H2020 Programme

Guide for Applicants

European Researchers' Night (NIGHT)
Version 1.0

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Disclaimer

This guide aims to support potential applicants to the NIGHT 2020 call. It is provided for information purposes only and is not intended to replace consultation of any applicable legal sources. Neither the European Commission nor the Research Executive Agency (or any person acting on their behalf) can be held responsible for the use made of this guidance document. Note that the guidance provided in the Annotated Model Grant Agreement shall prevail in case of discrepancies.

Note:

National Contact Points (NCPs) have been set up across Europe by the national governments to provide information and personalised support to Horizon 2020 applicants in their native language. The mission of the NCPs is to raise awareness, inform and advise on Horizon 2020 funding opportunities, as well as to support potential applicants in the preparation, submission and follow-up of their grant applications. For details on the NCP in your country, please consult the website at: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/ncp

The Marie Skłodowska-Curie Actions in Horizon 2020

The Marie Skłodowska-Curie Actions (MSCA) 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 2018-2020 Marie Skłodowska-Curie actions are:

o **Innovative Training Networks (ITN):** Innovative doctoral-level training providing a range of skills in order to maximise employability
o **Individual Fellowships (IF):** Support for experienced researchers undertaking mobility between countries, and also to the non-academic sector
o **Research and Innovation Staff Exchange (RISE):** International and intersectoral collaboration through the exchange of research and innovation staff
o **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 the European Researchers' Night.

The **European Researchers' Night (NIGHT)**, funded under the Marie Skłodowska-Curie Actions**, is a Europe-wide public event to bring researchers closer to the general public,** to showcase the diversity of science and its impact on citizens' daily lives, and to stimulate interest in research careers, especially amongst young people.

The MSCA 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 Funding & Tender Opportunities Portal.

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Definitions used throughout this Guide:

Coordinator: is the participating organisation who takes the lead in the preparation of the proposal as the "proposal coordinator", in the case where there is more than one participant. For a given proposal, the coordinator acts as the single point of contact between the participants and the REA. The coordinator is also the beneficiary that is responsible for the management of the action. It coordinates the claiming of the costs, receives funding and distributes it among the other beneficiaries.

Beneficiary: 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 their outermost regions, the 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, as established in Article 7 of Regulation (EU) No 1291/2013. The full list is available here.

Non-associated Third Countries (TC): are countries which are neither EU Member States (MS) nor associated to Horizon 2020 (AC).

Work Programme: The Marie Skłodowska-Curie Actions part of the Horizon 2020 Work Programme 2018-2020 **and the General Annexes** (European Commission Decision C(2019)4575 of 2 July 2019).

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 citizens´ daily life, and encouraging young people to embark on research careers." *(Work Programme, p. 66)*

This call will cover events in 2020.

The NIGHT is a Coordination and Support Action (CSA) of Horizon 2020, in particular of the Marie Skłodowska-Curie Actions. CSAs consist primarily of accompanying measures 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]

1.2 Concept of the European Researchers' Night

The European Researchers' Night (NIGHT) takes place yearly, typically on the last Friday of the month of September, i.e. on 25th September 2020 (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 an occasion for a Europe-wide public and media event for the promotion of research careers, aimed in particular towards young people. Supported main events can last up to two full days; they can start on Friday and continue on the following day. Pre-events can be organised during spring or summer prior to the main event occurring in September. A guidance note is annexed to the present Guide regarding the organisation of pre-events.

The activities, structured **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 be educational and entertaining at the same time, especially when addressing a young audience. They can take various forms such as hands-on experiments, science shows, simulations, debates, games, competitions, demonstrations, enquiries, quizzes...

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[1] General Annexes to the Horizon 2020 Work Programme 2018-2020.

2. Beneficiaries

Being a support action, the NIGHT can be organised either by one single beneficiary or by several organisations constituting a partnership at regional, national or international level.

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.

In the case of participation of more than one beneficiary, one of them takes the role of coordinator. The coordinator is responsible for the management of the action. It coordinates the claiming of the costs, receives funding and distributes it.

