

Widening Country Inspiration Story

“Organisations must follow the guidelines mentioned in the Work programme and strive for clarity in the proposal.”

Organisation name: REZOS BRANDS
Organisation type: Small and medium-sized enterprise (SME)
Country: Greece
Project Acronym: FRIETS
Project start and end date: 1.09.2021 – 31.08.2025
Type of MSCA, Horizon 2020: Research and Innovation Staff Exchange
Is your organisation a coordinator? Yes



What is your project about?

The FRIETS project aims to create processed berries with superior nutritional quality and extended shelf-life, addressing nutritional gaps in modern lifestyles that discourage fresh fruit consumption.

By employing innovative agricultural and preservation techniques, the project aims to enhance the accessibility of healthy food options, thereby contributing to the advancement of food science and sustainable nutrition.

Why is your project important for society?

The FRIETS project is crucial for society as it addresses modern nutritional challenges, offering healthy, personalised snacks that increase fruit intake and promote healthier eating habits. These snacks are tailored to meet the needs of specific groups, such as children, elderly, and athletes, promoting personalised nutrition.

What communication and public engagement measures have you foreseen?

In terms of public engagement, FRIETS plans to raise awareness through participation in conferences, webinars, workshops, articles in magazines/newspapers, attendance of scientific events, open access scientific publications and active use of social media. Through these actions, FRIETS fosters both individual and environmental well-being.

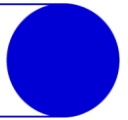
What kind of support did you get?

During the application process we used the MSCA Research and Innovation Staff Exchange Guide for Applicants.

Do you have other successful projects under Horizon 2020?

Yes.

What in your experience helped you to succeed?



Success in our Horizon 2020 projects has been driven by clear communication, effective planning, and strong collaboration among consortium partners.

How did you find the partners in your consortium?

We identified partners through our extensive network. Our prior collaborations and recommendations from trusted partners facilitated forming a strong consortium that shared our vision and complemented our expertise.



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

For successful MSCA applications, organisations must identify clear objectives that align with MSCA priorities, focusing on innovation & training. It is very important to build a strong consortium, involving partners with diverse expertise, willing to share their knowledge. This collaboration fosters a rich environment for innovation and ensures that all partners contribute meaningfully. Organisations must follow the guidelines mentioned in the Work programme and strive for clarity in the proposal.

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 Research and Innovation Staff Exchange (RISE) promotes international and cross-sector collaboration through exchanging research and innovation staff, and sharing knowledge and ideas from research to market (and vice-versa).

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.

