



# **GUIDE FOR APPLICANTS**

## **Marie Skłodowska-Curie Actions**

### **European Researchers' Night**

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## **The Marie Skłodowska-Curie Actions in Horizon 2020**

The Marie Skłodowska-Curie Actions aim to support the career development and training of researchers – with a focus on innovation skills – in all scientific disciplines through international and intersector mobility.

The Marie Skłodowska-Curie Actions are expected to finance around 65,000 researchers between 2014 and 2020, including 25,000 doctoral candidates. The Actions will address several objectives of the Europe 2020 strategy, including the Innovation Union flagship initiative. This states that the EU will need at least one million new research jobs if it is to reach the target of spending 3% of EU GDP on research and development by 2020.

By funding excellent research and offering attractive working conditions, the Marie Skłodowska-Curie Actions offer high quality professional opportunities open to researchers of any age, nationality or discipline.

### **The 2014 Marie Skłodowska-Curie Actions are:**

- **Innovative Training Networks (ITN)**  
Innovative doctoral-level training providing a range of skills in order to maximise employability
- **Individual Fellowships (IF)**  
Support for experienced researchers undertaking mobility between countries, optionally to the non-academic sector.
- **Research and Innovation Staff Exchange (RISE)**  
International and intersectoral collaboration through the exchange of research and innovation staff
- **Co-funding of regional, national and international programmes (COFUND)**  
Co-financing high-quality fellowship or doctoral programmes with transnational mobility

In addition, there are several Coordination and Support Actions to support the four main actions, such as European Researchers' Night.

**The European Researchers' Night (NIGHT), and funded under the Marie Skłodowska-Curie actions, is a Europe-wide public event to enhance researchers' public recognition, and to stimulate interest in research careers, especially amongst young people.**

Guides for Applicants for any other Marie Skłodowska-Curie Action, or indeed any Horizon 2020 programme, can be found by following the links on the Participant Portal at: <http://ec.europa.eu/research/participants/portal>

The Marie Skłodowska-Curie Actions website can be found at:  
<http://ec.europa.eu/research/mariecurieactions/>

**This Guide is based on the rules and conditions contained in the legal documents relating to Horizon 2020 (in particular the Horizon 2020 Programme, Rules for Participation, and the Work Programmes), all of which can be consulted via the Participant Portal.**

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### **Definitions used throughout this Guide:**

**Coordinator** is the participant who is taking the lead in the preparation of the proposal as the "proposal coordinator". For a given proposal, the coordinator acts as the single point of contact between the participants and the REA.

**Beneficiaries** are organisations signatories to the Grant Agreement. They contribute directly to the implementation of the action. They take complete responsibility for executing the proposed programme and other requirements of the project.

**Work Programme: Part 3** (Marie Skłodowska-Curie actions) **and General Annexes** to the Horizon 2020 Work Programme 2014-2015 (European Commission Decision C (2013) 8631 of 11 December 2013).

# 1 About "European Researchers' Night"

## 1.1 General Aspects

### 1.1.1 Purpose

The specific objectives of the "European Researchers' Night" are:

*"The European Researchers' Night aims to bring researchers 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 scientific careers."*

Note that this call will cover the events in 2014 **and** 2015. There will not be a new call in 2015.

### 1.1.2 Structure

The European Researchers' Night takes the form of a yearly event, taking place on the last Friday of the month of September, i.e. on **26<sup>th</sup> September 2014 and 25<sup>th</sup> September 2015** (except for countries such as Israel, which for strong cultural reasons would be prevented from organising any action addressing the public at large on such date. It would be expected to organise it on the closest date possible). The activities may take place as from the Friday early afternoon until Saturday early morning.

The activities, articulated **around 4 compulsory Work Packages** (i.e. Awareness campaign, Activities during the NIGHT, Impact assessment and Management) will focus on the **general public**, addressing and attracting people regardless of the level their scientific background, **with a special focus on pupils and students**.

Activities can combine education aspects with entertainment, especially when addressing young audience. They can take various forms such as hands-on experiments, science shows, simulations, debates, games, competitions, quizzes...

**Although no legal limit is fixed regarding the EU-contribution to each of the projects, based on the experience and taking into consideration the budget available, an average EU-contribution about € 70-80,000 per event appears reasonable.**

## 1.2 Participants

### 1.2.1 Beneficiaries

Beneficiaries are organisations that are **full participants of a project**. They contribute directly to the implementation of the action. They may participate in one or several Work Packages. **Beneficiaries are signatories to the grant agreement**, receive funding, claim costs, and take complete responsibility for executing the proposed programme.