3. Eligible entities for funding

Legal entities eligible for EU funding (i.e. for being beneficiaries) are those established in an EU Member State or Horizon 2020 Associated Country, or created under Union law, and International European Interest Organisations. The minimum condition is the participation of **one legal entity**. Third Countries are not eligible for funding.

4. Project duration

The maximum duration of the project will be **12 months** from the starting date specified in the Grant Agreement and will cover only the 2020 edition of the NIGHT.

5. Typical activities of a European Researchers' Night

Specific activities conducted during the event, as well as the topic they relate to, are freely chosen by the applicants.
In the specific case of the NIGHT, the eligible activities cover all the elements necessary for the implementation of the action:

o 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 network profiles, press releases, press conference, public advertising, street marketing, organisation of pre-events, promotion in occasion of public events, P.R. campaign, travel and subsistence costs if necessary...

o The *activities during the NIGHT* and all preparatory activities: including the training of researchers such as communication courses, visits of researchers/trainers/multipliers to other similar events, rental of premises and equipment, consumables (including products necessary for hands-on experiments and demonstrations), animation and moderation of debates, science shows, screening of films, quizzes, competitions and contests, sport-linked activities involving both researchers and the public, exhibitions, workshops, specific young people's programmes, crime investigation, riddles solved by public with researchers' support, presentation of prototypes...;

- o The *impact assessment:* conception and production of questionnaires and surveys, conducting interviews, organisation of polls, collection and processing of feedback, conclusions and suggestions for improvement...;
- o The *management of the project:* organisation of meetings, travel and subsistence costs , elaboration of common guidelines, accounting, legal management...

6. Financial Regime

6.1 Direct costs

The financial support for the NIGHT may represent up to 100% of the eligible costs of the action.

The eligible costs covered by the contribution are the expenses linked to the NIGHT activities, as referred to in the previous point.

6.2 Overheads

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

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. In case of discrepancy, the information provided in the Part A will take precedence, unless there is an obvious clerical error.

Applicants are reminded that, under Horizon 2020, proposals with an overestimated or cost-inefficient budget may 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 Funding & Tender Opportunities Portal[2].

8. Timetable and Specific Information for this Call

The description of the 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 Funding & Tender Opportunities Portal).

Opening of the call	*8 October 2019*
Deadline for submission of proposals	*9 January 2020*
Evaluation of proposals	*February 2020*
Evaluation Summary Reports sent to proposal coordinators ("initial information letter")	*As from March 2020*
Invitation letter to coordinators likely to be proposed for funding to prepare grant agreement negotiations with REA services	*As from March 2020*
Signature of first grant agreements	*April-May 2020*

Information on the budget:
EUR 8 million from the 2020 budget will cover the NIGHT implemented in 2020.

Further information and help:

The Funding & Tender Opportunities 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.

Funding & Tender Opportunities Portal:
Funding & Tender Opportunities Portal

General sources of support:
The Commission's Horizon 2020 Enquiry Service:

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

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[2] http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf

National Contact Points:

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

How to register your organisation:

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/participant-register

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

9. Evaluation Criteria and Procedures to be applied for this Call

9.1 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.[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 the evaluation 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.

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.
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

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[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.

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.

9.2   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 be deemed inadmissible or ineligible and will not be included in the evaluation.

To be considered **admissible**, a proposal/application must be:

- submitted in the electronic submission system before the deadline given in the call conditions or rules of contest;
- readable, accessible and printable;
- complete and include the requested administrative data, the proposal description, and any obligatory supporting documents specified in the call/contest;
- include a draft plan for the exploitation and dissemination of the results, unless otherwise specified in the call conditions;

Furthermore, for this call, a proposal will only be considered **eligible** if it meets the following conditions:

- Its content corresponds, wholly or in part, to the topic description for which it is submitted;

- It is submitted by at least one legal entity established in an EU Member State or Horizon 2020 associated country"

In addition to the above admissibility and eligibility conditions, the following applies:

- Page limits will apply to parts of proposals/applications. The page limits and sections subject to limits will be clearly shown in the proposal templates in the Funding & Tender Opportunities Portal electronic submission system. The limit for a full proposal will be 30 pages. After the call deadline, excess pages (in over-long proposals/applications) will be automatically watermarked and will not be taken into consideration by the experts;
- Proposals must be written in a legible font. Further guidance on the use of fonts, margins and other page formatting are included at point 11 of this document;
- The structure must correspond to the requirements specified under each section of the proposal template (see Annex 1);

Moreover, in order to determine the **operational capacity** of each applicant in a proposal, a list of supporting documents/information is required (see Annex 1 for the full list).

