

How to achieve success in Horizon Europe

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Who am I?

- Professor of Psychology
- Director mHealth Research Group
- Funded research:
 - Horizon Europe **€14.4 million**
 - Industry funded **€1 million**
 - Health Research Board **€587k**
 - Science Foundation Ireland **€568k**
 - Irish Research Council **€190k**
 - Irish Cancer Society **€102k**

Horizon Europe Projects



REMIND (€1 million) - Computational techniques to improve compliance to reminders within smart environments

INCLUSILVER (€4.1 million) - Innovation in personalised Nutrition

AHFES (€1.1 million) - Quadruple helix Atlantic Area healthy food Ecosystem

PvSTATEM (€8 million) – Treatment for malaria: from trial in Ethiopia and Madagascar to a mobile-technology supported intervention

ADVISORY BOARD MEMBER

AGAPE (€2.5 million) - Active ageing and personalised services ecosystem

FAITH (€4.8 million)- Artificial Intelligence for mental Health after cancer treatment

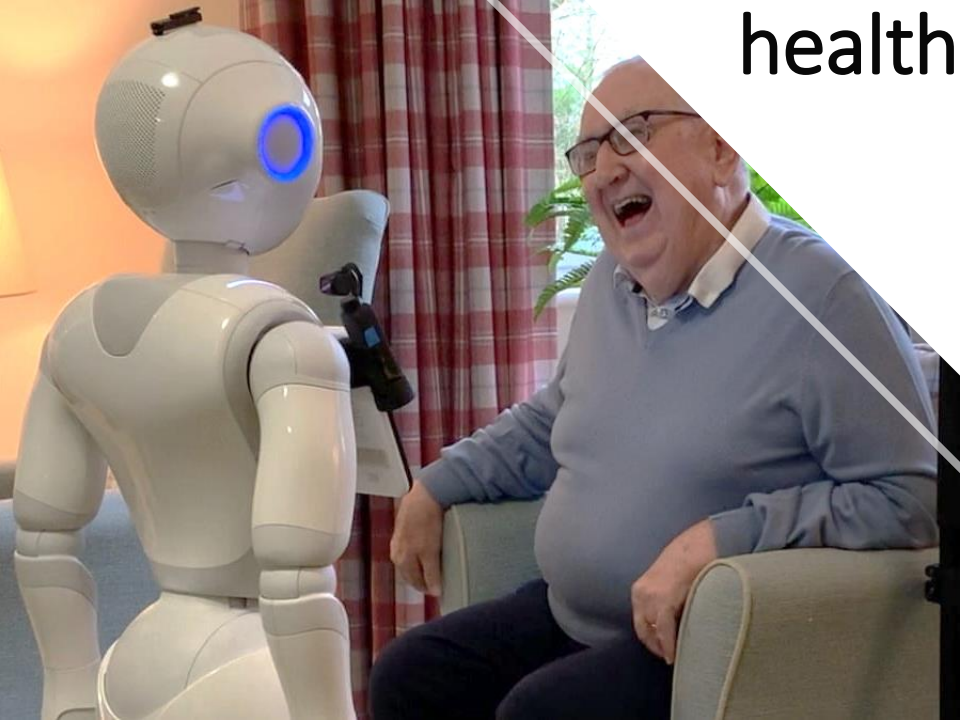
Scope of activities/topics/calls

Topics covered include:

- Dementia
- Nutrition
- Healthy Ageing
- Cancer survivors
- Supporting SMEs
- Malaria in Africa

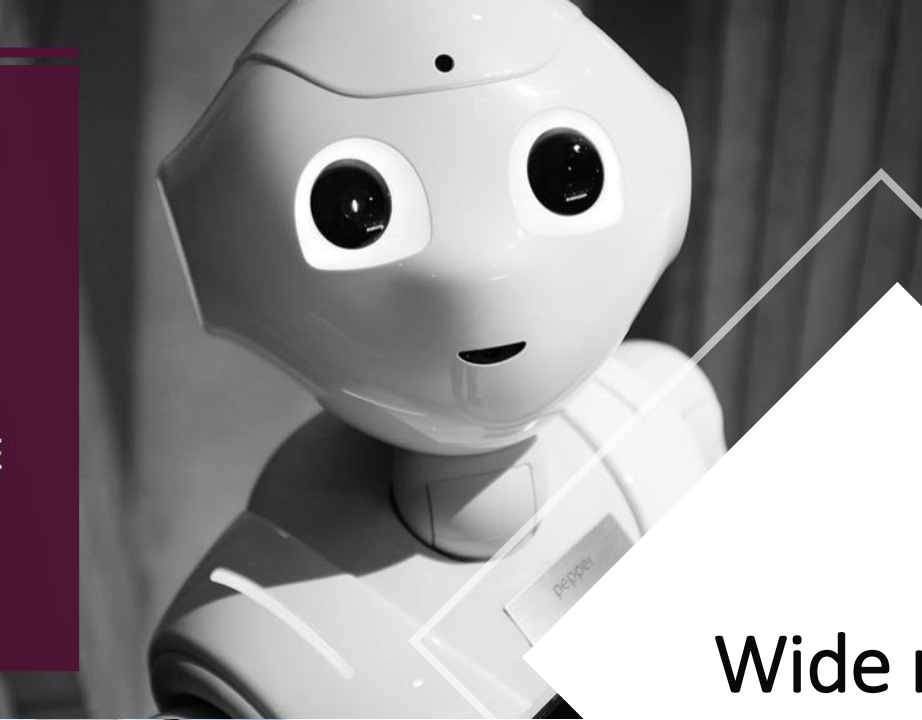
Calls/Pillars include:

- Marie Curie Actions
- Industrial Leadership
- Research & Innovation Actions
- AAL Programme



Survivors

Broad range of
health topics



Wide range of technologies



WHY?