### 1.2.2 Eligible entities

Any legal entity, from any Member State (MS) or Associated Country (AC), or international European interest organisation, may take part in the project.

The **minimum condition** is the participation of **one legal entity**.

**For a full list of MS and AC please see Annex A of the General Annexes of the 2014 Work Programme.**

## 1.3 Typical set-up of a European Researchers' Night

### 1.3.1 Duration of the Project

The maximum duration of the project will be two years from the starting date specified in the Agreement. Projects should as a rule last as a maximum until two months after the second event in case of two-year projects.

As specified above, the Grant Agreement should cover two editions of the NIGHT in consecutive years. One single edition of the European Researchers' Night may also be considered, covering either 2014 or 2015.

### 1.3.2 The Topic of the Project

All Marie Skłodowska Curie Actions have a **bottom-up approach**. Specific activities conducted during the event, as well as the topic they relate to, are freely chosen by the applicants.

## 1.4 Typical Activities of a European Researchers' Night

European Researchers' Night is a Coordination and support action of Horizon 2020 and therefore may cover activities, depending on their nature, such as:

"Standardisation, dissemination, awareness-raising and communication, networking, coordination and support services, policy dialogues and mutual learning exercises and studies, including design studies for new infrastructure and may also include complementary activities of networking and coordination between programmes in different countries."

In the **specific case of the European Researchers' Night**, the activities eligible cover **all the activities necessary to the implementation of the action**:

- The "awareness campaign" (press, radio, TV campaign, media search, purchase of advertising space, conception and realisation of promotional items, setting up and maintenance of website and social networks profiles, press releases, press conference, public advertising, organisation of pre-events, promotion in occasion of public events, P.R. campaign, travel and subsistence costs if necessary....)
- The "activities during the NIGHT" (all preparatory activities, rent of premises and equipment, consumables necessary for hands-on and demos, animation and moderation of debates if any, science shows, display of films...)
- The "impact assessment" (conception and production of questionnaires, interviews conduction, organisation of polls, collection and processing of feedbacks, setting up of conclusions...)

- The "management" (organisation of meetings, travel and subsistence costs if any, elaboration of common guidelines, accounting, legal management,...)

## 1.5 Financial Regime

The financial support for European Researchers' Night may represent up to 100% of the eligible costs of the action.

The expenses potentially covered by the contribution are **all those linked to the activities** as referred to above, **except** the costs referred to in the Rules for participation Article 23 (2) ([web link to Rules for participation document](#))

### 1.5.1 Overheads

Overheads (indirect costs) are deemed to represent 25 % of the direct costs (except subcontracting and resources set at disposal by third parties outside the premises of the participants).

### 1.5.2 Budget Calculations

Applicants are **required to indicate the amount of the estimated EU contribution** in their proposal.

**It is critical that the information given in Form A4 is identical to the information given in proposal Part B.**

If the proposal is selected by the REA for funding, the EU contribution will be estimated more accurately during the preparation of the Grant agreement taking into account any recommendations made by the independent experts. **It is however pointed out that in Horizon 2020 there will be limited scope for recommending improvements for highly scored proposals. Experts will assess the cost effectiveness of the proposed budget under the "Implementation criterion" and reflect their assessment in the scores (an inflated budget would consequently lead to a lower score).**

### 1.5.3 Contractual Conditions

Complete details regarding contractual obligations that bind all beneficiaries, can be found in the [Work Programme](#) and in the [model Grant Agreement](#).

Annexes

Annex 1	Timetable and Specific Information for this Call
Annex 2	Evaluation Criteria and Procedures to be applied for this Call
Annex 3	Instructions for Completing "Part A" of the Proposal
Annex 4	Instructions for Drafting "Part B" of the Proposal
Annex 5	Part B Template

## Annex 1 - Timetable and Specific Information for this Call

The **Marie Skłodowska-Curie Actions part of the Work Programme** provides the essential information for submitting a proposal to this call. It describes the content of the topics to be addressed, and details on how it will be implemented. The Work Programme is available on the Participant Portal call page. The section giving the basic data on implementation (deadline, budget, additional conditions etc.) is also posted as a separate document ("call fiche"). You must consult these documents.

### Indicative timetable for this call

Publication of call	<i>11 December 2013</i>
Deadline for submission of proposals	<i>4 March 2014</i>
Evaluation of proposals	<i>23-28 March 2014</i>
Evaluation Summary Reports sent to proposal coordinators ("initial information letter")	<i>As from Mid-April 2014</i>
Invitation letter to coordinators likely to be proposed for funding to prepare grant agreement negotiations with REA services	<i>As from 20 April 2014</i>
Signature of first grant agreements	<i>As from June 2014</i>

**Information on the budget:** 8 million of the 2014 budget which will cover European Researchers' Night implemented in both 2014 and 2015. The final budget awarded to this call, following the evaluation of projects, can however vary by up to 20% of the total value of this call.

