



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 intersectoral 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 providing attractive working conditions, the Marie Skłodowska-Curie actions offer high-quality professional opportunities open to researchers of any age, nationality or discipline. The 2016 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, and also 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)**, 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 MSC action, can be found by following the links on the Participant Portal at: <http://ec.europa.eu/research/participants/portal>

The MSC actions website can be found at:

<http://ec.europa.eu/msca>

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

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Definitions used throughout this Guide:

Coordinator is the participant who takes 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 who are signatories to the Grant Agreement. They directly contribute to the implementation of the action. They take complete responsibility for executing the proposed programme and other requirements of the project.

International European Interest Organisation: an international organisation, the majority of whose members are Member States or Associated Countries, and whose principal objective is to promote scientific and technological cooperation in Europe.

Europe: EU Member States (MS) (including Overseas Countries and Territories (OCT) linked to MS) and Associated Countries (AC).

Associated Country (AC): means non EU-countries that are associated to Horizon 2020.

Work Programme: Part 3 (Marie Skłodowska-Curie Actions) **and General Annexes** to the Horizon 2020 Work Programme 2016-2017. European Commission Decision C (2015) 6776/3 of 13 October 2015.

1. General Aspects

1.1. Purpose

"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 scientific careers."

(Work Programme, p. 24)

This call will cover the events in 2016 **and** 2017. There will not be a new call in 2017.

1.2. Structure

The European Researchers' Night takes place yearly, typically on the last Friday of the month of September, i.e. on 30th September 2016 and 29th September 2017 (except for countries which for strong cultural reasons would be prevented from organising any action addressing the public at large on such a date). In such an exceptional case, they would be expected to organise it on the closest date possible. It is the occasion for a Europe-wide public and media event for the promotion of research careers, aimed in particular towards young people and their parents. Supported events can start early Friday afternoon and last until early morning the following day.

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

Activities should combine education and aspects with entertainment, especially when addressing a 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, meaning an average EU-contribution about € 140-160,000 for projects covering 2 events.

2. Participants

2.1. Beneficiaries

Being support actions, European Researchers' Nights can be organised either by one single beneficiary or by several beneficiaries, one of them being the coordinator of the project.

Beneficiaries are **signatories of the Grant Agreement**. They directly contribute to the implementation of the action and may participate in one or several Work Packages and take complete responsibility for executing the proposed programme.

The coordinating beneficiary (coordinator) is responsible for the management of the action. It coordinates the claiming of the costs, receives funding and distributes it.

3. 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**.

4. Structures and features

The maximum duration of the project will be 20 months from the starting date specified in the Grant Agreement. Projects should as a rule last as a maximum until two months after the second event in case of two-event 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 2016 or 2017.

5. 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 or support services, policy dialogues and mutual learning exercises and studies, including design studies for new infrastructure and may also include complementary activities of strategic planning, networking and coordination between programmes in different countries."¹

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...);

¹ General Annexes to the Horizon 2020 Work Programme 2016-2017.

- The *activities during the NIGHT* (all preparatory activities, rent of premises and equipment, consumables necessary for hands-on experiments and demos, animation and moderation of debates if any, science shows, display of films, quizzes, competitions and contests, sport-linked activities involving both researchers and public, exhibitions, workshops, specific young people's programmes, crime investigation, riddles solved by public with researchers' support, presentation of prototypes...);
- The *impact assessment* (conception and production of questionnaires and surveys, conducting interviews, and organisation of polls, collection and processing of feedback, conclusions and suggestions for improvement...);
- The *management* (organisation of meetings, travel and subsistence costs if any, elaboration of common guidelines, accounting, legal management...)

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.

6. Financial Regime

6.1. Direct costs

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

The eligible costs potentially covered by the contribution are **the expenses linked to the activities** as referred to above.

6.2. Overheads

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

6.3. 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 Part A is identical to the information given in proposal Part B.

Applicants are reminded that under Horizon 2020 proposals with an overestimated or cost-inefficient budget will score lower and therefore may not receive funding, even though the rest of the proposal is excellent.

