of Horizon Europe Office UA
National Research Foundation of Ukraine	Denis Nikolaychuk, Horizon Europe Office UA
National Research Foundation of Ukraine	Yulia Koshyk, Horizon Europe Office UA
National Research Foundation of Ukraine	Nadia Naumova, Horizon Europe Office UA
National Research Foundation of Ukraine	Olena Savina, Horizon Europe Office UA
NAQA Secretariat	Maxim Folomeev, Head of international cooperation department
NAQA Secretariat	Maryna Nakonechna, Leading Specialist of the PR and International Cooperation Department
MSCA-GLOPOL	Dalibor Drljača, RLO for EaP

Main outcomes of the CMPG meetings and promotion strategy for the country for Year 1

The first meeting of the **EaP CMPG** was held on 20 November 2025. An initial list of 42 people received the invitation to be part of the group, but the responsiveness was very low. Only the National Contact Points from Armenia and Moldova participated in the meeting. During this first period of the project (June 2025 - December 2025) the RLO was faced with low response from the relevant stakeholders, but additional efforts were invested to still allow for CMPG gathering.

The MSCA-GLOPOL project and its objectives were introduced as well as the role of CMPG members and expected collaboration efforts. The last part of the meeting was dedicated to discuss and answer questions.

Both representatives from Armenia and Moldova have expressed interest and readiness to assist the RLO in implementation of the project activities and objectives. Already one event in Armenia was organised even before the group started work. As there were no other events scheduled in 2025, the group agreed to inform the RLO via email on future plans of activities in 2026 as soon as possible to facilitate selection of events and further communication for participation. Further contacts will continue with NCPs and other relevant stakeholders from the other two countries (AZ and GE) to join this group.

The first online meeting of the **UA CMPG** was held on 24 November 2025 with participants from the Horizon Europe Office and the National Agency for Higher Education and Quality Assurance (NAQA) Ukraine. These are two key stakeholders dealing with R&I in the country and supported by the relevant Ministry. Most of the participants (7) belonged to the Horizon Europe Office in Ukraine that was established by an EU funded project.

The RLO presented the project, its objectives, key priorities, and the rationale for establishing the CMPG group, as well as the role of its members and contribution expected. Mr. Igor Taranov, Head of Horizon Europe Office UA, presented main information about the Horizon Europe office in Ukraine and asked questions to clarify mutual collaboration between the two projects. He requested in the future to join these two (UA and EaP) CMPGs in one as UA is a part of Eastern Partnership. The institution has shown the eagerness to participate in the CMPG via several posts on their [website](#) and [Social Media networks](#).

The participants expressed their readiness to exchange information between the two projects and to provide time to RLO to participate in their important events. As the activities for 2025 are over, they will, upon planning is completed, inform RLO on future possibilities for collaboration.

These collaboration opportunities related to mutual exchange of information on MSCA institutional actions, participation in relevant events organised on both sides and publishing of news and information of interest in communication channels on both sides.

5.6.3. Proposed Promotional Events

In terms of promotional events, the following activities already took place:

Easter Partnership:

- 22 October 2025: Online participation at the [Horizon Europe Information event](#), held in Yerevan, Armenia and organised by SIPAC and NAS RA.

Ukraine:

- 24 October 2025: Online participation at the [IV International scientific and practical conference "Images of modernity in humanitarian knowledge"](#) , organised by State University of Trade and Economics.
- 16 February 2026: Online MSCA SE Networking Matchmaking activity, organised by MSCA-GLOPOL in collaboration with the Horizon Europe Office of Ukraine.

The RLO is in constant contact with the CMPG members for any upcoming events where MSCA-GLOPOL could participate in and promote MSCA institutional opportunities.

These are the main challenges identified during the period:

- Given the absence of a regional organisation in the EaP comparable to ASEAN or LAC, organising an onsite event with full regional coverage is challenging.
- Given the current security situation in Ukraine, the RLO considers the organisation of an onsite event to be highly challenging and safety concerns are raised. Consequently, at least until May 2026, the RLO does not recommend organising an onsite event in Ukraine. An alternative could be to use the available funds to support the travel of one or two Ukrainian representatives to a meeting organised elsewhere in the EaP region.

5.6.4. Social Media content and promotional material

News items were published on the MSCA-GLOPOL project website to disseminate the online events where the RLO participated in, for Eap and Ukraine. The State University of Trade and Economics also promoted the first event for Ukraine in their [LinkedIn Account](#).

Ad hoc promotional material will be produced during the project, such as success stories, with short testimonials by MSCA SE participants from EaP/Ukraine. The aim is to present successful practices with concrete tips on how to participate in order to motivate other institutions.

5.7. India

5.7.1. Promotion Landscape

In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officer in India, with the support of the Coordinated MSCA Promotion Group (CMPG), has identified the main actors and resources that already exist in terms of promotional MSCA activities.

India has a growing ecosystem of stakeholders engaged in EU–India research and innovation cooperation; however, promotion of Horizon Europe, including MSCA has been fragmented. Key actors include the Delegation of the European Union to India (EUDEL), EURAXESS India, MCAA India Chapter, EU-India cofounded projects and partnerships, national science agencies such as the Department of Science & Technology (DST) and the Department of Biotechnology (DBT), Council of Scientific and Industrial Research (CSIR), and leading higher education institutions with strong international relations offices.

Promotional activities mainly revolve around digital outreach (e.g. EURAXESS newsletters, flashnotes, social media campaigns), information sessions hosted by EUDEL/EURAXESS and MCAA, EU R&I Day events at universities, and thematic R&I cooperation events. Awareness of MSCA opportunities is low among institutions in tier 2 and 3 cities, as well as moderate among individual researchers, especially outside top-tier universities and metropolitan regions.

Existing promotional and outreach efforts are fragmented: activities are often isolated, with duplication between EURAXESS and MCAA outreach activities and events, and limited reach beyond established networks. Key gaps include the absence of sustained national-level promotion, limited vernacular-language materials, low visibility outside major cities, and weak channels to international offices at universities. Coordination between EU actors and Indian ministries is improving but remains moderate. GLOPOL support is needed to harmonize messaging, improve outreach tools, expand regional access, and institutionalize collaboration with Indian R&I ministries and funding bodies.

Main promotional Actor	Current Efforts
Delegation of the European Union to India	Key MSCA/EU R&I communication with other stakeholders and partners; moderate promotional activities: events, websites, mailing lists.
EURAXESS India	Key MSCA/EU R&I communication with other stakeholders and partners; strong promotional activities: events, workshops, trainings, websites, newsletter, flashnotes, mailing lists, Social Media outreach
MCAA (Marie Curie Alumni Association)	Moderate promotional activities: events, workshops, trainings, websites, mailing lists; social media groups, informal mentoring
Council of Scientific and Industrial Research	Low promotional activities; dissemination of MSCA calls and events among its members
IndiaBioscience	Moderate to low promotional activities: newsletters, websites, mailing list; International Grant Awareness Programme (IGAP)
Member State Embassies-STI Counsellors	Low promotional activities; priority towards own bilateral programmes and activities.

The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
Duplication of webinars and information sessions targeting the same audiences (due to a fragmented outreach between EURAXESS, MCAA and other EU/European stakeholders and institutions)	Central coordinated MSCA events calendar for India: more focus on information and thematic events, targeting tier 2 and tier 3 based institutions and researchers.
Limited awareness and knowledge of MSCA at public and private universities and institutions in tier 2 and 3 cities.	Support for on the ground campaigns: campus visits, research fairs, annual MSCA roadshows. Expansion of alumni-led mentoring and regional ambassadors.
Lack of coordinated year-round communication activities	Centralised repository of India-tailored materials (Calls, FAQs, success stories, application guidance).

5.7.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

Institution	Representative
MCAA India Chapter	Dr. Vishwas Lakkundi, Chairperson,
Plaksha University & MCAA	Dr. Praveen Kumar, Associate Professor
Council of Scientific and Industrial Research (CSIR)	Dr. Anand Mohit, Sr. Principal Scientist International S&T Affairs Directorate
IISER Pune	Dr. Naresh Sharma, Senior Principal Technical Officer - International Relations & Human Resource
IndiaBioscience	Manjula Harikrishna, Programme Manager
Jawaharlal Nehru University & MCAA Chair Research Funding Group	Dr. Ashwani Kumar Tiwari, Assistant Professor
EURAXESS Worldwide and MSCA-GLOPOL	Dr. Samrat. S. Kumar

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

The online meeting held on 15 November brought together all the above-mentioned members. The RLO presented the project, its objectives, key priorities for India, and an overview of the MSCA, with a particular focus on SE, DN, and GF.

Members raised a number of questions about the MSCA (e.g. eligibility, funding, beneficiary vs. associated partner, etc.) and discussed possible strategies and synergies to enhance EU-India collaboration under MSCA.

They also explored the main challenges faced by Indian institutions when engaging with MSCA calls, including limited funding, low awareness, and difficulties in identifying European partners or joining consortia.

The group agreed to identify and support relevant events—both online and in person—where the RLO could promote the MSCA calls, collaboration opportunities and raise awareness of the project.

Members also expressed their willingness to contribute to the development of promotional materials and a pan-India outreach strategy. All participants confirmed their commitment to supporting year-round MSCA-GLOPOL outreach activities and to act as strategic partners.

As next steps it was agreed that the RLO will:

- Share the presentation slides used during the meeting.
- Share the project flyer and Project details.
- Share a survey produced in the project to collect input on strengthening institutional collaboration, identifying challenges, and determining the most effective promotional activities. Members will be asked to distribute the survey to important/relevant stakeholders.

5.7.3. Proposed Promotional Events

Below are the suggested MSCA promotional events for Year 1:

- 6 December 2025: Online participation at the MCAA Asia Connect: Innovation and Multidisciplinary Collaboration event, organised by MCAA
- 16 February 2026: Online Networking and Brokerage event on MSCA SE CALL 2026 – CSIR India – EU-co-funding, organised by MSCA-GLOPOL in collaboration with EUDEL, CSIR and DG EAC.
- 21 March 2026: Onsite participation at the Manipal Institute of Technology Research Conclave 2026, Bengaluru, to be organised by the Manipal Institute of Technology and MCAA India
- 4-15 (TBC) May 2026: MSCA Doctoral Networks Call 2026 – How to be part of a consortium with European partners, online, to be organised by MSCA-GLOPOL, in collaboration with DG EAC and MCAA.

5.7.4. Social Media content and promotional material

To ensure awareness of MSCA-GLOPOL and its objectives, a feature news item on the project launch was published in the EURAXESS India Flashnote in October 2025 and circulated to over 26,000 subscribers.

Ad-hoc promotional material will be created and shared in the project. Here are some initial suggestions discussed in the CMPG meeting:

Success Story / Testimonial: Showcasing participating organisations from India in DN and SE; highlighting participants from the co-funding partnership with CSIR

Video Interview: Showcase successful MSCA-DN and SE project with India participation focusing on participation experience, added value, doctoral training benefits, and lessons learned for future India institutions.

Infographic Theme: Producing infographic on Indian institutions participation in DN and SE

5.8. Japan

5.8.1. Promotion Landscape

In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officer in Japan, with the support of the Coordinated MSCA Promotion Group (CMPG), has identified the main actors and resources that already exist in terms of promotional MSCA activities.

Japan has a strategic but slowly-growing ecosystem of stakeholders engaged in EU–Japan research and innovation cooperation; however promotion of Horizon Europe, including MSCA has been fragmented. Key actors include the Delegation of the European Union to Japan (EUDEL), EURAXESS Japan, MCAA Japan Chapter, national science agencies such as the Japan Science and Technology Agency (JST) and some universities with extensive experience and participation in MSCA projects.

Promotional activities mainly revolve around digital outreach (e.g. EURAXESS newsletters, flashnotes, social media campaigns), information sessions hosted by EUDEL, EURAXESS Japan, the Japan NCP to Horizon Europe and the MCAA Japan Chapter at various events at universities, and thematic R&I cooperation outreaches. Awareness of MSCA opportunities is low among institutions and individual researchers alike.

Significant opportunities exist to strengthen and expand promotional and outreach efforts across Japan. By aligning the complementary activities of EURAXESS Japan and the NCP, there is clear potential to reduce duplication and create a more cohesive, high-impact outreach strategy. Building on existing networks, future efforts can extend reach to new audiences and deepen engagement at the national level. Expanding vernacular-language materials and developing more direct, effective channels to academic staff within universities will further enhance accessibility and impact. MSCA-GLOPOL support will be instrumental in harmonising events, upgrading outreach tools, and opening new pathways to connect with researchers across.

Main promotional Actors	Current Efforts
Japan NCP to Horizon Europe	Key MSCA and EU R&I communication with other stakeholders and partners; key promotional activities for MSCA: outreach events.
EURAXESS Japan	Key MSCA/EU R&I communication with other stakeholders and partners; strong promotional activities: events, workshops, trainings, websites, newsletter, flashnotes, mailing lists, Social Media outreach
Marie Curie Alumni Association	Moderate promotional activities: local events, workshop, trainings, mailing list; social media group, informal mentoring
Delegation of the European Union to Japan	Low promotional activities for MSCA; high priority towards Pillar 2 and Pillar 3 of Horizon Europe via multiple outreach activities and events

The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
Duplication of webinars and information sessions targeting the same audiences.	Central coordinated MSCA events calendar for Japan: more focus on information and thematic events, targeting institutions and researchers.
Limited awareness and knowledge of MSCA at public and private universities and institutions nationwide.	Support for on-the-ground campaigns: campus visits, research fairs, annual MSCA workshops e.g. Grants in Practice.
Limited communication between bureaucrats and university/institution academics/researchers.	Attending events that are held by universities, institutes, embassies, ministries that gather these professionals.

5.8.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

<u>Institution</u>	<u>Representative</u>
MCAA Japan Chapter	Eugenio Otal, Chairperson
EU-Japan Centre for Industrial Cooperation	Fumiko Oda, Japan NCP for Horizon Europe
Delegation of the European Union to Japan	Richard Kellner, Academic Coordinator
Okayama University	Bernard Chenevier, Senior Research Administrator
Delegation of the European Union to Japan	Tom Kuczynski, Science and Technology Advisor
Japan Science and Technology Agency	Yuta Kawashima, Chief, Department of International Affairs
MSCA GLOPOL and EURAXESS Japan	Judit Erika Magyar, RLO and Country Representative

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

Several online meetings were held with the above-mentioned members on 28 November and 9 December 2025. The RLO presented the project, its objectives, key priorities for Japan and then the members talked about how they are promoting MSCA and how they could raise awareness about the programme. In addition, they had questions about associated partners and eligibility criteria.

