

Health NCP Net

Partner Search

How to search partners and get noticed

www.healthncp.net



HNN3.0 (The Cluster 1 Health consortium of NCPs for Horizon Europe) has received funding from the European Union's Horizon EUROPE research and innovation programme under Grant Agreement number 101057279



This document aims to guide Horizon Europe applicants in finding potential partners especially under the Health Cluster of the Programme, by providing them with tips on "how to get noticed", how to choose the right channels to reach the right partners, and how to advertise at best their own expertise and background for R&I cooperation.



Health-NCP-Net 3.0 (HNN 3.0) is a network that facilitates transnational cooperation between National Contact Points (NCPs) for Cluster 1 "Health" (CL1) with a view to identifying and sharing good practices and raising the general standard of support to potential applicants of Horizon Europe in the Health sector. We aim to help CL1 NCPs in their daily work and support easier access to Horizon Europe calls. Our services are tailormade to the needs of NCP colleagues and are free of charge. However, several HNN3.0 products and activities are also directly addressed to Horizon Europe Applicants. Find out more about our Services.

The HNN3.0 Consortium consists of 16 NCP organisations with a balanced representation of experienced and less experienced CL1 NCPs across Europe. Regarding the new disciplines merged into CL1 under Horizon Europe, our consortium includes NCPs with expertise on other Clusters and programmes, the SSH dimension (Social Sciences and Humanities), as well as insider knowledge on the Mission on Cancer and the Health-related EU Partnerships.

You do not know your National Contact Point, but have many questions?

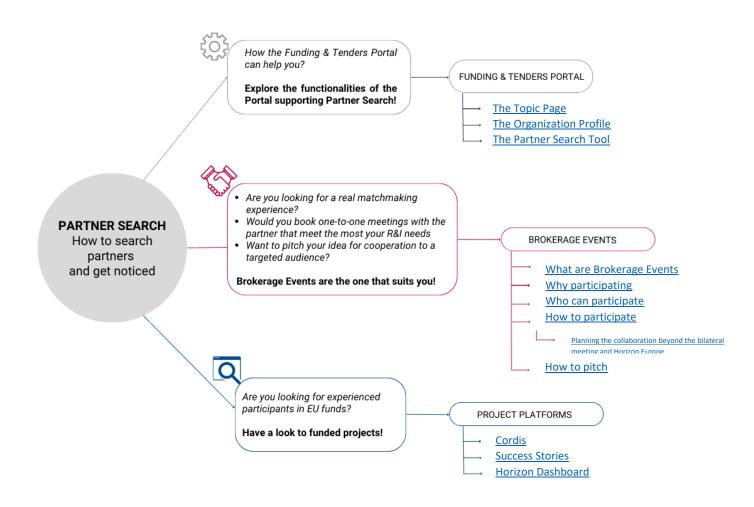
Find the Health NCP of your Country and explore NCP services



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INTRODUCTION

The Health Cluster – as part of Pillar II of Horizon Europe "Global Challenges & European Industrial Competitiveness" – funds international **collaborative research**. Research and innovation (R&I) projects funded under the Health Cluster have to be carried out by a consortium of organisations including at least three participants from three different EU Member States or <u>Associated countries</u>, with at least one being from a EU Member State¹, working together on the specific R&I areas.

In some cases, institutions have a good network of partners to work with ranging from scientific collaborators to industry partners, or other value chain partners ensuring a proper project management and research dissemination. However, even these institutions mostly need to complete their consortium with partners matching the specific requirements set by the Topics in the Call for Proposals. Also, an institution willing to participate in projects, but not being able or willing to initiate or coordinate a project themselves, can offer its expertise and track record to contribute to a project. This supply and demand of profile offers and project requests feed a very dynamic environment during the period of an upcoming or open call.

The current ways of directly matching (topic-specific) expertise *offers* and *requests* are **partner search tools** under the Funding & Tenders Portal.

