# EILD’s Competitiveness in Horizon Europe Proposals

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## 1. Strengthen Dissemination & Communication Capacity

A robust dissemination and communication strategy is crucial under Horizon Europe’s **Impact** criterion. EILD should amplify its role as a specialist in this area:

* **Structured Dissemination Plan:** Develop a comprehensive dissemination and exploitation plan aligned with Horizon Europe guidelines – including regular newsletters, targeted social media campaigns, open-access publications, and other outreach for project results. The EU requires that project results be actively disseminated to relevant audiences to generate broader impact. In fact, beneficiaries of Horizon Europe have a legal obligation to disseminate and exploit their results (per Article 39 of the Horizon Europe regulation) – a responsibility EILD can help fulfill as a dissemination leader.
* **Interactive Workshops & Co-creation:** Organize workshops, webinars, and local events involving community stakeholders and end-users. Co-creation activities with local communities ensure that research outputs are tailored to societal needs, demonstrating the wider relevance of science and building public support for innovation. This community-centered approach not only validates solutions in real-world settings but also increases a project’s visibility and uptake.
* **Leverage EILD’s KPI Dashboard:** Integrate EILD’s KPI platform as a “living” dissemination tool for projects. EILD has launched a cutting-edge **Erasmus+ KPI Dashboard** service for EU projects, enabling real-time tracking of key performance indicators and impact metrics. By offering this platform to Horizon Europe consortia, EILD can provide transparency and data-driven insights on dissemination progress (e.g. number of stakeholders reached, events held, website/social media analytics). This aligns with European Commission expectations – projects are required to present KPI results at official reviews, where performance and impact are assessed based on these metrics. Regular KPI monitoring will also streamline reporting and demonstrate compliance with EU grant requirements, allowing the consortium (and the EC) to visibly track dissemination effectiveness throughout the project’s life.
* **Impact Storytelling:** Develop compelling impact stories and case studies (e.g. success stories of how end-users or communities benefited from past projects). These narratives connect research results with tangible societal benefits, making proposals more relatable and strengthening the Impact section. Showcasing clear examples of positive social or economic change resulting from previous projects will underscore EILD’s communication prowess.

By reinforcing its dissemination and communication capacity in these ways, EILD can position itself as the go-to partner for maximizing a project’s visibility and societal impact – a factor that Horizon Europe evaluators value highly.

## 2. Engage Users and Local Communities

Horizon Europe places strong emphasis on public engagement and inclusion as part of Responsible Research and Innovation (RRI)[[6]](https://en.wikipedia.org/wiki/Responsible_Research_and_Innovation#:~:text=RRI%20involves%20holding%20research%20to,52%20and%20%2053%20Open). EILD’s extensive grassroots experience with vulnerable groups and local communities is a unique asset that can greatly enhance any consortium:

* **Leverage EILD’s Grassroots Experience:** EILD has a proven track record of working directly with women, youth, migrants, refugees, people with disabilities, and other vulnerable populations in various EU projects. For example, in the **ENFEM** project (AMIF-funded), EILD supported the integration of migrant women into local communities, and in **GIAff4ID** (Erasmus+), EILD helps improve the affective (social-emotional) education of young people with intellectual disabilities. This on-the-ground expertise can be highlighted as a major value-added in proposals – few partners combine technical research work with such community-level engagement skills.
* **“Bridge” Between Projects and Society:** Present EILD as a bridge partner that translates project research into practice through pilot actions, living labs, focus groups, and citizen workshops. By co-designing pilot programs and demonstrations in local communities, EILD ensures that project innovations are developed *with* end-users rather than for them. This approach not only validates solutions in real-life settings but also aligns with Horizon Europe’s call for co-design and co-creation with stakeholders, thereby enhancing the relevance and uptake of results.
* **User Advisory Boards:** Propose the formation of User Advisory Boards or community panels in Horizon Europe projects, facilitated by EILD. This gives end-users (e.g. representatives of target groups like migrants, youth, or persons with disabilities) a formal voice in the project’s development. EILD can manage these boards and channel feedback to the consortium so that solutions stay aligned with user needs. Such participatory governance demonstrates strong stakeholder engagement, which is often viewed favorably in proposal evaluations. It directly supports Horizon Europe’s cross-cutting priority of ensuring research is inclusive and anchored in societal needs.

By foregrounding its ability to engage local communities and end-users, EILD strengthens the *“citizen engagement”* dimension of proposals. An EILD that connects labs to localities will make any consortium more competitive under Horizon Europe.

