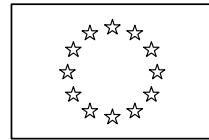




Research Executive Agency

P3-Marie Curie Reintegration Grants and Researchers' Night



HORIZON 2020

Call H2020-MSCA-NIGHT-2014 (Researchers' night 2014-2015)

PRESENTATION NOTE

What is the European Researchers' night all about?

European Researchers' night, as from its first edition in 2006, is a Marie Skłodowska-Curie (MSCA) action, under the Horizon 2020 specific programme "Excellent science"; it consists of a pan-European event taking place on the last Friday night of September. For the first time, proposals for the European Researchers' nights should cover 2 successive years, i.e. 2014 and 2015. In other words, they will cover two events, respectively taking place on Friday 26 September 2014 and 25 September 2015. Proposals covering one single year may also be considered.

Its **objective**, as described in the Work Programme for 2014-2015, consists of:
"Bringing the researchers closer to the general public and increasing awareness of the research and innovation activities with a view to supporting the public recognition of researchers, creating an understanding of the impact of researchers' work on daily life and encouraging young people to embark on scientific careers".

Several main features result from such definition:

- ***"Bringing the researchers closer to the general public"***
 - o Focus on the researchers themselves, appearing as well as professionals and as human beings;
 - o Activities addressing all components of the public at large, whichever the age and social or scientific background;
- ***"Increasing awareness of the research and innovation activities with a view to supporting the public recognition of researchers, creating an understanding of the impact of researchers' work on daily life"***
 - o Presentation and explanation of the research's results, whichever the topic, from fundamental to applied/industrial research;
 - o Clear illustration of such results through examples that can "hit" the visitors and show the influence on their daily lives;
 - o Illustration of the potential influence of research works on territory planning, health policies, urban management, environmental choices...

e.g. of the interaction between research and strategic orientations for the management of territories;

- o Illustration of the possible transfer of research results into industrial processes or products, also pointing out the research's contribution to economic growth, employment and technological progress;

- ***"Encouraging young people to embark on scientific careers"***

- o Activities addressing young people, in particular when about choosing a career orientation;
- o Direct witnesses by researchers, pointing out the fascination of their job as well as the possibility of combining job and private life;
- o Illustration of the various possibilities offered to scientists, both in academic and industrial circles;

Which messages to convey?

It's up to the applicants identifying the mottos of their event, based on the specificities of their activities, geographical territory, specific public components addressed.... Nevertheless, some examples can be provided, based on the experiences conducted under Framework Programme 7:

- o Researchers are amongst us (= researchers are ordinary people with an extraordinary job, one can be a researcher and have a balanced life);
- o Research is fascinating and fun;
- o Your life would be much more difficult without research (pointing out the impact on daily lives);
- o Research is a challenging and interesting career orientation...

Which kind of activities to plan?

General features

Whichever the type of activities and their internal combination, whichever the type of partners/sponsors involved in the action, the researchers have to be the focus as well as the "motors" of the activities; in other terms, it must remain clear that the purpose of the action consists of promoting researchers and research careers towards the general public. Promoting specific companies, institutions, political orientations should be totally excluded.

- o Range of activities likely to attract/entertain all components of the public at large;
- o Activities addressing the visitors whichever their level of scientific background;
- o "Edutaining" activities (since having to compete with more traditional Friday night activities);
- o Activities linked to research work and results, to researchers' hobbies, to visitors' daily lives and interaction with research...;
- o Whichever the activities, researchers have to play an essential role and be as much as possible in constant interaction with the audience;

Examples based on previous experiences

- o Hands-on experiments, with help/accompaniment of researchers;

- o Science demos and shows;
- o Display of science films, comments and debates;
- o Simulations, presentation of prototypes;
- o Games, quizzes, competitions with researchers (whichever topic: scientific, sport, cooking, music, dance, painting...);
- o Rallies based on enigmas, solved with assistance of specialised researchers;
- o Researchers' dating;
- o Live digging (archaeology);
- o Crime investigation;

Most effective activities have proven to be those:

- o Directly and actively involving the audience;
- o Linked to "hot" topics (likely mobilising the attention of any visitor as being very close to their concerns);
- o Linked to popular characters or formats (TV shows, TV programmes, and popular characters, magic...)

What kind of target audience?

- o As referred to above, public at large in all its components;
- o Focus on pupils and students with regard to the promotion of research careers;

How pointing out the action's European dimension?

- o Whichever the acronym chosen for the action, it will have to be preceded or **followed by the mention "European Researchers 'night'"** (police and format to be determined and circulated by REA on due time) and the European flag;
- o Each project will have to set up **at least one "European corner"**, meeting point where people can at least get information on European programmes and support in favour of research and researchers, policies, achievements and breakthroughs;
- o **Each** European corner will **have to offer**:
 - o A European flag;
 - o A European Researchers' Night roll-up, complying with the following requirements:
 - Placed at the event's entrance;
 - Complying with the following content and format requirements: 200 X 85cm and the mentions "European Researchers' Night", "Marie Skłodowska-Curie: an inspiration to follow", as well as an image to be provided by the European Commission;
 - o Promotional material bearing the mention "This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-curie actions"
 - o Direct computer link with European websites (list to be provided by REA on due time) and promotional videos;
 - o Permanence of Marie Curie fellows/ researchers having ebneftied from a European support witnessing their concrete experience (nationals having carried out research abroad or foreign fellows carrying out research on national territory) and also taking part in the activities organised outside the European Corner;
 - o Demonstration about at least one research project supported at EU level and involving the area;

- o Interactive activities such as games, competitions, quizzes, related to Europe, European programmes and namely research at European level.

Further information

- o Guide for applicants;
- o Frequently asked questions about European Researchers' night;
- o Colette Renier, Colette.renier@ec.europa.eu.