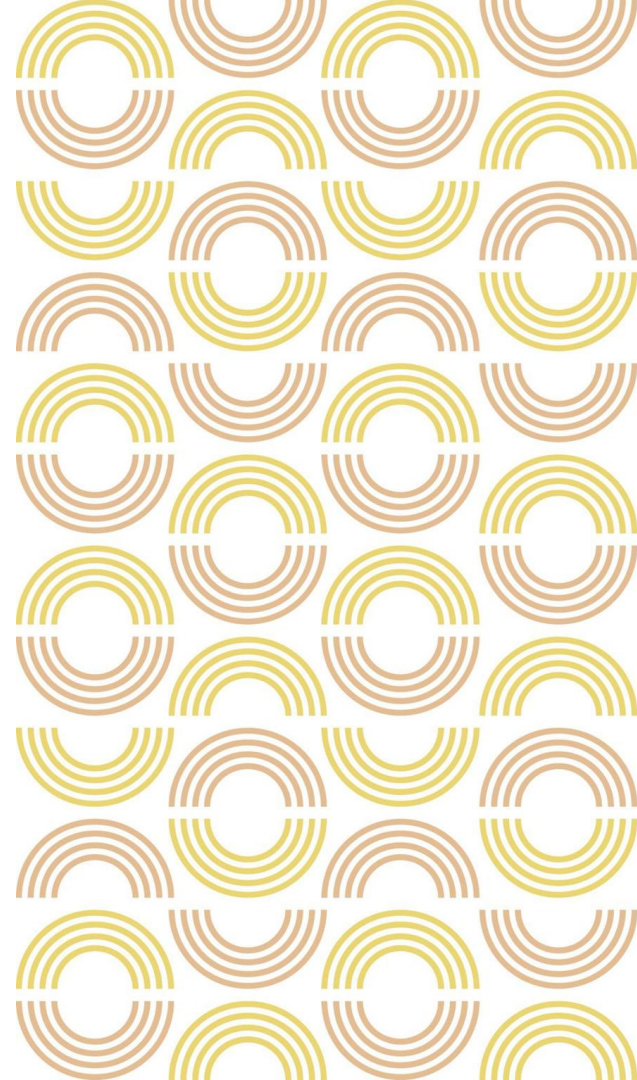




CARE4BIO information session on how to prepare for a Cluster 6 brokerage event

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What are Brokerage Events?

- **Brokerage Events** are structured **matchmaking opportunities that connect the supply and demand for research and/or technology expertise**, as expressed by universities, research institutions, companies and other organizations.
**See list of organizations eligible for Cluster 6*
- **The aim** is to develop research, technology, and business partnerships, and also to support joint participation in European projects.
- These events are generally organized **back-to-back with Info Days and the launch of Calls for Proposals**, in order to match potential partners based on their interest in specific **Work Programme topics and related expertise**.

Why participate?

- ✓ Find partners for **Cluster 6 calls**.
- ✓ Promote **your expertise**.
- ✓ **Join or build consortia** for specific **Work Programme topics**.
- ✓ **Connect with key actors across all Cluster 6 areas**, including food systems, agriculture, environment, biodiversity, natural resources, and the bioeconomy.


Who can join a Brokerage Event?

- ✓ Universities;
- ✓ Research Institutes (including Technology centers and R&D units);
- ✓ Companies / SMEs;
- ✓ Public authorities and Policy makers;
- ✓ NGOs and Civil society organizations;
- ✓ Others (e.g., clusters, platforms).

1:1 Meeting Participation (bilateral meetings)

Engage in targeted bilateral meetings to:

- ✓ Explore **collaboration opportunities** with potential partners;
- ✓ Present your **expertise, services, or potential role** in a Horizon Europe consortium.
- ✓ Attend **pre-scheduled meetings**, each lasting 20 minutes.

An illustration of a blue globe with several stylized human figures standing on it. Red and blue location pins are scattered across the globe's surface. A large blue leaf is positioned at the bottom right of the globe.

But we have an idea..