However, based on NCPs experience, participating in **thematic brokerage events** seems to be a very successful way to effectively match expertise, build and/or be incorporated in winning consortia.

Moreover, exploring projects platform may also be a good way to identify and get in touch with experienced potential partners.

Therefore, this document aims to provide applicants with an overview and guidance in three main chapters on how to search for project partners and get noticed in the available channels in order to start collaborations for their proposals under the Health Cluster, and beyond.

- Part 1. Partners Search Tools: channels and tools for partner searches that represent valuable opportunities for health research in European funding programmes and initiatives.
- Part 2. Brokerage Events: hints on brokerage events and how to prepare an effective and successful partner profile and pitch in the Health R&I marketplace.
- Part 3. Project Platforms: various project databases and platforms of ongoing and completed EU projects provide the opportunity to find partners that are already successfully involved on EU level in the respective research field.

¹ In addition to these three partners, any legal entity from anywhere in the world can be included in the consortium, but not all may receive funding. Who is eligible for funding can be found in the <u>General Annex of the work programme</u>.



General tips for partner search and consortium building

- Start early and get prepared to invest time and efforts! | As soon as you see a Call for Proposal that could be relevant for you, you should start working to build and consolidate a consortium. This may take time and may need dedicated effort, especially to manage the communication with the different partners during the preparation of your proposal.
- Make the most from your contacts | Leveraging on your existing professional and personal
 contacts and networks may be a good start and can ensure you a first proficient working
 team to start design the proposal.
- Know yourself, know your worth | You will need to be extremely effective in terms of reaching out to potential partners and explaining why you are a good partner for their consortium. By starting from the requirements of the Call for Proposals, highlight and valorise your relevant expertise, previous experience, network of contacts and exploitable research results: to what extent and how you and your organisation could contribute to the project in terms of skills, expertise, resources, and experience?
- Be social! | Events in your field especially those in presence are an excellent place to find partners. So...don't be shy during networking sessions or even coffee breaks: promote yourself, your organisation and your ideas for cooperation!
- Think beyond sectors...and borders! | The ability to work in large, multidisciplinary, international projects is well liked and inevitable when building a consortium, especially under Horizon Europe. It can be of great advantage to find partners who already have experience in international cooperation. Likewise, if you have experience in international collaborations, let your potential partners know!



1. PARTNER SEARCH TOOLS

The official support structures of EU programmes provide a support service tailor-made to the special needs of collaborative research. This section provides guidance about the various **open partner search tools officially available** for applicants under Horizon Europe and beyond.

Funding and Tenders Portal

FUNDING & TENDERS PORTAL

The Funding and Tenders Portal (F&T Portal) is the single entry point for participants and experts in the funding programmes and tenders managed by the European Commission and other EU bodies. You can browse and search information through the portal without logging in, but to submit a proposal and other specific services, you may need to authenticate with your <u>EU Login</u>.

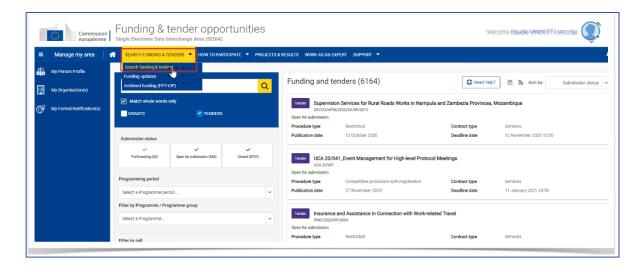
In the F&T Portal you can also find potential partners mainly in the following ways, which are described in detail in the next chapters:

- a) Directly from the <u>Topic Pages</u>, either contacting the organisations having expressed their interest for a collaboration or expressing your own collaboration interest to apply for that specific topic.
- b) From the individual <u>Organisation Profiles</u>, replying to their request(s) for a collaboration appearing at the bottom of their profile.
- c) Exploring the Partner Search Tool.

a) The Topic Page

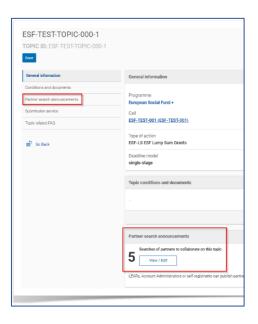
How to view Partner Search Announcements for the topic

Access the <u>Search funding & Tenders</u> area in the F&T Portal. Search for open or forthcoming topics.

