



Researchers' nights 2007

INFODAY General Notions

Brussels,
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Researchers ' nights 2007

Which **objective**?

▶ Enhance **large public** recognition of **RESEARCHERS** and their role in society

⇒ **Key notions**:

- ✓ Subject of communication: **Researchers**
- ✓ Target audience: **large public** (and specially young people)
- ✓ Necessary linkage with **societal dimension** (what do researchers for you?)
- ✓ **Mass communication** (1.000-2.000 people in each location)



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Why "researchers' nights"?

- ▶ On the basis of previous experiences
- ▶ Due to the high potential impact of these kinds of actions
- ▶ Given their specific « formatting » towards large public and young people

⇒ Key notions:

- ✓ event to be organised on **Friday 28 September** 2007 night
- ✓ activities organised : **festive** activities
- ✓ creativity: **non traditional** activities, need to "surprise" the public
- ✓ capacity to "**compete**" with normal Friday night activities of public and young people
- ✓ **mass** mobilisation



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Who can participate?

- ▶ **Any** legal entity of a Member/Associated State
- ▶ Multipartnership possible and **encouraged**
- ▶ **Industrial** involvement encouraged

⇒ Key notions:

- ✓ "**critical mass**" of local stakeholders to be involved for as large a mobilisation as possible
- ✓ **representativity** of the stakeholders involved (all categories, included industry whether possible)



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What **funding** ?

- ▶ funding under the form of a **SA (coordination and support action -support)**
- ▶ encouragement of **local investment**
- ▶ **average funding** estimated: between € 20,000 and € 80,000 according to the total eligible costs (higher funding possible within budget limits)

⇒ **Key notions**

- ✓ **national / local funding = positively** appreciated during evaluation



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Which **global goal**?

- ▶ **at least one** « Researchers' night » per Member/Associated State
- ▶ if more than one event in a State: coherence and linkage (such as: joint awareness campaign, common image, common promotional material)

⇒ **Key notions**:

- ✓ **coordination** between potential organisers **prior** to proposal's submission warmly encouraged
- ✓ when no prior coordination and several proposals selected in one country: **minimum coordination** between the events



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How will proposals be evaluated ?

- ✧ **Scientific and technological excellence** (adequation of the activities to the objective, likely relevance towards large public, promotion of researchers public recognition)
- ✧ **Quality and efficiency of the implementation and the management** (coherence of the activities among themselves, attractiveness of the programme, possible consistency with national/regional similar activities, general organisation of the project, quality of the partnership, management structure,)
- ✧ **Potential impact through the development, dissemination and use of project results** (evaluation of the audience likely to be reached, measures foreseen for the impact assessment, possibly lessons learned from previous experiences)



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Further practical remarks

- ▶ **Language** for submission of proposals: **English** warmly recommended
- ▶ Clear and **TO THE POINT** proposals
- ▶ **Potential attendance** described and justified



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Where can I find further information?

- ▶ <http://cordis.europa.eu/fp7/dc/index.cfm?> (Researchers' nights 2006 presentation note, Frequently asked questions, specific requirements)
- ▶ researchersineurope@cec.eu.int
- ▶ Examples of previous actions (2005):
<http://europa.eu.int/researchersineurope>