### Further information and help

The Participant Portal call pages contain links to other sources that you may find useful in preparing and submitting your proposal. Direct links are also given where applicable.

### Call information

Participant Portal <http://ec.europa.eu/research/participants/portal/page/>

Information Days related to this call: **13 January 2014, 9.30 a.m. REA**  
COVENTGARDEN, 16, Place Rogier 1210 Brussels (registration:  
[Francesca.pierantozzi@ec.europa.eu](mailto:Francesca.pierantozzi@ec.europa.eu) )

Other background docs [Documents accompanying the call](#) (requirements, presentation note, frequently asked questions)

### General sources of help

Marie Skłodowska-Curie actions website:

[http://ec.europa.eu/research/mariecurieactions/index\\_en.htm](http://ec.europa.eu/research/mariecurieactions/index_en.htm)

Marie Skłodowska-Curie actions Facebook:

<https://www.facebook.com/Marie.Curie.Actions>

European Commission Horizon 2020 Enquiry service:  
<http://ec.europa.eu/research/enquiries>

National Contact Points

[http://ec.europa.eu/research/participants/portal/desktop/en/support/national\\_contact\\_points.html](http://ec.europa.eu/research/participants/portal/desktop/en/support/national_contact_points.html)

**Contact person**

**Colette RENIER** [colette.renier@ec.europa.eu](mailto:colette.renier@ec.europa.eu)

**Specialised and technical assistance**

H2020 Service Desk

<http://ec.europa.eu/research/participants/portal/page/contactus>

Electronic Submission Services help desk

<http://ec.europa.eu/research/participants/portal/page/contactus>

E-mail: [EC-RESEARCH-IT-HELPDESK@ec.europa.eu](mailto:EC-RESEARCH-IT-HELPDESK@ec.europa.eu)

## **Annex 2 - Evaluation Criteria and Procedures to be applied for this Call**

### **1. General**

The evaluation of proposals is carried out by the Research Executive Agency (REA) with the assistance of independent experts.

REA staff ensure that the process is fair and in line with the principles contained in the Commission's rules.<sup>1</sup>

Experts perform evaluations on a personal basis, not as representatives of their employer, their country or any other entity. They are expected to be independent, impartial and objective, and to behave throughout in a professional manner. They sign an expert contract, including a declaration of confidentiality and absence of conflict of interest, before beginning their work. Confidentiality rules must be adhered to at all times before, during and after the evaluation.

In addition, an independent expert will be appointed by the REA to observe and report on the evaluation process. The observer gives independent advice to the REA on the conduct and fairness of the evaluation sessions, on the way in which the experts apply the evaluation criteria, and on ways in which the procedures could be improved. The observer will not express views on the proposals under examination or on the experts' opinions on the proposals.

Proposals are submitted in a single stage and evaluated in one step by the experts against all evaluation criteria.

Conflicts of interest: under the terms of the expert contract, all experts must declare beforehand any known conflicts of interest, and must immediately inform the responsible REA staff member if one becomes apparent during the course of the evaluation. The REA will take whatever action is necessary to remove any conflict of interest.

Confidentiality: the expert contract also requires experts to maintain strict confidentiality with respect to the whole evaluation process. They must follow any instruction given by the REA to ensure this. Under no circumstance may an expert attempt to contact an applicant on his/her own account, either during the evaluation or afterwards.

### **2. Before the Evaluation**

On receipt by the REA, proposals are registered and acknowledged and their contents entered into a database that supports the evaluation process. Eligibility criteria for each proposal are also checked by REA staff before the evaluation begins. Proposals which do not fulfil these criteria will not be included in the evaluation.

For this call a proposal will only be considered eligible if it meets all of the following conditions:

- It is received by the REA before the deadline given in the call fiche;
- It involves at least the minimum number of participants given in the call fiche, according to the mode;
- It is complete (i.e. the requested administrative forms and the proposal description are both present).