In the case of the Japan NCP for Europe (Fumiko Oda, EU-Japan Centre for Industrial Cooperation), she actively contributed to the initial conversations, but due to Japan's recent association to Pillar 2, she has shared her concerns about upcoming participation.

Some of the members said that the application process is getting more difficult year on year and a simplification of the documents would be welcome.

All participants confirmed their commitment to supporting year-round MSCA-GLOPOL outreach activities and to act as strategic partners. As next steps it was agreed that the members would coordinate their activities via email more efficiently.

5.8.3. Proposed Promotional Events

Below are the suggested MSCA promotional events for Year 1:

- 7 November 2025: AI-Bridge: Academia meets Industry, onsite event in Tokyo, organised by MSCA-GLOPOL in collaboration with AIRJ; ACE Japon; Sciencescope; German JSPS Alumni Association.
- 25 February 2026: Online info session on MSCA Doctoral Networks and Staff Exchanges, organised by MSCA-GLOPOL.

5.8.4. Social Media content and promotional material

For the events already delivered, a feature news item on the project website was published as well as in the EURAXESS Japan news section and was also promoted via the EURAXESS Japan LinkedIn, Facebook and X accounts.

Additionally, the planning is to create and share promotional material throughout the project, such as:

Success story/testimonial: Promotion of DG EAC-created Fellow of the Month social media posts

Video Interview: Coordinated question and answer session with MCAA members

Infographic theme: Statistics pulled from MSCA Dashboard and links to CORDIS; disseminating infographics created by DG-EAC

5.9. Korea

5.9.1. Promotion Landscape

In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officer in Korea, with the support of the Coordinated MSCA Promotion Group (CMPG), has identified the main actors and resources that already exist in terms of promotional MSCA activities.

Korea has a dynamic but highly fragmented R&I promotion landscape, with several actors independently communicating opportunities related to Horizon Europe, MSCA, and broader EU–Korea STI cooperation. The EU Delegation, the Korea - Europe Research Center (KERC), the National Research Foundation (NRF), Jean Monnet Centres, and several leading universities (SNU, KAIST, POSTECH, Yonsei, HUFs, UNIST) conduct outreach activities ranging from webinars, workshops, and newsletters to thematic policy events. These activities are well-received but tend to focus on either high-level cooperation or specific thematic clusters, with MSCA mobility opportunities often treated as secondary.

Awareness of MSCA is high among major universities, moderate among regional universities, and low among individual researchers, especially early-career researchers who are not yet connected to international networks. Existing communication channels – KERC newsletters, EU DEL events, university mailing lists, as well as EURAXESS Korea events, newsletters, and NRF mobility information sessions – provide a solid base but lack coordinated messaging. There is duplication in PF-related webinars and a gap in systematic promotion of SE and DN, which are highly relevant for Korea following association to Pillar 2.

The main challenge is coordination: actors operate in parallel, and MSCA content is not yet integrated into national mobility strategies. There is strong appetite for collaboration, as confirmed through bilateral discussions with all CMPG members. MSCA-GLOPOL support is most needed in structuring a coherent narrative for MSCA, strengthening regional university outreach, and enabling joint training formats to address shared needs such as proposal quality, researcher mobility barriers, and alignment with EU–Korea thematic priorities.

Main Promotional Actors	Current Efforts
EU Delegation to Korea	High-visibility R&I events, newsletters, STI policy communication
National Research Foundation (NRF)	National mobility schemes, Horizon Europe Task Force
Regional Universities (e.g., INU, CNU, UNIST)	Ad-hoc EU-related outreach
Jean Monnet Centre of Excellence (HUFs)	Academic outreach, EU studies dissemination
Korean Society of Contemporary European Studies	Promotion of mobility schemes, policy updates
EURAXESS Korea	Targeted outreach to Korea-based researchers and institutions

The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
MSCA not always foregrounded in general Horizon Europe messaging	Systematic MSCA briefing slots in EU DEL events
Low MSCA awareness; no structured support	Launch regional MSCA roadshow formats
Limited reach beyond EU studies community	Open MSCA sessions to larger university networks

5.9.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

Institution	Representative
EU Delegation	Ju Young Kim, Policy Analyst
Korea-Europe Research Center	Yale Song, Coordinator (NCP role)
Jean Monnet Center of Excellence	Bong Chul Kim, Director
National Research Foundation	Yejin Song, Policy Officer
Embassy of Luxemburg	Rebecca Sunmi Koo, Senior Trade and Investment Officer
EU Public and Culture Diplomacy in Korea	Soomee Moon, Communication and Outreach Expert
MSCA -GLOPOL and EURAXESS Korea	Tomasz Wierzbowski, RLO and EWW Representative

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

The RLO initiated structured engagement with the members of the Korea CMPG. While in-person meetings with all stakeholders have not yet been possible due to scheduling constraints and the late timing of the network's establishment, bilateral discussions were held with the majority of group members. These exchanges have already helped clarify institutional expectations, identify preliminary areas where MSCA could be more strategically embedded, and map complementarities across universities, research institutes, and government agencies.

The Embassy of Luxemburg facilitated an MoU between Luxemburg companies and the Korean R&I centre and the officer in charge of R&I expressed interest in becoming part of the MSCA-GLOPOL promotion group.

A full CMPG meeting is planned for the first quarter of 2026, building on this groundwork to formalise coordination mechanisms, define shared priorities, and strengthen coherence between promotion activities and MSCA objectives in Korea.

5.9.3. Proposed Promotional Events

Below are the suggested MSCA promotional events for Year 1:

- 24 March 2026: Onsite participation at the EU–Korea Research & Innovation Day, Seoul, to be organised by EU DEL, NRF, and EURAXESS Korea.
- 31 March 2026: Onsite participation at the Europe R&D Day, Busan, to be organised by InfoMatches, British Chamber of Commerce in Korea and EURAXESS
- April 2026: Onsite Regional Outreach Sessions – MSCA for Universities outside Seoul in Gyeonggi, and Gyeongsang Province, to be organised by MSCA-GLOPOL
- 12 May 2026: MSCA Webinar for Korea, to be organised by Korea-EU Research Centre, NRF-Horizon Europe Team and MSCA-GLOPOL, online (focus on DN call)

5.9.4. Social Media content and promotional material

Here are some suggestions for ad-hoc promotional material to be prepared and shared for MSCA-GLOPOL in Korea:

- A short slide deck (“Introduction to MSCA for Korean Institutions”) to be used at regional outreach sessions, EU DEL events, and university briefings.
- A one-page MSCA factsheet in Korean and English, focusing on MSCA mobility opportunities and the benefits of Korea’s association to Horizon Europe Pillar 2.
- Success story/Testimonial: “How MSCA Staff Exchanges changed our research collaboration” – interview with a Korean MSCA SE participant
- Infographic Theme: “MSCA in Korea at a Glance” – 2021–2025 participation trends, top universities, thematic strengths

5.10. Latin America and the Caribbean, including Argentina, Brazil, Chile and Mexico

This section covers the different promotion activities that are planned in Year 1 at country and region level.

5.10.1. Promotion Landscape

In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officers responsible for the LAC Region and the four countries above mentioned, together with the support of the two Coordinated MSCA Promotion Groups (CMPG) created, have identified the main actors and resources that already exists in terms of promotional MSCA activities and the main challenges encountered so far in this area.

Present status, key actors and main resources

The region is vast, and stakeholders are highly diverse, as is their level of knowledge of the MSCA. EURAXESS LAC and the REDLAC NCPs remain the main promoters to date; however, their activities are not yet sufficiently coordinated. The NCPs rotation rate is very high, with very little time dedication on many occasions, factors that limit continuity and effectiveness.

MCAA members are often highly engaged, but their participation in the programme may date back several years, and their communication efforts are frequently internal. While this represents a valuable pool of potential MSCA participants, this channel could be better leveraged if MSCA alumni acted as more effective relays within their institutions, in particular through targeted presentations.

Argentina

Argentinian researchers are well informed about the MSCA thanks to a very active NCP. Depending on the political context, more or less emphasis is placed on cooperation and mobility programmes, but the NCP has an efficient mailing system to reach research institutions across the country, she is very knowledgeable, can provide practical guidance and she occasionally organises webinars and gives presentations at universities, sometimes in partnership with EURAXESS LAC and REDLAC NCP. MCAA Argentina Chapter is also very active and carries out several activities across the country.

Main Promotional Actors	Current Efforts
Secretariat of Science, Technology, and Innovation	Hosting the NCPs; Mailing lists; Online general info sessions with testimonials from the MSCA alumni from LAC; Partnership with universities to conduct on-site physical events
Marie Curie Alumni Association (MCAA) Argentina Chapter	MSCA alumni testimonial session; Individual advising; Social media promotion, internal mailing list
EURAXESS LAC	Online general info sessions with testimonials from the MSCA alumni from LAC; Partnership with universities to conduct on-site physical events; Flashnotes and quarterly newsletters; On-site physical events and in-depth info sessions with workshops on the structure of the proposal and the evaluation criteria, practical exercises to analyse do's and don'ts
Major universities (their international & research offices)	Voluntary reproduction on institutional websites, Social media promotion
EU Delegation	Social media promotion

Brazil

EURAXESS Brazil/LAC clearly has the widest outreach and the most diversified and innovative set of tools to promote MSCA in Brazil, and its content is reused by most other multipliers. Particularly high-potential channels that could be further explored and scaled include:

- Webinars and structured online events
- In-person proposal-writing workshops
- Interactive Q&A formats
- WhatsApp groups and targeted mailing lists within academic networks

The level of knowledge and understanding of MSCA in Brazil varies widely, especially given that access to matching funds is complex. MSCA promotion in Brazil is mainly ensured by institutional multipliers using their own communication channels, often on a voluntary basis.

Main Promotional Actors	Current Efforts
The EU Delegation	Social media and on-site presentations.
CONFAP	Hosting MSCA NCPs; Responsible for MSCA co-funding mechanism Website, social media (LinkedIn, X, Facebook, Instagram), newsletters, university mailing lists, and internal WhatsApp groups to share with FAPs that support the coordinated call.

EURAXESS LAC	Website, LinkedIn and YouTube, mailing list, PPT presentations at events, interviews, webinars, in-person proposal-writing events (although focused on MSCA PF so far), and Q&A in writing (now discontinued).
Marie Curie Alumni Association (MCAA) Brazil Chapter.	Internal WhatsApp group and website
BR universities, Brazilian Association for International Education FAUBAI	Voluntary reproduction on institutional websites; some dissemination via internal mailing lists.
State Research Foundations (FAPs)	Occasional replication on websites, social media.

Chile

In Chile, EURAXESS LAC is the main actor conducting structured and continuous MSCA promotion through newsletters, social media campaigns, webinars, and occasionally on-site information sessions. Some materials (images or, more rarely, articles) are occasionally customised for Chile and published on social media, then shared with local stakeholders (EU Delegation, MSCA NCP, MCAA Chile chapter).

The EU Delegation hosted an MSCA PF proposal writing workshop in 2025, in partnership with the Embassy of Poland and EURAXESS LAC. Beyond this, its involvement consists mainly of sharing social media posts.

Two researchers from Universidad de Chile are both chairs of MCAA Chile Chapter and MSCA NCPs, meaning they share the same promotion channels. MCAA Chile Chapter is active, primarily among its members. They hosted info sessions on EU funding including MSCA at Universidad de Chile at the occasion of EURAXESS LAC last visits to Chile. MCAA Chile Chapter considers that alumni and other high-level researchers are already well-informed and suggests offering proposal writing training to empower potential participants.

Main Promotional Actors	Current Efforts
EURAXESS LAC	Website, LinkedIn and YouTube, Mailing list, PPT presentations at events, interviews, webinars, in-person proposal-writing events (although focused on MSCA PF) On-site physical events and in-depth info sessions with MSCA alumni testimonial sessions
EU Delegation	Social media promotion. Occasional live presentations
MCAA Chile Chapter / 2 MSCA NCPs	Social media, internal mailing list, Online general info sessions with testimonials from the MSCA alumni from Chile
National Agency for Research and Development ANID	Partnership with universities to conduct on-site physical events (from time to time), information sessions in partnership with EURAXESS LAC.

Major universities	Ad hoc promotion
OEI - Organización de estados iberoamericanos	Organisation of dissemination activity Night of the researchers, in partnership with European Institutions

Challenges identified and possible actions to be taken

The following gaps and challenges have been identified together with actions to work on.