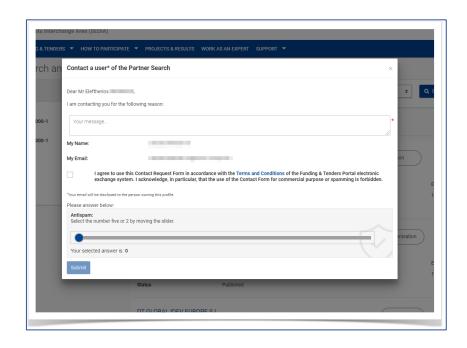




 After searching for a specific topic access the topic page by clicking on the topic name and either scroll down to the Partner Search section or select "Partner search announcements" from the menu on the left.



- Access the announcements by clicking on View.
- If you want to contact the organisation that has published the announcement, you can use the **Contact** button on the top to send a message to the organisation **using the form**:





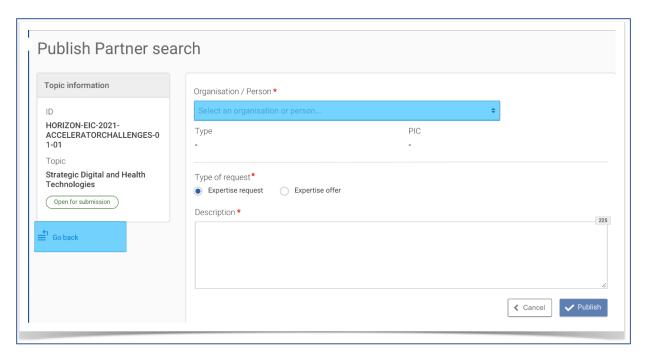
How to publish Partner Search Announcements for the topic

<u>Only</u> LEARs (<u>Legal Entity Appointed Representative</u>), Account Administrators or self-registrants can publish partner requests on behalf of the organisation for open and forthcoming topics after logging into the Portal. Any user having an active public Person Profile can also publish partner requests, but they will publish them on behalf of themselves, as individuals.

LEARs, Account Administrators or self-registrants can publish, then:

- Expertise request: as a potential coordinator or a beneficiary of a project application, you may
 need additional experts to join the consortium. Therefore, to find partners for your project ideas,
 you may publish an Expertise request announcement and make it visible to other users of the
 Partner search pages on the portal.
- **Expertise offer:** as an expert in the field, looking for consortium leaders and/or experienced partners who already have a planned project or growing consortium, you may publish an Expertise *offer* announcement and make it visible to other users of the Partner search pages on the portal.
 - 1. To publish Partner Search Announcements, these logged users should reach the same "Partner Search announcement" section in the Topic Page, as from step 1 to step 2 in <u>How to view Partner Search Announcements for the topic</u>.
 - 2. Then, access the announcements by clicking on *Edit*.
 - 3. Click the **+Add** button on the top right corner of the page of the list of search announcements and access the **empty input form**;
 - 4. Choose the profile from which the announcement will be published:
 - If you have only 1 eligible role, the organisation or person data is automatically pre-filled
 - If you have several eligible roles, the person or organisation has to be selected from the available list of values (pre-filled with the profiles you are owning)
 - 5. Add a **description** as a free text explaining what the organisation or person can offer to potential partners on this topic, or its motivation for requesting collaboration on this topic. The text length is limited to 500 characters: be concise and effective!