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<sup>1</sup> Horizon 2020 Guidelines for submission of proposals, and the related evaluation, selection and award procedures

- The content of the proposal relates to the topic(s) and funding scheme(s), including any special conditions set out in the relevant parts of the work programme

<b>European Researchers' Night</b>		
<b>EXCELLENCE</b>	<b>IMPACT</b>	<b>IMPLEMENTATION</b>
<p><b>The following aspects will be taken into account, to the extent that the proposed work corresponds to the topic description in the work Programme</b></p>	<p><b>The extent to which the outputs of the project should contribute at the European and/or international level to:</b></p>	<p><b>The following aspects will be taken into account:</b></p>
<p><b>Clarity and pertinence of the objectives</b></p> <p>Credibility of the proposed approach</p> <p>Soundness of the concept: quality of the proposed coordination and/or support measures</p>	<p><b>The expected impacts listed in the Work Programme under the relevant topic*</b></p> <p>Effectiveness of the proposed measures to exploit and disseminate the project results, (including management of IPR) to communicate the project, and to manage research data where relevant.</p>	<p>Coherence and effectiveness of the work plan, including appropriateness of the allocation of tasks and resources;</p> <p>Complementarity of the participants within the consortium (when relevant)</p> <p>Appropriateness of the management structures and procedures, including risk and innovation management</p>
<p><b>NB: Each criterion will be scored out of 5. The threshold for individual criteria will be 3. The overall threshold, applying to the sum of the three individual scores, will be 10.(Work Programme general conditions, H)</b></p> <p><b>The following approach will be applied for every group of ex aequo proposals requiring prioritisation, starting with the highest scored group and continuing in descending order:</b></p> <p><b>i) Proposals that address topics not otherwise covered by more highly ranked proposals will be considered to have the highest priority;</b></p> <p><b>ii) These proposals will themselves be prioritised according to the scores they have been awarded for the criterion "excellence". When these scores are equal, priority will be based on scores for the criterion "impact". (Work programme, general annexes)</b></p>		

*A maximum length of 30 pages is applicable to Part B of the proposal. You must keep your proposal within these limits. Experts will be instructed to disregard any excess pages in each section where a page limit is indicated.*

\* The Marie Skłodowska-Curie actions part of the Work Programme describes the expected impact for the NIGHT as follows:

"• The European Researchers' Night will raise awareness of the importance of research careers. It will make the general public better understand the central role of researchers and the key benefits that they bring to society.

• The scheme will help to tackle the existing stereotypes about researchers and their profession.

• In the long term, it will convince young people that research careers are fascinating and will stimulate them to embark on research careers."

### 3. Evaluation of Proposals

Each proposal will be assessed independently by at least three experts chosen by the REA from the pool of experts taking part in this evaluation. An expert will be designated as the proposal "rapporteur" and will assume additional responsibilities at the end of this phase and in the following phases of the evaluation session.

The proposal will be evaluated against pre-determined evaluation criteria, applying weighting factors and thresholds.

Evaluation scores will be awarded for each of the three criteria, and not for the various elements to be taken into consideration. These elements are issues which the experts should consider in the assessment of that criterion.

Each criterion will be scored out of 5. Half points may be given.

The scores indicate the following with respect to the criterion under examination:

- |  |
|--|
| <ol style="list-style-type: none"><li>0. The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.</li><li>1. Poor. The criterion is inadequately addressed, or there are serious inherent weaknesses.</li><li>2. Fair. The proposal broadly addresses the criterion, but there are significant weaknesses.</li><li>3. Good. The proposal addresses the criterion well, but a number of shortcomings are present.</li><li>4. Very Good. The proposal addresses the criterion very well, but a small number of shortcomings are present.</li><li>5. Excellent. The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.</li></ol> |
|--|

An example of the evaluation forms that will be used by the experts in this call will be made available on the Participant Portal.

## **Annex 3 - Instructions for Completing "Part A" of the Proposal in the Electronic Submission Services**

Proposals in this call must be submitted electronically, using the Electronic Submission Services of the Commission accessible from the call page on the Participant Portal.

In Part A you will be asked for certain administrative details that will be used in the evaluation and further processing of your proposal. Part A constitutes an integral part of your proposal. Details of the work you intend to carry out will be described in Part B (see Annex 4 of this guide).

The Electronic Submission Service provides guidance on how to complete the administrative forms (A1, A2, A3, A4, and A5) for a European Researchers' Night proposal. Form A1 gives a snapshot of your proposal, form A2 concerns the beneficiaries, form A3 details your request for funding, and form A5 detailed information on partner organisations.

### **1. How to complete the A forms**

#### ○ ***Coordinator***

The *coordinator* fills in form A1 (General information) and form A3 (Budget) with details for each full network partner (one per line). The participant numbers correspond to those defined in the A2 forms (Administrative data of participating organisations). (Participant number one must be the coordinator). **Numbers and information listed in form A4 (Ethics) should be the same as that included in Part B of the proposal.**

#### ○ **Beneficiaries**

The full network beneficiaries (including the *coordinator*) fill in one A2 (Administrative data of participating organisations) form each.