Identified challenge	Action suggested
Size and diversity of the region	Prepare targeted communication, depending on the language and/or the type of eligibility to funding.
Lack of universities involved in MSCA promotion in LAC	<ul style="list-style-type: none"> • Target associations/groups of universities (CRUCH in Chile, National Interuniversity Council (CIN) of Argentina, FOPROP and FAUBAI in Brazil, etc). Identify relay in their dissemination groups (such as the FOPROP WhatsApp group in Brazil). • Liaise with the 3 institutions with the highest participation in MSCA or with higher potential per country and send direct dissemination so that they can share it with their scientific communities. • Liaise with Red Clara, whose aim is the contribution to the development of science, education, technology and innovation in Latin America and the Caribbean through the coordination, connection and strengthening of their national research and education networks.
MSCA Promoters in some countries (i.e. Brazil) suggested that they lack ready-to-use-official communication materials	Creation of and sharing customisable communication materials among the relevant stakeholders.
Lack of higher education stakeholders in the political discussion	Identification of key contacts such as ministries and their funding or cooperation agencies to be provided to DG EAC, enabling further strategic contacts to be established. After this initial contact by EAC, some of these actors will also be effective communication channels.
Lack of national co-funding (Chile)	To be discussed during Joint Steering Committee Meeting (JSCM)

Brazil

Identified challenge/gap	Action suggested
Higher education actors Need to reach key institutions and multipliers linked to education (Ministry of Education – MEC; CAPES – the Brazilian Federal Agency for Support and Evaluation of Graduate Education, forums of vice-rectors)	<ul style="list-style-type: none"> Establish institutional contact with MEC and CAPES Invite them to join the CMPG
CONFAP: The MSCA dissemination they carry out is limited to State Research Foundations (FAPs) that adhere to the CONFAP coordinated call (in the case of MSCA Staff Exchanges co-funding)	Encourage CONFAP to share MSCA information with all FAPS.
Difficulty for Brazilian researchers to establish contacts with European peers	Webinar to present MSCA matchmaking tool
High-potential Brazilian researchers lack in-depth and practical information to start preparing a proposal	Organisation of training sessions on how to write MSCA Staff Exchanges proposals or how to participate in consortia
Multipliers are often organised in associations (FAUBAI, SBPC, Foprop, etc) and tend to convene around annual events. However, it has proven difficult to identify what type of content would effectively capture their attention. Simply presenting the call for proposals is not sufficient to generate or sustain long-term interest among these potential multipliers	Brainstorm on wider topics to be used as hook to promote MSCA SE and DN for this specific target group

5.10.2. Coordinated MSCA Promotion Groups (CMPG)**LAC CMPG****Members and Institutions**

The LAC CMPG held its meeting on 28 November 2025, in Spanish, including the specific countries of Mexico, Chile, Argentina. Out of 30 invitations, the following contacts have shown their commitment to attend the CMPG:

<u>Institution</u>	<u>Representative</u>
<i>MSCA Alumni</i>	
MCAA Andean – Caribbean Chapter	Sergio Manrique, Chair
MCAA Chile Chapter Chair	Fabiola Osorio, Chair
<i>MSCA NCPs</i>	
CONACYT	Maria de la Paz Bareiro, Paraguay
AUCI	Alejandro Quinteros, Uruguay

Ministerio de Educación MEC	Graciela Morelli, Uruguay
Red LAC NCP	Claudia Romano; Juan Manuel Brun
<i>EU Delegations, officers in charge of STI cooperation</i>	
EU Delegation to Mexico	Cristina Martinez
EU Delegation to Paraguay	Kirsti ALA-MUTKA
EU Delegation to Argentina	Miruna Rusen
EU Delegation to Colombia	Luisa Gallo
EU Delegation to Guatemala	Celia Ordonez
EU Delegation to Uruguay	Celia de la Fuente
EU Delegation to Chile	Pia Hevia
<i>Organisations/State agencies</i>	
ANUIES Mexico	América Lizárraga & Alep Blancas
Organización de estados iberoamericanos (OEI)	Paula Sánchez-Carretero
International Science Council (ISC)	Carolina Santacruz-Perez
<i>Others</i>	
EURAXESS Worldwide and MSCA GLOPOL	Viktoria Bodnarova & Charlotte Grawitz

Main outcomes of the LAC CMPG meeting and promotion strategy for Year 1

The Year 1 proposal aims to enhance the promotion of the Marie Skłodowska-Curie Actions (MSCA) within the LAC region by leveraging various events, collaborations, and communication channels identified during the meeting. Key outcomes and strategic actions include:

- RedLAC NCP proposed publishing an article on MSCA-GLOPOL and/or the MSCA in its quarterly newsletter, as well as further disseminating the information through its network.
- RedLAC also invited MSCA-GLOPOL to carry out a mission in Uruguay, based on the view that it would be beneficial for the local community to hear about MSCA opportunities from actors other than their usual interlocutors (NCPs).
- Several participants (ANUIES, MCAA) suggested a creation of short videos with already existing beneficiaries, focusing more on the ‘How’ than on the ‘What’.
- The Chilean NCPs confirmed that basic MSCA information already circulates widely and that the focus should now shift toward practical training for interested researchers and institutions.
- In addition, collaboration with RedCLARA was proposed for the dissemination of MSCA opportunities, as this organisation can facilitate contacts between GLOPOL and scientific institutions across Latin America.

During the meeting, participants were invited to complete or revise a shared mapping document outlining how their institutions currently promote MSCA in the LAC region.

Engagement was high, with a strong willingness to contribute and share information. Some participants had not previously met, or not in the same professional capacity, which further highlighted the added value of the exchange.

Overall, the meeting confirmed strong interest in more coordinated promotion of MSCA across the region, with a clear emphasis on practical communication tools, clearer messaging, and enhanced collaboration among key stakeholders.

BRAZIL CMPG

Members and institutions

<u>Institution</u>	<u>Representative</u>
CONFAP (Council of Brazil State research funding agencies)	Flávia Cerqueira (MSCA NCP) & Fernando de Lucena (communication agent)
Marie Curie Alumni Association (MCAA)	Ítala Marx, Sibelle Vilaça, (MCAA Brazil)
Brazilian universities	Nicolas Maillard (UFRGS), Brazilian researcher representing the point of view of other BR universities due to his role in FAUBAI association, previous international relations officer of UFRGS and MSCA GF host
EU Delegation	Dhallys Mota, STI policy officer
EURAXESS Worldwide and MSCA-GLOPOL	Charlotte Grawitz, EWW representative and RLO for Brazil

Main outcomes of the Brazil CMPG meeting and promotion strategy for Year 1

The first Brazil CMPG took place virtually on 25 November 2025 with participation of CONFAP, MCAA, a representative of an Association of Brazilian Universities .

Members from the EU Delegation, STI section; Chair of MCAA Brazil Chapter couldn't attend, but other members from MCAA were present and contributed. The day before, Brazil RLO held a bilateral meeting with CONFAP head of international relations that could not attend the following day.

It was decided at this stage not to invite individual universities nor institutions who contacted GLOPOL individually, but rather to define a strategy to reach out efficiently to them to multiply MSCA promotion.

This initial year of the project, in terms of promotion, will focus on the identification of key contacts in peer dissemination groups (i.e. FOPROP group) and the development of a database of institutional contacts. Together with bilateral meetings with key institutions and the organisation of annual webinars dedicated to Staff Exchanges and Doctoral Networks, in partnership between EURAXESS LAC, Confap, and MCAA Brazil Chapter, customized promotional materials will be created.

Brazil NCP CONFAP has expressed a strong interest in receiving regular information from DG EAC, particularly customizable materials. For example, local State Funding Agencies FAPs would welcome the opportunity to produce a Portuguese version or to add their own logos and URL to MSCA promotional images, showcasing the fact that they offer matching funds to support their researchers. Greater access to adaptable content would strengthen local ownership of dissemination and empower multipliers to deliver tailored outreach with meaningful impact.

5.10.3. Proposed Promotional Events

Below are the lists of MSCA promotional events suggested for Year 1:

ARGENTINA

- 10 March 2026: Online event on MSCA Staff Exchanges for research institutions from Argentina, organised by MSCA-GLOPOL.
- 23 March 2026: Webinar: Marie Skłodowska-Curie Actions for KIRDSA Researchers and South American Institutions, to be organised by KIRDSA (Knowledge, Innovation and Regional Development in South America).
- 21 April 2026: Info sessions on EU funding, including a focus on MSCA SE and DN, onsite, Buenos Aires, to be organised by MSCA-GLOPOL, EURAXESS LAC, MSCA NCP, MCAA and local partners.
- 8 May 2026: Webinar: good practices in MSCA doctoral training, to be organised by MSCA-GLOPOL.

BRAZIL

- 10 February 2026: MSCA Staff Exchange webinar for Brazilian Institutions, online, organised by MSCA-GLOPOL in collaboration with CONFAP.
- May 2026: Annual webinar dedicated to Doctoral Networks, to be organised by MSCA-GLOPOL, EURAXESS LAC, CONFAP, and MCAA Brazil Chapter
- TBC: Webinar with Brazil scientific diaspora in Europe, to be organised by MSCA-GLOPOL, EURAXESS LAC, CONFAP, and MCAA Brazil Chapter.

CHILE

- 27 November 2025: Hybrid participation at the final event of the Energytran Project “perspectives on the Energy Transition in Ibero-America”, organised by the Organizacion de Estados Iberoamericanos (OEI)
- 13 January 2026: EU Opportunities for Researchers in Chile Event, onsite, Concepción. Organised by MSCA-GLOPOL, EURAXESS LAC and the Universidad de Concepción
- 14 January 2026: Marie Skłodowska Curie Actions info session, onsite, Santiago de Chile. Organised by MSCA-GLOPOL and the Universidad de Santiago de Chile.
- 5 February 2026: Horizon Europe MSCA Staff Exchanges for Research Institutions from Chile and Mexico, online, organised by MSCA-GLOPOL.
- May 2026: Horizon Europe MSCA Doctoral Networks for Research Institutions from Chile and Mexico, online.

MEXICO:

- 5 February 2026: Horizon Europe MSCA Staff Exchanges for Research Institutions from Chile and Mexico, online, organised by MSCA-GLOPOL.
- 13-14 April 2026: Horizon Europe Marie Skłodowska Curie Actions Staff Exchanges & Doctoral Networks Training Sessions in Mexico City. To be organised by the National Association of Universities and Institutions of Higher Education (ANUIES).

LAC:

The first Year Regional Flagship event took place on 3 October 2025, in Mexico City. The hybrid event “Latin-Europe Exchanges: from collaboration to co-protagonists” was organised by MCAA as a side event of the MCAA Conference.

5.10.4. Social Media content and promotional material

The first regional onsite event for LAC was [advertised](#) on the MSCA-GLOPOL website, as well as a follow-up [post](#) to inform about the main outcomes.

As part of the dissemination and communication plan, ad hoc promotional material will be prepared during the project, here are some suggestions for the LAC region:

Type	Description / Idea
Success story Testimonial	Partner with MCAA Brazil, MCAA Spain-Portugal Chapters that started a collaboration project inspired by a science communication activity from the MEDNIGHT project. It aims at promoting the chapters members’ work through creative science communication. Selected stories will be featured in the “Researcher of the Month” campaign, illustrated through AI-generated art and storytelling to bring your research to life in a unique way. Hopefully the content will be published in LAC languages and will be easy to replicate.
Video Interview	Short video interview with a MSCA SE local beneficiary Short video interview with a MSCA DN local beneficiary Short video with a LAC host institution hosting a Global fellow
Infographic Theme	Clear infographics on what’s in MSCA DN and SE from LAC; whether they are eligible for automatic funding or not.

5.11. Mediterranean Partner Countries, including Algeria, Egypt, Jordan, Morocco, Tunisia

This section covers the different promotion activities that are planned in Year 1 at country and region level.

5.11.1. Promotion Landscape

The Mediterranean Partner (MedPar) region includes: **Algeria, Egypt**, Israel, **Jordan**, Lebanon, Libya, **Morocco**, Palestine, Syria and **Tunisia**. In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officers responsible for the MedPar Region and the five countries covered by the project (indicated in bold above), together with the support of the Coordinated MSCA Promotion Group (CMPG) have identified the main actors and resources that already exist in terms of promotional MSCA activities, and the main challenges encountered so far in this area.

Present status, key actors and main resources

ALGERIA

Algeria recorded only 13 MSCA participation under Horizon 2020 and Horizon Europe, all in RISE/SE, involving 11 organisations. Zero participation was recorded in ITN/Doctoral Networks, Postdoctoral Fellowships, or COFUND schemes. This positions Algeria as one of the least represented North African countries in MSCA. Algeria's MSCA participation therefore remains very limited, concentrated almost entirely in Staff Exchanges, with major gaps in health, digital technologies, and renewable-energy research despite these being bilateral priority areas. Structural constraints including low institutional awareness, absence of national co-funding mechanisms, and limited hosting capacity continue to hinder broader MSCA engagement.

MSCA-related promotional activities in Algeria remain very limited and are mainly carried out by Ministry of Higher Education and Scientific Research (MHESR), the Directorate General for Scientific Research and Technological Development (DGRSDT), EUDEL Algiers, EURAXESS Africa, and a small group of MSCA alumni. Most initiatives are concentrated in major universities in the capital, Algiers, leaving limited outreach to institutions elsewhere in the country. To increase participation, Algeria needs awareness-raising efforts supported by strong coordination, targeting regional universities and non-academic stakeholders.

Local Promotional Actors	Current Efforts
Ministry of Higher Education and Scientific Research (MHESR)	Main body overseeing national R&I policy
Directorate General for Scientific Research and Technological Development (DGRSDT)	Funds research laboratories and national programmes.
National Agency for the Development of Research (ANDRU)	Key funding and evaluation agency.
EURAXESS Africa	Very active. Strong promotional activities. Events, workshops, training, websites, newsletter, flash notes, mailing lists, Social Media outreach.
ERASMUS + National Office	Very active. Strong promotional activities. Events
Research Centres & Universities	Low promotional activities; local information multipliers.

EGYPT

Egypt officially joined **Horizon Europe on 22 October 2025**, granting Egyptian entities access to the entire programme under conditions comparable to EU Member States. This allows them to participate in and lead research consortia, receive direct funding, and contribute to advanced research, global challenges, and national research capacity-building.

Before association, Egypt had already gained experience with **MSCA**, particularly through **Staff Exchanges**, supported by a limited number of awareness activities led mainly by the Academy of Scientific Research and Technology (**ASRT**). Despite this, Egypt's **H2020 MSCA participation remained modest** relative to its potential and regional peers, shaped largely by the efforts of organisations such as ASRT, EURAXESS, EUDEL, MCAA, DAAD Cairo, and several universities.

Engagement during H2020 was concentrated primarily within **academic institutions**, while participation from the **non-academic sector** remained very limited, indicating gaps in outreach and awareness. Although Egypt has demonstrated an active and collaborative role through its **MSCA National Contact Point**, existing promotional activities—mainly information sessions and alumni-led initiatives—remain fragmented and small in scale.

To fully benefit from Horizon Europe, **more coordinated, centralised, and targeted promotional efforts** are needed, particularly to reach **non-academic stakeholders and less-connected institutions**, and to ensure broader and more balanced national participation.