## 3. Emphasize Social & Ethical Dimensions

Horizon Europe also evaluates proposals on their ethical, societal, and gender dimensions. Evaluators will check for aspects like ethics compliance, inclusiveness measures, and gender equality plans. EILD can differentiate itself by proactively championing these dimensions:

* **Track Record in Gender Equality & Inclusion:** EILD should showcase its extensive experience in projects targeting social inclusion and gender issues (e.g. initiatives like ENFEM, Upcoming Women, GIAff4ID, etc.). In the **Upcoming Women** project (Erasmus+), for instance, EILD helped empower low-skilled women in precarious situations across Europe. Such examples demonstrate that EILD has practical expertise in addressing gender inequalities and social exclusion. This background is highly relevant, as Horizon Europe now requires many participant organizations to have Gender Equality Plans and generally encourages the integration of gender and diversity considerations in research content.
* **Ethics & RRI Leadership:** Position EILD as an *Ethics and Societal Impact* partner in proposals. EILD can take on the role of ensuring that each project adheres to Responsible Research and Innovation (RRI) principles – holding high ethical standards, promoting inclusiveness, and engaging the public. Under Horizon Europe, RRI elements like public engagement, open science, ethics, and gender equality are increasingly woven into proposal expectations. EILD could lead or support the project’s Ethics tasks (e.g. drafting ethics self-assessments, obtaining ethics approvals) and integrate social impact monitoring throughout the project’s life cycle. By serving as the partner who safeguards ethical compliance and maximizes societal benefit, EILD addresses critical concerns of the funding programme.
* **Societal Impact Task Force:** In proposals, suggest establishing an internal “Ethics & Societal Impact Task Force” chaired by EILD. This task force would develop guidelines for ethical conduct, inclusive design, and stakeholder engagement within the project. It would also define and track social impact KPIs (e.g. number of women or minority beneficiaries, improvements in participants’ well-being or skills, policy influence achieved) to ensure the project continuously aligns with its ethical and societal goals. Such an initiative shows evaluators that the consortium is serious about *responsible innovation* and not just technical outputs.

By highlighting its capabilities in ethics oversight, gender inclusion, and societal impact, EILD can fulfill the role of the consortium’s “social conscience.” This directly addresses Horizon Europe’s evaluation concerns regarding ethics and impact, strengthening the credibility and integrity of the proposal.

## 4. Highlight Added Value to the Consortium

EILD should clearly articulate the multifaceted added value it brings to any Horizon Europe consortium, beyond just its thematic expertise:

* **Multi-program Experience:** Emphasize EILD’s diverse experience across EU funding programmes – including Horizon Europe, Erasmus+, AMIF, Interreg, and more. Since 2009, EILD has been designing and implementing innovative, human-centered projects that tackle social, environmental, and economic challenges. It has implemented projects spanning education, social innovation, environmental sustainability, public health, and integration, working with communities and vulnerable groups in each case. This breadth of experience means EILD is well-equipped to contribute to many Horizon Europe *Clusters* (from Health and Inclusive Society to Climate, Energy, etc.). The organization’s ability to operate across sectors and disciplines – delivering measurable impact for communities and vulnerable groups – is a rare strength. It signals that EILD can adapt to various project themes and effectively link research with real societal needs.
* **Specialist in Dissemination & Engagement:** While EILD can contribute to substantive research tasks, it can be positioned primarily as a specialist partner for Dissemination, Exploitation, and Stakeholder Engagement in any consortium. By leading a Work Package on dissemination (or co-leading tasks on community pilots and user testing), EILD ensures the project’s innovations don’t remain in a silo. Horizon Europe proposals are evaluated on *Impact* just as much as on *Excellence*, so having a dedicated partner to maximize outreach and uptake of results is a strategic advantage. EILD’s involvement thus boosts the proposal’s credibility regarding how it will achieve and measure impact.
* **Broad Network for Synergies:** Leverage EILD’s extensive network of collaborators. For instance, EILD’s **Connected4Development** platform is a digital initiative connecting communities, civil society organizations, public authorities, and innovation leaders across Europe. Through such networks, EILD can disseminate project results widely via municipalities, NGOs, universities, and community groups in multiple countries, and can also recruit participants for pilots or trainings. Moreover, EILD can help the consortium forge links with other EU projects or policymakers, creating synergies that enhance impact. When evaluators see that a partner can bring in additional dissemination channels and collaborative networks, it strengthens the proposal’s European added value.

In summary, EILD should market itself as a versatile and well-connected partner that not only executes project tasks but also **amplifies** the consortium’s reach and impact. Its combined expertise in project management, cross-sector innovation, and stakeholder engagement makes it a catalyst for any project’s success.