When completing the part A, please make sure that ***numbers are always rounded to the nearest whole number.***

## Annex 4 - Instructions for Drafting "Part B" of the Proposal

This annex provides guidelines for drafting Part B of your European Researchers' Night proposal. It will help you to present important aspects of your planned work in a way that will enable the experts to make an effective assessment against the evaluation criteria (see Annex H in the General Annexes document to the Work Programme 2014-2015).

### 1. General information

Part B of the proposal contains the details of the proposed action along with the practical arrangements planned to implement it. They will be used by the independent experts to undertake their assessment. We would therefore advise you to address each of the evaluation criteria as outlined in the following sections. Please note that the explanatory notes below serve to explain the evaluation criteria without being exhaustive. To draft your proposal you should also consult the current version of the Marie Skłodowska-Curie actions part of the Horizon 2020 Work Programme 2014-2015.

**Applicants must structure their proposal according to the headings indicated in the Part B proposal template.**

**They also must comply with all the requirements described hereafter, notably related to the promotion of the initiative and the compulsory mention "European Researchers' Night" which has to appear under the title of their action.**

Please note that this call will be a single-stage proposal submission and evaluation procedure. A Word version of the submission template can be downloaded from the Electronic Submission Services of the Commission. Applicants **must ensure** that proposals conform to this layout and to the instructions given in this Guide for Applicants.

The **maximum total length** of Part B of the proposal is **30 pages**, as indicated in the proposal template.

Please remember that it is your responsibility to verify that you conform to page limits. There is no automatic check in the system! **Experts will be instructed to disregard any excess pages above the 30 page limit.**

The **minimum font size** allowed is **11** points. The page size is A4, and all **margins** (top, bottom, left, right) should be at least **15 mm** (not including any footers or headers). Ensure that the font chosen is clearly readable (e.g. Arial or Times New Roman).

As an indication, such a layout should lead to a maximum of between 5000 and 6000 possible characters per page (including spaces).

However, regardless of the format used, all footnotes will count towards the page limit.

Please make sure that:

- **Part B of your proposal carries as a header to each page the proposal acronym and the scheme to which you are applying NIGHT** All pages should also be numbered in a single series on the footer of the page to prevent errors during handling. It is recommended that the numbering format "Part B - Page X of Y" is used.

For the proposal Part B you must use exclusively PDF ("Portable Document Format", compatible with Adobe version 3 or higher, with embedded fonts). Other file formats will not be accepted by the Electronic Submission Services of the Commission. Letters of

commitment must be included in the PDF file; these should not be attached in a separate PDF file or as an embedded file since this makes them invisible.

You must follow the upload instructions in the Electronic Proposal Submission System.

**Incomplete proposals are not eligible and will not be evaluated.**

#### Misconduct

Please note that **the REA takes the issue of misconduct very seriously**. In line with the Horizon 2020 Rules for Participation, appropriate action will be taken against any applicants found to have misrepresented, fabricated or plagiarised any part of their proposal. Coordinators will also be required to make a "declaration on honour" in Part A of the proposal.

#### Gender Issues

The Marie Skłodowska-Curie actions pay particular attention to gender balance, also related to the management structure. In line with the European Charter and Code for Researchers, all Marie Skłodowska-Curie proposals are encouraged to take appropriate measures related to equal opportunities.

## **START PAGE**

MARIE SKŁODOWSKA-CURIE ACTIONS

**European Researchers' Night  
Call: H2020-MSCA-NIGHT-2014**

PART B

“PROPOSAL ACRONYM”

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 PARTICIPANTS

---

**START PAGE COUNT**

- 1. EXCELLENCE**
- 2. IMPACT**
- 3. IMPLEMENTATION**

---

**STOP PAGE COUNT**

### **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 PARTICIPANTS

Please provide a list of the consortium's participants indicating the legal entity, the department carrying out the work.

Participant no. *	Participant name	organisation	Country
1 (Coordinator)			
2			
3			

\* Please use the same participant 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 or directors, etc.) **must** be declared and justified **at this point in the proposal**;
- The data provided relating to the capacity of the participating institutions will be subject to verification during the preparation of the Grant Agreement phase.

## 1. Summary

Please provide a short summary of the proposal, which could be the same as the proposal abstract.

## 2. Excellence

### 1.1 *Credibility of the proposed approach (recommended length: maximum 1 page)*

Required sub-headings:

- Main ideas on which the proposal relies;
- Specific objectives pursued, keeping in mind that the common main objective consists of "enhancing public recognition of researchers and their work";
- Indication of quantitative targets:
  - Total number of people likely to be made aware of the European Researchers' Night through the awareness campaign;
  - Expected number of attendees to the various events planned.