Main promotional actors	Current Efforts
Academy of Scientific Research and Technology (hosting the MSCA National Contact Point)	Key MSCA/EU R&I communication with other stakeholders and partners; moderate promotional activities: events, websites, mailing lists. Strong collaboration with other stakeholders.
Delegation of the European Union to Egypt	Very active. Organised recently the 20 th Years Celebration of EU-Egypt Relations. Strong collaboration with other stakeholders.
EURAXESS Africa	Very active. Strong promotional activities. Events, workshops, trainings, websites, newsletter, flash notes, mailing lists, Social Media outreach.
MCAA - Middle East Chapter	Moderate promotional activities: events, workshops, trainings, websites, mailing lists; social media groups, informal mentoring.
Universities (The American University in Cairo; Helwan University; Ain Shams University; Alexandria University; Damanshour University)	Increasing promotional activities; local information multipliers.
Member State Embassies - STI Counsellors: Ambassade de France en Egypte	Some promotional activities.

JORDAN

Jordanian researchers are automatically eligible for MSCA funding (due to Jordan’s status as a low- to middle-income country), yet the country’s participation in both H2020 and Horizon Europe has remained limited. This is largely attributed to the insufficient level of outreach and awareness-raising activities, which means that many institutions and researchers are still not fully aware of the opportunities offered under MSCA. Participation is not entirely absent, but it is clearly far below what could be expected given Jordan’s scientific potential.

Considering that Jordan is not an Associated Country to Horizon Europe, the low level of awareness highlights the need for broader promotional efforts. These activities should present the full spectrum of MSCA Actions, with particular emphasis on Staff Exchanges (SE) and Doctoral Networks (DN), which are especially relevant and accessible for Jordanian institutions.

Moreover, as a low- to middle-income country, Jordan benefits from automatic MSCA funding eligibility—an important advantage that is often overlooked. This point should be clearly and consistently highlighted in all communication, training, and outreach initiatives.

At the time of writing this report, there were limited efforts to promote MSCA in Jordan. As there are fewer efforts to promote MSCA, the MCAA Middle East Chapter was the only body actively promoting MSCA and they have been doing this generally in Arabic language so that local stakeholders could understand better MSCA features. EURAXESS Africa, initiative promoting Horizon Europe Pillar 1 and 2, does not cover Jordan in its mandate, which is limited to the African continent. Nevertheless, there is an active promotion of the Mediterranean Initiative, as part of Horizon Europe funding, open to Jordanian researchers and institutions. All these events are openly published, targeting all the Mediterranean Partner Countries. Currently, the MSCA National Contact Point for Jordan has expressed interest in carrying out promotional activities and is planning to organise MSCA awareness-raising events in the near future in cooperation with MSCA-GLOPOL.

Main Actors	Current Efforts
The Higher Council for Science and Technology	The MSCA National Contact Point is formally designated and hosted by this institution. Contact has been established with the NCP for Jordan, who has demonstrated openness to collaboration. A first joint activity has already been planned within the framework of the SE Information Day (with further collaborative activities planned in the near future).
MCAA Middle East Chapter	The MCAA Middle East Chapter is quite active in the region. It regularly publishes updates highlighting the success stories of its alumni. The online events delivered by experts are consistently open to participation from Jordanian researchers as well. Moderate promotional activities: events, workshops, trainings, websites, mailing lists; social media groups, informal mentoring.
Delegation of the European Union to Jordan	The EU Delegation in Jordan does not have a Science Counsellor. Although no contact has been established yet, efforts are being made to identify a suitable representative within the Delegation. The aim is to collaborate in future awareness-raising and promotional activities..
Al-Balqa Applied University	Although the university has not carried out significant MSCA-related initiatives so far, they are very open to collaborating on GLOPOL events. One MSCA Info Day focused on Staff Exchanges has recently been held, and further events will follow in the near future.

MOROCCO

Morocco shows moderate but growing participation in the Marie Skłodowska-Curie Actions, recording a total of 57 MSCA projects across Horizon 2020 and Horizon Europe, involving 32 Moroccan organisations (Source: MSCA Dashboard) Participation remains driven mainly by academic institutions, with around 14% of MSCA-active organisations coming from the non-academic sector. While Moroccan researchers and institutions are eligible for MSCA Postdoctoral Fellowships, Doctoral Networks and Staff Exchanges, their presence in large collaborative schemes, especially Doctoral Networks and SE remains limited. Participation has been stronger in natural sciences, engineering and health, while digital technologies, advanced materials and climate-related research remain underrepresented. Overall, Morocco's MSCA engagement would benefit from stronger academia-industry partnerships, increased awareness of MSCA opportunities, and targeted support for proposal development.

MSCA-related promotional activities in Morocco are relatively active, driven mainly by the Ministry of Higher Education, Scientific Research and Innovation (MESRSI) and a very active MSCA NCP team, with support from EUDEL Rabat, EURAXESS Africa, and MSCA alumni. These actors regularly organise information sessions, training workshops, and thematic events to promote Horizon Europe opportunities. However, the existing info sessions need to be enhanced with more practical, hands-on workshops to provide deeper guidance to institutions and raise stronger awareness about the importance and added value of MSCA actions.

Main Promotional Actors	Current Efforts
Ministry of Higher Education, Scientific Research and Innovation (MESRSI)	Oversees R&I strategy.
Mohammed VI Polytechnic University (UM6P)	Leading R&I player, strong international networks
Technopark Casablanca / Rabat / Tangier	Leading R&I player, strong international networks.
EURAXESS Africa	Very active. Strong promotional activities. Events, workshops, trainings, websites, newsletter, flash notes, mailing lists, SM outreach.
ERASMUS + National Office	Very active. Strong promotional activities. Events

TUNISIA

Tunisia demonstrates solid and steadily improving participation in the Marie Skłodowska-Curie Actions, supported by its full association to Horizon Europe and a strong national commitment to fostering international researcher mobility. Participation remains primarily driven by universities and public research centres, with limited engagement from the private sector and only a small number of Tunisian coordinators in Doctoral Networks. Scientific involvement is strongest in engineering, ICT and health-related disciplines, while emerging fields such as advanced materials, green technologies and interdisciplinary social sciences remain underrepresented. Strengthening institutional capacity, enhancing proposal-

writing competencies, and expanding academia–industry partnerships would help Tunisia make fuller use of its Horizon Europe association and further increase its MSCA performance.

Promotional activities in Tunisia are primarily carried out through information sessions and awareness-raising events organised by the Ministry of Higher Education and Scientific Research (MHESR), the EU Programme Management Unit (UGPO-MHESR), EUDEL Tunis, and EURAXESS Africa. UGPO, in particular, plays a central role in coordinating national-level communication on Horizon Europe and MSCA opportunities, while universities such as the University of Tunis El Manar, the University of Sousse, and the University of Sfax regularly host thematic workshops designed to familiarise researchers with European funding mechanisms.

Main Promotional Actors	Current Efforts
Ministry of Higher Education and Scientific Research (MHESR)	Main body overseeing national R&I policy
EU Programme Management Unit – UGPO- MHESR	key MSCA/EU R&I communication with other stakeholders and partners; moderate promotional activities: events, websites, mailing lists.
National Agency for Scientific Research Promotion (ANPR)	Involved in several projects led by EUDEL in Tunisia and is considered a strategic partner for research valorisation.
EURAXESS Africa	Very active. Strong promotional activities. Events, workshops, trainings, websites, newsletter, flash notes, mailing lists, Social Media outreach
ERASMUS + National Office	Very active. Strong promotional activities.
Research Centres & Universities	Low promotional activities; local information multipliers.
Tunisian Technoparks Network.	Leading R&I player, strong international networks.

Challenges identified and actions that can be taken

The following gaps and challenges have been identified together with actions to work on.

Identified challenge/gap	Action suggested
Many outreach events in some countries, whereas there were fewer in others. Levels of interaction among promotional stakeholders vary depending on the country.	A centralised source for MSCA outreach.
Limited awareness and knowledge of MSCA especially at non-academic institutions.	A dedicated event needed including all relevant stakeholders.
Lack of opportunity or structured support to develop testimonial-based communication materials.	Develop mechanisms and guidance to support the systematic creation and dissemination of testimonial-based outreach materials.

Duplication of similar types of promotional events and uncoordinated outreach between different stakeholders	Centrally coordinated MSCA events calendar needed.
The existing information and training formats sometimes lack from practical and more advanced training workshops	Add hands-on workshops and alumni testimonials to reinforce the effectiveness of promotional activities.

5.11.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

Algeria

Institution	Representative	Function
Ministry of Higher Education and Scientific Research (MHESR)	Samira Chader	Director
Ministry of Higher Education and Scientific Research (MHESR)	Hamza Merabet	Associate Professor
National Center for Scientific and Technical Research (CNRST)	Mokhtar Sallami	General Director
ERASMUS+ National Office Algeria	Ahmed Zakariya Nadji	Deputy Director
ERASMUS+ National Office Algeria	Mohamed Boudour	Director
MSCA-GLOPOL and EURAXESS Africa	Ahmed Maalel	RLO for Algeria and EURAXESS Africa Representative

Egypt

Institution	Representative	Function
Academy of Scientific Research and Technology	Amr Radwan	MSCA NCP for Egypt
EURAXESS Africa	Ahmed Maalel	EURAXESS Africa Representative
Delegation of the European Union to Egypt	Heba Gaber	Regional Officer for Research and Innovation
African Chapter of MCAA	Precious Ekwere	MCAA Africa Chapter Chair
Middle East Chapter of MCAA	Abolfazl Mehbodniya	MCAA Middle East Chapter Chair
Middle East Chapter of MCAA	Amani Alawanleh	MCAA Middle East Chapter Vice Chair
Ministry of Scientific Research	Zeinab El-Sadr	National Erasmus+ Office Coordinator
DAAD Cairo	Wiebke Bachmann	Director of the DAAD Regional Office Cairo
The American University in Cairo	May Bakr	Assistant Professor
Helwan University	Lamia Kamel	Assistant Professor
Ain Shams University - Faculty of Engineering	Hoda Kamal Fouad Soussa	Professor at Irrigation and Hydraulics
Ain Shams University - Faculty of Pharmacy	Sherweit Hamed Mohamed El-Ahmady	Professor at Department of Pharmacognosy
Alexandria University	Amira Zaky	Professor of Biochemistry, Faculty of Science
Damanhour University	Maneea Moubarak	Assistant professor at Damanhour university

Institute Française in Egypt	Clothilde Legallou	Chargée de mission scientifique/ Scientific Mission Officer
Ain Shams University	Sherweit Hamed Mohamed El- Ahmady	Prof. at Department of Pharmacognosy
Alexandria University	Dina Elgayar	Director of the project management office at AU
The American University in Cairo	Dalia Ghaly	Senior Director, Pre-Awards Office of Sponsored Programs
MSCA-GLOPOL	Tuğba Arslan	RLO for Egypt

Jordan

Institution	Representative	Function
The Higher Council for Science and Technology	Omaymah Bany Salman	MSCA NCP for Jordan
Al-Balqa Applied University	Omar Suleiman Arabiat	Associate Professor at Al-Balqa Applied University, Dean at Al-Salt Technical College, and UNAI SDG4 ¹ Hub Chair
The Delegation of the European Union to Jordan		Generic address contacted.
Institut Français de Jordanie		Generic address contacted.
DAAD Jordan	Hebatallah Fathy	Director
African Chapter of MCAA	Precious Ekwere	MCAA Africa Chapter Chair
Middle East Chapter of MCAA	Abolfazl Mehbodniya	MCAA Middle East Chapter Chair
Middle East Chapter of MCAA	Amani Alawanleh	MCAA Middle East Chapter Vice Chair
EURAXESS Worldwide	Ahmed Maalel	EURAXESS Africa Representative
MSCA-GLOPOL	Tuğba Arslan	RLO for Egypt

Morocco

Institution	Representative	Function
Ministry of Higher Education, Scientific Research and Innovation (MESRSI)	Anas Chokairi	Director - NCP coordinator
ISPTS, MESRI - ISPTS Institut Scientifique des Professions Infirmière et Techniques de Santé Rabat, MESRI	Ezzarfi Abdelouahid	Associate professor
Université Ibn Tofail	Karima Selmaoui	Associate Professor - MSCA NCP
ERASMUS+ National Office Morocco	Latifa Daadaoui	Director
MSCA-GLOPOL and EURAXESS Africa	Ahmed Maalel	RLO for Morocco and EURAXESS Africa Representative

Tunisia

Institution	Representative	Function
DG UGPO Horizon Europe, MH	Helma Mardassi	
MHESR, UGPO Horizon Europe	Hela Hassairi	NCP MSCA

¹ UNAI SDG4 refers to Sustainable Development Goal 4 (Quality Education) within the framework of the United Nations Academic Impact (UNAI)

	Leila Triki	NCP MSCA
	Mohamed Kefi	NCP MSCA
ERASMUS+ National Office Tunisia	Nesrine Baklouti	Director
VP Université Tunis Manar	Nesrine Zoghلامي	Professor
MSCA-GLOPOL	Ahmed Maalel	RLO for Tunisia

Lebanon, Libya, Palestine, Syria: The search for representatives from these countries is also ongoing.

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

Online meetings held on 5 and 8 December 2025 brought together representatives from several countries in the MedPar region, including MSCA National Contact Points, researchers, alumni, and representatives from universities and national institutions. The meetings introduced the project, its objectives, priorities, and the rationale for establishing the CMPG group.

Participants exchanged ideas on organising awareness-raising activities across the region in 2026 and explored possible synergies to strengthen cooperation. They highlighted several common challenges affecting participation in MSCA calls, including limited awareness, the overly basic nature of existing information sessions, difficulties in identifying partners or coordinators, visa-related mobility constraints affecting Staff Exchanges mobility, and limited clarity regarding submission procedures for specific MSCA actions.

The group agreed to identify and support a series of suitable online and onsite events through which the RLO can disseminate MSCA information, promote collaboration opportunities, and enhance project visibility, working closely with MSCA NCPs, ERASMUS+ offices, and other key national actors. As exam periods in several countries will continue until early January, members will jointly identify relevant engagement opportunities afterwards. They expect numerous occasions throughout the year to share MSCA-focused information.

Participants also confirmed their willingness to support MSCA-GLOPOL outreach activities and act as strategic partners. In addition, the group discussed the potential organisation of a joint regional event in the MedPar region to strengthen networking and partnerships. Members also suggested exploring mechanisms to retain talented researchers, strengthen national research and innovation programmes, and encourage institutions to support high-quality MSCA proposals that were positively evaluated but not funded.

