



Researchers' nights 2007

INFODAY The novelties

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Researchers ' nights 2007

What is new compared to the previous Researchers' nights? (1)

★ The audience

✓ one more condition: **reach a MASS audience**

- ▶ provide an estimates of the public likely to be reached
- ▶ explain the basis of such estimates (simulations, previous experiences...)

△ Evaluators will be told to take this aspect in consideration



Researchers ' nights 2007

What is new compared to the previous Researchers' nights? (2)

★ The messages

- ✓ "researchers are among us" (researchers are ordinary people)
- ✓ **Europe cares for its researchers** : European stand, drawing competition, witness of beneficiaries from EU support

▶ underline the European dimension at all stages of the project (awareness campaign, activities of the Night, impact assessment)

△ Evaluators will be told to take this aspect in consideration



Researchers ' nights 2007

What is new compared to the previous Researchers' nights? (3)

★ The activities

- ✓ European stand to integrate from the very start to the activities planned
 - ✓ involvement of researchers having benefited from European support
 - ✓ organisation of a drawing competition
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- ▶ chose a strategic location for the European stand
 - ▶ foresee witnesses of researchers who have benefited from a European support (Marie Curie actions)

△ Evaluators will be told to take this aspect in consideration



Researchers ' nights 2007

What is new compared to the previous Researchers' nights? (4)

★ The evaluation criteria

- ✓ scientific and technological excellence
 - ✓ quality and efficiency of the implementation and management
 - ✓ potential impact through the development dissemination and use of the project results
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- ▶ pay a particular attention to the quality of the activities planned
 - ▶ pay a particular attention to the potential impact (researchers' image and awareness about European action in this field)



Researchers ' nights 2007

What is new compared to the previous Researchers' nights? (5)

★ The average funding

- ✓ average expected between € 20,000 and € 80,000
- ✓ indicative budget of the call increased by 50 % (from € 2 million to € 3 million)

- ▶ be ambitious in terms of activities and public target
- ▶ mobilise however potential national/regional funders (local investment will be an asset as last year)



Researchers ' nights 2007

As a conclusion, your event should :

- ▶ be a popular mass meeting
- ▶ popularise researchers and their role
- ▶ underline the European action in the field
- ▶ start to become a traditional "Fall rendez-vous" with researchers...

Do not hesitate to ask any question:

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