7. Contractual Conditions

Complete details regarding contractual obligations that bind all beneficiaries, can be found in the model Grant Agreement and its annotated version, both available on the Participant Portal².

² http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amqa/h2020-amqa_en.pdf, pp. 406-434.

Annex 1 - Timetable and Specific Information for this Call

The description of the European Researchers' Night call in the Work Programme provides the essential information for this call. The basic data on implementation (Deadline, budget, additional conditions etc.) are posted as a separate document ("call fiche" on the Participant Portal).

Publication of call	<i>14 October 2015</i>
Deadline for submission of proposals	<i>13 January 2016</i>
Evaluation of proposals	<i>14-19 February 2016</i>
Evaluation Summary Reports sent to proposal coordinators ("initial information letter")	<i>As from March 2016</i>
Invitation letter to coordinators likely to be proposed for funding to prepare grant agreement negotiations with REA services	<i>As from March 2016</i>
Signature of first grant agreements	<i>May-June 2016</i>

Information on the budget: 8 million of the 2016 budget which will cover European Researchers' Night implemented in both 2016 and 2017. 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.

Participant Portal:

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/calls/h2020-msca-night-2016.html>

Information Day related to this call:

10 November 2015, 9.30 a.m.

Research Executive Agency

COVENT GARDEN, Place Rogier 16

1210 Brussels, Belgium

(Registration: nadia.cimino@ec.europa.eu)

General sources of support

The Commission's Horizon 2020 Enquiry Service:

<http://ec.europa.eu/research/enquiries>

Frequently asked questions:

<https://ec.europa.eu/research/participants/portal/desktop/en/support/faq.html>

National Contact Points:

http://ec.europa.eu/research/participants/portal/desktop/en/support/national_contact_points.html

How to register your organisation:

<http://ec.europa.eu/research/participants/portal/desktop/en/organisations/register.html>

Specialised and Technical Assistance

Submission Service Help Desk:

DIGIT-EFP7-SEP-SUPPORT@ec.europa.eu

<http://ec.europa.eu/research/participants/api/contact/index.html>

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 ensures that the process is fair and in line with the principles contained in the Commission's rules.³

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 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.

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. Admissibility and 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 13 January 2016 17:00 Brussels time through the electronic submission system; documents received later or via fax, email, letters etc. will not be taken into account;

³ The Horizon 2020 Guidelines for submission of proposals, and the related evaluation, selection and award procedures, can be found at: http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/pse/h2020-guide-pse_en.pdf.

- It involves at least one beneficiary from a MS/AC;
- It is complete (i.e. the requested administrative forms in Part A and the proposal description in Part B with all sections are both present);

3. Evaluation criteria

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. Proposals will not be evaluated anonymously. Proposals may be evaluated remotely.

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

The proposal will be evaluated against the award criteria defined in the Work Programme and applicable to all support actions:

European Researchers' Night		
EXCELLENCE	IMPACT	QUALITY AND EFFICIENCY OF THE IMPLEMENTATION
The following aspects will be taken into account, to the extent that the proposed work corresponds to the topic description in the work Programme*	The following aspects will be taken into account:	The following aspects will be taken into account**:
Clarity and pertinence of the objectives Soundness of the concept and credibility of the proposed methodology Extent to which the proposed work is beyond the state of the art (e.g. ground breaking objectives, novel concepts and approaches) and demonstrates innovation potential	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* Any substantial impact not mentioned in the Work Programme that would enhance innovation capacity , strengthen competitiveness and growth of companies, protect the environment or bring other	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; Appropriateness of the management structures and procedures, including risk and innovation management