**Table 1.1: Overall scheduling of Work Packages**

Work package No	Work Package Title	Activity Type	Lead Participant No	Lead Participant Short Name	Start Month	End month
1	Awareness campaign	SUPP				
2	Activities during the NIGHT	SUPP				
3	Impact assessment	SUPP				
4	Management	MGT				

### **1.1 Soundness of the concept**

As stated in the Work Programme, the Agreement (and previously the proposals) **should cover two editions of the NIGHT in subsequent years. One single edition** of the NIGHT may also be considered.

**The applicants will choose a strategy amongst the following alternatives when submitting a proposal covering a two years-period:**

- **Submission of identical proposals (with regards to "awareness campaign", "activities during the NIGHT", "impact assessment" and "management" Work Packages) for 2014 and 2015;**
- **Submission of identical contents for some of the Work Packages, while the content of some others would be different from one year to the other;**
- **Submission of 2 completely different proposals (all WPs different from one year to the other) for 2014 and 2015.**

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

**For the sake of facilitating the work of the expert evaluators, PLEASE INDICATE here:**

- **Whether the proposal covers one year and, if yes, which year is covered (2014 OR 2015) or 2 years (2014 AND 2015);**
- **If your proposal covers 2 years, the strategy you have been choosing amongst the alternative possibilities referred to above.**

### **1.3 Quality of the proposed coordination and/or support measures**

Required sub-headings:

- BRIEF description of the contribution of the individual participants, including the coordinator, to the project's implementation;
- BRIEF description of the skills and synergies within the consortium (if relevant)

## **2. Impact**

Required subheadings:

### **2.1. Quantitative impact:**

- Overall number of people likely to be made aware of the European Researchers' NIGHT and its objectives;
- Overall number of attendees expected;
- If relevant, overall number of people informed via dissemination of the results/sharing practices;

### **2.2. Qualitative impact**

- Expected improvement regarding researchers' public recognition;

- Expected increase of scientific careers' popularity;
- Potential synergies with European/international/national/regional other initiatives (whether similar or not);
- Involvement of researchers funded by Horizon 2020, including Marie Skłodowska-Curie actions, is encouraged;
- Contribution to building international partnerships (if relevant).

### **3. Implementation**

#### **3.1 Overall coherence and effectiveness of the work plan**

Required sub-headings:

- Work Packages description (see template tables below, tables 3.1.a)
- List of deliverables (see template table below, table 3.1.b)

NB: *The schedule should be in terms of number of months elapsed from the start of the project.*

#### **Preliminary note:**

As referred to above under "1.2. Overall strategy", 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. Such choice should be reflected as follows with regard to the Work Package description:

- Identical proposals submitted for 2014 and 2015: in such case, **PLEASE USE ONE SINGLE SHEET FOR ALL PACKAGES**, simply adding the mention "2014/2015" above the description of each Work Package;
- Partially identical proposals: **USE ONE SINGLE SHEET FOR THE IDENTICAL WPs** simply adding the mention "2014/2015" above the description of each Work Package, while using **TWO SEPARATE SHEETS FOR THE DIFFERING WPs**;
- Completely different proposals: **PLEASE USE TWO DIFFERENT SHEETS FOR EACH WORK PACKAGE**

## Tables 3.1.a. Detailed description of Work Packages

### Work Package 1: Awareness campaign

<b>Work package number</b>	1	<b>Start date or starting event:</b>					Month n°...2014 Month n°...2015
<b>Work package title</b>	<b>Awareness campaign</b>						
<b>Activity Type<sup>2</sup></b>	SUPP						
<b>Participant number</b>	1	2	3	4	...	...	<b>TOTAL</b>
<b>Participant short name</b>							
<b>Person-months per participant:</b>							

#### **Objectives (common to both years 2014-2015- 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 participants to the events organised.

#### **Description of work**

##### **Please follow the below structure**

**This structure has to be followed since it includes the main elements necessary for the proposals' evaluation. It's not only an example.**

**Previous guides have always provided such description which was considered very useful by the applicants.**

##### **Main target of the awareness campaign**

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

##### **Communication 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**

- Researchers are amongst us;
- Other more specific messages (all related with the main objective of public recognition of researchers and their work, and with the goal of stimulating young people to embark on scientific careers)

<sup>2</sup> Please indicate one activity per work package: SUPP = Support activities); MGT = Management of the consortium; OTHER = Other specific activities, if applicable.

