

THE RESEARCHERS' NIGHT 2010

PRESENTATION NOTE

Researchers' nights traditionally take place all over Europe on the **fourth Friday of September**, e.g. **24 September 2010** (except for countries, such as Israel, which, for essential cultural reasons, would have to choose the closest possible date).

OBJECTIVE

Being a continuation of the Researchers' nights organised since 2005, the 2010 Researchers' nights mainly aim at **bringing closer to one another researchers and public at large, as to:**

- Allow researchers and public at large to better know each other and as such improve their mutual understanding (concerns, needs, constraints);
- Allow young people discovering the "job researcher" and possibly consider the option of a scientific career;
- Improve the researchers' general environment through the improving of their public image,

the two last items being envisaged as side effects of the action.

MESSAGE TO BE DELIVERED

Since 2005, the motto of the nights consists of "Researchers are among us", which is to be intended as:

- Researchers encounter similar problems as the "ordinary people", have hobbies, families, hopes, dreams, disappointments..., and are willing to share them with the public at large;
- One doesn't really need to be Einstein himself to undertake a scientific career;
- Researchers have a "normal life" with a wife or a husband, children, pets,... although research is a demanding choice, researchers however can find a way to live their personal life;
- Researchers contribute to the well being of the citizens; as such, they make full part of the society; the society needs its researchers and should correctly treat them.

TARGET AUDIENCE

Researchers' nights address the **public at large**, whichever the age, gender, interests, level of scientific skills, or social category.

ACTIVITIES TO BE OFFERED

Activities, since addressing the large public, must be likely to reach a range of various categories, from kids to elderly, from teen-agers to young adults, from teachers to parents, from non scientific people to scientists, from entrepreneurs to policy -makers...

They should offer a valid alternative to the "traditional Friday night activities" while allowing to learn more about researchers and research. Organisers will define their programme according to

various parameters, amongst which their very specificities and these of their partnership, the local characteristics, local population concerns

As such, activities should:

- Offer a direct contact between researchers and public at large: discussions, exchanges, debates, common activities in a relaxed and friendly atmosphere;
- Present an attractive character, being a balanced combination of fun and "education" (edutainment);
- Allow an active and direct involvement of the visitors in all the activities: hands on experiments, interactive games, open debates, interactive demos, "playing scientists for a night"....

INVOLVEMENT OF THE RESEARCHERS

Researchers are expected to be the focus of the event. As such, they are expected to play an important role in the major part of the activities organised (as guides, animators, demonstrators, players...)

They should be involved from the very start in the programme-building and be allowed to bring suggestions about the topics to be dealt with.

EUROPEAN VISIBILITY

Researchers' nights have been launched by the EU and consist of a European initiative. Furthermore, Europe does a lot for its researchers, although it's not always well-known by the public. Ensuring the European visibility is furthermore not only a communication action in favour of Europe itself but it also confers to the events a "label" likely to increase their public impact. Beyond the use of the European flag that will appear on the promotional material displayed in relation with the event, organisers are expected to organise a "European corner", to be located in a central location, expected to be highly frequented. The likely impact of the European corner will constitute one of the aspects particularly looked at by the external evaluators when assessing the proposals against the "impact" criterion.

LOGO

The European logo (flag) will be preferably used as being well-known by the public at large. For details regarding the European logo, please find precise information at http://europa.eu/abc/symbols/emblem/index_en.htm

FURTHER INFORMATION

- http://ec.europa.eu/research/researchersineurope/events/researchersnight09/index_en.htm (see "practical information")
- colette.renier@ec.europa.eu , david.wizel@ec.europa.eu