<p>Appropriate consideration of interdisciplinary approaches and where relevant, use of knowledge to be acquired by engaging stakeholders</p>	<p>important benefits for society</p> <p>Quality of the proposed measures to exploit and disseminate the project results (including management of IPR) and to manage research data where relevant</p> <p>Quality of the proposed measures to communicate the project activities to different target audiences</p>	<p>Complementarity of the participants and the extent to which the consortium as a whole brings together the necessary expertise</p> <p>Appropriateness of the allocation of tasks, ensuring that participants have a valid role and adequate resources in the project to fulfil that role</p>
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* The Marie Skłodowska-Curie actions part of the Horizon 2020 Work Programme 2016 – 2017 describes the expected impact for the NIGHT as follows:

- Increased awareness among the general public of the importance of research and innovation and more favourable general attitude towards its 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

** Not all aspects are relevant to proposals involving just one beneficiary.

Each criterion will be scored out of 5. Decimal points will be given. The scoring table is the following:

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

each criterion will be considered by the experts in their assessment. The total score will be subject to a threshold of 70% (i.e. 10.5 against a maximum of 15 at overall level).

4. Associated events

Coordinators of projects that passed the evaluation thresholds but were not retained for funding due to lack of financial resources will receive an information letter from the REA, indicating that should they request their event to be associated to the European Researchers' Night, such request would be automatically approved by the REA.

No funding will be provided for associated events.

The country where the project is going to be undertaken, the title of the project, and its link to the website will be advertised on the European Researchers' Night website in the events section. The project organisers will clearly indicate on the website of the project and in any promotional material (on-line and off-line) produced under the project that it is associated to the NIGHT event with the following wording:

"The (XXX) project is an associated event to the European Researchers' Night initiative of the European Union funded under the Marie Skłodowska-Curie actions. Call identifier: H2020-MSCA-NIGHT-2016 (title of the project and specific number of the call to be included)".

Annex 3 - Instructions for Completing "Part A" of the Proposal

Proposals for this call must be submitted electronically, using the electronic submission service of the European Commission accessible from the call page on the Participant Portal.

In Part A the applicant will be asked for administrative details and information that will be used in the evaluation and further processing of the proposal. Part A constitutes an integral part of the proposal. Details of the work the applicant intends to carry out will be described in Part B (see Annexes 4 and 5 of this guide).

The electronic submission service provides guidance on how to complete the Part A for a European Researchers' Night proposal, which includes the following sections:

Section 1: General information about the proposal (including the abstract)

Section 2: Data on the participating organisation(s)

Section 3: Budget and request for funding

Section 4: Ethics table (not applicable)

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).

Beneficiaries

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

Budget

The overall budget of the proposal will be mentioned in the relevant table, including one separate line for each beneficiary (multi-participant project). When completing the part A, please make sure that numbers are always rounded to the nearest whole number.

Figures provided in Part A have to be the same as those included in Part B of the proposal.

A clear overestimation of the costs, as significant shortcoming, would lead to a below-threshold scoring of the proposal against the "implementation" criterion.

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 2 of this Guide).

A maximum length of 30 pages is applicable to Part B (Section 1 to 3) of the proposal. You must keep your proposal within these limits. Experts will be instructed to disregard any excess pages.

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.

Applicants must structure their proposal according to the headings indicated in the Part B proposal template, in compliance with the evaluation criteria. No further headings or subheadings should be added.

They also must comply with all the requirements described hereinafter, notably related to the promotion of the initiative and the compulsory mention of "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 **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).

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.

Incomplete proposals are not eligible and will not be evaluated. 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 system of the Commission. You will only be able to upload one single PDF file which should include the sections 1 to 3 (see below). If you upload it twice, the second file will overwrite the first.

Scientific 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 applicant found to have misrepresented, fabricated or plagiarised any part of their proposal. Coordinators will 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 for Researchers⁴ and Code of Conduct for Recruitment of Researchers⁵, all Marie Skłodowska-Curie proposals are encouraged to take appropriate measures related to equal opportunities.

⁴ <http://ec.europa.eu/euraxess/index.cfm/rights/europeanCharter>.

⁵ <http://ec.europa.eu/euraxess/index.cfm/rights/codeOfConduct>.