5.11.3. Proposed Promotional Events

Suggested events for Year 1: Algeria

- 26 January 2026: National MSCA Info day, organised by MSCA-GLOPOL and the Ministry of Higher Education and Scientific Research in Algeria. Hybrid format.
- 18 March 2026: MSCA Info day focused on MSCA Staff Exchanges for Algeria, Jordan and Morocco, online, organised by MSCA-GLOPOL.

- May 2026: MSCA Info day focused on MSCA Doctoral Networks for Algeria, Jordan and Morocco, online, organised by MSCA-GLOPOL.
- May 2026: MSCA Info Day focusing on MSCA opportunities for universities from the central and western regions of the country, organised by MSCA-GLOPOL in collaboration with the Ministry of Higher Education and Scientific Research in Algeria.

Suggested events for Year 1: **Egypt**

- 27 November 2025: Online participation at the International Dental Conference (IDC), organised by the Faculty of Dentistry (Beni-Suef University and MUST University), with a hybrid format.
- 1 December 2025: MSCA National Info Day in Egypt, organised by MSCA-GLOPOL in collaboration with ASRT (Academy of Scientific Research and Technology), onsite, in Cairo. The event had a specific focus on MSCA SE and DN.
- 15 March 2026: MSCA Postdoctoral Fellowships event (how to attract researchers to your institution), hybrid format. Organised by ASRT and main universities.
- May 2026: MSCA Infoday with a Focus on DN Call, online, to be organised by ASRT and main universities.

Suggested events for Year 1: **Jordan**

- 8 March 2026: MSCA Infoday with a Focus on SE Call, online, organised by the Al-Balqa Applied University.
- 18 March 2026: MSCA Info day focused on MSCA Staff Exchanges for Algeria, Jordan and Morocco, online, organised by MSCA-GLOPOL.
- May 2026: MSCA Info day focused on MSCA Doctoral Networks for Algeria, Jordan and Morocco, online, organised by MSCA-GLOPOL.
- May 2026: MSCA PF Info session on “How to attract researchers to your institutions”, online, to be organised by The Higher Council for Science and Technology and MSCA-GLOPOL.

All events planned in Jordan during the first year will be organised online. Due to security concerns in the region, one event originally planned to take place onsite will instead be held online.

Suggested events for Year 1: **Morocco**

- 18 March 2026: MSCA Info day focused on MSCA Staff Exchanges for Algeria, Jordan and Morocco, online, organised by MSCA-GLOPOL
- 21 April 2026: MSCA Advanced Infoday, onsite, Kenitrat, to be organised by MSCA-GLOPOL in collaboration with MESRSI.
- April 2026: MSCA Info Session, hybrid, Rabat, to be organised by MSCA-GLOPOL in collaboration with CMPG members from Morocco
- May 2026: MSCA Info day focused on MSCA Doctoral Networks for Algeria, Jordan and Morocco, online, organised by MSCA-GLOPOL.

Suggested events for Year 1: **Tunisia**

- 24 September 2025: MSCA Advanced info day, Tunis. Organised by MSCA-GLOPOL and MHESR.
- 11 March 2026: MSCA Staff Exchanges info session for Tunisia, online, organised by MSCA-GLOPOL in collaboration with UGPO and MHESR.
- April 2026: MSCA Post-doctoral Fellowships Event - with a theme on How to attract researchers to your institutions, online. To be organised by MSCA-GLOPOL in collaboration with UGPO and MHESR.
- May 2026: MSCA Doctoral networks info session for Tunisia, online. To be organised by MSCA-GLOPOL in collaboration with UGPO and MHESR.

MedPar Region

One flagship event is envisaged for the region, targeting researchers, administrative Staff, R&I stakeholders, academic and non-academic institutions

The RLO found a relevant event planned for 25–28 March in Lebanon (<https://pmgec-leb.com/>), where physical participation and a stand for the MedPar region had been foreseen. Unfortunately, the activity has been cancelled due to the current security situation in the region. The event will therefore not take place. As a result, MSCA-GLOPOL's participation has also been cancelled.

It has been agreed with DG EAC Desk Officer for the region, to look for alternative events for the MedPar region. While organising the event in another safe country in the region, outside Lebanon, was considered, it appears that holding a physical event in the region during the first year of the project may not be feasible.

5.11.4. Social Media Content and Promotional Material

Success story leaflets for SE, DN, COFUND and PF have been created for the event organised on the 1st of December at ASRT, in Egypt, and the leaflets have been circulated among the onsite participants also on the GLOPOL webpage.

During the project, concrete material will be designed, the following are suggestions for MSCA-GLOPOL in the MedPar countries and region:

- **Success story/Testimonial:** Success story leaflets will be created yearly with the stories collected from **Algeria, Egypt, Jordan, Lebanon, Libya, Morocco, Palestine, Syria and Tunisia**
- **Video Interview:** Showcase a couple of successful SE beneficiary institutions in the region, focusing on their participation experience, added value, benefits from the project, and lessons learned for future. It could be a short, engaging video (1–3 minutes) where the participants share insights about their experience in the project.

5.12. New Zealand

5.12.1. Promotion Landscape

In order to build a strategy for Year 1 of MSCA GLOPOL project (June 2025–May 2026), the Regional Liaison Officer in New Zealand, with the support of the Coordinated MSCA Promotion Group (CMPG) have identified what already exists in terms of promotional MSCA activities (main actors and resources)

New Zealand has a cohesive research and innovation ecosystem anchored by its eight universities and a network of Public Research Organisations (PROs), formerly known as Crown Research Institutes (CRIs). These stakeholders are complemented by policy agencies such as the Ministry of Business, Innovation and Employment (MBIE). Within this landscape, structured promotion of the MSCA has so far been limited, and levels of awareness vary across research offices, academic units, and PRO-based teams.

At present, EURAXESS Australia & New Zealand remains the only stakeholder delivering recurring MSCA promotion within New Zealand, primarily through information sessions, institutional workshops, newsletters and social media campaigns. These activities have contributed to a baseline understanding of MSCA Global Fellowships and the potential of SE and DN for New Zealand institutions, though depth of understanding remains uneven.

The New Zealand Mission to the European Union and the Delegation of the European Union to New Zealand have not yet conducted structured MSCA-focused activities. However, during CMPG meetings, both expressed interest in supporting coordinated messaging, especially through diplomatic channels, and visibility initiatives aligned with Horizon Europe.

Universities New Zealand (UNZ) which represents all eight universities, plays a strategic role in national coordination and has indicated willingness to help disseminate MSCA opportunities across the Research Office, DVC/PVC (Research), and Research Committee networks. UNZ's involvement is important because many universities are already deeply engaged in Pillar II collaborations, creating favourable conditions for cross-promotion of MSCA actions.

The MCAA Oceania Chapter was only formally established in October 2025 and therefore has not yet had the opportunity to undertake MSCA promotion or structured alumni engagement.

Overall, institutional awareness of MSCA in New Zealand is moderate-to-low, with considerably greater familiarity in institutions active in Pillar II consortia. This creates a strategic entry point: institutions already investing in Horizon Europe engagement are demonstrating openness to further participation, and MSCA represents an adjacent pathway requiring only modest additional understanding.

Main promotional Actors	Current Efforts
EURAXESS Australia & New Zealand	Sole provider of structured MSCA outreach: info sessions, workshops, newsletters, social media.
New Zealand Mission to the EU	Has not conducted structured MSCA promotion but has expressed commitment during CMPG meetings to support coordinated messaging through diplomatic and policy channels.

Delegation of the European Union to New Zealand	No MSCA-specific activities yet; keen to contribute more actively to visibility efforts and institutional engagement as part of broader Horizon Europe communications.
Universities New Zealand (UNZ)	Represents all eight universities; facilitates national coordination across DVC/PVC (Research), Research Committees, and Research Offices. Has signalled willingness to support dissemination of MSCA opportunities.
MCAA Oceania Chapter	Newly created; strong willingness to participate in alumni-driven promotion.
New Zealand Universities & PROs	Varying levels of awareness; higher understanding among institutions engaged in Pillar II. Limited familiarity with MSCA SE/DN participation routes and associated-partner role.

The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
EURAXESS the only active promoter	Establish coordinated MSCA promotion calendar and shared messaging with other CMPG members
Limited MSCA awareness across universities and PROs; strong but Pillar II–focused understanding	Deliver introductory SE and DN sessions tailored for NZ context
Lack of New Zealand specific MSCA communication materials	Develop tailored info graphics (e.g. MSCA in New Zealand: Participation Snapshot Under Horizon Europe)

5.12.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

Institution	Representative
EURAXESS Australia & New Zealand	Nishant Shandilya
New Zealand Mission to the EU (Pillar I NCP)	Cécile Richardeau
Delegation of the EU to New Zealand	Diane Lacoste Chevalier
DG EAC	Celine Peroni
Embassy of France in New Zealand	Anne Rouault
MCAA Oceania Chapter	Pauline Rasera
Universities New Zealand	Bronwen Kelly

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

- Meetings held on 7, 14 and 17 of November 2025
- Recognition that EURAXESS ANZ is currently the sole active channel for MSCA promotion in New Zealand.
- Agreement that the EU Delegation to New Zealand, the New Zealand Mission to the EU, Universities New Zealand, and the MCAA Oceania Chapter will increase engagement in 2026.

- Priority themes for New Zealand: SE and DN awareness, strengthening institutional capacity, alumni activation, awareness of exceptional funding under DN, and producing unified MSCA messaging connected to New Zealand’s Pillar II association.
- Need for co-produced MSCA communication materials, alignment with Pillar II messaging, and a shared national calendar of MSCA promotional activities.

5.12.3. Proposed Promotional Events

Below are the suggested MSCA promotional events for Year 1:

- 26 February 2026: MSCA Staff Exchange for institutions from Australia and New Zealand, online. Organised by MSCA-GLOPOL and EURAXESS Australia and New Zealand.
- 25 March 2026: Understanding MSCA at the University of Auckland, onsite. To be organised by the University of Auckland.
- 7 May 2026: Understanding MSCA at Horizon Europe Unlocked: Monthly Drop-in Q&A session for New Zealand, online. Organised by the Ministry of Business, Innovation and Employment.
- 14 May 2026 (Date TBC): MSCA Doctoral Networks for institutions from Australia and New Zealand, online. To be organised by MSCA-GLOPOL and EURAXESS Australia and New Zealand.

5.12.4. Social Media Content and Promotional Material

To start awareness about the MSCA-GLOPOL project and its objectives, a feature news item on the project launch was published in the EURAXESS ANZ portal on 17 October 2025. The article was also featured in the Flashnote #14, published on 30 October 2025, to over 10,000 subscribers

Ad-hoc material will be produced and shared during the project, see some suggestions below:

Video Interview: Showcase a successful MSCA Doctoral Network (DN) associated-partner institution in New Zealand, focusing on their participation experience, added value, doctoral training benefits, and lessons learned for future New Zealand institutions. This will form part of an alternating series. In alternating cycles, identify and feature a successful SE New Zealand associated-partner institution, highlighting their motivations, experience collaborating with a European consortium, and the benefits of international staff mobility

Infographic Theme: MSCA in New Zealand: Participation Snapshot Under Horizon Europe.

5.13. Switzerland

5.13.1. Promotion Landscape

In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officer in Switzerland, with the support of the Coordinated MSCA Promotion Group (CMPG), has identified the main actors and resources that already exist in terms of promotional MSCA activities.

Since 10 November 2025, Switzerland is again fully associated with Horizon Europe, providing renewed framework conditions for participation in MSCA and wider EU research and innovation activities. The Swiss landscape already hosts a solid ecosystem of actors involved in communicating, promoting and supporting MSCA and wider EU R&I opportunities. Several organisations contribute through policy work, hands-on guidance, mobility services, and direct engagement with researchers and institutions. Euresearch remains the central national interface, combining promotion with pre-award support and regular communication activities, including events and newsletters. The Swiss State Secretariat for Research, Education and Innovation (SERI) and SwissCore complement these efforts at the policy level, ensuring Switzerland’s positions are represented and providing strategic intelligence from Brussels. Research institutions contribute mainly through post-award support via their grant and research offices, while the Swiss National Science Foundation (SNSF) has previously operated replacement funding schemes during periods of non-association. The MCAA Switzerland Chapter supports current and former MSCA fellows locally, though its activities fluctuate due to volunteer workload. In parallel, EURAXESS provides mobility and career-related services, helping researchers navigate administrative processes and promoting research positions internationally.

Overall awareness varies: institutional awareness of MSCA and related Swiss support structures is moderate to high, while individual-level awareness remains more uneven, particularly regarding mobility services and targeted support for fellows. Key challenges include limited visibility of some existing services (e.g., EURAXESS), fragmented communication between policy actors and on-the-ground communities. Strengthening coordination, improving information flow, and enhancing the visibility of existing support services will be essential steps for the coming year.

Main Promotional Actors	Current Efforts
Euresearch, Swiss NCP organisation	Promotion and pre-award support, occasional post-award support, including events, newsletter. Specific mention: The current MSCA NCP project RADIANCE is being coordinated by Euresearch.
SERI	Policy work, representation of CH in the MSCA Programme Committee, replacement funding schemes for Cofund, DN, SE
MCAA	Chapter Switzerland currently promotes support for fellows on-site, but sporadically due to high work load
Swisscore	Policy work based in Brussels, member of the IGLO working group of the liaison offices
EURAXESS	Supports international researcher mobility by providing guidance on visas, permits and practical living matters. It helps institutions attract talent by

	promoting research positions nationally and internationally, includes all COFUND-DN funded positions and MSCA PF hosting offers
Research institutions and their grant offices	Post-award support
Swiss National Science Foundation	In charge of the previous – during non-association – replacement funding scheme for postdoctoral fellowships

The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
EURAXESS services not very well known to fellows	Stronger promotional activities
The established dialogue between the policy stakeholders (SERI, Swisscore) and the 'people on the ground' not very stable	Better dialogue and on-point communication flow in both directions

5.13.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

Institution	Representative
Euresearch	Dr. Marco Cavallaro, MSCA NCP
Swiss State Secretariat for Research, Education and Innovation (SERI)	Simone Rufener, MSCA Programme Committee Member
Swisscore	Sarah Bühler, Responsible for MSCA
swissuniversities	Sarah Däpp, Head of EURAXESS
MCAA Chair Switzerland	Dr. Maria José Mendieta Jara, University of Basel
MSCA-GLOPOL	Dr. Juliane Sauer, RADIANCE (MSCA NCP project) coordination team and RLO for Switzerland

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

The first CMPG meeting (10 December 2025, online) established a shared understanding of the current MSCA promotional landscape in Switzerland and clarified the roles, expectations and collaboration needs among the key stakeholders (Euresearch, SERI, SwissCore, EURAXESS, MCAA, on a case by case basis probably also SNSF and research institutions).

