



MSCAdvocacy

Promotion plan 1

MSCA promotion landscape

Key promotion players and potential: USA



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This promotion plan (as of February 2023) includes country- and region-specific information, as well as a description of MSCA promotion actors, the type of activities they implement, and an overview of facts and figures regarding participation in the European Union's Horizon2020 (2014–2020) and Horizon Europe (2021–2027) Framework Programmes for Research and Innovation. Gaps and challenges in promoting MSCA are identified.

The information provided is based on desk research carried out by the responsible country liaison officers, as well as on information obtained through direct contacts with key stakeholders such as MSCA National Contact Points, ministry officials in charge of research and innovation, international offices at universities or information relays (EURAXESS Worldwide, MSCA Alumni, etc.) and desk officers at the Directorate-General for Education, Youth, Sports and Culture.

An update of this promotion plan as well as more information on the United States and 19 other countries and 6 other regions are also available on the MSCAdvocacy website.

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MSCA Promotion Plan – USA

Country-specific information

The partnership between the European Union (EU) and the United States (USA) has prospered for more than six decades, constructed on a foundation of shared common values, including a commitment to the rule of law, the democratic process, free enterprise, human rights, and alleviating poverty. These values, combined with deep economic ties and high levels of trust built over more than half a century, make the EU and the USA natural partners for tackling today's global challenges. Together, the EU and the USA have built the world's largest and most open trade and investment relationship, benefitting millions of citizens and businesses on both sides of the Atlantic^{1,2}.

The EU-USA Joint Consultative Group meeting on Science and Technology Cooperation in Brussels on 12 October 2022³ called for reinforced cooperation on Research and Innovation (R&I) particularly in the areas of health, energy, oceans and through the EU-USA Trade and Technology Council (established 15 June 2021 in Brussels). The meeting confirmed that the EU and the USA will keep their commitments from the last summit in June 2021, namely to: (i) end the COVID pandemic, prepare for future global health challenges, and drive forward a sustainable global recovery; (ii) protect our planet and foster green growth; (iii) strengthen trade, investment and technological cooperation; and (iv) build a more democratic, peaceful and secure world. Research and Innovation cooperation is key tool to realise these objectives.

On 13 October 2022 the 2nd meeting of the Joint Technology Competition Policy Dialogue (TCPD) took place in Brussels⁴. It had been set up in June 2021, in parallel to the launch of the EU-USA Trade and Technology Council (TTC), and focuses on developing common approaches and strengthening the cooperation on competition policy and enforcement in the technology sector.⁵ Among others, the discussion focused on: (i) the importance of forward-looking analysis in the field of technology to identify future key markets and issues that may arise in the digital sector (ii) the adoption of effective remedies in digital cases, and (iii) the need to keep merger regulations fit for purpose in a digitalised economy. This is quite a shift to focus on the digitalized sector and aspects whereas the themes in June 2021 focused more on the aim 1) to support collaborative research and innovation exchanges; 2) to explore the possibility of developing a new research initiative on biotechnology and genomics; 3) to deepen cooperation on cybersecurity information sharing and situational awareness, as well as cybersecurity certification of products and software.

¹ [The European Union and the United States | EEAS Website \(europa.eu\)](https://eeas.europa.eu/eas/en/our-work/relations/eu-usa-relationship) [01.02.2023]

² https://ec.europa.eu/info/research-and-innovation/strategy/strategy-2020-2024/europe-world/international-cooperation/united-states_en [01.02.2023]

³ [EU-USA JCG 12 October - Joint Minutes - final 2 \(europa.eu\)](https://eeas.europa.eu/eas/en/our-work/relations/eu-usa-relationship) [01.02.2023]

⁴ [Competition: Second EU-USA Joint TCPD \(europa.eu\)](https://eeas.europa.eu/eas/en/our-work/relations/eu-usa-relationship) [01.02.2023]

⁵ [EU-USA launch Joint Technology Competition Policy Dialogue \(europa.eu\)](https://eeas.europa.eu/eas/en/our-work/relations/eu-usa-relationship) [01.02.2023]



Areas of future Science and Technology (S&T) cooperation between the EU and USA include:

- health response, prepare for future global health challenges, sustainable global recovery;
- green leadership: protect our planet, foster green growth: tackle climate change, environmental degradation and the loss of biodiversity, ocean protection; global clean energy innovation and deployment, decarbonisation, energy security and sustainability: clean energy, in particular renewables, energy efficiency, and technologies, provide a path to energy security and reduced dependence on fossil fuels;
- trade & tech; global action and security; and to build a more democratic, peaceful and secure world^{6,7,8}.

MSCA promotion actors in USA⁹

EURAXESS Worldwide North America provides regular, tailored, and reliable information, organises networking and information events (focus on Marie Skłodowska-Curie Actions (MSCA) and European Research Council, ERC) and manages the European Scientific Diasporas in North America Initiative. However, their budget is limited and rather general info sessions or events on HEU are undertaken and spread over the whole USA as well as Canada.

