



EUROPEAN COMMISSION
DIRECTORATE GENERAL RESEARCH

Directorate T – Implementation of resources to be outsourced

THE "RESEARCHERS' NIGHTS 2007"

PRESENTATION NOTE

Objectives of the Researchers' nights 2007

As a continuation of the "Researchers' nights" organised in 2005 (23rd September) and 2006 (22nd September), the "Researchers' nights" 2007 are intended to mainly contribute to the bringing closer to one another large public and researchers.

They will have to take place on the fourth Friday of September 2007, e.g. 28th September 2007 (except for Israel, expected to organise the events on the closest date possible)

It goes without saying that, so doing, the actions should also aim at convincing more young people of the interest of science and research, as well as contribute to create an improved environment to researchers, increasing, as a consequence, the attractiveness of Europe as host territory.

The main message to be delivered

The events should therefore be centred on the **researchers** themselves and allow them to be perceived as "a normal group of population" willing to share their passion for research with any European citizen, whichever his/her level of scientific knowledge¹.

The target audience

Being an action addressed to the large public, the "Researchers' nights 2007" should address any European citizen without distinction based on age, gender, level of scientific training, or social category.

The activities

¹ (cf. the motto of the 2005 awareness "Researchers in Europe 2005" campaign: "Researchers are among us", which was also used for the 2006 Researchers' nights.).

Clearly, the target being the large public, different categories are to be reached: kids, teen-agers, young people, adults, (teachers, parents, "ordinary people", researchers), entrepreneurs, politicians...)

Activities may therefore address each of these categories and offer a broad range of diversity, adapted to each specific target.

Although the main objective of course consists of "giving a face to European researchers", it should be kept in mind that the attraction of the large public on a Friday night implies the offer of "appealing" activities likely to compete with the entertaining activities that most people like at the end of the week. In other terms, the activities offered must be "packaged" in an **informal, pleasant, enjoyable** and **attractive** way that doesn't make them look as "another tentative to promote science or researchers".

However all the activities organised should fit the following criteria:

- Be focused on **researchers**
- Allow for **direct** exchanges and contact between public and researchers
- Involve researchers who benefited from European support and allow their witnesses
- Aim at bringing the researchers **closer** to the public addressed, presenting them as "human beings" similar to "the girl/guy next door"
- Allow for a **direct** involvement of the public together with researchers; the 2005 and 2006 experiences have shown that hands-on experiments, experiments conducted with the help of researchers, "real" scientific works are most appreciated by the target audience and allow for a "de-mystification" of research and researchers.

Furthermore, the organisers will have to foresee a **stand dedicated to The European interventions** in favour of research and researchers (7th Framework Programme, Marie Curie actions...(the specifications of which will be described in the accompanying documents of the call) in order to illustrate the European dimension of

the events. They also will plan a **drawing competition** amongst the schools of their area (requirements described in the documents accompanying the call), the winners of which will be awarded during the Researchers 'night itself, in order for them to take part in the competition at European level. (European Awards foreseen in Autumn 2007)

The proposers

Any legal entity from a Member or Associated state may apply to the present call for proposals. The Commission warmly encourages the constitution of partnerships likely to generate a mass involvement of the local stakeholders, as well as the involvement of industry (companies, industrial associations or foundations...)

The funding

The selected proposals will be co-funded by the European Union under the form of Specific Support Actions. The European Commission however considers of the utmost importance an active financial involvement of the local stakeholders.

Background information about the achievements of the Initiative RiE, as well as of the "Researchers' nights" 2005 and 2006:
<http://europa.eu.int/researchersineurope>