Annex 5 - Part B Template

START PAGE

MARIE SKŁODOWSKA-CURIE ACTIONS

**European Researchers' Night
Call: H2020-MSCA-NIGHT-2016**

PART B

“PROPOSAL ACRONYM”

This proposal is to be evaluated as:

NIGHT

Part B - Page X of Y
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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 - 4 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 and the department carrying out the work.

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

** 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 etc.) **must** be declared and justified.

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

Please structure your proposal according to the following sub headings 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, and encouraging young people to embark on scientific 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-event proposal: clearly describe the alternative chosen (two identical proposals for 2016 and 2017, proposals partially identical or completely different and reasons for such choice).

1.3. Extent to which the proposed work goes beyond the state of the art:

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.

1.4. Interdisciplinarity and involvement of stakeholders:

Indicate the topics considered, the various disciplines involved, describe the stakeholders (local/regional/national authorities, funding agencies, companies...) and their engagement.

Please structure your proposal according to the following sub headings 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, which are:

- Increased awareness among the general public of the importance of research and innovation and more favourable general attitude towards its 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.

2.2. Any substantial impacts not mentioned in the work programme, that would enhance innovation capacity, strengthen competitiveness and growth of companies, protect the environment or bring other important benefits for society;

Describe the possible contribution to identify new ways of communicating about the importance of research careers and their impact on competitiveness and growth, environmental protection, and societal benefits.

2.3. Quality of the proposed measures to exploit and disseminate the project results (including management of IPR), and to manage research data where relevant;

- Indicate the overall number of people likely to be made aware of the European Researchers' NIGHT and its objectives, as well as the overall number of attendees expected;
- Describe the involvement of researchers funded by Framework Programmes, and in particular Marie Skłodowska-Curie actions;
- Mention the 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 careers' popularity, in particular amongst young people about choosing a career orientation.

Please structure your proposal according to the following sub headings 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 and 2);
- Fill in the list of deliverables (see template table below, table 3);
- Describe the planned allocation of resources by Work Package and by partner (see template below, table 4).

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

- Describe the management structure and procedures:
- Describe the management organs, advisory committees if any, steering committee if relevant... and 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.

Table 1: 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	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				

Tables 2: Detailed Description of the Work Packages

Preliminary note:

As referred to above under "1. Excellence, soundness of the concept third indent, 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 2016 and 2017: in such case, PLEASE USE ONE SINGLE SHEET FOR ALL WORK PACKAGES, simply adding "2016/2017" above the description of each Work Package;
- Partially identical proposals: USE ONE SINGLE SHEET FOR THE IDENTICAL WPs simply adding "2016/2017" 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.

Work Package 1: Awareness campaign

Work package number	1	Start date or starting event:					Month n°....2016 Month n°....2017
Work package title	Awareness campaign						
Activity Type⁶	SUPP						
Participant number	1	2	3	4	TOTAL
Participant short name							
Person-months per participant:							

Goals (common to both years 2016-2017- 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 structure below

Main target of the awareness campaign

- 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

- 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, which remains the motto of the European Researchers' Nights as from 2006;
- Other more specific messages (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

⁶ Please indicate one activity per work package: SUPP = Support activities); MGT = Management of the consortium; OTHER = Other specific activities, if applicable.

Please note that all announcements and promotional material will show, under the action's title, the compulsory mention "European Researchers' Night", complying with the following editing guidelines:

- 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 in 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

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);*
- *Messages and communication means may be adapted to the specific target audience;*
- *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 should be limited and 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.

Work Package 2: Activities during the NIGHT

Work package number	2	Start date or starting event:					Month n°...2016 Month n°...2017
Work package title	Activities during the NIGHT						
Activity Type⁷	SUPP						
Participant number	1	2	3	4	TOTAL
Participant short name							
Person-months per participant:							

Goals (common to both years 2016-2017- 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

- 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...

⁷ Please indicate one activity per work package: SUPP = Support activities); MGT = Management of the consortium; OTHER = Other specific activities, if applicable.