In the USA, no official National Contact Points (NCPs) for Horizon Europe (HEU) or MSCA exist. However, the National Council for University Research Administrators (NCURA) acts as an entry point for questions related to participation in HEU.

The North America Chapter is an official component of the Marie Curie Alumni Association (MCAA), encourages local networking, and attracts new members to the Association all over the region. The aim of the North America Chapter is to enhance the image of the MCAA in North America by organising relevant events and innovative activities. The members share their experiences as researchers, highlight the benefits of MSCA and MCAA, and communicate their ideas of the world as a multi-cultural and multi-disciplinary community. In 2022 organised workshops included themes such as diversity and inclusiveness or negotiation and influence skills.¹⁰

Promotion of MSCA in USA

Most events, workshops or info sessions include either (1) MSCA as a part of general HEU presentations, (2) speak about MSCA as one set of a programme (and not specifically about different Actions – Postdoctoral Fellowships – PF, Doctoral Networks – DN, Staff Exchange – SE and COFUND) or focus on it as a tool for inclusiveness or skills development. Target groups for promotion are mostly individual researchers.

During NCURA Annual Meeting (7-10 August 2022 in D.C. with about 2,000 participants) a dedicated session on international funding opportunities on 11 August together with George Washington University and Georgia National Institute, National Institutes of Health, German Research Foundation (DFG) and NCURA took place and included information on MSCA/MSCAdvocacy as resources. This is planned to be followed-up and done again for NCURA Annual Meeting (6-9 August 2023 in D.C.). NCURA also did a couple of other events in 2022 to promote funding resources to work with the USA

⁶ [Joint Communication: A new EU-USA agenda for global change \(europa.eu\)](https://ec.europa.eu/commission/presscorner/detail/en/statement_22_664) [01.02.2023]

⁷ https://ec.europa.eu/commission/presscorner/detail/en/statement_22_664 [01.02.2023]

⁸ <https://www.consilium.europa.eu/en/press/press-releases/2021/06/15/eu-us-summit-statement-towards-a-renewed-transatlantic-partnership/> [01.02.2023]

⁹ <https://stip.oecd.org/stip/interactive-dashboards/countries/UnitedStates> [01.02.2023]

¹⁰ [North America Chapter | Marie Curie Alumni Association](#) [01.02.2023]



(incl. MSCA), e.g., in September in Bologna, Italy, in November in Cairo, Egypt and in December in Georgia.

The following events were leveraged for MSCA and MSCAdvocacy promotion during a visit by DLR (German Aerospace Center) in the USA in October 2022 and following institutions have been informed and engaged with oral MSCA/MSCAdvocacy presentations as well as bilateral talks during or after meetings:

- Bilateral Meeting with the German House for Research and Innovation on 28 October 2022 in New York
- In the frame of the United Nations (UN) Science Summit 2022 on 28 October 2022 in New York meeting with European Network for Living Labs.
- Plenary Meeting of the EU-Project European Network for Research and Innovation Centres and Hubs (ENRICH in the USA) from 4-5 October 2022 in Philadelphia, featuring the following contacts: (1) from the USA: National Council of University Research Administrators (NCURA), TEMPLE University and Temple Small Business Development Center (Fox School of Business), Green & Spiegel, City of Philadelphia, Comcast NBCUniversal LIFT Labs (Start-up Engagement), Wistar Institute (Cancer Research Institute); and (2) from Europe: G.A.C. Group (International innovation consultancy, France), Regional Centre for Information and Scientific Development (RCISD, Hungary), Centre for the Development of Industrial Technology (CDTI, Spain)
- Plenary Meeting of the EU-Project ENRICH in the USA from 6-7 October 2022 in Washington D.C.: George Washington University, Children’s National Research and Innovation Institute, EURAXESS North America, and the science counsellors from the Finnish, Portuguese, Italian and Czech Embassy.
- Plenary Meeting of Next Generation Internet (NGI) ENRICHER project from 10-12 October 2022 in Chicago and Batavia: (1) from the USA: National Quantum Information Research center SQMS, FERMILAB, University of Minnesota, European-American Enterprise Council (EAEC) and (2) from Europe: Minister-Counsellor for Digital Economy Policy (EUDEL in the USA), General Consulate from France and the Czech Republic, Agenzia per la Promozione della Ricerca Europea (APRE, Italy), ENRICH GLOBAL (global network of centres and hubs that promote the internationalisation of European STI, globally) Eurelations (Switzerland) and (3) from Canada: MITACS (Canada, as part of a trilateral NGI initiative).

Participation of USA – Facts and figures¹¹

Under H2020, 265 USA organisations have participated in 332 projects, from those were 195 Research and Innovation Staff Exchange – RISE, 120 Innovative Training Networks – ITN and 17 COFUND. When looking at the total researchers flow (all programmes combined) there is an imbalance of 2,637 researchers going to the USA, while 800 researchers were recruited from the USA coming to EU or Associated countries (790 of whom are by USA nationality).