Use both **1:1 meetings** and a **Flash Presentation** to maximize your visibility and impact.

Flash Presentation Participation

How your Flash Presentation can work for you:

- ✓ Present your project idea or expertise in up to 5 minutes.
- ✓ Increase your visibility across the European R&I community.
- ✓ Catch the attention of potential partners for follow-up discussions.
- ✓ Promote your organisation's strengths in future consortia.

Your moment..



HORIZON EUROPE



CLUSTER 6

**FOOD, BIOECONOMY, NATURAL
RESOURCES, AGRICULTURE
& ENVIRONMENT**

INFO DAYS
20-21 May 2025
online

BROKERAGE
27 May 2025
Warsaw



Phase 1: Before registration

- Review the [Cluster 6 Work Programme / Strategic Plan](#)
- Clarify your **participation goals**:
 - *Are you looking for partners?*
 - *Do you want to join or lead a consortium?*
 - *Do you want to pitch a specific idea?*
- Check the **deadline and participation requirements**.
- Notify your team or institution about your intention to participate.
Get internal approval for sharing an idea or joining a proposal (if needed).
- Prepare a **short description of your organisation and expertise**.

Phase 2: Registration for the Cluster 6 Brokerage Event

1. Go to the event page: [CARE4BIO 2025 Brokerage Event](#) (link below)
2. Create your account.
3. Complete your [participant profile](#).
4. Create [a high-quality cooperation opportunity](#) (describe what you offer or look for, role in a consortium, types of partners you are seeking, cooperation type, etc).
5. Respect important [deadlines](#).
6. [Await confirmation](#) from CARE4BIO organisers.

! Please consult the **"How it works"** section on the official event website for detailed instructions regarding the registration process.

Phase 3: Before the event

- Review and refine your **participant profile**.
- Optimise your profile for visibility and matchmaking (by refining your Marketplace entry, updating your **keywords – interests / skills**, and reviewing your **contact information or description section**).
- Highlight your **scientific expertise** in relation with Cluster 6 topics, your **main activity and years of experience**.
- Mention your **experience in EU-funded projects** (H2020, Horizon Europe).
- Be specific about **thematic areas** (soil health, biodiversity, etc).
- Add the **logo, institution website and your picture**.
- Align your **profile with your participation goals**.
- Use a simple **language**.
- Browse participants and book 1:1 meetings.

Partner identification – how to select relevant partners:

A strong Cluster 6 consortium includes researchers , SMEs , NGOs , and policy makers .



- Look through the list of participants to find people or organisations that match your interests.
- **Check profiles** carefully – quality matters
- Check **the website of the organisation / company**
- Be selective - relevance is key
- Mix partner types to ensure interdisciplinary work and meet the multi-actor approach – this strongly affects **evaluation in Cluster 6**.
- Ask your **National Contact Point (NCP)** for help identifying relevant calls or previous projects in your area.

How to prepare your pitch



- Start by exploring the **key principles of Horizon Europe**.
 - Think about what **specific expertise** you can offer as a potential partner.
 - **Use the pitch template published on the event page (link below).**
 - Do not overload your slides.
 - Slides should be in English.
 - Do not include confidential information.
 - Provide weblinks to additional material (if needed).
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- Make a list of things you want to say.
 - Practice your presentation as much as possible **to fit the timing**.
 - Make sure your message is clear and consistent.
 - Test your presentation with **external audiences and gather their feedback** to improve clarity.

Phase 4: During the event

- Joint relevant sessions.
- **Network actively** to make the most of your opportunities — each conversation can lead to a valuable partnership.
- Be open to **opportunities**.

Phase 5: After the event

- Send **follow-up emails**.
- Book **meetings** with your new partners.
- Share additional **materials**.
- Stay in touch with **NCPs**.

Communication and Dissemination activities

- Internal and External Newsletters:
https://geform.tc.cz/CARE4BIO_project
- Website: www.care4bio.eu
- Social media accounts
 - [LinkedIn](#)
 - [Twitter](#)
 - [YouTube](#)



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Thank You!



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