



Success Stories



Researchers' Success Stories / January 2010

Challenge Successfully Tackled

Prof. Klaus Scherer has successfully applied for an ERC Advanced Grant. This grant funds research of experienced researchers with up to 3.5 million euro over 5 years. However, “the reason for applying was not all about the money”, says Scherer.

“There were several possibilities to fund this project. What made the ERC Advanced Grant particularly interesting was that anyone having such a grant was apparently going in the right direction”, says Klaus Scherer. The ERC Advanced Grant is a highly competitive scheme, and so it was the challenge which attracted him, not only the money.



says Scherer, “because I had to think about my research, find new perspectives, formulate new hypotheses and concepts”.

When Scherer got the message that his proposal had been accepted, he felt excited thinking of the interesting research that now lays ahead of him and satisfied that, apparently, he actually was going in the right direction.

“What made the ERC Advanced Grant particularly interesting was that anyone having such a grant was apparently going in the right direction”.

Drafting proposals can be fun

This challenge meant a lot of work for Klaus Scherer. Never before had he compiled lists of quotations and publications as needed for the proposal, and he was not very used to do a lot of self-marketing. Drafting the proposal, however, was not only a lot of tedious list-compiling: “It was also fun”,

The reviewers of his proposal did not only accept his proposal, they also provided useful feedback. “The feedback I received

ABOUT THE PROJECT

PROPEREMO (Production and perception of emotion: An affective sciences approach) investigates the production and perception of emotion. Unlike most theories in this field, the conceptual framework of Klaus Scherer advocates a componential approach to emotion: events – such as an encounter with a bear in the forest – are appraised on a subconscious level (could this encounter be dangerous?), this leads to reactions (production of adrenaline, trembling), which leads to people becoming conscious of their emotions. Others might see expressions of these emotions and try to interpret them. All these stages influence each other. The goal of PROPEREMO is to empirically prove this model, refine it, and better understand the underlying mechanisms.

was helpful because I could see what others considered to be interesting and important in the project”, says Scherer.

Visibility increased

Thanks to the ERC Advanced Grant, Klaus Scherer’s research has become more visible than before. He could choose collaborators for his project among a high number of applicants. Two postdocs and three doctoral students were selected.

Being the only researcher in Switzerland who has received an ERC Advanced Grant in the field of social sciences and humanities, he is now considered not only to be an expert on emotions, but also an expert on drafting ERC Advanced Grant proposals: “A lot of people asked me for advice on how to draft such a proposal or even asked me for the proposal itself”.

FACTS AND FIGURES

Project Name:	PROPEREMO Production and perception of emotion
Research Area:	Social Sciences and Humanities
Coordinator:	Dr. Klaus Scherer
Organisation:	Université de Genève
Start Date - End Date	2009/03/01 - 2014/02/28
Duration:	60 months
Project Cost:	2.37 million Euro
Project Funding:	2.37 million Euro
Contract type:	ERC Advanced Grant
FP7 Reference Number:	230331

Euresearch – Your Swiss Guide to European Research and Innovation

Euresearch informs and advises about the participation in European Research and Development Programmes & facilitates Innovation partnerships in Europe.

We guide you in finding opportunities fitting your needs.
We answer all your questions related to FP7, COST and EEN.
We also help you with the preparation of your project.

Funding European Research Projects



FP7 – the 7th Framework Programme for R&D of the EU*

FP7 is the main instrument for scientific and technological cooperation in Europe funding basic and market oriented research, applied development and fellowships.

www.euresearch.ch/fp7

* Euresearch is mandated by the State Secretariat for Education and Research

** Euresearch is mandated by the Federal Office for Professional Education and Technology.

Funding European Scientific Cooperation



COST – European Cooperation in Science and Technology*

European scientists can get support to cooperate on a particular project and exchange expertise with financial support for joint activities such as conferences, short-term scientific exchanges and publications. Research itself is not funded.

www.sbf.admin.ch/htm/themen/international

Building European Innovation and Business Cooperation



EEN – Enterprise Europe Network**

Find appropriate cooperation partners in Europe with the support of the Enterprise Europe Network (600 partner organisations in more than 40 countries) facilitating company-company and company-academia innovation partnerships in Europe and beyond.

In Switzerland Euresearch offers personal brokerage support services to find technology partners, new innovation opportunities and to access new markets.

www.swisseen.ch/innovation



EURESEARCH

your Swiss guide to European research

Euresearch Head Office Effingerstrasse 19 3008 Berne
Phone +41 31 380 60 25 www.euresearch.ch

