



The EU Framework Programme
for Research and Innovation

HORIZON 2020



H2020 Programme

Proposal template

Project proposal (Part B)

Marie Skłodowska-Curie Actions - European Researchers' Night (NIGHT)

Version 1.0
27 October 2017

Disclaimer

This document is aimed at informing potential applicants for Horizon 2020 funding. It serves only as an example. The actual Web forms and templates, provided in the online proposal submission system under the Participant Portal, might differ from this example. Proposals must be prepared and submitted .via the online proposal submission system under the [Participant Portal](#).



Part B Template

START PAGE

MARIE SKŁODOWSKA-CURIE ACTIONS

**European Researchers' Night
Call: H2020-MSCA-NIGHT-2018**

PART B

"PROPOSAL ACRONYM"

This proposal is to be evaluated as:

NIGHT

Part B - Page X of Y
TABLE OF CONTENTS

In drafting PART B of the proposal, applicants must follow the structure outlined below.

LIST OF PARTICIPATING ORGANISATIONS

START PAGE COUNT

- 1. EXCELLENCE**
- 2. IMPACT**
- 3. QUALITY AND EFFICIENCY OF THE IMPLEMENTATION**

STOP PAGE COUNT

OPERATIONAL CAPACITY OF PARTICIPATING ORGANISATIONS

NB: Applicants must ensure that sections 1-3 do not exceed the limit of 30 pages.

No reference to the outcome of previous evaluations of this or any similar proposal should be included in the text. Experts will be strictly instructed to disregard any such references.

LIST OF PARTICIPATING ORGANISATIONS

Please provide a list of the consortium's participating organisations indicating the legal entity and the department carrying out the work.

Participating organisation no.*	Participating organisation name	Participating organisation short name	Country
1 (Coordinator)			
2 (Participating organisation)			
3 (Participating organisation)			
4			
5			

** Please use the same participating organisation numbering as that used in the administrative forms*

Note that any inter-relationship between different participating institutions or individuals (e.g. family ties, shared premises or facilities, joint ownership, financial interest, overlapping staff etc.) **must** be declared and justified.

The data provided relating to the capacity of the participating organisations will be subject to verification during the preparation of the Grant Agreement phase.

STRUCTURE OF THE PROPOSAL AND EVALUATION CRITERIA

1. EXCELLENCE

Please structure your proposal according to the following subheadings related to the first evaluation criterion.

1.1. Clarity and pertinence of the objectives

Describe the specific objectives pursued, keeping in mind that the common main objective consists of "bringing researchers to the general public and increasing awareness of research and innovation activities, with a view to supporting the public recognition of researchers, creating an understanding of the impact of researchers' work on citizen's daily life, encouraging young people to embark on research careers."

1.2. Soundness of the concept and credibility of the proposed methodology

Please describe:

- The main ideas on which the proposal relies;
- The lessons possibly learnt from any previous similar experience (whether EU funded or not);
- If a submission of a two-events proposal: clearly describe the alternative chosen (two identical proposals for 2018 and 2019, proposals partially identical or completely different and reasons for such choice).

1.3. Quality of the proposed coordination and support measures

- Indicate the topics considered, the various disciplines involved;
- Describe the stakeholders (local/regional/national authorities, funding agencies, companies...) and their engagement;
- If relevant, describe the novelties (compared to current situation in the territory considered and/or all over Europe), and the possible evolution compared to previous similar initiatives.

2. IMPACT

Please structure your proposal according to the following subheadings related to the second evaluation criterion:

2.1. The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme under the relevant topic.

These are:

- Increased awareness among the general public of the importance of research and innovation and more favourable general attitude towards its public funding;
- Better understanding of the key benefits that research brings to society;
- Reduction in the stereotypes about researchers and their profession;
- Increase, in the long term, of people taking up research careers;
- Better understanding of the European Union among the general public.

Please explain how the approach and activities chosen will contribute to reach the five objectives described above.

2.2. Quality of the proposed measures to exploit and disseminate the project results (including management of IPR), and to manage research data where relevant and to communicate the project activities to different target audiences.

