

THE RESEARCHERS' NIGHT 2009 PRESENTATION NOTE

Researchers' nights traditionally take place all over Europe on the **fourth Friday of September**, e.g. **25th September 2009** (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 2008 Researchers' nights mainly aim at **bringing closer to one another researchers and public at large**.

MESSAGE TO BE DELIVERED

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

- Researchers are "ordinary people", sharing with you and me the same problems, hobbies, families, hopes, dreams, disappointments..., with whom the public at large can discover a lot of similarities and common interests...
- Researchers are "ordinary people", which means that you do not really need to be Einstein himself to undertake a scientific career;
- It also means that researchers have a "normal life" with a wife or a husband, children, pets, and underlines that, although research is a demanding choice, researchers however can find a way to live their personal life; ·
- Researchers are "ordinary people" who 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 political decision 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, the local population concerns ...all the activities planned should however:

- Be **centred on researchers**: they must be at the centre of the public's attention, playing guides, animators, witnesses, assistants...;
- Really **offering direct contact opportunities** between researchers and the large public, not only on research-liked issues;
- Allowing an **active involvement of the public**, a real "get in touch" with the job researcher, a discovery of the reality of a researcher' life (premises, instruments, conditions, ...) by putting its feet into researchers' shoes, the public should feel closer to them and understand them better; similarly, allowing **researchers** to put their feet in the public shoes might also allow them to better understand the public questions and concerns and, as such, to launch a better and close dialogue with the people;

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 very 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. Therefore organisers are expected to organise a "**European corner**", to be located in a central location, expected to be the 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) (see http://europa.eu/abc/symbols/emblem/index_en.htm for further details) will be **preferably used** as being well-known by the public at large.

POSTER COMPETITION

The competition theme will be "**Imagine and design the advertising poster for the 2010 Researchers' night**". Applicants are free to determine specific requirements (age categories, individual and/or collective work, composition of the jury-although a strong public involvement is suggested). All the entries collected will be displayed during the night itself, and the award ceremony will take place at the same date. (See document entitled "specific requirements" for further details)

FURTHER INFORMATION

- researchersineurope@ec.europa.eu (general mailbox)
- <http://ec.europa.eu/research/researchersnight2008>
- Other documents available on this site (sets of slides displayed during the Presentation Day, Frequently asked questions, specific requirements)
- Colette.renier@ec.europa.eu