Horizon Europe projects are exciting, challenging, innovative, global and impactful

EC embraces creativity & blue skies approach

Generous budgets and flexible oversight

Opportunity to travel and work across several disciplines, industries, institutions & countries

Let's consider context...

- H2020 - game changer
- Focus on 'global challenges' and 'problem solving' approach
- Targets complex issues; migration, pandemics, environmental challenges, disruptive technologies.
- Highlights need for new collaborations between multiple disciplines
- Key role for 'human-centric' SSH approach
- All disciplines pushed outside 'comfort zones'



Understanding human behaviour

“There comes a point where we need to stop just pulling people out of the river. Some of us need to go upstream and find out why they are falling in”

Desmond Tutu

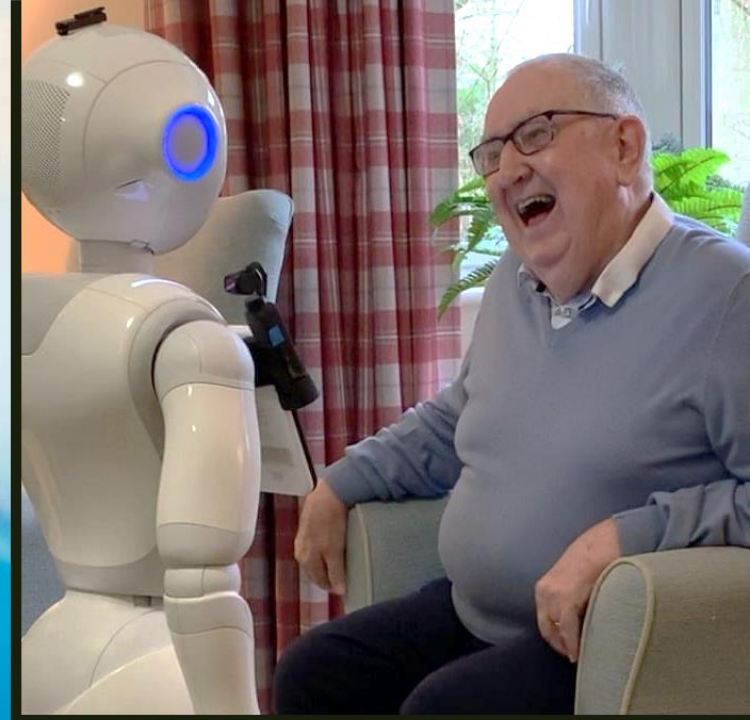
HOW?

Establish your niche

Engage with NCP/EI

Create strong public profile

Network, pitch, sell!



My journey...

Establishing a niche:

**Psychology's role in
digital health innovation:**



Identified key areas of contribution/value

- User acceptability
- Stakeholder engagement
- Design
- Efficacy
- **BEHAVIOUR CHANGE**



I established *mHealth Research Group* (2014)



NUI Galway
O'É Gaillimh

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THE M-HEALTH RESEARCH GROUP AT NUI GALWAY

What we do **People** Research Publications

Research Focus

The M-Health Research Group was established in NUI Galway in 2014.

The particular focus of this area of research, M-Health, which is led by [Dr. Jane Walsh](#), is an abbreviation for mobile health, a term used for the practice of medicine and public health supported by mobile devices (e.g. mobile phones, tablet computers and PDAs), for health services and information, but also to affect emotional states. M-health applications include the use of mobile devices in collecting community and clinical health data, delivery of healthcare information to practitioners, researchers, and patients, real-time monitoring of patient vital signs and direct provision of care (via mobile telemedicine).

M-health research encompasses a variety of possibilities, including increased access to healthcare and health-related information (particularly for hard-to-reach populations); improved ability to diagnose and track diseases; timelier, more actionable public health information; and expanded access to ongoing medical education and training for health workers.



I attended ICT Proposer's Day (2014)

Florence (supported by EI)





I created a profile and partnerships (2015)

Applied to IRC to host 1st mHealth conference in Ireland

Strategic aim of developing strong international collaborations

Invited key international stakeholders to Galway

External profile - mHealth group

Leveraged network to secure funding





Focus on strong Social Media Promotion



The Numbers

 @MHealthRank	2.047M	Impressions
 @MHealthConf	913	Tweets
 @DrJaneWalsh	131	Participants
 @nuigalway	38	Avg Tweets/Hour
 @HealthPsychNUIG	7	Avg Tweets/Participant

Some key lessons

UNDERSTAND – what is the problem being addressed

LEARN – language of Horizon Europe

COMMUNICATE - your knowledge and skills

SHARE – adopt a team-based, problem-solving mindset

BRAVERY- work outside comfort zone, think outside the box.



Outcomes & Impact

(since 2014)



€20+ million funding (PI/Co-Applicant)



40+ peer-reviewed publications in Digital Health



9 PhD & 5 Post-Docs (funded)



70+ Invited talks & workshops



Several **Research Awards**



Two promotions since 2017



But that's not all....

- ▶ Work on fascinating projects
- ▶ Meet wonderful collaborators
- ▶ Travel to amazing destinations
- ▶ Achieve 'real-world' impact
- ▶ Inspire the next generation 😊





To conclude

- Identify your niche value(s)
- Learn the lingo
- Create your elevator pitch
- Create a strong public profile
- Target successful groups
- Engage with NCP/EI
- Keep a flexible open mind
- Network, use every opportunity to pitch
- Be brave!

GOOD LUCK!

And remember...

**A winner is a dreamer
who never gives up.**

- Nelson Mandela



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