



EUROPEAN
COMMISSION

Community Research

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Researchers in Europe 2005 European Researchers' Night

The European Commission's 'Researchers in Europe 2005' initiative is making this a special year for European research.

The specific objectives of the initiative, which runs from June to November 2005, are:

- to bring scientific researchers closer to the public;
- to attract young people to careers in science;
- to increase Europe's attractiveness as a place of work for researchers.

'European Researchers' Night' offers a valuable opportunity for people from all walks of life, from research organisations, public authorities and foundations to businesses, students, teachers and parents, to express and exchange views on the role of scientific researchers and their contribution to society. Events are planned in cities across the 25 Member States to mark this unique occasion, which will take place on Friday, 23 September 2005.

This document gives additional background information on the European Researchers' Night and provides tips and ideas for developing your own activities.

Strategy:

To provide the general public and, in particular, young people with the opportunity to meet researchers within the context of festive and 'out-of-the-ordinary' activities.

How it works:

National and regional organisers of scientific events – businesses, academic institutions, research organisations, public authorities, etc. – develop ideas for activities and host event(s) on **Friday, 23 September 2005**. **Proposed activities** should reflect the interests of the general public and be designed to attract young people in particular.

The European Commission will:

- act as a catalyst for ideas;
- serve as a sounding board;
- answer questions that may arise during the development and organisation of the event;
- promote a mutually beneficial co-operation.

If you decide to organise a Researchers' Night event on 23 September 2005:

The European Commission will:

- include your event in the official 'Researchers in Europe' programme;

- present your event on the 'Researchers in Europe 2005' website (<http://europa.eu.int/researchersineurope>);
- provide you with promotional, information and media materials and materials for distribution on-site;

We would be delighted to discuss further support options with you.

Ideas for Researchers' Night activities and events:

Opportunities for events could range from 'Science Cafés' to 'Open Door Evenings' at major research facilities. They could also include exhibitions, open forums for debate, conferences, 'Science in the Street' events such as X-ray laser demonstrations....

In short, you are encouraged to provide an opportunity for the general public, particularly young people, to approach researchers, meet and talk with them and, most of all, to have fun with them.

Recommendations:

- Organise an event that is targeted towards young people – think about including popular music, current movies, DJs, interactive theatre, etc.;
- Consider opening museums or facilities that are normally closed to the public, thus providing the opportunity for an exclusive 'behind-the-scenes' glimpse at the research profession and its fascinating work;
- Explain how the work of the researcher helps us in our daily lives (demonstrating the concrete applications of research results);
- Include the participation of both well-known and 'unknown' researchers;
- Establish partnerships with local universities, clubs, businesses and other stakeholders to maximise visibility. You may also consider joint initiatives with neighbouring cities or regions.

Key messages to communicate:

- Scientific research is fun;
- Researchers are 'normal' people: they have families, hobbies, passions, an inclination to dream, and a fascinating job;
- Research touches every facet of our day-to-day lives;
- Researchers' talents vary widely and can be applied to an extensive range of tasks in a broad variety of environments.

**FOR MORE INFORMATION:
<http://europa.eu.int/researchersineurope>**

FOR ADDITIONAL INFORMATION OR TO DISCUSS IDEAS FOR YOUR LOCAL EVENT, CONTACT:

*Colette Renier
European Commission
Directorate-General for Research
Tel: +32 2 299 8876 E-mail: colette.renier@cec.eu.int*

*Monika Adamova
Hill & Knowlton International, Contractor to the European Commission
Tel: +32 2 739 1673 E-mail: madamova@hillandknowlton.com*