

## Widening Country Inspiration Story

“ Clearly define the societal impact and innovation potential of your project.”

**Organisation name:**

University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca

**Organisation type:** Higher education organisation

**Country:** Romania

**Project Acronym:**  
FEEDACTIV

**Project start and end date:**

1.01.2023 - 31.12.2026

**Type of MSCA, Horizon**

**Europe:** Staff Exchanges

**Is your organisation a coordinator?** Yes



**What is your project about?** The FEEDACTIV project focuses on creating innovative aquaculture feed supplements using natural bioactive compounds from marine microalgae, seaweed, and land-based plants to boost fish immunity and provide antioxidant and antimicrobial benefits. By partially replacing fishmeal with cost-effective, plant-based ingredients, FEEDACTIV aims to enhance fish health, improve product quality, and reduce aquaculture costs and environmental impact. This project's sustainable approach supports the growing market for functional, chemical-free fish products and promotes advancements in fish farming.

**Why is your project important for society?** The FEEDACTIV project provides societal benefits on several levels. First, it supports local economies by generating new job opportunities in aquaculture, an industry integral to many coastal communities. Second, it enhances public health by producing

fish feed that leads to cleaner, higher-quality fish products, free from antibiotics and synthetic additives, addressing growing consumer demand for safe, nutritious food. Additionally, FEEDACTIV prioritises sustainability, reducing environmental impact and resource waste—vital concerns for modern food production.

**What communication and public engagement measures have you foreseen?** A dedicated website for regular updates, scientific publications, digital and printed brochures, and active social media outreach. Workshops, webinars, and popular science events will be organised to directly involve stakeholders, from academic researchers to industry professionals and the general public. These efforts aim to maximise public awareness, drive community interest in sustainable aquaculture, and inspire further innovation in the field.

## What kind of support did you get?

From other successful applicants.

**Do you have other successful projects under Horizon 2020/ Horizon Europe?** Yes, MSCA Research and Innovation Staff Exchange project, [FRIETS](#).

## What in your experience helped you to succeed?

**1. Clear societal impact:** We demonstrated a direct societal benefit in terms of job creation, food safety, consumer health, and environmental sustainability.

**2. Strong interdisciplinary team:** We brought together experts from aquaculture, food safety, bioprocess engineering, and sustainability, which showcased our capacity to tackle complex challenges from multiple angles.

**3. Focus on innovation and sustainability:** Our project's use of bioactive, plant-based compounds, as well as its environmental and economic sustainability focus, resonated well with funders prioritising green innovation. This approach made our project stand out in a competitive field.

## How did you find the partners in your consortium?

Here's how we found and selected our partners:

1. Existing collaborations and academic networks,
2. Targeted outreach for complementary skills: To ensure all aspects of FEEDACTIV were covered—from bioactive compound research to fish feed formulation and process design—we actively sought partners with specialised expertise that complemented our own,
3. EU project platforms and networking events,
4. Recommendations from funding bodies and advisors.

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

To succeed in MSCA, clearly define the societal impact and innovation potential of your project. Build a consortium with complementary expertise across academia and industry, showing how each partner's skills support the project goals. Align closely with EU priorities like sustainability and prepare a solid dissemination plan to engage diverse stakeholders. Lastly, use EU platforms, networking events, and known contacts to find reliable partners experienced in collaborative projects.

More information on the project:



The Marie Skłodowska-Curie Actions (MSCA) support researchers at all stages 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.

