



HOW PRE-AWARD SERVICES CAN SUPPORT R&I FUNDING GOALS: CASE 3UAS

Henna Kemppainen, Henna.Kemppainen@laurea.fi, Senior Manager, Support for Research | Pia-Mari Parkkinen, Pia-Mari.Parkkinen@metropolia.fi, RDI Specialist
 Jarmo Seppälä, Grant writer @Laurea | Hanna Timonen, Hanna.Timonen@haaga-helia.fi, Senior Specialist in Research Development

BACKGROUND

MANY EUROPEAN HIGHER EDUCATION INSTITUTIONS are aiming to increase the level of their external R&I funding. Compared to traditional universities where researchers are quite experienced in writing research plans and proposals, faculty in universities of applied sciences (UAS) typically have a professional background and varying levels of experience in applying for competitive funding. As a result, **pre-award services in UAS need to offer support for a large number and a wider range of proposal preparations from developmentally oriented regional projects to research-intensive Horizon Europe proposals.** In practice, however, it is impossible to offer support to all preparation due to limited personnel resources.

IN ORDER TO FOCUS EFFORTS on key proposals supporting determined R&I goals, **potential ideas are screened, and support resources allocated accordingly during the project proposal preparation process.** This poster shows how this is done and what

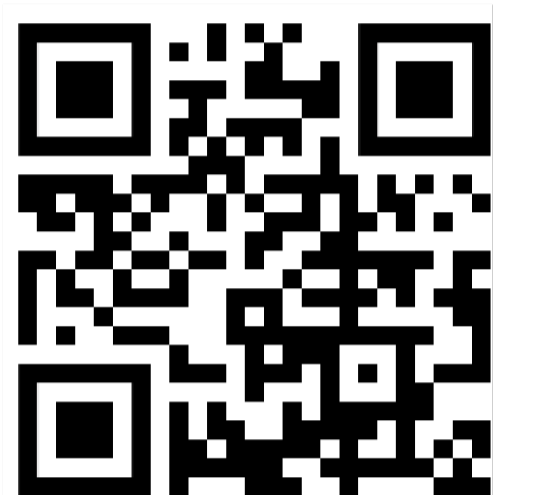
kind of **pre-award support is offered to faculty** in the three UAS that form the 3AMK (3UAS) strategic alliance in Finland. In addition, we demonstrate **the added value of joining forces** within the alliance pre-award services in certain support areas.

3UAS ALLIANCE

3AMK IS A STRATEGIC ALLIANCE of the three largest universities of applied sciences (UAS) in the Finnish Capital Region of Helsinki: **Haaga-Helia, Laurea, and Metropolia.** The purpose of the 3AMK strategic alliance is to utilize the strengths of the three member UAS and to create added value in four key cooperation areas: Learning excellence, Entrepreneurship and innovations, R&I actions, and Export of education. The alliance brings together a community of over 34 000 students and more than 2 000 experts.

3AMK COLLABORATION IN R&I ACTIVITIES aims to combine the know-how and expertise areas of each UAS. **The alliance is a focal actor in the regional innovation ecosystem with excellent access to business networks. The key R&I focus is on applied research: impact-driven R&I activities, carried out together with businesses and various societal actors to strengthen the link between education and working life.** 3AMK actions are based on a shared R&I strategy and joint goals of increasing the volume of publications and external R&I funding. R&I funding collaboration focuses on combining forces in pre-award services, for example in the form of joint trainings.