Participants confirmed that while each organisation is highly knowledgeable about MSCA and carries out substantial activities in its own domain, the overall system lacks structured coordination, a regular information flow and clarity regarding mutual expectations. In particular, the dialogue between policy-level actors (SERI, SwissCore) and the actors working directly with fellows and institutions (Euresearch, MCAA, EURAXESS, universities) is not yet systematic. Strengthening this interface was identified as a central priority for Year 1.

A second key conclusion concerned the visibility of services available to incoming MSCA fellows. While EURAXESS provides high-quality mobility and integration support, its services remain insufficiently known among fellows and supervisors.

The CMPG agreed that improved joint promotion and better synergies across stakeholder channels will be needed, especially in 2026 when mobility towards Switzerland is expected to increase again.

From the perspective of hosting institutions, the discussion highlighted a strong interest in clearer role allocation and more predictable information flows, particularly in relation to change who act as key intermediaries between central MSCA actors and supervisors often receive fragmented or late information on policy developments, eligibility conditions or promotional priorities. Institutions expressed the need for earlier, consolidated messaging and practical guidance that can be directly translated into internal communication, training for supervisors, and support structures for incoming fellows. Strengthening the link between CMPG-level coordination and institutional implementation was therefore identified as essential to ensure that MSCA opportunities are effectively embedded within institutional strategies and support services.

Participants also discussed promotional needs following Switzerland's period of non-association. Cofund and DN remain priority calls where knowledge gaps persist at institutional level. In this context, the group endorsed a series of targeted activities, including a Cofund information event, personalised follow-up sessions, and the development of a success-story video highlighting the "Gen-Q" Cofund experience at the University of Basel.

The CMPG agreed to adopt a light, pragmatic working mode: short meetings, minimal administrative burden, and targeted exchanges on specific cases or issues. Regular CMPG meetings (twice yearly and ad-hoc if needed and wished for), complemented by informal touchpoints when needed, will help ensure stable knowledge transfer, especially in case of staff changes.

The resulting Year 1 promotion strategy focuses on:

- improving coordination and communication flow among Swiss stakeholders;
- increasing awareness of EURAXESS and MSCA services for incoming fellows and host institutions;
- rebuilding knowledge around Cofund and DN schemes;
- increasing Switzerland's MSCA visibility through selected national events and success-story materials;
- and supporting applicants and institutions with targeted, demand-driven activities.

5.13.3. Proposed Promotional Events

Below are the suggested MSCA promotional events for Year 1:

- 21 January 2026: COFUND information session event, online. Organised by Euresearch. This activity was followed up with a 1:1 session with a Cofund applicant.
- May 2026: Further information sessions may include a focus on DN in a similar set-up like for the Cofund information session, including 1:1 follow-up

5.13.4. Social Media Content and Promotional Material

Promotional adhoc material will be produced and shared during the project.

During the initial discussions of the CMPG, the suggestion is to make a video success story with the PI from University of Basel who are partners in the Cofund 'Gen-Q' coordinated by Eucor, the European Campus. Eucor is a trinational alliance of five universities in the Upper Rhine, a border region between Germany, France and Switzerland. Its members are the universities of Basel, Freiburg, Haute-Alsace, Strasbourg, and the Karlsruhe Institute of Technology (KIT). The story should have something like 3 to 5 minutes and cover aspects such as 'Why did you decide to take part in it' 'What were the biggest challenges and how did you overcome them' 'What can you recommend other institutions who would like to take part in a Cofund'.

5.14. United States of America

5.14.1. Promotion Landscape

The United States remains one of the European Union's most significant global research partners, evidenced by its status as a top Third Country for MSC Actions (sending and receiving). However, the US context also presents challenges. Institutions must rely on internal or national co-funding since they are not eligible to receive MSCA funds, and administrative offices often require explicit, step-by-step guidance to understand the associated-partner role, eligible cost structures, and the scientific benefits of participation. Engagement is therefore strongest among research-intensive universities and national laboratories already active in transatlantic cooperation, while others may need more sustained awareness-raising. The national environment offers strong potential for coordinated MSCA promotion, but clarity on administrative processes is a necessary strategy to overcome said challenges. The foundation for MSCA-PF promotion is strong, but awareness-building and institutional guidance for MSCA-SE and DN remain essential components of the MSCA-GLOPOL strategy.

EURAXESS North America is the clear and obvious main promotional actor in the country. There are varying degrees of initial interest, for continued info sessions, proposal-writing workshops, and testimonials and Q&A sessions.

In order to build a strategy for Year 1 (June 2025-May 2026), the Regional Liaison Officers in the United States of America, with the support of the Coordinated MSCA Promotion Group (CMPG) have identified the main actors and resources that already exist in terms of promotional MSCA activities.

The awareness level of the MSCA Postdoctoral Fellowship is rather high, and even among points of contact for whom it is lower, the straightforward description and funding (in both directions) of MSCA-PF make it attractive and easy to promote. The awareness of the other schemes was very little—participants may have been aware of the schemes' names due to EURAXESS presentations in the past, for example, but the lack of funding for high-income non-associated countries means that for most institutions it is not a serious consideration.

The current climate of the US Government precludes traditional expectations of cooperation and cross-promotion, but also leaves an obvious vacuum in which universities and other institutions at the individual level are looking to diversify their funding sources and mobility opportunities. In this sense, Europe as a whole has been positioned as a very attractive region with which to partner. Leveraging the synergies with EURAXESS North America and the EU's Choose Europe for Science campaign can allow MSCA-GLOPOL to be added to a wide field of appreciated players representing the continent, alongside national representation offices as well. The US has a high number of European national and regional offices, including from funding agencies and academic networks (such as DAAD and DFG for Germany), and the RLOs' strong relationships with European embassies in Washington, DC is a major asset which GLOPOL can inherit.

Main Promotional Actors	Current Efforts
<ol style="list-style-type: none"> 1. Delegation of the European Union to the United States 2. EURAXESS North America 3. Marie Curie Alumni Association – United States Chapter (MCAA-USA) 4. National Postdoctoral Association (NPA) 5. Graduate Career Consortium (GCC) 6. University offices (graduate offices, postdoc offices, internationalization offices) 7. European representation offices (both diplomatic missions and offices of funding organisations, for example) 8. US State Department 9. US National Science Foundation (NSF) 10. US National Institutes of Health (NIH) 11. NAFSA: Association of International Educators 12. American Association for the Advancement of Science (AAAS) 13. National Council of University Research Administrators (NCURA) 	<ol style="list-style-type: none"> 1. General Horizon Europe promotion, strong contacts at institutions. 2. Broad and specific Pillar 1 and 2 promotional activities, very strong relationships across the country. Highly flexible in abilities. 3. Internal communication primarily, with recent in-person North America events having encouraging results. Excellent source of experts, testimonials, and feedback. 4. Not European R&I-specific efforts, but a natural partner, as its members are postdoc offices within universities throughout the country. 5. Not European R&I-specific efforts, but a natural partner, as its members are graduate offices within universities throughout the country. 6. Varies. 7. Varies. Many host webinars, annual conferences, provide expert speakers, travel the country, etc. 8. None: Bilateral agreements with EU, but locally no unilateral, ongoing Horizon Europe promotional events. 9. Institutional awareness of Pillar 1. 10. Annual Conference and Expo. 11. Little direct activity, but a good informational partner. 12. US National Contact Point for legal and financial matters. Promotes Horizon Europe generally and is an enthusiastic partner. Makes space for Horizon Europe in their Annual Meeting.

The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
Lack of funding in non-PF MSC Actions (especially important given wide budget cuts from federal government throughout 2025)	<p>Promotion of opportunity to link with global talent and networks</p> <p>Present option of requesting exceptional funding for extraordinary cases</p>
Cultural and bureaucratic differences with European academia (“Brussels” English, for example)	More time dedicated to sharing how-to’s and guides in future presentations, pointing to existing resources (such as NCURA Country Guidebooks)
Lack of promotional tools among the amplifiers	Centrally-produced items (visual guidelines, social media promotional kit, inclusion of amplifiers in sharing of press releases for them to be at the forefront of promotion)
Lack of visibility among the researchers themselves	Promotional activities highlighting existence of fellows and alumni, as well as offices that have arrangements for the exchanges
Lack of familiarity with useful tools such as MSCA Dashboard and CORDIS	Integration of public tool portion in MSCA presentations or how-to videos focused on showing universities how to use them

5.14.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

<u>Institution</u>	<u>Representative</u>
<i>Marie Curie Alumni Association</i>	
MCAA USA member, MSCA fellow	Phivos Phylactou
<i>Universities</i>	
Florida Int'l University	Christine Caly
University of Chicago	Alexis Puzon
Memorial Sloan Kettering Cancer Center	Thalyana Stathis
Massachusetts Institute of Technology	Alexandria Yen
<i>Government / National Organizations / Other</i>	
Fermilab (US Fermi National Accelerator Laboratory)	Stefano Lami
Nat'l Council of Uni. Research Admins	Claire Chen
Embassy of Poland to the U.S	Katarzyna Granat
Italian Diaspora Network (ISSNAF)	Emanuele Francesco Pecora
EURAXESS North America	Jackson Howard
MSCA-GLOPOL	Derya Büyüktanır Karacan

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

The year one CMPG meeting for the United States was held on Monday, 24 November 2025. A majority of invitees accepted the invitation to join virtually, and among the few invited who could not join, all expressed willingness to join the next edition or otherwise support the team's efforts with information and insights.

The meeting was productive in that the participants expressed an interest in remaining involved, when the RLOs were initially unsure if they would remain connected or only attending the first CMPG meeting out of curiosity. A small number are identifying even more relevant colleagues for future editions, which is an encouraging sign.

A presentation of the MSC Actions was given, along with an introduction to the project itself and its goals.

While deeper enthusiasm for Doctoral Networks and Staff Exchanges would have been welcome, a clear understanding that the lack of EU funding is indeed a major hindrance at least provides first-person clarity that it is a financial matter more than a messaging matter. An overall strategy of using the Postdoctoral Fellowships as the "foot in the door" was agreed upon as useful, both as a hook into the MSC Actions in general, and also because there remains deep interest in that specific scheme.

Participants generally agreed to share MSCA-GLOPOL information, including webinars and events, and be in mutual touch about speakers, testimonials, call calendars, et cetera, but at the individual university level they are more looking to the centrally coordinated activities

to attend and occasionally share with their stakeholders. In this regard, the Global Online Sessions and Best Practices Fora will be well-received tools that meet local needs.

Unique support activities include getting involved in webinars hosted by European diaspora networks in the US and/or European institutions in Europe seeking American partners (such as the Finnish-American Research and Innovation Accelerator [FARIA]'s matchmaking events), as these tend to be activities surrounding bilateral priorities.

Promoting the possibility of exceptional funding is also a low-hanging fruit, as the strong research landscape of the country suggests US participation will be essential in some projects.

5.14.3. Proposed Promotional Events

Below are the suggested MSCA promotional events for Year 1

- 17 October 2025: MSCA Info Session, online, organised by EURAXESS North America and EURAXESS Poland.
- 6-7 November 2025: side event at the MCAA North America First in person MSCA Gathering, onsite, Chicago, IL. Onsite activity organised by the MCAA – US and Canada Chapters.
- 18 February 2026: Info Session on MSCA DN and SE, online by MSCA-GLOPOL and EURAXESS North America.

5.14.4. Social Media Content and Promotional Material

A core element to make this successful will be the involvement of EURAXESS North America, which can cross-promote such campaigns, as well as the local MCAA chapter.

Members of the meeting sought clarity on how they can promote the schemes, and expressed that they are not positioned to proactively provide testimonials or connect the RLOs to beneficiaries.

The members of the CMPG are more likely to reshare central MSCA-GLOPOL, EURAXESS North America, and European Commission / DG EAC posts than make their own or contribute significantly to the creation of local templates

Ad hoc material will be produced and shared during the project. There are some suggestions:

Success Story/Testimonial: Promotion of DG EAC-created Fellow of the Month social media posts

Video Interview: Small video clips with a few questions aimed at MCAA-USA members

Infographic Theme: Statistics pulled from MSCA Dashboard and links to CORDIS

5.15. Western Balkan Countries

5.15.1. Promotion Landscape

In order to build a strategy for Year 1 (June 2025–May 2026), the Regional Liaison Officer in Western Balkan Countries (WBC), with the support of the Coordinated MSCA Promotion Group (CMPG) have identified the main actors and resources that already exist in terms of promotional MSCA activities.

The region including WBCs has an intensive and developed network of MSCA NCPs and EURAXESS Bridgehead Organisations. Considering overall participation of WBC HEIs and ROs in FP7 and H2020 programmes, MSCA was the leading programme where these institutions were most active. This was achieved with significant efforts invested in promotion of the possibilities and interest from the HEIs. It is possible to say that the academic community in WBCs is well informed about MSCA institutional cooperation possibilities and just need additional push to increase the level of participation.

The institutions have benefitted from a successful participation in the MSCA programme, mainly through Postdoctoral Fellowship (PF) actions. Participation in MSCA DN calls has been less successful compared to other MSCA actions, one of the main reasons being the insufficient research visibility of the institutions, as well as limited institutional support for joint or double degree programmes due to organisational and legal obstacles that could be addressed and resolved.

Another aspect where support can be provided is in motivation to increase non-academic participation in actions like MSCA DN and MSCA SE. Non-academic institutions do not show enough interest as they are not fully familiar with its strong benefits. Thus, it would be good to motivate them by providing good practices and examples from other countries and regions.

