



FRAUNHOFER MOEZ — YOUR PARTNER FOR EU PROJECTS

Contact person:

Annamaria Riemer

Phone: +49 341 23 10 39 - 132

Email: annamaria.riemer@moez.fraunhofer.de

Urban Kaiser

Phone: +49 341 23 10 39 - 150

Email: urban.kaiser@moez.fraunhofer.de

Fraunhofer MOEZ

Neumarkt 9-19

04109 Leipzig

Germany

www.moez.fraunhofer.de

Challenge

For future projects within the context of its funding programmes, the European Union (EU) is, to a greater extent, requiring the professional development and implementation of strategies and measures related to management, communication, financing and marketing. Economic and social-scientific project modules are therefore increasingly becoming central criteria in successfully applying for EU funds.

Range of services

The *EU-PLUS* range of services developed by Fraunhofer MOEZ is based on several years' experience in managing interdisciplinary EU projects. It covers a total of five modules that are adapted to suit the individual demands of each project. The range of services is aimed at all organizations and enterprises whose goal is to successfully apply for and conduct projects within European funding programmes.

EU CHALLENGES

Professional project management	1
Policy recommendations	2
Strategic communication and dissemination of project results	3
Strategic marketing and innovation funding	4

RANGE OF SERVICES *EU-PLUS*

1	Day-to-Day-Management	✓
1	Quality management	✓
2 3	Research and innovation communication	✓
3 4	Continuous target-group dialogue	✓
2 4	Access to risk capital and developing innovative financial instruments	✓



Day-to-Day-Management

Optimum use of human and financial resources, along with the planning, management and control of these resources, is the basic prerequisite for achieving the specified project goals. The main tasks of day-to-day management involve creating, aligning and monitoring the budget, and supporting the project partners in generating reports on schedule. The key areas of this module therefore comprise services aimed at achieving optimum budgeting and cost planning and regular reporting to the partners and the EU.

Project reference: [Climate for Culture](#)

Quality management

European cooperation projects are complex yet unique undertakings. Systematic quality assurance is a great challenge here. A quality assurance plan and targeted measures for ongoing improvement facilitate the smooth running of project processes. Fraunhofer MOEZ supports the project consortium by creating and implementing a plan of this kind to guarantee efficient time management and smooth internal communication. In this way, delays and content-related challenges can be detected early on and suitable measures can be proposed to minimize problems and optimize project processes.

Project reference: [Q-BICON](#)

Research and innovation communication

Communication, reciprocal knowledge transfer and the dissemination of project findings are increasingly gaining significance in EU projects. The aim is to draw widespread attention to research topics, foster the promotion of active cooperation and encourage communication between researchers and a variety of interest groups. Particular focus is on analyzing policy-related practices and topics along with basic conditions at an institutional level, including the formulation of policy-related recommendations for action. This is where Fraunhofer MOEZ's services come in: creating the communication concept, including a project logo and corporate design; developing and running the project website and the internal communication platform; creating target-group-specific publications (e.g. policy briefs, studies, flyers and newsletters); organizing and conducting information events, conferences, workshops and online surveys.

Project reference: [INTEGRAL](#)

Ongoing target-group dialogue

Innovations have to address the specific needs of the individual market players in order to survive in the market. Fraunhofer MOEZ supports its customers in developing new technologies and services in dialogue with the stakeholders, and in successfully establishing them in the market. The Fraunhofer MOEZ approach focuses on the early involvement of the stakeholders particularly in order to avoid time-consuming and expensive undesirable developments that do not meet the needs. It

includes both proven and new instruments of cooperation and communication management – whether it be providing information suited to the target group, the structured collection of feedback or ongoing involvement.

Project reference: [EFFESUS](#)

Access to risk capital and developing innovative financial instruments

In view of the fact that information in the market is often distributed asymmetrically between innovators and investors, Fraunhofer MOEZ offers support in closing funding gaps in the innovation process. This is based on bank-specific professional experience, the latest research results and a network of contacts that has developed through international project work. Key areas of activity include: expert interviews with national and international investors; conducting transnational events that involve the Fraunhofer network and private investors; the transfer of good-practice examples in the field of innovation funding, and the development of innovative financial instruments

Project reference: [PRESOURCE](#)