### **Promotional material**

**All announcements and promotional material will show, under the action's title, the compulsory mention "European Researchers' Night", complying with the editing guidelines that will be provided by REA on due time.**

- Off line: written material (such as folders, brochures, programmes, posters, ...), notably a European Researchers' Night MSCA roll-up (entrance of the event) complying with the following content and format requirements: 200 X 85 cm, and the mentions: "European Researchers' Night", "Marie Skłodowska-Curie: an inspiration to follow", as well as an image to be provided on due time by the European Commission;
- On line: banners, ads, websites, link to relevant EU websites and social networks (European Researchers' Night website, Facebook, amongst others) 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](http://ec.europa.eu/dgs/communication/services/visual_identity/index.en.htm)

### **SOME ADVICE**

- **Plan a timely awareness campaign (in particular with regards to schools and universities);**
- **Modulate the messages and communication means according to their very target;**
- **International partnership is also encouraged: get in touch with potential proposals in the same or other countries/region/city and search for scale economies and synergies(without forgetting that activities in the same city will have to be coordinated and commonly publicised.**

### **Deliverables**

Report on the awareness campaign (actions, media feedback, activities on Internet such as hits on website, blogs, social networks ...)

Samples of promotional material (posters, leaflets, programmes, gadgets...)

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

<b>Work package number</b>	2	<b>Start date or starting event:</b>					Month n°....2014 Month n°....2015
<b>Work package title</b>	<b>Activities during the NIGHT</b>						
<b>Activity Type<sup>3</sup></b>	SUPP						
<b>Participant number</b>	1	2	3	4	...	...	<b>TOTAL</b>
<b>Participant short name</b>							
<b>Person-months per participant:</b>							

### **Objectives (common to both years 2014-2015- 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**

#### **Locations**

List the cities 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**

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

<sup>3</sup> Please indicate one activity per work package: SUPP = Support activities); MGT = Management of the consortium; OTHER = Other specific activities, if applicable.

### **EU-corner**

- 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 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 dimension and gender balance in research and innovation (women in science);
- Testimonials/activities conducted by researchers funded by Horizon 2020, including 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 ADVICE**

- **Involve the researchers from the very start of the programme elaboration;**
- **Plan a special training of all the researchers who will be in direct touch with the audience (communication, accessibility, clarity;**
- **Plan activities directly involving schools as from the early afternoon;**
- **With regards to the MC fellows to get involved, REA and NCP will support their identification in compliance with the data protection arrangements;**
- **Keep in mind that the European Commission intends to plan specific actions with a view to celebrating the European Researchers' Night 10th anniversary in 2015.**
- **Propose consequently some special activities for the celebration of the NIGHT's 10<sup>th</sup> anniversary or indicate your availability for joining/supporting the specific activities that will be promoted by the European Commission.**

### **Deliverables**

Report on the activities of the NIGHT (list, participation, success rate, possible lessons learnt...), possibly accompanied by pictures, videos, DVDs...

## **Work Package 3: Impact assessment**

<b>Work package number</b>	3	<b>Start date or starting event:</b>					Month n°....2014 Month n°....2015
<b>Work package title</b>	<b>Impact assessment</b>						
<b>Activity Type<sup>4</sup></b>	SUPP						
<b>Participant number</b>	1	2	3	4	...	...	<b>TOTAL</b>
<b>Participant short name</b>							
<b>Person-months per participant:</b>							

### **Objectives (common to both years 2014-2015- 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**

#### **Current situation regarding public perception of researchers**

- Reference to potential existing surveys/studies, Eurobarometer, enquiries...;
- Possibly launch of a survey (prior to the event)

#### **Tools to be used**

- Prior, during and after the event;
- Possibly: questionnaires, surveys on Internet, polls, phone calls, face to face interviews, blogs...)

#### **Indicators**

Qualitative: public opinion 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, typology of attendees (age, gender, occupation, background...), 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.

<sup>4</sup> Please indicate one activity per work package: SUPP = Support activities); MGT = Management of the consortium; OTHER = Other specific activities, if applicable.

- Quantitative: number of attendees, 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...

### **Sample**

- Method of selection;
- Minimum number of answers expected (if relevant, according to the vector used)
- Qualitative:

### **SOME ADVICE**

- **Plan different questionnaires according to the segment of the audience addressed (schools, kids, young people, adults, teachers and families...);**
- **Plan short and simple questions, not too numerous;**
- **Reward the participation in the impact assessment exercise;**
- **Plan the processing of answers collected by a professional body (university department, company...);**
- **Get in touch with other potential proposals for elaborating the questionnaires and other relevant materials, also in other countries, in common, consequently realising scale economies 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)  
Samples of questionnaires/interviews in English