Please:

- Indicate the estimated overall number of people likely to be made aware of the European Researchers' NIGHT and its objectives, as well as the estimated overall number of attendees expected;
- Describe the involvement of researchers funded by Framework Programmes, and in particular by Marie Skłodowska-Curie actions;
- Mention the way and the estimated overall number of people informed via dissemination of the results/sharing practices;
- Indicate the potential synergies with European/international/national/ regional other initiatives (whether similar or not);
- Describe the expected improvement regarding researchers' public recognition;
- Describe the expected increase of scientific career's popularity, in particular amongst young people about choosing a carer orientation.

3. QUALITY AND EFFICIENCY OF THE IMPLEMENTATION

Please structure your proposal according to the following subheadings related to the third evaluation criterion:

3.1. Quality and effectiveness of the work plan (work packages, milestones, deliverables), including the extent to which the resources assigned to work packages are in line with objectives and deliverables:

- Provide the schedule and description of the Work Packages (see template tables below, tables 1 to 5);
- Fill in the list of deliverables (see template table below, table 6);
- Describe the planned allocation of resources by Work Package and by partner (see template below, table 7).

3.2. Appropriateness of the management structures and procedures, including risk and innovation management:

- Describe the management structure and processes;
- Describe the management organs, advisory committees if any, steering committee if relevant... and their composition;
- Describe the decision- making process (unanimity, majority vote, consensus...);
- Indicate which critical risks could be faced and the possible mitigation measures to adopt, such as:
 - Bad weather conditions;
 - Insufficient response from research community;
 - Insufficient response from target audience

3.3. Complementarity of the participating organisations and extent to which the consortium as a whole brings together the necessary expertise;

3.4. Appropriateness of the allocation of tasks, ensuring that all participating organisations have a valid role and adequate resources in the project to fulfil that role.

TEMPLATES

Preliminary note

The applicants may choose between submitting identical proposals covering 2 years, completely different proposals for each of the 2 years proposed, proposals partially identical or even proposals covering one single year (whether 2018 or 2019). Such choice should be reflected as follows with regard to the Work Package description:

- Identical proposals submitted for 2018 and 2019: in such case, please use one single sheet for all Work Packages, simply adding "2018/2019" above the description of each Work Package;
- Partially identical proposals: in such case, please use one single sheet for the identical WPs, simply adding "2018/2019" above the description of each Work Package, while using two separate sheets for the different WPs;
- Completely different proposals: in such case, please use two different sheets for each Work Package.

Example, not to complete

Table 1
Work Package 1: Awareness campaign

Work package number	1	Lead beneficiary					Month n°....2018 Month n°....2019
Work package title	Awareness campaign						
Participating organisation number	1	2	3	4	TOTAL
Participating organisation short name							
Person-months per participating organisation:							
Start month				End month			

Objectives

Common to both years 2018-2019 - NOT TO BE MODIFIED

- Make as many people as possible aware of the European Researchers' Night and its objectives;
- Attract as large as possible a number of participating organisation to the events organised.

Description of work

Please follow the structure below

Main target of the awareness campaign

Describe target groups:

- Public at large regardless of age and scientific background;
- Special attention to be paid to children and young people, especially about making a career choice.

Communication tools

List choice of tools/

- Off line: such as written press, radio, TV, mailings, direct visits, meetings...(specify)
- On line: such as project website, blogs, social networks, e mailings...(specify)

Messages to be conveyed

Describe

- The main message of the European Researchers' Night;
- Other more specific messages chosen (all related with the main objective of the action as described in the Work Programme, namely "The European Researchers' Night aims to bring researchers closer to the general public and to increase awareness of research and innovation activities, with a view to supporting the public recognition of researchers, creating an understanding of the impact of researchers' work on citizen's daily life, and encouraging young people to embark on research careers).