EU-corner

- 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 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 tips

- *Involve the researchers from the very start of the programme elaboration and identify researchers having benefitted from EU support in particular from FP7, Horizon 2020 and MSCA actions;*
- *Plan a special training of all the researchers who will be in direct contact with the audience (communication, accessibility, clarity, entertainment);*
- *As for the venues, try selecting 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 as from the early afternoon (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");*
- *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, ...).*

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/audiovisual 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 disclaimer⁸ must be visible at the entrance of the event in the national language/s of the event.** 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.

⁸ 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."

Work Package 3: Impact assessment

Work package number	3	Start date or starting event:					Month n°....2016 Month n°....2017
Work package title	Impact assessment						
Activity Type⁹	SUPP						
Participant number	1	2	3	4	TOTAL
Participant short name							
Person-months per participant:							

Goals (common to both years 2016-2017- 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

- 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 participants 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

- 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).

⁹ Please indicate one activity per work package: SUPP = Support activities); MGT = Management of the consortium; OTHER = Other specific activities, if applicable.

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;*
- *Get in touch with other potential proposers, 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.

Work Package 4: Management

Work package number	4	Start date or starting event:					Month n°....2016 Month n°....2017
Work package title	Management						
Activity Type¹⁰	MGT						
Participant number	1	2	3	4	TOTAL
Participant short name							
Person-months per participant:							

Goals (common to both years 2016-2017- 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;
- 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...

- 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

- Daily communication, e.g. via phone, electronic mailing, Skype;
- Video conferences, meetings (partial or plenary);
- Frequency (if already determined) of the various meetings.

¹⁰ Please indicate one activity per work package: SUPP = Support activities); MGT = Management of the consortium.

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;*
- *Clearly define tasks and responsibilities;*
- *Although not compulsory, envisage the possibility of elaborating a consortium agreement from the very start, in particular in case of numerous participants;*
- *In case of two events-projects, preferably plan an identical management structure for both the events 2016 and 2017 (should some improvement be necessary it would be introduced in the course of the project's implementation).*

Deliverables

Final management report.

Table 3. Deliverables List

Number	Title	Nature	Dissemination Level	Delivery Month	Work Package No.	Lead Participant Short Name	Description
1	Awareness campaign	REPORT, OTHER	PUBLIC	Within 30 days after the event	1		Report and samples of promotional items
2	Activities during the NIGHT	REPORT	PUBLIC	Within 30 days after the event	2		Report
3	Impact assessment	REPORT, OTHER	PUBLIC	Within 60 days after the event	3		Report and sample of questionnaires
4	Management	REPORT	PUBLIC	Within 60 days after the event	4		Report

Keep in mind that deliverables will have to be submitted **after each event**, namely related respectively to the 2016 and the 2017 event.

Table 4. Allocation of resources (table to be inserted for EACH participant in case of multi-partner projects)

Participant 1

WORK PACKAGE	PERSONNEL COSTS (Either personnel of the institution or temporary)	SUBCONTRACTING* (Service assumed by an entity external to the consortium and invoiced to one of the participants)	OTHER DIRECT COSTS (Consumables, rent of equipment/premises without linked services, internally organised transport...)	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.

OVERALL SUMMARY **

PARTICIPANT	PERSONNEL	SUBCONTRACTING	OTHER DIRECT COSTS	INDIRECT COSTS	TOTAL
PARTICIPANT 1					
PARTICIPANT 2					
PARTICIPANT 3					
PARTICIPANT 4					
PARTICIPANT 5					
...					

TOTAL					
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****** Figures provided here have to be identical to these included in Part A of the proposal.

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Capacity of the participating organisations

The following information will be required to determine the operational capacity:

- A description of the profile of the persons who will be primarily responsible for carrying out the proposed research and/or innovation activities;
- A list of up to five relevant previous projects or activities, connected to the subject of this proposal;
- 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).

ENDPAGE

**European Researchers' Night
Call: H2020-MSCA-NIGHT-2016**

PART B

“PROPOSAL ACRONYM”

This proposal is to be evaluated as:

NIGHT

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