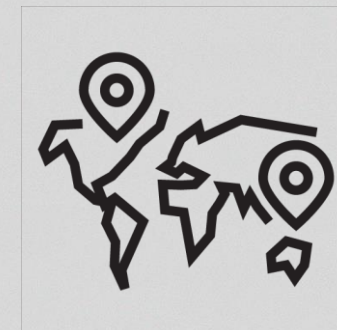


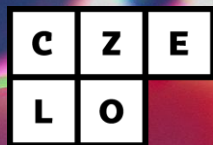
# How to be more visible in Brussels as research institution



Czech Liaison Office for Education and Research  
(CZELO)

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SUPPORTED  
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# Visible research institution

- ? Number of offers to cooperate
- ? Involvement in international cooperation/projects
- ? Data about websites and social media
- ? People connected to institutions
- ? Interest of researchers to be a part of the team
- ? Number of patents

**The aim: to be a research institution that other research institutions see as prestigious and want you to be involved in joint projects/cooperation**



## EXAMPLES

CEITEC

Mayo Clinic

Max Planck Society

Stanford University

University of Cambridge

ELI Beamlines

# People first

- To develop a strategy how to become more visible to the whole institution
- To show and explain the strategy to researchers and employees
- To make them part of the strategy
- To make it possible for researchers and employees to visit and take part in international conferences, mobilities, professional internships, surveys

**Everybody connected to the research institution will represent its name and willingness to cooperate and take part in international projects.**



## PEOPLE

.....  
**Persuade them to have**  
.....  
**the institution's aim**  
.....  
**also as THEIR personal aim.**  
.....

# Give people support

- Your researchers and employees need the support to be involved in international projects
- Provide financial and administrative capacity to the grant office
- Assure to have experts in financial and project management

**Researchers need to feel they have a support team for all administrative steps to cooperate at the international level.**



## GRANT OFFICE

.....  
Expertise  
.....

.....  
Different levels  
.....

.....  
Support  
.....

.....  
Everything-in-one spot  
.....

# Be active!

- Take part in international events – conferences, brokerage events, webinars and surveys
- Give researchers and employees the possibility to develop their knowledge and expertise – through professional internships, study trips, training
- Let them be involved in the evaluation process and expert meetings and support them in it

**Every meeting and event can represent one new possible bilateral cooperation which may develop in the future.**



## MEETING

.....  
**Each new colleague can  
mean a new friendship.**  
.....

.....  
**The BEST base for  
the next cooperation.**  
.....



# Find new institutional friends

- Look for possible alliances and organisations in your field and in which it might be possible to be a member
  - Find yourself on the map: How to be more visible in Brussels?



## COOPERATION

.....  
**To be visible does not mean  
to compete all the time.**  
.....

.....  
**The STRONGEST accept  
they have to lose sometimes.**  
.....

# Find new institutional friends

- Do not forget about institutions at your national level
- Know the expertise of your researchers/ know what are your researchers working on
- Build bilateral and multilateral cooperation
- Explore the synergies - use the contacts from previous international projects
- Do not forget about online visibility and social media



## COOPERATION

.....  
**To be visible does not mean  
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# Visible research institution



? Number of offers to cooperate  
? Involvement in international cooperation/projects  
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? People connected to institutions  
? The interest of researchers to be a part of the team  
? Number of patents

1. People connected to the institutions
2. The interest of researchers to be a part of the team
3. Number of offers to cooperate
4. Involvement in international cooperation/projects
5. Data about websites and social media
6. Number of patents



**Last advice 😊**

**DON'T BE DISCOURAGED BY FAILURE**





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