Promotional material

All announcements and promotional material will refer the compulsory mention "European Researchers' Night", complying with the following editing guidelines:

- The off line material, such as written material (such as folders, brochures, programmes, posters, and give away) will always bear the mention "European Researchers' Night";
- A European Researchers' Night MSCA roll-up will have to be placed at the entrance of the event, complying with the following format requirements: 200 X 85 cm, and the bearing the mentions: "European Researchers' Night", "Marie Skłodowska-Curie: an inspiration to follow", as well as an image provided by the European Commission;
- The on line material, such as banners, ads, websites, link to relevant EU websites and social networks (European Researchers' Night website, Facebook, amongst others) will bear the compulsory mention: "This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie actions".
- **Promotional gadgets (displayed through the European corner notably), complying with the general guidelines available at http://ec.europa.eu/dgs/communication/services/visual_identity/index.en/htm**

Some tips

- *Applicants might wish to identify another specific target audience beyond the two described above;*
- *Applicants should plan a timely awareness campaign (in particular with regards to schools and universities: start campaign before summer break whether possible); in such context, consider the potential effectiveness of pre-events and early announcements whichever their form;*
- *Messages and communication means should be adapted to the specific target audience;*
- *International partnerships are also encouraged: get in touch with potential applicants in the same or other countries/region/city and search for scale economies and synergies (without forgetting that activities in the same city in any case will have to be coordinated and commonly promoted).*

Deliverables

Report on the awareness campaign (actions, media feedback, activities on Internet such as hits on website, blogs, social networks ...), accompanied by samples of promotional material (posters, leaflets, programmes, gadgets...) not later than 30 days after the event.

Table 2**Work Package 2: Activities during the NIGHT**

Work package number	2	Lead beneficiary					Month n°....2018	Month n°....2019
Work package title	Activities during the NIGHT							
Participating organisation number	1	2	3	4	TOTAL	
Participating organisation short name								
Person-months per participating organisation:								
Start month				End month				

Objectives***Common to both years 2018-2019 - NOT TO BE MODIFIED***

Offering all the categories of the public at large, regardless of age and scientific background, as broad as possible a range of activities :

- Directly and actively involving both researchers and audience;
- Combining in a balanced way entertainment and "education to science through researchers";
- Contributing to enhancing the public recognition and appraisal of researchers and their work.

Description of work***Please follow the structure below*****Locations**

Indicate the city(ies) within which events will take place.

Venues

- When already identified, list the venues planned for each location;
- If not yet identified, indicate the type of venues intended (such as universities' premises, labs, museums, theatres, squares, streets, shopping malls...).

Activities

Describe:

- Common theme to all venues/locations if relevant;
- List of the types of activities planned: hands-on experiments, demos, simulations, science shows, games, competitions, contests, exhibitions, presentation of prototypes, quizzes, guided tours, lab visits, speed dating, crime investigation, orienteering, display of films,
- Draft programme;
- Overall schedule;
- Organisational aspects: links between venues and locations, characteristics of venues, possibly organised transport linking them...

EU-corner

Describe the set up:

- Located in a frequented area;
- Offering: the European flag, connections to all relevant EU websites (list to be provided by REA), demonstration about at least one local research project EU-supported in the area considered, interactive activities;
- Permanent presence of personnel likely to answer public questions about EU policies and programmes, and promoting the European role in research and innovation;
- Testimonials/activities conducted by researchers funded by the EU, in particular Marie Skłodowska-Curie actions (having been abroad or being on site), who will also take part in the activities organised outside the EU corner.

Some tips

- *Involve the researchers from the very start of the programme elaboration and identify researchers having benefitted from EU support;*
- *Plan a special training for all researchers who will be in direct contact with the audience (communication, accessibility, clarity, entertainment). Keep in mind that they are expected to exchange with the audience in an accessible and friendly way, including on complicated issues, -avoiding jargon- and to be able to link the knowledge they display to the daily lives of the attendees. They are also expected to listen to their concerns and expectations as well as to stimulate them to consider science/research as a career option and to actively take part in reflection on research issues. Pay also attention to the training of trainers and multipliers and don't underestimate the possible added value of exchanges, visits to other similar events and initiatives;*
- *As for the venues, try to select at least one usually frequented by the public at large (shopping mall, cinema, public spaces, youth meeting point...) allowing the "capture" of some audience possibly brought to other venues once first possible "reluctance" is overcome;*
- *Plan activities directly involving schools, notably during the day on Friday (after a timely information: in some countries, schools will just have re-started, so information will have to be displayed prior to the summer break as referred to above under "awareness campaign") and/or during the following day;*
- *Plan activities adapted to the age of the specific target audience but also to the possible scientific background;*
- *When choosing an overall theme (if doing so), try to stick to "hot topics" and/or topics likely to "touch" the expected audience (daily life, health, common diseases...). Take advantage of the "European Year of Cultural Heritage" 2018 and plan related activities if wished.*
- *Take advantage of the existing scientific community within the area covered by your action, consequently favouring their integration in the local social fabric.*