Under HEU the first two years (2021 and 2022) a total of 89 USA organisations participated in 57 projects from those were 23 Staff Exchange (SE), 24 Doctoral Networks (DN) and ten COFUND projects. A first preliminary assessment of trends, comparing the first two years of H2020 (2014-15) with the first two years of HEU (2021-22), normalised to the ECs contribution per call suggests a decline in participation in SE of -25%. However, an increase in COFUND of 76% and an increase in DN

¹¹ MSCA dashboard, data status: 21.01.2023



of 45% was noted. This high percentage is the result of a higher success rate despite a much smaller budget (roughly 50%).

Between 2015 and 2022, the USA participated in 129 **COST** actions as coordinators¹².

Regarding Erasmus+, during 2021 and 2022 combined, the USA served as a coordinator country in 37 projects from which all of them were Jean Monnet Activities¹³, and participated as partner country in 38 projects from which seven were Jean Monnet Activities, seven Learning Mobility of Individuals, 21 Partnerships for cooperation and exchanges of practices and three in Sport¹⁴.

Gaps and challenges

During our analysis we have seen the following gaps and challenges in the USA for the promotion of MSCA:

- Mainly promotion of MSCA by EURAXESS North America. These promotion activities are done additionally to other duties and there is only one EURAXESS office responsible for two countries (USA and Canada).
- There is no NCP at all in the USA, thus no targeted MSCA NCP neither. Though EURAXESS North America as well as the NCURA are giving guidance and do promotion of MSCA due to many other tasks to take care of there is little time to deal with MSCA, its promotion or guidance of applicants.
- However, there is a MCAA Alumni Chapter North America providing a platform for interested USA researchers or institutions that want to apply in MSCA to get in touch with Alumni that can offer best practices/success stories and/or advice and organises workshops with mostly interdisciplinary special target group focussing events.
- The European Network of Research and Innovation Centres and Hubs (ENRICH) in the USA is a platform for regular meetings/exchange to bring together target groups from EU and USA science and industry as well as further multipliers, but with a strong focus on commercialisation, start-ups, incubators, venture capital etc.

Suggested MSCA promotion actions

This chapter summarises potential promotion actions to address gaps or emerging opportunities in the United States, so that the EC and/or the Joint Committees can select those they consider most useful. Each potential promotion activity has been given a unique identifier, which the EC can use to request the project to implement or to support implementation by other stakeholders in the United States.

The implementation of a given promotional activity will then be carried out or coordinated by the MSCAdvocacy beneficiary responsible for the United States, in close cooperation with the respective

¹² https://www.cost.eu/search/USA/page/15/?post_type=cost-action&orderby=publish_date&order=DESC [18.01.2023]

¹³ https://erasmus-plus.ec.europa.eu/projects/search/?page=1&sort=&domain=eplus2021&view=list&map=false&coordinatorCountry=united+states_USA&activityYears=2021--2022&searchType=projects [30.01.2023]

¹⁴ https://erasmus-plus.ec.europa.eu/projects/search/?page=1&sort=&domain=eplus2021&view=list&map=false&partnerCountry=united+states_USA&activityYears=2021--2022&searchType=projects [30.01.2023]



desk officer in DG EAC, the national MSCA NCP (if appointed) and other relevant stakeholders, preparing a concept and timeline to be agreed upon.

Given the fact that NCPs regularly mentioned a lack of data on MSCA in their country, one of the main support activities of MSCAdvocacy could be the provision of relevant data, suitably processed for collaborating stakeholders.

US-01

The promotion of MSCA is mainly performed by EURAXESS North America. These promotion activities are done additionally to other duties and there is only one EURAXESS office responsible for two countries (US and Canada). Furthermore, there is no NCP at all in the US, thus no targeted MSCA NCP neither. Though EURAXESS North America as well as the NCURA are giving guidance and do promotion of MSCA due to many other tasks to take care of there is little time to deal with MSCA, its promotion or guidance of applicants. MSCAdvocacy suggests to support the work of EURAXESS North America and NCURA with dedicated MSCA background material for the US.

US-02

The European Network of Research and Innovation Centres and Hubs (ENRICH) in the US is a platform for regular meetings/exchange to bring together target groups from EU and US science and industry as well as further multipliers, but with a strong focus on commercialisation, start-ups, incubators, venture capital etc. MSCAdvocacy is well acquainted with the network and has been introduced to the plenary and many of the ENRICH partner organisations, ambassadors and landing hubs already (during a visit in October 2022 in New York, Washington D.C., Philadelphia and Chicago). Further MSCA background materials for the US will be shared with the network.

US-03

MSCAdvocacy suggests to identify successful MSCA projects with US-focus in order to examine opportunities for jointly organising a 2023/2024 European Researchers' Night event.



Useful Links

For more information & learn how to get involved in in the [EU-USA R&I cooperation](#)

Visit the [Marie Skłodowska-Curie Actions website](#) to explore all the opportunities offered by the programme

EURAXESS [North America](#) provides support services for professional researchers, including hosting offers, PhD and postdoctoral vacancies funded by the MSCA

Join the [North America Chapter of the Marie Curie Alumni Association](#) to communicate, to share, to help, and to get help

[Support](#) for existing and future MSCA National Contact Points



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