



## **Proposal Developers Under Pressure: Horizon Europe's Multi-Actor Approach in Focus**

As the September 2025 deadlines for Horizon Europe proposals draw near, many project coordinators and their partners are racing to finalise their submissions.

For those working on Cluster 6 ("Food, Bioeconomy, Natural Resources, Agriculture and Environment") and the Soil Mission programme, one additional challenge stands out: putting the multi-actor approach (MAA) into practice. For 2025, the European Commission introduced 30 call topics into Cluster 6 and four into the Soil Mission that require the use of the multi-actor approach as a so-called 'additional eligibility condition'.

However, as Dr Susanne von Münchhausen, coordinator of the Horizon Europe PREMIERE project explains:

*"While most applicants know the multi-actor approach very well in theory, some are still struggling with its implementation in practice and find it tough to integrate effectively into their proposals. This includes the initial challenge of preparing multi-actor project proposals in a more co-creative way."*

*"Of course, many applicants report positive experiences, but others find themselves having to convince their proposal writing colleagues of the value of the multi-actor approach whilst grappling with how to bring practice actors—such as farmers, foresters, or SMEs—into the co-design process."*

The MAA isn't just a box-ticking exercise. It requires that practice partners are involved throughout the project, right from the outset, to shape ideas alongside scientists and help steer the proposal. This means:

- Actively involving practice actors in discussions and decision-making.
- Clearly explaining in the proposal how co-innovation will work.
- Showing how practical needs and scientific goals align in the project plan.

Skipping these steps can be risky.



As Dr Susanne von Münchhausen continues:

*“We know that evaluators are now being asked about their own experience with the multi-actor approach. This suggests that they will be checking proposals more closely to ensure they meet the necessary requirements. Proposals that fail to show meaningful engagement with practice partners throughout the project life-cycle risk being downgraded—or even rejected.”*

To help applicants succeed, the PREMIERE project offers tools and services that make it easier to meet MAA requirements and strengthen proposals.

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PREMIERE is a Horizon Europe project aiming to strengthen the Multi-Actor Approach by supporting the development of more relevant, coherent, and well-prepared project proposals for agriculture, forestry and rural areas

**Find out more here:** [www.premiere-multiactor.eu](http://www.premiere-multiactor.eu)

For additional information, see attached [Notes to Editors](#).

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