Note that in the **Partner Search** pages, this profile is visible only when it is public, since you can prevent your user details from being shared. See <u>My Person Profile</u> for more information about managing your person profile in the Portal.

b) The Organisation Profile

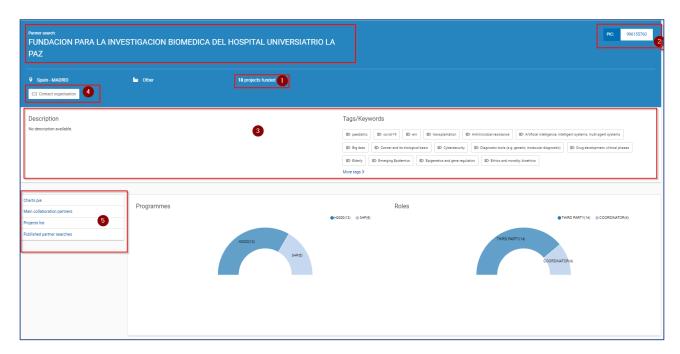
The "Participant Register" in the F&T Portal allows to look at dedicated organisation profiles, including Partner Searche Announcements of this organisation. The individual organisation profile gathers:

- i. General information about the organisation
- ii. <u>Information on participation in EU Programmes</u>
- iii. Information on main collaboration partners
- iv. Information on participation in EU funded projects
- v. <u>Published partner searches</u>

General Information

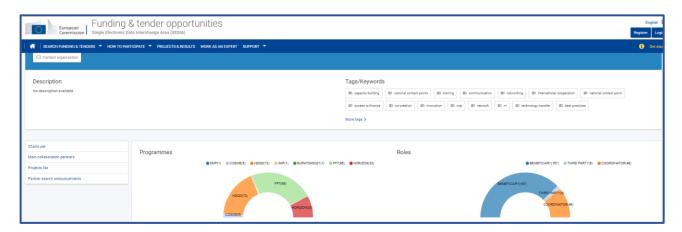
At the upper part of the screen, you will be provided with information about the *projects* (1) and participation actions of the organisation, as well as identification information such as *name*, *location* and *PIC number* (2). Just below, the *presentation* of the organisation, if filled in, and the *keywords* are listed (3). The keywords displayed are those that organisations have selected to enter manually and the ones of funded projects in which the organisation is involved. In addition to this, you can contact the organisation by clicking on the **Contact Organisation** button (4).





ii. Participation in EU Programmes

Through interactive charts pies, a visual representation of the *programmes* in which the organisation has participated and the *roles* that the organisation adopted in the different projects, are provided. These are interactive graphics, meaning that you can hide information by clicking on the corresponding item in the legend. Clicking one of the programmes/role in the legend will remove that particular item from the pie, showing the rest of programmes.



iii. Main collaboration partners

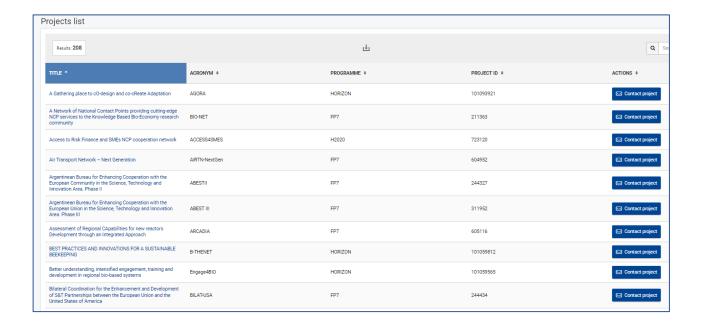
This interactive map presents a quantitative overview of the *partners which the organisation has been engaged with* in EU funded projects. By zooming it is also possible to identify the name of the partner organisations in the map.





