



**Researchers' night 2009
Information Day, Brussels,
« Tips for success and errors to
avoid »
13 November 2008**



Key words

Researchers

TIPS FOR SUCCESS

- ☞ Involve/motivate researchers from the very start
- ☞ Allow them to choose the topic they wish to present
- ☞ Choose researchers with communication skills /train them
- ☞ Put them in the right environment: relaxed, comfortable, allowing a direct and friendly contact with the public attending

ERRORS TO AVOID

- ☞ "Forcing" researchers to participate
- ☞ Involving them at a late stage (when everything is already decided)
- ☞ The poor lonesome researcher in front of his/her poster...

Public at large

TIPS FOR SUCCESS

- ☞ Adapted awareness campaign (possibly "modulated"-message, style, means- according to the different targets)
- ☞ Differentiated set of activities (complexity, scientific level)

ERRORS TO AVOID

- ☞ too "scientific" /too "academic" a content, too "exclusively festive" a content

● Poster competition:

TIPS FOR SUCCESS

- ☞ Clearly describe the concept of Researchers' nights (purpose, passed experiences if any, type of activities, target audience...)
- ☞ Clearly define the purpose of the competition (poster likely to be used in every EU Member /associated country, clear identification of EU involvement)

ERRORS TO AVOID

- ☞ Too late a launch of the competition (take advantage of the early 2009 schedule)

● Reinforced impact assessment

TIPS FOR SUCCESS

- ☞ Think of the assessment from the very start (what will be your parameters for success? What is your very objective? How will you measure its completion?)
- ☞ Analyse the current situation (small enquiries, interviews...as to have a clear idea of the starting point)
- ☞ Take advantage of the possibilities offered by the Web

ERRORS TO AVOID

- ☞ Preparing the impact assessment exercise a posteriori
- ☞ Foresee too small a sample or only rely on "on-site" questionnaires and interviews

Participants

● Partnership

TIPS FOR SUCCESS

- ☞ Take on board ALL necessary partners and ONLY those
- ☞ Don't forget about alternative possibilities of involvement (third party, subcontracting, sponsoring, ...)

ERRORS TO AVOID

- ☞ Excessively enlarge the partnership ("dead partners", heavy management)
- ☞ Too systematic a calling upon subcontractors

● Multidisciplinarity

TIPS FOR SUCCESS

- ☞ Offer the public a broad overview of researchers' activity: too narrow a topic will limit your audience and potential impact
- ☞ Cover topics that the partners know

ERRORS TO AVOID

- ☞ Don't limit yourself in the apology of your activities (experts don't like it at all)
- ☞ Don't try either to cover all the research topics, which will generate confusion and unequal quality of the activities planned

● Industrial involvement

TIPS FOR SUCCESS

- ☞ Involve the enterprises asap (take advantage of the early schedule)
- ☞ Think about all potential involvement forms (sponsoring, third party...)

ERRORS TO AVOID

- ☞ Require a partnership in the legal sense of the term
- ☞ Exclusively serve the enterprise's interests (RN is not expected to be an advertising platform)



Funding scheme

Potential 100 % funding

TIPS FOR SUCCESS

- ☞ Clearly identify your funding possibilities; in other terms, identify the “hole” in your budget
- ☞ List from the very start the potential sponsors

ERRORS TO AVOID

- ☞ Ask for a 100 % funding while you could afford a national/regional/local funding
- ☞ Submitting an artificially increased budget as to get a more substantial contribution after negotiation

Eligible costs

TIPS FOR SUCCESS

- ☞ Identify the list of costs from the very start
- ☞ Set up a detailed overall budget and per partner (even if not submitted in the proposal)

ERRORS TO AVOID

- ☞ Definition of the budget at sole coordinator's level (if multi partner)
- ☞ not being clear about the distribution of the potential EU contribution (set simple and transparent rules even before knowing whether selected or not)

Indirect costs

TIPS FOR SUCCESS

- ☞ elaborate your budget without taking them into account

ERRORS TO AVOID

- ☞ counting on indirect costs to reach the initial budget on which basis the EU contribution was calculated



Geographical coverage

Ideal involvement of all M. and A. States

TIPS FOR SUCCESS

- ☞ Get to know other potential applicants in your country and prepare a joint proposal
- ☞ Should no joint action be possible, already think of a common national awareness campaign (press conference, visual identity, website...)

ERRORS TO AVOID

- ☞ Think that you will for sure be selected when being the sole applicant in your country
- ☞ Ignore the other applicants in the same country or present all the national applications as an inseparable "package"



Evaluation

External experts

TIPS FOR SUCCESS

- ☞ Elaborate a proposal to the point
- ☞ Clearly explain the context: national/regional specific features, passed experiences

ERRORS TO AVOID

- ☞ Expect the experts to know everything on your environment
- ☞ Submit too long "literary" proposals

Three criteria:

TIPS FOR SUCCESS

- ☞ Make your proposal easily assessable against each of the three criteria
- ☞ Precisely describe the plan of activities (criterion 1), plan a transparent and balanced management structure (criterion 2), foresee an efficient awareness campaign and a reliable impact assessment exercise (criterion 3)

ERRORS TO AVOID

- ☞ Too theoretical or too detailed activities' description
- ☞ Too complicated management structures (cut and paste from other research projects f.i.)
- ☞ Too ambitious (unlikely) or too modest expected impact



Further information

!!! ERROR TO AVOID!!!

☞ refraining yourself from asking any question ...NOW or:

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