The main stakeholders promoting MSCA are the following.

Main Promotional actors	Current Efforts
WB - Regional Cooperation Council	Supporting regional efforts in policy relevant to Horizon Europe and MSCA
WB - MCAA Western Balkan Chapter	Actively promoting MSCA; Organising events and promotion efforts.
AL - National Agency for Scientific Research and Innovation	Hosting MSCA NCP; Hosting EURAXESS Albania Promoting and assisting researchers for participation in the Horizon Europe programme.
AL - University of Tirana	Hosting MSCA NCP; Most active HEI from AL in Horizon Europe
BA - Ministry of Civil Affairs of Bosnia and Herzegovina	Hosting NCP structure; Policy stakeholder responsible for Horizon Europe; Organising events and providing additional funding for successful HEU applicants
BA - University of Sarajevo	Hosting MSCA NCP; Highly active in promotion and participation in Horizon Europe programme
BA - University of Banja Luka	Hosting EURAXESS Bosnia and Herzegovina; Highly active in promotion and participation in Horizon Europe programme

KS*(UN1944/1999) - University of Prishtina	Hosting MSCA NCP; Active in promotion and participation in Horizon Europe programme
KS*(UN1944/1999) - the Ministry of Education, Science, Technology and Innovation	Hosting NCPs; Policy stakeholder
ME - University of Podgorica	Hosting MSCA NCP; Hosting EURAXESS Montenegro; Organising events and actively participating in HEU programmes.
ME - Ministry of Education, Science and Innovation Montenegro	Hosting MSCA NCP; Organising events and supports participation of ME institutions in HEU programme; Policy stakeholder
NM - Macedonian Academy of Science and Arts	Hosting EURAXESS Macedonia; Policy stakeholder; Organising events and promotion.
NM - Ss. Cyril and Methodius University in Skopje	Hosting MSCA NCP; Active in promotion and participation in Horizon Europe programme
NM - Ministry of Education and Science of North Macedonia	Hosting MSCA NCP
RS - University of Belgrade	Active in promotion and participation in Horizon Europe programme; Largest university in RS
RS - University of Novi Sad	Hosting MSCA NCP; Active in promotion and participation in Horizon Europe programme
RS - Ministry of Science, Technological development and Innovation	Hosting MSCA NCP; Policy stakeholder
Delegations of the European Union	Limited promotional activities in the past period

The following gaps and challenges have been identified together with actions to work on:

Identified challenge/gap	Action suggested
Need to increase the participation of HEIs and ROs in MSCA institutional programmes	Tailored and interactive onsite event on MSCA actions (DN and SE) for HEIs and ROs backing the work of NCPs
Increase participation of non-academic sector in MSCA institutional programmes	Promotion activities focused on motivation of the non-academic sector for participation in MSCA DN and SE actions.

5.15.2. Coordinated MSCA Promotion Group (CMPG)

Members and institutions

Institution	Representative
WB - Regional Cooperation Council	Siniša Marčić, Senior Expert on Human Capital Development
WB - Marie Curie Alumni Association's Western Balkans Chapter	Nikola Škoro, Senior Research Associate at the Institute of Physics Belgrade
AL - National Agency for Scientific Research and Innovation	Robert Dumi, MSCA NCP EURAXESS Albania
AL - Universiteti I Tiranes	Doriana MATRAKU, MSCA NCP
BA - Ministry of Civil Affairs of Bosnia and Herzegovina	Ammar Miraščija, Head of the science department
BA - University of Sarajevo	Hurija Džudžević-Čančar, MSCA NCP
KS* - University of Prishtina	Gentrit BERISHA, MSCA NCP
NM - Ss. Cyril and Methodius University in Skopje	Aleksandra Martinovska Stojcheska, MSCA NCP
NM - Ministry of Education and Science of North Macedonia	Arijeta Djemali, MSCA NCP
University Of Montenegro	Miloje Sundic, MSCA NCP
MNE - Ministry of Education, Science and Innovation Montenegro	Martina Lukic, MSCA NCP
MNE - University Of Montenegro	Filip Petrovic, MSCA NCP
MNE - University Of Montenegro	Ivana OGNJANOVIC, MSCA NCP
RS - Ministry of Science, Technological development and Innovation	Sofija Miškov Panić, MSCA NCP
RS - University of Novi Sad	Gordana Vlahović, MSCA NCP
MSCA-GLOPOL	Dalibor Drljača, RLO for WBC

Main outcomes of the CMPG meeting and promotion strategy for the country for Year 1

There was a first attempt to hold the CMPG meeting on 25 November 2025, but only the NCPs from North Macedonia participated. During this meeting, RLO tried to identify possibilities for participation in the events organised in the region.

5.15.3. Proposed Promotional Events

Two promotional activities are envisaged in Year 1:

- 17-19 March 2026: Participation at the onsite event: Finno 2026, EEN Access to Finance Forum, Jahorina, Bosnia Herzegovina.
- 22 May 2026: onsite regional event in Sarajevo, Bosnia Herzegovina, to be organised by the MCAA Partner and taking place at the Europa House.

This region is lagging behind in terms of promotion, as it has been difficult for the RLO to identify and participate in relevant events, despite several attempts to do so.

5.15.4. Social Media Content and Promotional Material

During the project, ad-hoc promotional material will be developed to allow for a customized promotion in the region. Some suggested ideas for MSCA-GLOPOL in the WBC are:

Success stories/Testimonials: To publish 2 testimonials (from RS and another WB country) in the first year to motivate HEIs and ROs for participation.

6. Central Level Activities: Online Global Sessions and Best Practice Forum

6.1. Online Global Sessions

As indicated in the Grant Agreement, the MSCA-GLOPOL project will organise **two global online training sessions annually** at the central level, supported by RLs. To ensure accessibility across all project geographies spanning 20 partner countries and 6 regions, each session will be conducted twice—one session every six months offered at two different time zones (four sessions will therefore be delivered in total).

Training, with a scheduled duration of 2.5 hours approximately, will combine presentations, video testimonials from successful coordinators, interactive polls, structured networking, and practical templates to equip participants with both knowledge and actionable strategies.

Purpose and Approach

The suggested sessions have been identified following a needs-based approach for specific training requirements of potential MSCA participants. This initial exercise was carried out by RLs in the first CMPG meetings.

The training content is tailored to address critical aspects of MSCA participation, such as:

- Proposal writing techniques
- Hosting arrangements and requirements
- Networking and partnership strategies
- Consortium building and partner identification
- Use of tools like the Funding and Tender Portal (FTP) and MSCA Dashboard

Overview of Target Groups

These are the following diverse target groups among the 26 geographies, each with specific training needs:

Academic Sector:

- Universities and research institutions seeking to host MSCA fellows
- International offices and project offices at universities
- Potential supervisors for Global Fellowships (GF)
- Prospective participants and/or coordinators for Doctoral Networks (DN)
- Research and Innovation (R&I) agencies

Non-Academic Sector:

- Industries and private sector organisations
- Government ministries and funding agencies
- Non-academic institutions interested in MSCA partnerships

Researchers:

- Potential MSCA applicants (doctoral and postdoctoral level)
- European researcher diaspora networks
- Researchers seeking international mobility opportunities

Regional Priorities

The results show the following training needs of diverse stakeholders across different regions:

- **Americas (Canada, US, LAC):** Focus on hosting Global Fellows, finding partners for Doctoral Networks (DN) and Staff Exchanges (SE), and promoting participation among diaspora networks.
- **Asia-Pacific (Australia, New Zealand, India, China, ASEAN, Japan, Korea):** Emphasis on positioning institutions as valuable associated partners, hosting Global Fellows, understanding qualification frameworks for doctoral programs, and consortium building.
- **Africa and Mediterranean (Algeria, Egypt, Jordan, Morocco, Tunisia, South Africa, AU):** Training on attracting and hosting fellows, writing winning proposals, and engaging non-academic institutions in MSCA opportunities.
- **Europe (Switzerland, Eastern Partnership, Western Balkans, Ukraine):** Coverage of specific call requirements (like MSCA Cofund), increasing institutional visibility, awareness of evaluator opportunities, and special initiatives like MSCA4Ukraine

Identified Training needs

Ideally, to address these comprehensive needs while ensuring global coverage, four different training sessions should be delivered annually, ensuring alignment with Work Programmes open calls when applicable.:

Session 1: Navigating MSCA – Understanding All Actions and Mastering Essential Tools

This session provides a comprehensive introduction to all MSC Actions and the essential digital tools needed to participate effectively. The main objectives are to familiarize participants with the MSCA landscape (focusing on collaborative options such as DN and SE, and institutional opportunities under PF), ensure they can confidently navigate the Funding and Tenders Portal (FTP) and MSCA Dashboard, and understand how to use matchmaking platforms for partnership building.

Target groups include all stakeholders new to MSCA across the 20 partner countries and 6 regions, such as researchers, international project offices, R&I agencies, support staff, and institutions seeking to understand the full spectrum of MSCA opportunities.

Key training points include an overview of all MSCA actions with their eligibility criteria and benefits; live demonstrations of the FTP covering account creation; call searches and proposal submission processes; hands-on exploration of the MSCA Dashboard for statistics; partner identification; introduction to the MSCA matchmaking platform; and guidance on accessing support resources including NCPs, EURAXESS, MCAA chapters, and information on becoming a Horizon Europe evaluator.

Session 2: Mastering MSCA Staff Exchanges – Intersectoral, Interdisciplinary and International Collaboration

This session focuses on building successful MSCA SE projects that facilitate intersectoral and international researcher mobility between academic and non-academic sectors.

The main objectives are to explain the SE scheme structure and opportunities, develop effective partnership-building strategies across sectors and geographies, clarify funding eligibility and the role of associated partners and provide practical proposal writing guidance.

Target groups include universities, R&I agencies, MSCA NCP, non-academic institutions (industry, government, civil society), SE applicants and project managers.

Key training points include comprehensive explanation of SE fundamentals including eligibility conditions, secondments scenarios; strategies for identifying and approaching complementary partners across academic, industrial, and public sectors; proposal development essentials including work plans, evaluation criteria, and common pitfalls illustrated with real budget examples and anonymised proposal excerpts; and live demonstrations of partnership tools and FTP for finding SE calls.

Session 3: Building Successful MSCA Doctoral Networks – From Concept to Consortium

This session guides participants through the process of conceptualizing, building, and proposing successful DN projects. The main objectives are to explain DN structure including beneficiary and associated partner roles, develop consortium-building skills and partnership identification strategies, and provide in-depth proposal development guidance covering supervision models, training plans, and evaluation criteria.

Target groups include prospective DN coordinators, university administrators responsible for academic relations and international affairs, R&I agencies and funding bodies, and institutions with limited coordination experience.

Training points include understanding of DN objectives and structure; partnership strategies for building balanced consortia; live searches through FTP and MSCA Dashboard; associated partner strategies and participation success factors; detailed proposal development covering research and training program design, secondment plans, network-wide training events, and evaluation criteria; an expert Q&A panel featuring successful DN coordinators from partner countries sharing practical advice and lessons learned.

Session 4: Hosting MSCA Global Fellowships – A Complete Guide

This session equips institutions and supervisors with the knowledge and practical tools needed to successfully host MSCA Global Fellows. The main objectives are to explain the GF scheme including outgoing and return phases, clarify supervisor roles and responsibilities and help institutions to show their hosting offers to attract talented researchers.

Target groups include universities and research institutions from all partner countries seeking to host fellows, potential supervisors across all sectors, international offices at academic institutions responsible for supporting hosted researchers, and non-academic sector organisations interested in hosting opportunities.

Key training points include explanation of the GF scheme structure and eligibility; guidance on what researchers seek in host institutions including research environment, facilities, supervision quality, career development support; speed networking activities enabling participants to exchange institutional information and explore potential collaborations.

Session 1: Navigating MSCA – Actions & Tools
Duration: 2.5-3 hours

Target Groups

- All stakeholders
- New to MSCA
- Project offices
- Support staff

Priority Regions

- All 20 partner countries
- 6 regions
- Universal

Key Topics

- Complete MSCA overview
- FTP navigation
- MSCA Dashboard
- Matchmaking platforms
- Support resources

Session 2: Mastering MSCA Staff Exchanges
Duration: 2-3 hours

Target Groups

- Universities
- Industries
- Non-academic sector
- NCPs

Priority Regions

- LAC
- Mediterranean
- Africa
- All regions

Key Topics

- Partnership strategies
- Intersectoral mobility
- Funding eligibility
- Impact measurement

Session 3: Building MSCA Doctoral Networks
Duration: 3-4 hours

Target Groups

- DN Coordinators
- University Administrators
- R&I Agencies

Priority Regions

- ASEAN
- Korea
- Western Balkans
- EaP
- All regions

Key Topics

- Consortium building
- Beneficiaries vs partners
- Qualification frameworks
- Proposal writing

Session 4: Hosting MSCA Global Fellowships
Duration: 2-3 hours

Target Groups

- Host Institutions
- Supervisors
- International Offices

Priority Regions

- Americas
- Asia-Pacific
- Africa
- Middle East

Key Topics

- Posting hosting offers
- Attracting researchers
- Administrative requirements
- Support networks

Taking into account that only two sessions are envisaged annually, and also noting that the majority of the countries/regions have included SE and DN specific information sessions in their promotional activities for Year 1, it seems logical to choose as Global Online Sessions, the other two topics: “**Navigating MSCA: Actions and tools**” (above indicated as Session 1) and “**Hosting MSCA Global Fellowships**” (above indicated as Session 4), although this last one will not address the 26 geographies needs.

6.2. Best Practice Forum

The MSCA-GLOPOL project will organise two **Best Practice Forum (BPF) sessions annually** at the central level, supported by RLs. The objective of the BPF is to enhance the capacity of individuals and organisations responsible for promoting MSCA. To ensure accessibility across all project geographies spanning 20 partner countries and 6 regions, each session will be conducted twice—one session every six months offered at two different time zones (four BPF will therefore be delivered in total).