All proposals must also comply with the **eligibility conditions** set out in the Rules for Participation Regulation No 1290/2013.

9.3 Evaluation process and award 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 draft the consensus report. 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 Funding & Tender Opportunities Portal under the topic conditions and documents of the NIGHT call page.

The proposal will be evaluated against the award criteria defined in the Work Programme and applicable to all Coordination and Support Actions. These are:

European Researchers' Night (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:*

(1) *Clarity and pertinence of the objectives.*
 	
(2) *Soundness of the concept and credibility of the proposed methodology.*
 	
(3) *Quality of the proposed coordination and/or support measures.*
	(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, namely:*
	  o *Increased awareness among the general public of the importance of research and innovation and more favourable general attitude towards its public funding;*
	  o *Better understanding of the key benefits that research brings to society;*
	  o *Reduction in the stereotypes about researchers and their profession;*
	  o *Increase, in the long term, of people taking up research careers;*
	  o *Better understanding of the European Union among the general public.*
	
	(2) *Quality of the proposed measures to:*
	  o *Exploit and disseminate the project results (including management of IPR), and to manage research data when relevant;*
	  o *Communicate the project activities to different target audiences.*
		(1) *Quality and effectiveness of the work plan, including extent to which the resources assigned to work packages are in line with their objectives and deliverables;*
		
		(2) *Appropriateness of the management structures and procedures, including risk and innovation management;*
		
		(3) *Complementarity of the participants and extent to which the consortium as a whole brings together the necessary expertise;* *****
		
		(4) *Appropriateness of the allocation of tasks, ensuring that all participants have a valid role and adequate resources in the project to fulfil that role.* *****

* Not applicable to proposals with one single beneficiary.

Evaluation scores will be awarded for the 3 criteria, and not for the different aspects listed in the above table. Each criterion will be scored out of 5. The threshold for individual criteria will be 3. The total score will be subject to an overall threshold of 10.
The scoring table is the following:

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.** *The proposal broadly addresses the criterion, but there are significant weaknesses.*
3 – **Good.** *The proposal addresses the criterion well, but a number of shortcomings are present.*
4 – **Very good.** *The proposal addresses the criterion very well, but a small number of shortcomings are present.*
5 – **Excellent.** *The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.*

9.4 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 they may request their event to be associated to the European Researchers' Night.

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-2020 (Marie Skłodowska-Curie actions-European Researchers' Night 2020)

10. 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 Funding & Tender Opportunities 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 Annex1 of this guide).

The electronic submission service provides guidance on how to complete the Part A for a 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

10.1 Coordinator

The *coordinator* fills in form A1 (General information) and form A3 (Budget) with details for each participating organisation, one per line. The participating organisation numbers correspond to those defined in the A2 forms (Administrative data of participating organisations). Participant number one must be the coordinator.

10.2 Participating organisations (beneficiaries)

Each participating organisation (including *coordinator*) fill in one A2 (Administrative data of participating organisations).

10.3 Budget

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

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 may be considered as a significant shortcoming by the evaluators and may therefore lead to a lower score of the proposal against the "implementation" criterion.**

11. Instructions for Drafting "Part B" of the Proposal

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.

You find the template for part B in the Annex 1 of this guide. It also provides guidelines for drafting Part B of your NIGHT proposal and 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.

> **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 hereinafter, notably related to the promotion of the initiative and the compulsory mention of the 'European Researchers' Night', which has to appear under the title of their action. The three words European Researchers' Night are inseparable. Other formulations e.g. Researchers' Night, Country/City X Researchers' Night, etc. are not acceptable.