READ MORE:
<https://www.3amk.fi/en/>



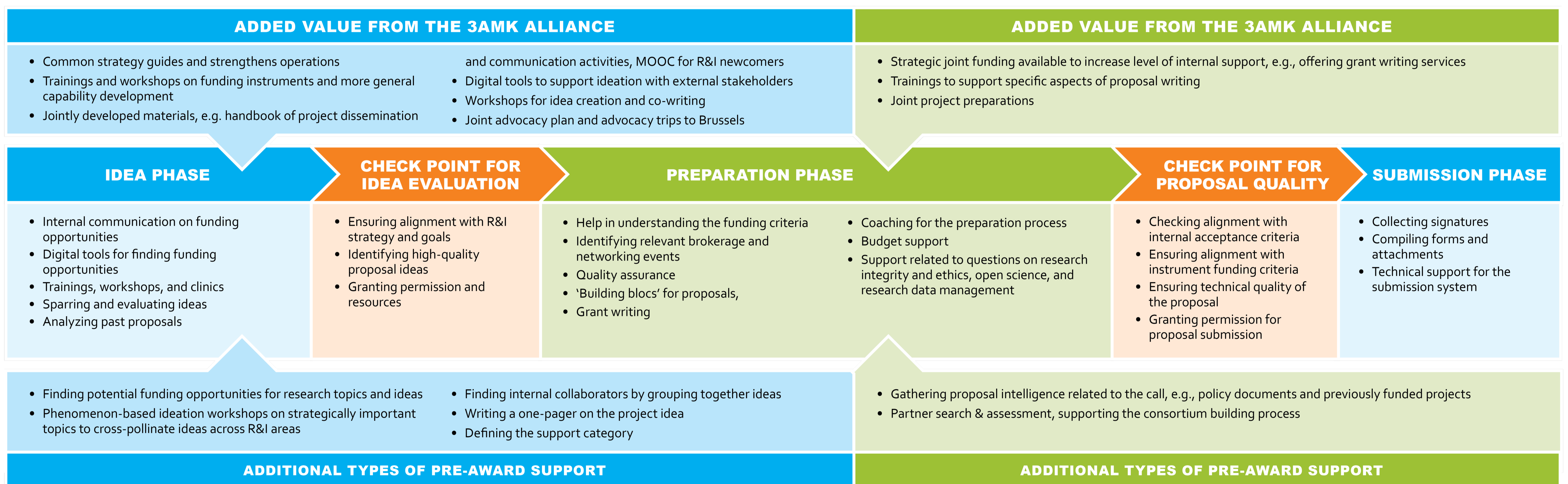
KEY INSIGHTS

FORMING A JOINT R&I STRATEGY helps pre-award services to focus resources on key ideas and preparations.

COLLABORATION BETWEEN PRE-AWARD services adds value by enabling the development of more specific expertise and skills for both researchers and RMAs.

IT IS IMPORTANT TO determine early on in which areas and on what level collaboration is feasible and adds value.

3UAS PRE-AWARD SUPPORT FOR R&I PROJECT PROPOSALS



Haaga-Helia University of Applied Sciences

HAAGA-HELIA UAS is an international and business-oriented higher education institution educating future professionals in business and entrepreneurship, ICT and digital services, hospitality, communication and journalism, teacher training, and sports and wellbeing. With around 11 000 students and 700 employees, Haaga-Helia is among the largest business educators in Northern Europe. Haaga-Helia has extensive experience in conducting impactful R&I activities closely related to the needs of local innovation ecosystems. Specific research areas include entrepreneurship and business development, sales development, AI and digitalisation, design and service business development, and vocational pedagogy. Haaga-Helia is part of the European University Alliance ULYSSEUS and hosts its AI Innovation Hub, in addition to 15 other platforms for R&I and learning activities such as StartUp School and Service Experience Laboratory LAB8.

Laurea University of Applied Sciences

LAUREA UAS IS a multi-faculty higher education institution educating professionals in Security Management, Business Management, Health & Nursing, ICT, Service Innovation & Design and Tourism & Hospitality Management. Laurea operates in the Uusimaa region at six campuses with some 8 000 students, 1 200 of whom study in Master's degree programs, 600 employees and 30 000 alumni. Laurea's applied research focuses on three strategic areas: Coherent Security, Service Business and circular economy, and Sustainable and versatile social and health care. Annually Laurea runs approximately 120 R&I projects. Laurea has a long history of a multidisciplinary user-driven approach. In particular, Laurea's pedagogical model, Learning by Developing, integrates students into real-life projects and creates relevant work-life competence.

Metropolia University of Applied Sciences

METROPOLIA UAS IS Finland's largest university of applied sciences with 17 000 students and 1 000 staff members. Metropolia educates in the fields of Business, Culture, Engineering, and Health Care & Social Services. Metropolia's strategy 2030 aim is to be known as a creator of innovative solutions for global challenges and an influential ecosystem actor through our phenomenon-based innovation hubs. Our expertise in R&I activities is displayed through various projects and services in the five innovation hubs, which are: Clean and Sustainable Solutions, Customer-oriented Well-being and Health Services, Data-driven Construction; Functional City for People, and Smart Mobility. The innovation hubs provide a new way to learn, produce solutions and collaborate in an interdisciplinary way with international partners on major phenomena or challenges for the benefit of society as a whole.