## **Work Package 4: Management**

<b>Work package number</b>	4	<b>Start date or starting event:</b>					Month n°....2014 Month n°....2015
<b>Work package title</b>	<b>Management</b>						
<b>Activity Type<sup>5</sup></b>	MGT						
<b>Participant number</b>	1	2	3	4	...	...	<b>TOTAL</b>
<b>Participant short name</b>							
<b>Person-months per participant:</b>							

### **Objectives (common to both years 2014-2015- NOT TO BE MODIFIED)**

Ensure a sound management of the project in all its components

### **Description of work**

#### **Coordinator**

- Name of the institution;
- In charge of administrative, legal, financial and accounting management;
- 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...**

#### **SOME ADVICE**

- **Keep the management structures simple and flexible;**

<sup>5</sup> Please indicate one activity per work package: SUPP = Support activities); MGT = Management of the consortium; OTHER = Other specific activities, if applicable.

- **Plan a mechanism allowing involvement of current and potentially future "associated partners";**
- **Clearly define tasks and responsibilities;**
- **Although not compulsory, envisage the possibility of elaborating a consortium agreement from the very start.**

**Deliverables**

Final management report

**Table 3.1 b Deliverables List<sup>6</sup>**

<b>Number<sup>7</sup></b>	<b>Title</b>	<b>Nature<sup>8</sup></b>	<b>Dissemination Level<sup>9</sup></b>	<b>Delivery Month<sup>10</sup></b>	<b>Work Package No.</b>	<b>Lead Participant Short Name</b>	<b>Description</b>
1	Awareness campaign	R, OTHER	PU		1		Report and samples of promotional items
2	Activities during the NIGHT	R	PU		2		Report
3	Impact assessment	R, OTHER	PU		3		Report and sample of questionnaires
4	Management	R	PU		4		Report

<sup>6</sup> A deliverable is the tangible or intangible result or outcome of a part of the project, or of the project as a whole. It could be a report, a document, a technical diagram, a piece of software, etc.

<sup>7</sup> Deliverable numbers in order of delivery dates. Please use the numbering convention <WP number>.<number of deliverable within that WP>. For example, deliverable 4.2 would be the second deliverable from work package 4.

<sup>8</sup> Please indicate the nature of the deliverable using one of the following codes:  
**R** = Report; **ADM** = Administrative (website completion, recruitment completion...); **PDE** = dissemination and/or exploitation of project results; **OTHER** = Other including coordination

<sup>9</sup> Please indicate the dissemination level using one of the following codes:  
**PU - Public:** fully open, e.g. web; **CO - Confidential:** restricted to consortium, other designated entities (as appropriate) and Commission services;  
**CI - Classified:** classified information as intended in Commission Decision Commission Decision 2001/844/EC.

<sup>10</sup> Measured in months from the project start date (month 1).

### **3.2 Appropriateness of the management structure and procedures,** including quality management and risk management

#### Required subheadings:

- Decision making process
  - Possibly: consensus amongst all partners, majority (simple or not), unanimity, casting vote for chairman...;
  - Procedure in case of conflict;
- Internal communication flows
  - Daily communication via phone, electronic mailing, Skype..;
  - Video conferences, meetings (partial or plenary);
  - Frequency (if already determined)of the various organs' meetings;
- Contingency plan
  - Bad weather conditions (for open air activities);
  - Insufficient mobilisation of researchers/ participating institutions;
  - Insufficient response form targeted audience.

#### **SOME ADVICE**

- **Keep the structure as simple and flexible as possible;**
- **Preferably plan an identical management structure for both the events 2014 and 2015;**
- **With regards to the contingency plan, comply with the above structure, which refers to the main risks you could be facing. Lack of financial resources is not deemed to be a likely risk since you are expected to have set up a viable financial plan for your actions.**

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**TOP PAGE COUNT – MAX 30 PAGES**

#### **Capacity of the participating organisations**

PROPOSAL ACRONYM  
[include as header on each page]

The information provided here will be used to judge operational capacity. All organisations (whether beneficiary or partner organisation) must complete the appropriate table below.

Complete one table of maximum one page per beneficiary and half a page per partner organisation. The experts will be instructed to disregard content above this limit. (min font size: 9)

<b>Beneficiary X</b>	
<b>General Description</b>	
<b>Role and Profile of key persons (including supervisors)</b>	<i>(Incl. names, qualifications, research training / supervision experience)</i> <i>(Each team should supply information on the key staff who will be involved in the action)</i>

<b>Partner Organisation Y</b>	
<b>General description</b>	
<b>Key Persons and Expertise</b>	

# **ENDPAGE**

## **European Researchers' Night Call: H2020-MSCA-NIGHT-2014**

### PART B

"PROPOSAL ACRONYM"

**This proposal is to be evaluated as:**

**NIGHT**

Part B - Page X of Y