A Word version of the submission template can be downloaded from the Electronic Submission Services of the Commission. Applicants <u>must</u> ensure that proposals conform to this layout and to the instructions given in this Guide for Applicants.

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

The minimum font size allowed is 11 points (and 8 for the tables). 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.

Uploading the part B in the Funding & Tender Opportunities Portal

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 2 PDF files:

- one including the sections 1 to 3 (see below)

- another file with section 4 (see below)

If you upload one of them a second time, the second file will overwrite the first.

11.1 Scientific Misconduct

Please note that <u>the REA takes the issue of misconduct very seriously</u>. 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.

11.2 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 Researchers and Code of Conduct for Recruitment of Researchers[4], all Marie Skłodowska-Curie proposals are encouraged to take appropriate measures related to equal opportunities.

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[4] https://euraxess.ec.europa.eu/sites/default/files/brochures/am509774cee_en_e4.pdf

START PAGE

MARIE SKŁODOWSKA-CURIE ACTIONS

**European Researchers' Night
Call: H2020-MSCA-NIGHT-2020**

PART B

"PROPOSAL ACRONYM"

This proposal is to be evaluated as:

NIGHT

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In drafting PART B of the proposal, applicants <u>must follow</u> the structure outlined below.

LIST OF PARTICIPATING ORGANISATIONS

START PAGE COUNT

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

STOP PAGE COUNT

4. **OPERATIONAL CAPACITY OF PARTICIPATING ORGANISATIONS**

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

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

LIST OF PARTICIPATING ORGANISATIONS

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

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

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

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

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

STRUCTURE OF THE PROPOSAL AND EVALUATION CRITERIA

1. EXCELLENCE

Please structure your proposal according to the following subheadings related to the excellence of your NIGHT event.

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 citizens´ daily life, and encouraging young people to embark on research careers."

1.2. Soundness of the concept and credibility of the proposed methodology
Please describe:
- The main ideas on which the proposal relies;
- The lessons possibly learnt from any previous similar experience (whether EU funded or not);

1.3. Quality of the proposed coordination and support measures

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

2. IMPACT

Please structure your proposal according to the following subheadings related to the impact of your NIGHT event:

2.1.The extent to which the outputs of the project would contribute to each of the expected impacts mentioned in the work programme. These are:
- Increased awareness among the general public of the importance of research and innovation and more favourable general attitude towards its public funding;
- Better understanding of the key benefits that research brings to society;

- o Reduction of the stereotypes about researchers and their profession;
- o Increase, in the long term, of people taking up research careers;
- o Better understanding of the European Union among the general public.

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

2.2. Quality of the proposed measures to exploit and disseminate the project results to communicate the project activities to different target audiences.

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

3. QUALITY AND EFFICIENCY OF THE IMPLEMENTATION

Please structure your proposal according to the following subheadings related to the quality and efficiency of the implementation of your NIGHT event:

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

3.2. Appropriateness of the management structures and procedures, including risk and innovation management:
- o Describe the management structure and processes:
- o Describe the management bodies, advisory committees if any, steering committee if relevant... and their composition;
- o Describe the decision- making process (unanimity, majority vote, consensus...);

- Indicate which critical risks could be faced and the possible mitigation measures to adopt, such as:
  - Bad weather conditions;
  - Insufficient response from research community;
  - Insufficient response from target audience

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

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

Table 1
Work Package 1: Awareness campaign

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

Objectives

- Make as many people as possible aware of the European Researchers' Night and its objectives;

- Attract as large as possible a number of organisations to the events organised.

Description of work   *Please follow the structure below*

Main target of the awareness campaign

Describe target groups:

- Public at large regardless of age and scientific background;

- Teachers, educators and schools / formal and non-formal education organisations;

- Special attention to be paid to children and young people. Inclusiveness should be key.

other countries/region/city and search for scale economies and synergies (without forgetting that activities in the same city in any case will have to be coordinated and commonly promoted).

Deliverables

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

Table 2

Work Package 2: Activities during the NIGHT

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

Objectives

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

o   Directly and actively involving both researchers and audience;
o   Combining in a balanced way entertainment and "education to science through researchers";
o   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) where the NIGHT events will take place.