Deliverables

Report on the activities of the NIGHT (list, participation, success rate, possible lessons learnt...), including:

- a complete list of all the Marie Skłodowska-Curie fellows involved in the event with name, surname and project's grant agreement number plus an identical list of any other fellows funded under another Horizon 2020 funding scheme;
- Promotional/audio-visual material such as: conferences, leaflets, posters, videos. This comprises at least 15 photos (resolution: 3744x5079 pixels [19 Mpix]) and 1 video (resolution: full HD siwe [1920x1080 pixels], mp4; codec: H.264; average bitrate: between 2500 kbps and 4000 kbps; sound: AAC stereo at 192 kbps);

To be potentially used by the European Commission for promotional/communication purposes.
Furthermore, **a disclaimer¹ must be visible at the entrance of the event in the national language(s) of the event.**

Example, not to complete

¹ Wording to be used: "Photography and filming is taking place at this event today. If you enter this area, you may be filmed and have your picture taken. By entering this area, you are giving consent to the organisers and the European Commission to film, photograph, and to make sound recordings of you, and to use such recordings and images at their discretion. You hereby release the organisers and the European Commission from any liability in connection with the above."

In case any person among the audience does not approve, this possibility should be clearly stated in an application form and the coordinator of the NIGHT event will delete any image/video containing this person before sending it to the European Commission for promotional purposes.

Table 3**Work Package 3: Impact assessment**

Work package number	3	Lead beneficiary					Month n°....2018	Month n°....2019
Work package title	Impact assessment							
Participating organisation number	1	2	3	4	TOTAL	
Participating organisation short name								
Person-months per participating organisation:								
Start month				End month				

Objectives***Common to both years 2018-2019 - NOT TO BE MODIFIED***

- Assessing the impact of the event, special attention being paid to possible evolutions of the public perception of researchers and their work (possibly taking into consideration a several years period in case of similar events having been organised during the previous years);
- Identifying the types of activities that proved the most effective towards the achievement of the objectives.

Description of work***Please follow the structure below*****Content of the assessment methodology**

Describe your approach, e.g.

- Quantitative data about the event: number of attendees, typology of attendees (age, gender, occupation, background...), rating of the event, participation in various activities, number of hits on website, number of friends and followers on social networks, number of promotional items displayed and media coverage, evolution overtime if similar events were organised in the past...;
- Qualitative: opinion of participating organisations on researchers and their job (associations with the word "researcher", characteristics of "actual researchers", characteristics of "desired researchers"), interest expressed for science and research, interest expressed for science careers, intention to attend similar events in the future and involvement of researchers funded by Horizon 2020, including Marie Skłodowska-Curie actions in the activities of the NIGHT;
- Comparison of opinions if similar questions have been asked after past events.

Implementation of the assessment methodology

Describe:

- Selection of the sample of responders (random, focus groups...) and tools used (paper questionnaires, on line questionnaires/surveys, face to face interviews, polls...);
- Minimum number of feedback expected (through all the vectors used).

Some tips

- *Plan short and simple questions, not too numerous;*
- *Modulate questions and means used according to the segment of the audience addressed (schools, kids, young people, adults, teachers and families...);*
- *Reward the participation in the impact assessment exercise;*
- *Plan the processing of answers collected by a professional body (university department, company...), possibly part of the consortium;*
- *Whether possible involve independent "observers" in charge of identifying too-shorts or problems towards the achievement of the objectives;*
- *Get in touch with other potential applicants, possibly in other countries, for a common elaboration of the questionnaires and other relevant materials, with a view to realising economies of scale and making the results comparable at a national level or beyond.*

Deliverables

Report on impact assessment (number of responses, tools used, main trends and conclusions), accompanied by samples of questionnaires/interviews in English.