iv. Participation in EU Funded Projects

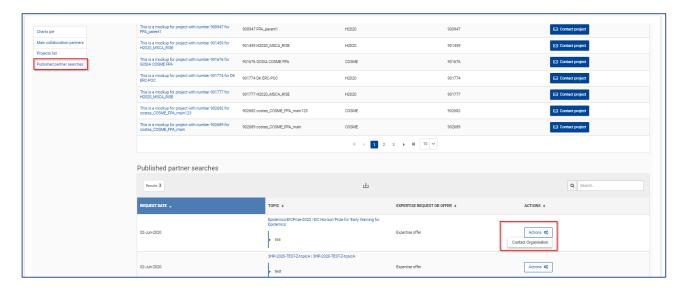
A list of the projects in which the organisation has been successfully involved as a coordinator or a partner, is there provided. By clicking on the title of the project, it's possible to read the full details of the project and its results. If the list contains many items, you can use the search box on the upper-right corner to filter out and find a specific project. Use the **Contact Project** button to contact the contacts of that organisation in the selected project through your EU login.



v. Published Partner Searches

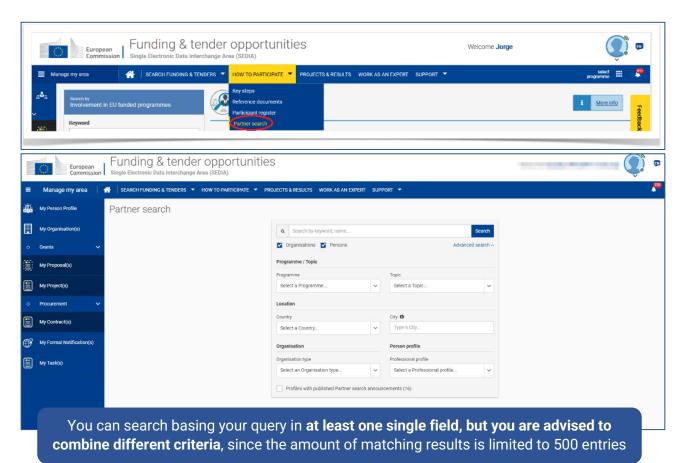
Finally, the Partner Search Profile in the F&T Portal includes a list of topics on which the organisation has an interest to participate in and for which they are currently searching for partners. The partner search can be *requests* for expertise or *offers* of expertise on a given topic. You can use the search box on the upper-right corner to search for specific requests/offers. By clicking on the topic, you will see the page where the offer/request for expertise has been published. Finally, use the actions button to **Contact the Organisation** through EU login.





c) The Partner Search Tool

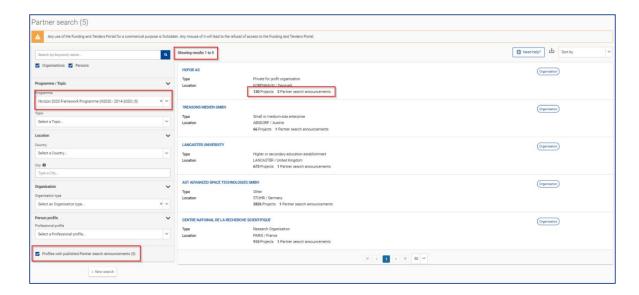
<u>Partner Search on the F&T Portal</u> allows you to search for potential partners for project proposals.



Please note that the names of the cities and the organisations can appear either in English or in the official language of the organisation, depending on how it was registered.



- The Topic field is a special free text field because even if you are able to type, only existing topics matching what you type will be presented as a list from which you can select one.
- Your matching results will appear in cards on the right of the Search form fields, including the number of projects in which the organisation is involved, as well as the Partner searches announcements.



• The **Organisation** button can be used to get to the individual organisation profile, with which the organisation can be contacted.



2. BROKERAGE EVENTS²

What are Brokerage Events?

Brokerage Events represent an important matching opportunity between the supply and demand for research and/or technology expertise expressed by universities, research institutions and companies in order to develop research/technology/business partnerships as well as joint participation in European projects.

For the purpose of a Horizon Europe consortium building, Brokerage Events are generally organised back-to-back with info days and the launch of the Call for Proposals with the intention to facilitate the matching between potential partners on the basis of the interest shown for the various *Topics* of a Work Programme and the related research/technology offers.