Venues

o   When already identified, list the venues planned for each location;

o   If not yet identified, indicate the type of venues intended (such as universities' premises, labs,

museums, theatres, squares, streets, shopping malls…).

Activities

Describe:

o Common theme to all venues/locations if relevant;

o List of the types of activities planned: hands-on experiments, demonstrations, simulations, science shows, games, competitions, contests, exhibitions, presentation of prototypes, quizzes, guided tours, lab visits, speed dating, crime investigation, orienteering, display of films, ….

o Draft programme;

o Overall schedule;

o Organisational aspects: links between venues and locations, characteristics of venues, possibly organised transport linking them…

EU-corner

The purpose of the EU corner is to provide general information about the European Union and how the EU funds science and education cooperation within Europe and beyond.

Describe the set up:

o Located in a frequently visited area;

o Displaying the European flag, information on the EU (history/initiatives/policies/achievements which are in particular relevant for the target audience), interactive activities;

o Permanent presence of personnel able to answer public questions about EU policies and programmes, and promoting the European role in research and innovation;

o Testimonials/activities conducted by researchers funded by the EU, in particular Marie Skłodowska-Curie actions (having been abroad or being on site), who will also take part in the activities organised outside the EU corner.

Some tips

o *Involve the researchers from the very start of the programme elaboration and identify researchers having benefitted from EU support;*

o *Plan a special training for all researchers who will be directly in contact with the audience (communication, accessibility, clarity, entertainment). Keep in mind that they are expected to exchange with the audience in an accessible and friendly way, also on complex issues, -avoiding jargon- and to be able to show the impact of research and innovation on daily life Pay also attention to the training of trainers and multipliers;*

o *As for the venues, try to select at least one usually frequented by the public at large (shopping mall, cinema, public spaces, youth meeting point…) in order to attract an even broader audience;*

o *Plan visits and activities with schools (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");*

o *Plan activities adapted to the age and abilities of the specific target audience but also to the possible scientific background;*

o *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, climate and sustainable development …).*

> o *Regarding the EU corner, liaise with EU representations and/or EU info points in order to get advice, EU goodies and brochures, possibly staff to answer questions on EU at stand;*
>
> o *The National Contact Points' network are an important source of information:* http://ec.europa.eu/research/participants/portal/desktop/en/support/national_contact_points.html

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Deliverables

Report on the activities of your NIGHT (list, participation, most successful activities possible lessons learnt…), including:

o a complete list of the researchers funded under FP7/Horizon 2020, with a specific focus on the Marie Skłodowska-Curie fellows, involved in the event with name, surname and project's grant agreement number;

o Promotional/audio-visual material such as: conferences, leaflets, posters, videos. This comprises at least 15 photos (resolution: 3744x5079 pixels [19 Mpix]) and 1 video (resolution: full HD size [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 disclaimer[5] must be visible at the entrance of the event in the national language(s) of the event.**

Table 3

Work Package 3: Impact assessment

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

Objectives

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o Assessing the impact of the NIGHT event, quantitatively and qualitatively;

o Identifying the types of activities which are the most successful regarding the main aims of the event.

Description of work   *Please follow the structure below*

Content of the assessment methodology

Describe your approach, e.g.

o 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 researchers funded under FP7/Horizon 2020 involved, 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...;

o Qualitative: interest raised for science and research, most/least successful activities, interest expressed in attending similar events in the future, overall appreciation.

Implementation of the assessment methodology

Describe:

o Selection of the sample of responders (random, focus groups...) and tools used (paper questionnaires, on line questionnaires/surveys, face to face interviews, polls...);

o Minimum amount of feedback expected (through all the vectors used).

Some tips

o *Plan short and simple questions, not too numerous;*

o *Modulate questions and means used according to the segment of the audience addressed (schools, kids, young people, adults, teachers and families...);*

o *Reward the participation in the impact assessment exercise;*

o *Plan the processing of answers collected by a professional body (university department, company...), possibly part of the consortium;*

o *Involve independent "observers" in charge of identifying shortcomings or problems towards the achievement of the objectives;*

o *Get in touch with other potential applicants, possibly in other countries, for a common elaboration of the questionnaires and other relevant materials, with a view to realising economies of scale and making the results comparable at a national level or beyond.*

Deliverables

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

Table 4

Work Package 4: Management

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

Objectives

Ensure a sound management of the project in all its components

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Description of work   *Please follow the structure below*

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

Steering Committee (if any)
o   Composed of...
o   Role...

