

Widening Country Inspiration Story

“Communicate your results and activities to the public!”

Organisation name: Ss.

Cyril and Methodius
University in Skopje,
Faculty of Economics

Organisation type:

Higher education
organisation

Country: Republic of
North Macedonia

Project Acronym:

GETM4

Project start and end

date: 1.11.2023 -

31.10.2027

Type of MSCA, Horizon Europe: Staff Exchanges

Is your organisation a coordinator? No



What is your project about?

GETM4 researches how entrepreneurs can address disruption to support economic development and societal well-being in a digitised world. As disruption becomes the norm, we must better prepare and respond. GETM4 identifies how entrepreneurial talent – ranging from individuals to higher education and industry – can exploit opportunities and tackle challenges. What is required is an innovative, multi-perspective approach to maximise the benefits and mitigate the risks of ongoing disruption.

Why is your project important for society?

Bringing together the shared values of 18 consortium partners across 9 countries and 4 continents, the project aims to contribute to better health, well-being, happiness, and sustainable development for individuals, organisations, and society by fostering talent for digital entrepreneurial action

underpinned by responsible innovation. Additionally, it seeks to explore how this can be achieved responsibly and sustainably through international collaboration for 'respectful innovation' and 'respectful translation' of knowledge, skills, and resources.

What communication and public engagement measures have you foreseen?

We have a comprehensive communication and public engagement plan, featuring scientific publications, public events, information platforms, case study presentations, and more.

What kind of support did you get?

GETM4 is a legacy project, building upon the impact and deliverables of the previous GETM3 project, which helped with utilising and further expanding the best practices. The consortium consists of both new and experienced partners with decades-long experience from diverse contexts, bringing new sets of

experiences and perspectives on the best ways to tackle current challenges. Thus, the application process was grounded in rigorous scientific findings and methodologies, considering some of the key priorities of the European Union as highlighted in strategic documents like the EU Recovery Plan.

Do you have other successful projects under Horizon 2020/ Horizon Europe? Yes.

What in your experience helped you to succeed?

As the first MSCA project in the country, GETM4 became a catalyst for positive change in our institution. With guidance from experienced partners, we embraced a global, trans-sectoral, cultural, and generational approach to building networks. We discovered the strength that comes with forming supportive, reliable, and adaptable teams with clear plans. Synergy, determination, professionalism, and positive energy drive success and ensure impactful outcomes.



How did you find the partners in your consortium?

Our participation in the project was the result of past positive professional experiences and close collaborations with some of the other partners in the consortium and we are immensely

grateful to them for the opportunity and invitation to be a part of GETM4.

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

- Plan rigorously and well in advance!
- Be open-minded; give as much as you take!
- Be impact-focused regarding everything you do!
- Communicate your results and activities to the public!

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.