Why participating?

Participating in a Brokerage Event significantly increases the opportunity to establish new profitable contacts and generally offers participants the opportunity to:

- ✓ Promote their research/technology expertise
- ✓ Acknowledge the most innovative solutions and the most recent research results
- ✓ Develop research, technological or commercial partnerships under Horizon Europe and beyond

Who can participate?

In the case of a CLUSTER Health - Horizon Europe Brokerage Event, any applicant eligible to Horizon Europe calls: companies, universities, research and technology organisations, public sector, NGOs, hospitals, patient associations, etc.

How to participate?

3 steps to bilateral meetings

The Brokerage Events can be the first step towards new projects and business opportunities: the preparation, the meeting and following phases become therefore fundamental.

The tips here included represent the most profitable means to access these new opportunities.

1. REGISTRATION

Each organisation that is interested in participating in a Brokerage Event will need to register online on the official website of the chosen Brokerage Event: e.g. https://cluster-health-horizon-europe-brokerage2023.b2match.io/

² Ref. Brokerage Event: toolkit (ASTER) https://prod5.assets-cdn.io/event/4996/assets/8409406853-a659ed92f5.pdf





While registering, a **short organisation presentation** is required, along with **personal information** and the **Areas of Activities** (namely the Topics of the Call for Proposals of the Horizon Europe Work Programme), a set of predefined fields to select to ensure matchmaking among registered participants.

Each organisation – after registration - may then:

- ✓ Access the portal and upload its profile in the event Participants Catalogue
- ✓ Explore and select the profiles of participants that are of interest in the event Participants Catalogue
- ✓ Schedule meeting with interesting participants
- Manage and update a personalized event/meetings agenda

2. PROFILE COMPLETION

It is extremely important to dedicate the necessary attention to detailing the profile: the better the quality of the profile, the better the quality (and number) of meeting requests, besides the chances of signing contacts!

To ensure that your profile can be validated right away by enabling you to explore the participants' profiles and ask for meetings, <u>be sure to:</u>

- ✓ To include your contacts
- ✓ To provide a short but effective description of your organisation (max. 1000 characters is recommended), highlighting its relevance for the *Topics* of your interest and the Project Cooperation offer that you have drafted.
- ✓ To provide at least 1 Project Cooperation offer, possibly including:
- o A **title** focusing on what you are searching or offering
- A short description of the idea for cooperation and the eventual department/Unit that is responsible for it





- A section "What we offer/what we are looking for", including if your organisation is looking for partners as a Coordinator of a potential project proposal, or it's just offering expertise as a potential Partner
- Always **tick at least 1 relevant Topic or other available fields for matchmaking:** this will help the other registered participants to find you and ask for bilateral meetings.

3. MEET YOUR POTENTIAL PARTNER

A bilateral meeting in a Brokerage Event generally lasts for 15-30 minutes.

The time runs fast, but they are enough to build first connections before the meeting ends and the next talk starts. In order to ask for a meeting in the event website of a Brokerage Event:

- ✓ Go to the participants list (Participants Catalogue) to find out who is offering interesting
 and promising business opportunities.
- ✓ Browse published participants profiles and send meeting requests to those you want to meet during the event.
 - Each registered participant may also reject meeting requests that do not comply with their needs.
- ✓ Access your meetings schedule for the event and prepare for your meetings.
- ✓ If the meetings will be held online, check your camera and microphone and don't be late!

From Brokerage meetings the following situations might develop from a low (1) to high level of success (4):

- 1. Interest is low and further contacts are undesired
- 2. Interesting information is collected
- 3. A collaboration is possible
- 4. Parties agree on a future collaboration and fix next steps

4. PLANNING THE COLLABORATION BEYOND THE BILATERAL MEETING AND HORIZON EUROPE

A successful partnership relies on the clear definition of respective roles, competences, tasks and responsibilities. In order to do this, the following issues should be agreed soon after the bilateral meeting (e.g. towards a potential Consortium Agreement of a successful proposal):

- ✓ Rights and responsibilities of each partner
- ✓ Partnership termination rules
- ✓ Exploitation of results emerging from the collaboration:
 - o Who will own the knowledge arising from the collaboration;
 - What rights are recognized to the partner in accessing pre-existing know-how;
 - Who will be able to economically exploit the results
 - o Who will be responsible for the legal protection of the results.