Advisory Committee (If any)
o   Composed of...
o   Role...

Work Package Leaders, Local correspondents...
o   Designation
o   Role...

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

Internal communication flows
Describe communication means:
o   Video conferences, meetings (partial or plenary);

o   Frequency (if already determined) of the various meetings.

Some tips

o   *Use the management structure that suits you better, and keep it as simple as possible. Plan a mechanism allowing association of new bodies cooperating to the implementation in the course of the project;*

o   *Develop a <u>consortium agreement</u>, **which is compulsory**, which clearly defines tasks, responsibilities and possible allocation of resources (personnel, financial) as early as possible in the proposal preparation process and in principle prior to the signature of the Grant Agreement.*

<u>Deliverables</u>

Final management report.

Table 5

Overall Scheduling of Work Packages

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

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

Table 6

Deliverables List

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

Table 7
Allocation of resources

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

7a. Summary of staff effort

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

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

7b. Allocation of resources

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

WORK PACKAGE	PERSONNEL COSTS (Either personnel of the institution or temporary)	SUBCONTRACTING* (Price paid for subcontracts-services invoiced by external bodies to one of the participating organisations- and related taxes)	OTHER DIRECT COSTS** (Costs that are directly linked to the action implementation and can therefore be attributed to it directly)	INDIRECT COSTS (25 % of personnel costs + other direct costs)	TOTAL
1					
2					
3					
4					
TOTAL					

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

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4. Operational capacity of participating organisations

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

o A curriculum vitae or description of the profile of the persons who will be primarily responsible for carrying out the proposed activities;

o A list of up to five relevant publications, and/or products, services (including widely-used datasets or software), or other achievements <u>relevant to the call content</u>;

o A list of up to five relevant previous projects or activities, <u>connected to the subject of this proposal</u>;

o A description of any significant infrastructure and/or any major items of technical equipment, <u>relevant to the proposed work</u>;

o 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-2020

PART B

"PROPOSAL ACRONYM"

This proposal is to be evaluated as:

NIGHT

Part B – Page X of Y

Annex 2 – Guidance note: European Researchers' Night Pre-events

On the last Friday of September 2018, The European Researchers' Night welcomed more than 1.4 million visitors in a set of research dissemination events throughout Europe and beyond.

The MSCA Work Programme 2018-2020 gives the possibility to beneficiaries to arrange NIGHT pre-events during spring and summer prior to the main events in September. The main aims of pre-events is to attract the attention of a larger audience and to train researchers to communicate efficiently regarding the audience. They can also be an opportunity to bring researchers to schools and to allow them to interact with pupils.

Characteristics of NIGHT pre-events
Embedded in the general purpose of the submitted proposal.
The pre-events need to be duly justified in the submitted proposal and must be aligned to the main event (through a similar topic or field). They also need to be informative and entertaining.

Pre-existence
The pre-events may be created for the first time or be integrated in science dissemination events previously organised by the coordinators.

Funding
If the pre-events have a larger scope than the European Researchers' Night goals, only those elements directly related to the European Researchers' Night proposal can be covered by the project and should be clearly defined and specified in the proposal in Work Packages 1 (Awareness campaign). Other science dissemination events previously organised by the beneficiaries but not aligned with the topic, awareness campaign and main activities described in the proposal cannot be taken into account and consequently cannot be funded.

Visibility
In addition, the pre-events must fulfil the awareness objective of the proposal and acknowledge the EU support.

Duration
Coordinators may freely choose the precise duration of the pre-events.

Target group and geographical coverage
In line with the European Researchers' Night initiative, the target group should be the general public and young people in particular. However, other additional target groups might be considered by the beneficiaries
The pre-events should have a significant geographical coverage in line with the scope of the proposal.