



Widening Country Inspiration Story

“Devote time to networking.”

Organisation name: University of Zagreb, Faculty of Electrical Engineering and Computing

Organisation type: Higher education organisation

Country: Croatia

Project Acronym: FoodMAPP

Project start and end date: 01.03.2023-28.02.2027

Type of MSCA, Horizon Europe: Staff Exchanges

Is your organisation a coordinator? Yes



What is your project about?

Interconnected challenges of climate change, food supply resilience, food miles, food waste and supporting the next generation of producers and operators with a fair income are all highlighted in the EU Strategic Plan. Foundational redesign of our food supply systems is required to address these challenges and accelerate the twin green and digital transitions. The project brings together a consortium of experts in agri-food economics, technology, food supply chains, psychology and consumer behaviour.

Why is your project important for society?

The project will enable consumers to find and buy food from local food supplies, reducing waste and supporting sustainable purchases. Currently within Europe food is transported, on average, 171 km from farm to fork. 26 per cent of global carbon emissions come from food supply chains and large volumes of food are wasted. The FoodMAPP project aims to address these challenges by enabling consumers to identify and purchase from local sources of food in real time to shorten supply chains and reduce food waste,

while also providing additional sustainable income to food producers and providers.

The consortium consists of academic partners in the United Kingdom, Croatia, Hungary, Spain and Belgium, and industry partners in France and Austria.

What kind of support did you get?

We did not need any support during the application process as we had sufficient experience. The initiative came from the initial coordinator from the United Kingdom. After the project was funded, the United Kingdom was in the post-Brexit situation of not being able to receive funding or to coordinate Horizon Europe projects and the consortium agreed that we would take over this role and responsibilities. The United Kingdom partner that was the initial coordinator, retained a strong technical role. During the project launch preparation period, we had strong support from the National Contact Points (NCP) in the development of the Consortium Agreement, built on their legal expertise and MSCA experience. This support continues for the dissemination activities.

Do you have other successful projects under Horizon 2020/ Horizon Europe? Yes - as an institution – 24 so far, as a Principal Investigator – only this one (I have participated in others before).

If yes, what in your experience helped you to succeed?

National and international networking, including from 2nd and 3rd contacts in the chain.

Devoting time to networking.

Faculty experience and support to encourage taking on the coordinator role, and having strong consortium partners.



How did you find the partners in your consortium?

As an interdisciplinary reference from our colleagues from the University of Zagreb, Faculty of Agriculture, with whom we have an ongoing project financed from the European Regional Development Fund. After this reference, an online meeting was held to get acquainted with the initial coordinator from the United Kingdom and validate the strength of the future proposal.

What tips can you give other organisations that would like to apply for MSCA?

With Horizon Europe participation, it is hard to kick-off and we have not found a recipe yet. From senior colleagues I

observe that once you have your first project, the consortium partners tend to collaborate in future calls and projects. Hopefully, the MSCA grant will be one of those cases.

In short, national and international networking, number of attempts (for me personally, this is the first grant out of 20 proposals during the whole Horizon Europe programme).

More information on the project:



The Marie Skłodowska-Curie Actions (MSCA) support researchers at all stage of their career across all disciplines. The MSCA also support cooperation between industry and academia and provide innovative trainings and career developments.

The MSCA Staff Exchanges (SE) funds short-term international and inter-sectoral exchanges of staff members involved in research and innovation activities with the aim to develop sustainable collaborative projects between different organisations from the academic and non-academic sectors (in particular SMEs), based in Europe and beyond.

The MSCA-NET project is the MSCA NCP project to facilitate the transnational cooperation to achieve a consistent and harmonised level of NCP support. The scientific community can also profit from our project to support their MSCA application.