Each collaboration type presents different risks and benefits, which must be evaluated very carefully before formulating a collaboration strategy and planning. This is particularly relevant in the case of research-to-business meetings.



In this case, to plan and start collaboration it can be useful to sign some preliminary legal tools such as a *letter of intent* or a *non-disclosure agreement*.

<u>C</u>	CHECK LIST FOR YOUR PROFILE DRAFT AND MEETINGS	
	Make a clear request as a potential Coordinator or a Partner in the project proposal.	
	Present your innovative idea, describe what problem you solve and what you are proposing	
	(product/service/other).	
	Describe eventually the reference Market , and the market dimension.	
	What is your TRL level? Show clearly the features of your solution.	
	What is your value proposition based on experimental data, prototype development,	
	reflecting expected performance of the technology.	
	Advantages of your solution respect to the competitors. What is your competitive	
	advantage? Why you are «innovative»?	
	Intellectual Property: do you have an IP strategy?	
	Present your team as the right team/company to achieve the result	
	NOT PROVIDE SENSITIVE AND/OR CONFIDENTIAL INFORMATION!	

How to pitch?

If the Brokerage Event includes *pitching sessions*, participants looking for partners will have a unique opportunity to present their organisations and ideas and/or expertise for project proposals in front of the audience, generally in the form of a **brief oral presentation (approx. 5 minutes time and only one presentation per entity/lab or proposal idea), possibly including:**

- ✓ The topic(s) you are interested in
- ✓ The objectives of your proposal for a project idea
- ✓ Your and/or your organisation expertise in relation to the topic(s)
- ✓ An idea of the existing partnerships
- ✓ The requirements for additional partner(s) if needed
- ✓ Involvement in **previous/ongoing projects** in the area

In order to help you to prepare better your pitch, these HNN 3.0 Pitching <u>Guidelines</u> can provide you with some suggestions and tips.



3. PROJECT PLATFORMS

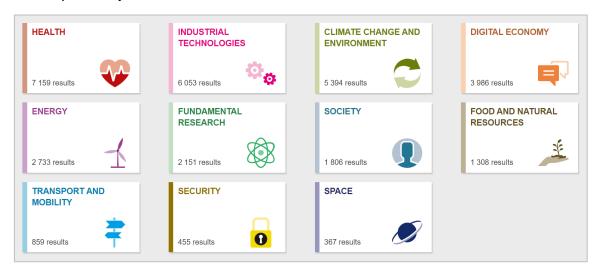
Exploring the platforms and webpages officially managed by the European Commission, and gathering information on EU funded projects, is not only a key-step to assess the state-of-the art in specific fields of research, but it is also a good practice to identify top players in the R&I Programmes to potentially partner with or join in collaborative project proposals. Here follows, **3 important platforms to check!**

1) Cordis

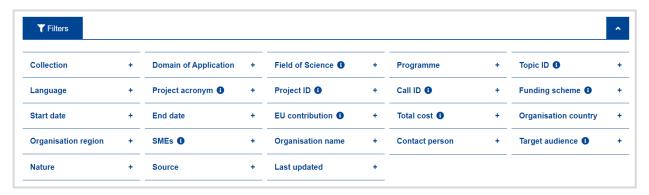
The <u>Community Research and Development Information Service (CORDIS)</u> is the European Commission's primary source of results from the projects funded by the EU's framework programmes for research and innovation, from Framework Programme 1 to Horizon Europe.

CORDIS has a single search service that provides a range of simple and more advanced functions.