Target Audiences for BPF Training Sessions

Based on the discussions held by RLs and CMPG members, the actual training needs extend to the following ecosystem of stakeholders:

Core Promotional Actors

- NCPs in the target geographies - National Contact Points for MSCA
- EURAXESS Representatives – Country and regional representatives
- MCAA Chapter Members - Alumni association representatives from target regions

Institutional Support Staff

- International Project Office Staff - Managing EU project portfolios
- Grant/Research Office Staff - Supporting proposal development
- Technology Transfer/IP Officers - Managing exploitation and legal aspects
- Financial Officers - Managing project budgets, handling compliance and reporting

Academic/Research Community

- Researchers (doctoral candidates, postdocs, senior researchers) - Potential MSCA applicants
- Project Coordinators/Participants – Leading or taking part in MSCA proposals
- Institutional Leadership - Decision-makers (deans, research directors, vice-rectors)
- MSCA Evaluators (current and aspiring) - Understanding evaluation perspectives

Differences in countries and regions

Significant variation in maturity levels and institutional contexts across MSCA-GLOPOL's target geographies can be found. Just to name some differences: Switzerland, as an associated country, demonstrates advanced MSCA knowledge and requires facilitation of stakeholder coordination and communication flows rather than foundational training, representing a unique case focused on optimizing existing expertise. North American institutions (Canada and US) also possess sophisticated research administration systems but need guidance on adapting to EU-specific frameworks.

Concrete regions (with their respective targeted countries) such as MedPar, EaP and WBC share similar training needs centred on understanding better SE and DN programs and the differences between participation roles; partner finding strategies; mastering proposal writing fundamentals or increasing institutional visibility.

Latin American countries, for example, emphasize technical and administrative aspects including MSCA Dashboard proficiency, legal and intellectual property issues, and financial management, while ASEAN focuses specifically on impactful mobility design and budget management.

Key Training Themes Across All Regions

1. Understanding MSCA Actions and Participation Pathways

The most universal training need across all regions is clarifying how institutions from the different targeted countries (Third Countries vs. Associated Countries) can participate in MSCA actions, particularly:

- Staff Exchanges (SE) and Doctoral Networks (DN) as the primary opportunities
- Postdoctoral Fellowships (PF), especially Global Fellowships
- COFUND program
- Distinguishing between beneficiary and partner roles
- Understanding eligibility criteria and evaluation expectations

2. Proposal Development and Writing

Practical proposal coaching emerges as a prominent need, including:

- Excellence, Impact, and Implementation sections
- Common evaluator expectations and typical weaknesses in proposals
- Tips and tricks for successful applications
- How to align MSCA with institutional and national priorities
- Navigating the EU Funding and Tenders Portal (FTP)

3. Administrative and Financial Competencies

Training for international project offices on:

- Budgeting and financial aspects specific to MSCA proposals
- Host institution commitments and administrative requirements
- Data Management Plans and Open Access obligations
- EU ethics requirements
- Legal and intellectual property issues

4. Partner Search and Consortium Building

Essential skills training on:

- Using partnering tools (Matchmaking platforms, EURAXESS partnering opportunities, RADIANCE)
- Leveraging the MSCA Dashboard
- Building effective consortia
- Increasing institutional visibility to potential partners

5. Cross-Cutting EU Policy Requirements

Training on Horizon Europe's horizontal priorities:

- Gender Equality Plans and integrating gender dimensions in research
- Open science obligations
- Ethical compliance standards

Therefore, concrete capacity gaps among promotional actors supporting Marie Skłodowska-Curie Actions have been identified during the initial meetings held in the different CMPG. Promotional actors require foundational knowledge to understand MSCA action types—particularly Staff Exchanges and Doctoral Networks—clarify third-country vs. associated countries participation pathways, and articulate institutional value propositions to internal stakeholders.

Beyond these basics, there is substantial demand for practical proposal development skills including mastering evaluation criteria, utilizing partner search platforms, and navigating the EU Funding and Tenders Portal effectively.

Besides, an additional training gap identified across many target geographies focuses on compliance and administrative requirements that often present barriers to successful participation. In the context of these initial CMPG, promotional actors have expressed needs for guidance on EU horizontal requirements including Open Access obligations, Data Management Plans, ethics approval processes, and Gender Aspects—topics that differ substantially from domestic research frameworks in many partner countries.

Additionally, there is strong demand for training on host institution administrative commitments, legal and intellectual property issues, exploitation of research results, and the practical management of MSCA projects from an administrative perspective, areas where institutions often lack experience with EU-specific requirements.

Based on these identified needs, the following annual training sessions could be envisaged:

- Session 1 (MSCA Fundamentals & Strategic Positioning) will provide promotional actors with essential knowledge of MSCA actions, participation pathways, and strategic communication tools to effectively promote opportunities locally.
- Session 2 (Proposal Development & Partnership Building) will deliver practical training in proposal writing, consortium formation, partner search strategies, and budget management through interactive demonstrations.
- Session 3 (Compliance, Administration & Going Beyond) will receive extended focus and depth, addressing the knowledge gaps in EU horizontal requirements—including guidance on ethics, Gender aspects for diverse institutional contexts. This session will also cover host institution administrative responsibilities, contractual obligations, legal frameworks, intellectual property management, and strategies for exploitation and dissemination of results.

As a similar session to the “MSCA Fundamentals & Strategic Positioning” is envisaged as part of the Global Online Sessions (see 4.1), **the suggestion for Year 1 could be to focus on Sessions 2 and 3.**

Recommendations for BPF Session Design

To ensure these Best Practice Forum reach their objectives of increasing the capacity of the MSCA support systems in place in the different countries and regions, the following aspects will be taken into consideration when preparing and delivering them:

1. Adoption of a modular approach: Design each session with core content useful for all the target groups and geographies, while reserving some customization through examples and case studies.

2. Leverage Regional Expertise and Success Stories: local MSCA NCPs will systematically be involved as well as EU experienced ones; successful MSCA fellows, and expert evaluators from target regions can participate as speakers and panellists to provide culturally relevant perspectives and credible testimonials.
3. Interactive online Format: introduce interactive elements such as polls, chat questions, breakout discussions allowing for peer-learning and regional discussions, and live tool demonstrations.
4. Ensure peer-learning, monitoring and adaptation: Pre-session surveys can be conducted to assess participant experience levels, using tools such as the Online MSCA Quiz tool created in the context of the MSCA NCP projects) to adapt content to real needs. Gather post-session feedback through structured evaluations measuring satisfaction, knowledge gain, and resource usefulness.

As of date of submission for this deliverable, ongoing Global online sessions and Best Practice Forum are in the process of being delivered:

- Global Online Session 1 on “Navigating MSCA Tools” will take place on 24 and 26 March 2026
- Best Practice Forum 1, in collaboration with the NCP Project RADIANCE, will take place on 27 and 30 March 2026

7. Annex 1 – List of promotional events held from June to December 2025 (M1 to M7)

A total of 15 events have been held in the first seven months of the MSCA – GLOPOL project, eight of them onsite

Date	Country Region	Event name	Format	Organiser	Target Audience	Audience
24 September 2025	TUNISIA	MSCA Advanced info day	Onsite, Tunis	MHESR and MSCA GLOPOL	Decision-makers, stakeholders, MSCA beneficiaries, directors of doctoral schools, and university vice-presidents.	50
3 October 2025	LAC	Latin – Europe Exchanges: From Collaborators to Co-Protagonists, side event to the MCAA Latin American Forum, Mexico City	Onsite Hybrid	MCAA	Researchers, policymakers, and science diplomats	40
17 October 2025	CANADA	MSC Actions Webinar and Opportunities in Poland	Online	EURAXESS North America and EURAXESS Poland	Institutions and individuals interested in actions, including supervisors	60
17 October 2025	US	MSC Actions Webinar and Opportunities in Poland	Online	EURAXESS North America, EURAXESS Poland, Embassy of Poland to US	Research institutions and prospective applicants	60
22 October 2025	EASTERN PARTNERSHIP	Horizon Europe Information, Hybrid in Yerevan, Armenia	Online	SIPAC and NAS RA		50-60
22-24 October 2025	CHINA	Nordic Careers Fair	Onsite, Shanghai	Nordic Center at Fudan University	Chinese and Nordic Countries University representatives, young Chinese researchers	300
24 October 2025	UKRAINE	IV International scientific and practical conference "Images of modernity in humanitarian knowledge"	Online	State University of Trade and Economics		80

3-4 November 2025	CANADA	CAPA Annual Conference	Onsite, Ottawa	Canadian Association of Postdoctoral Administrators (CAPA)	Postdoctoral administrators	50
6-7 November 2025	US	MCAA North America First In-Person MSCA Gathering	Onsite, Chicago	Marie Curie Alumni Association - United States and Canada Chapters	Current MCAA members (MSCA fellows and alumni), Chicago institutions interested in the Actions	60
7 November 2025	JAPAN	AI-Bridge: Academia Meets Industry	Onsite Tokyo	AIRJ; ACE Japon; Sciencescope; German JSPS Alumni Association	Academics and company personnel	78
24 November 2025	SOUTH AFRICA	MSCA-GLOPOL Events at the Science Forum South Africa 2025 1- Strengthening International Research Collaboration through MSCA 2 - Celebrating 20 Years of ESASTAP as a Vehicle to Promote Science Diplomacy. RLO presented MSCA-GLOPOL and MSCA actions, particularly MSCA SE and DN	Onsite Pretoria	MSCA GLOPOL and DSTI	Researchers and leaders from higher education and research institutions in South Africa	110
27 November 2025	BRAZIL	Hybrid Final event of the Energytran project “Perspectives on the Energy Transition in Ibero-America”	Online	Organización de Estados Iberoamericanos (OEI)	Pontifical Catholic University of Chile (Santiago, Chile) and other LAC and EU participants	40
27 November 2025	EGYPT	International Dental Conference (IDC)	Online Hybrid	Faculty of Dentistry - Beni-Suef University and MUST University	Dentists, Medical Doctors	550
1 December 2025	EGYPT	MSCA National Info day in Egypt	Onsite, Cairo	ASRT and MSCA GLOPOL	RPOs (academic and non-academic)	75
6 December 2025	INDIA	MCAA AsiaConnect: Innovation and Multidisciplinary Collaboration	Online	MCAA	Researchers and faculty of Institutions from Asia, India and Europe	5000

8. Annex 2 – List of promotional events held in January and February 2026 (M8 and M9)

A total of 14 events have been held in the first two months of the MSCA – GLOPOL project, of them onsite

Date	Country Region	Event name	Format	Organiser	Target Audience	Audience
13 January 2026	CHILE	EU Opportunities for Researchers in Chile	Hybrid	Universidad de Concepción, EURAXESS LAC, MSCA-GLOPOL	Local scientific community (University of Concepción and University of Bío-Bío)	40
14 January 2026	CHILE	Marie Skłodowska Curie Actions	Onsite	Universidad de Santiago de Chile (USACH), MSCA-GLOPOL	USACH scientific community	20
21 January 2026	SWITZERLAND	Cofund information session event	Online	Euresearch	Applicant institutions	20
26 January 2026	ALGERIA	National MSCA Info Day in Algiers	Onsite	MHESR Univ. Algiers 1	Decision-makers, MSCA beneficiaries, directors of doctoral schools, and university vice-presidents.	200
5 February 2026	CHILE and MEXICO	Horizon Europe MSCA Staff Exchanges for Research Institutions from Chile and Mexico	Online	MSCA-GLOPOL	Open to all LAC institutions	100
10 February 2026	BRAZIL	MSCA Staff Exchanges webinar for Brazilian institutions	Online	MSCA-GLOPOL and CONFAP	Brazilian institutions that have the potential to join a consortium, including Erasmus Capacity Building in Higher Education (CBHE) participants, COST active researchers	76
12 February 2026	ASEAN	Info Session on Doctoral Networks and Staff Exchange at the University of La Salle, Manila, Philippines	Onsite	MSCA-GLOPOL and University of La Salle	ASEAN higher education organisations and networks	75

12-13 February 2026	ASEAN	MSCA-GLOPOL session at EU-ASEAN Peer Learning Workshop, Manila, Philippines	Onsite	MSCA-GLOPOL	The Workshop was part of the SCOPE-HE programme led by the Netherlands Organisation for International Cooperation in Higher Education (NUFFIC) and the German Academic Exchange Service (DAAD) and supported by the Commission on Higher Education (CHED) in the Philippines, the ASEAN Secretariat and the European Union Delegation to the Philippines.	88
13 February 2026	ASEAN	Webinar: “MSCA Global Cooperation: Policy Enhancement and Strategic Promotion in ASEAN - Doctoral Networks (DN) and Staff Exchanges (SE)”	Online	MSCA-GLOPOL	ASEAN higher education and research organisations and networks, policy stakeholders	120
16 February 2026	INDIA	Networking and Brokerage Event on MSCA Staff Exchanges Call 2026	Online	DGEAC, CSIR, EUDEL, MSCA-GLOPOL	Scientist and admin staff of CSIR , and other Indian institutions + researchers from European institutions	134
16 February 2026	INDIA	Networking and Brokerage Event: MSCA-Staff Exchanges Call 2026 - CSIR India-EU Co-funding	Online	DGEAC, CSIR, EUDEL, MSCA-GLOPOL	Scientist and admin staff of CSIR , and other Indian institutions + researchers from European institutions	70-100
16 February 2026	UKRAINE	Networking and Brokerage Event on MSCA Staff Exchanges Call 2026	Online	MSCA-GLOPOL, Horizon Europe Office Ukraine	Interested UA institutions willing to participate in the MSCA SE 2016 call; interested EU institutions looking for partners to prepare consortia for MSCA SE 2026 call	54
18 February 2026	US and CANADA	Info Session on MSCA Doctoral Networks and Staff Exchanges	Online	MSCA-GLOPOL	Academics/supervisors, research offices, international offices, member institutions such as U15, Universities Canada	35
25 February 2026	JAPAN	Info Session on MSCA Doctoral Networks and Staff Exchanges	Online	MSCA-GLOPOL	Academics and university bureaucrats, research administrators	49
26 February 2026	AUSTRALIA and NEW ZEALAND	MSCA Staff Exchanges for Institutions of Australia and New Zealand	Online	MSCA-GLOPOL and Euraxess ANZ	Academics, supervisors, research offices	137