Table 4**Work Package 4: Management**

Work package number	4	Lead beneficiary:					Month n°...2018 Month n°...2019
Work package title	Management						
Participating organisation number	1	2	3	4	TOTAL
Participating organisation short name							
Person-months per participating organisation:							
Start month				End month			

Objectives***Common to both years 2018-2019 - NOT TO BE MODIFIED***

Ensure a sound management of the project in all its components

Description of work***Please follow the structure below*****Coordinator**

- Name of the institution;
- Person in charge of administrative, legal, financial and accounting management;
- Person interfacing with the relevant EU services (negotiation, reporting).

Steering Committee (if any)

- Composed of...
- Role...

Advisory Committee (if any)

- Composed of...
- Role...

Work Package Leaders, Local correspondents...

- Designation
- Role...

Decision making process

- Possibly: consensus amongst all partners, majority (simple or not), unanimity, casting vote for chairperson...;
- Procedure in case of conflict.

Internal communication flows

Describe communication means:

- Video conferences, meetings (partial or plenary);
- Frequency (if already determined) of the various meetings.

Some tips

- *Keep the management structures simple and flexible:*
- *Plan a mechanism allowing association of new bodies cooperating to the implementation in the course of the project;*
- *Elaborate a consortium agreement, **which is compulsory**, that clearly defines tasks, responsibilities and possible allocation of resources (personnel, financial) as early as possible in the proposal preparation process and in principle prior to the signature of the Grant Agreement;*

Deliverables

Final management report.

Example, not to complete

Table 5

Overall Scheduling of Work Packages

The work plan will be broken down into **4 compulsory Work Packages** (i.e. Awareness campaign, Activities during the NIGHT, Impact assessment and Management).

Work package No	Work Package Title	Lead Participating organisation No	Lead Participating Short Name	Start Month	End month
1	Awareness campaign				
2	Activities during the NIGHT				
3	Impact assessment				
4	Management				

Example, not to complete

Table 6

Deliverables List

Deliverable (number)	Deliverable name	Work package number	Short name of lead participating organisation	Type	Dissemination level	Delivery date (in months)

Example, not to complete

Table 7
Allocation of resources

Table to be inserted for EACH participating organisation in case of multi-partner projects.

7a. Summary of staff effort

Please indicate the number of person months over the whole duration of the planned work, for each work package, for each participating organisation. Identify the work-package leader for each WP by showing the relevant person month figures in bold.

	WP1	WP2	WP3	WP4	Total Person-Months per Participating organisation
Participating organisation Number/ Short Name					
Participating organisation Number/ Short Name					
Participating organisation Number/ Short Name					
Total Person Months					

Table 7b
Allocation of resources

Table to be inserted for EACH participating organisation in case of multi-partner projects.

WORK PACKAGE	PERSONNEL COSTS (Either personnel of the institution or temporary)	SUBCONTRACTING* (Price paid for subcontracts-services invoiced by external bodies to one of the participating organisations- and related taxes)	OTHER DIRECT COSTS** (Costs that are directly linked to the action implementation and can therefore be attributed to it directly)	INDIRECT COSTS (25 % of personnel costs + other direct costs)	TOTAL

1					
2					
3					
4					
TOTAL					

* Please mention the **tasks intended to be subcontracted and the corresponding amounts.**

**Under "other direct costs" may also appear contracts to purchase goods, works, or services which do not cover the implementation of action tasks although necessary to implement action tasks by beneficiaries (in other terms, which appear to be strictly "instrumental" to the implementation of the action as a whole)

STOP PAGE COUNT – MAX 30 PAGES

Example, not to complete

OPERATIONAL CAPACITY OF PARTICIPATING ORGANISATIONS

Submission of the following information is required to determine the **operational capacity** of each applicant in grant proposals:

- A curriculum vitae or description of the profile of the persons who will be primarily responsible for carrying out the proposed activities;
- A list of up to five relevant publications, and/or products, services (including widely-used datasets or software), or other achievements relevant to the call content;
- A list of up to five relevant previous projects or activities, connected to the subject of this proposal;
- A description of any significant infrastructure and/or any major items of technical equipment, relevant to the proposed work;
- A description of any third parties that are not represented as project partners, but who will nonetheless be contributing towards the work (e.g. providing facilities, computing resources).

Example, not to complete

ENDPAGE

European Researchers' Night Call: H2020-MSCA-NIGHT-2018

PART B

“PROPOSAL ACRONYM”

This proposal is to be evaluated as:

NIGHT

Part B - Page X of Y