CORDIS articles are classified by high-level domains that reflect where the research results could be applied, independently of their field of science.



You can search by term (word) and combine it with filters that apply to all or certain content collections. 'Edit query' allows you to use advanced search syntax like boolean operators (AND, OR, NOT).





Search results can be sorted, saved as a query for email notification or RSS feeds, downloaded in XML or CSV format or added to a PDF booklet.

You will need to have an EU Login account to access certain CORDIS services like your Research*eu and Results Pack subscriptions, email notifications and CORDIS Wire.



Each project is presented through a *factsheet* **page (including the project abstract and key references) and a** *results* **page.**

Moreover, all the consortium members are presented. Therefore, for partner search purposes, this would allow to identify potential partners.

2) Success Stories

If a project has achieved outstanding results relevant to EU citizens, this could be promoted by the European Commission via some of its free-of-charge channels such as the <u>page dedicated to Success Stories</u>.

In the page dedicated to Success Stories, you can filter projects per:

- Country
- Theme
- Framework programme
- Project acronym
- Project number
- Project coordinator
- Project start date/end date



You can access **Health-related contents** mainly through the following key-themes in the filter:

- Food safety/Health risks
- Animal Health& Welfare
- Biology
- Nanomedicine
- Artificial Intelligence
- Health & Life Sciences

Among the themes, it is also possible to filter success stories per Programme parts and other cross-cutting aspects, such as:

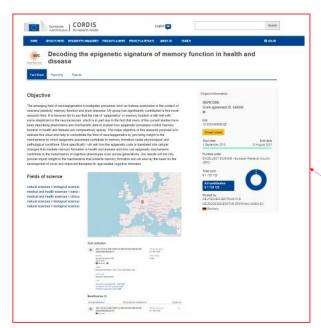
- International Cooperation
- EU Missions
- EIC European Innovation Council
- MSCA Marie Skłodowska-Curie actions
- Research Infrastructures

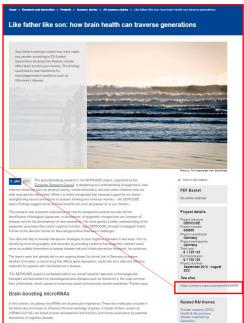




For partner search purposes, please note also that you can **start exploring the consortia involved in success stories to orientate your search towards high experienced potential partners**!

To do so, check the Cordis link in the project card:

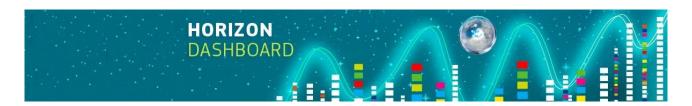




You can find success stories even in:

- Cordis Results in Brief: a collection of deliverables and other results from projects briefly and effectively described through dedicated short articles.
- <u>CORDIScovery podcasts</u>: CORDIScovery is a monthly podcast featuring a panel discussion between guests at the forefront of their scientific fields. and is produced by CORDIS, whose mission is to share the results of the very best of EU-funded research.
- Horizon Magazine: It gathers articles written by independent science journalists and designed to appeal to both scientists and non-scientists alike, starting from the latest EU-funded research, all written in a clear, accessible style.

3) Horizon Dashboard





The <u>Horizon Dashboard</u> is an intuitive and interactive knowledge platform offering a user-friendly public access to statistics and data on EU research and innovation. It offers:

- Easy access to overview and detailed information on proposals, funded projects and project results, notably reported IPRs and scientific publications,
- Views on specific aspects e.g. the Seal of Excellence, the European Innovation Council
- Intuitive functions for filtering and drilling down, allowing analysis by geographical location, research thematic area, organisation types etc.
- Functions for data export, story-building and bookmarking

In particular, for partner search purposes the functionality on R&I projects > Key Figures may be very helpful allowing the search for successful applicants (*Top Participating Organisations*) in EU Framework Programmes for Research & Innovation, that can be filtered by exploring projects per type of Call, Call Topic, country, etc.