

BRIEF REPORT OF THE RESULTS ACHIEVED WITHIN THE EUROPEAN RESEARCHERS' NIGHT 2014/2015

DREAMS PROJECT 2014

Awareness campaign

Summary of progress towards objectives and results

This WP aimed to make as many people as possible aware of the NIGHT and of the project objectives and to attract as large as possible a number of participants to the NIGHT itself. The enormous success of previous editions of the Researchers' NIGHT organized by Frascati Scienza since 2006 is largely due to an effective advertising campaign and the great feedback on newspapers and television. The key of such success lies in the fact that Frascati Scienza has availed of the advice of professionals in the advertising sector and in the press office activity that have guided appropriate researchers' posts, amplifying and improving their impact on the general public.

The DREAMS project in 2014 has achieved all the results expected. The communication channels have been multiplied reaching a widespread dissemination of the message on the national territory. The media campaign on web, social networks, web-tv, etc enhanced the establishment of synergies between the venues to increase the impact of the national awareness campaign. Moreover a spread of the activities funded by the European Commission have been developed in order to establish a cooperation with other funded NIGHTs.

Promotional material

Frascati Scienza for the DREAMS 2015 project has printed:

- 150 posters
- 400 flyers
- 10.000 brochures
- 40.000 leaflets

The partners of the DREAMS project in the cities out of Frascati and Rome area have printed:

- 400 posters
- 500 flyers
- 10.000 brochures
- 40.000 leaflets

The DREAMS project staff has distributed posters, brochures, leaflets and flyers in the Italian universities, bars, institutions and in the streets of the main cities involved. The mention of "This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie actions" on all promotional material has been added to every promotional material.

The activities developed by the DREAMS project have been promoted in 82 offline and online journals.

The media advertising activities have been mainly four:

- BANZAI: banner 300x250, strip, background, newsletter , stuednti.it website
- La Repubblica: trovaroma, ¼ repubblica roma, metro roma, banner repubblica.it
- Il Messaggero: leggo journal, double page in Messaggero Roma

RADIO: 4 ads per day for 5 days by RADIO GLOBO (Rome and Province of Rome), plus interviews to representatives of DREAMS

Within the context of the DREAMS project we have sent:

- 7 newsletters to 6000 contacts
- 1 newsletter to banzai, 120.000 contacts

We have also developed:

- 1 banner 300x250 on roma.repubblica.it for a week
- 1 banner 300x250 on studenti.it for 2 weeks
- 1 strip banner on ilpost, internazionale, giornalettismo for 2 weeks
- 1 background on studenti.it for a day
- 1 banner 300x250 on studenti.it for 2 days

Promotional gadgets have been displayed through the European corner in the "Passeggiata of Frascati". Within the context of the Social Night organised by Frascati Scienza in the Frascati area we distributed T-shirts to those who twitted with the #ERN hashtag (1500 t-shirts have been distributed).

The website during the month of September has reached 25,637 unique visitors, 37,027 sessions and 172.846 page visitors. With reference to the activities developed during ERN of 2013, we increased the number of visitors of 33,58%.

We provide below the results achieved by the DREAMS project during the month of September 2014 in terms of social networks:

- Twitter: 2.648 tweets, 1.032 followers.
- Facebook: 1.887 likes, 120.000 visitors for a single post
- Blogs: the project has involved 70 blogs and bloggers.

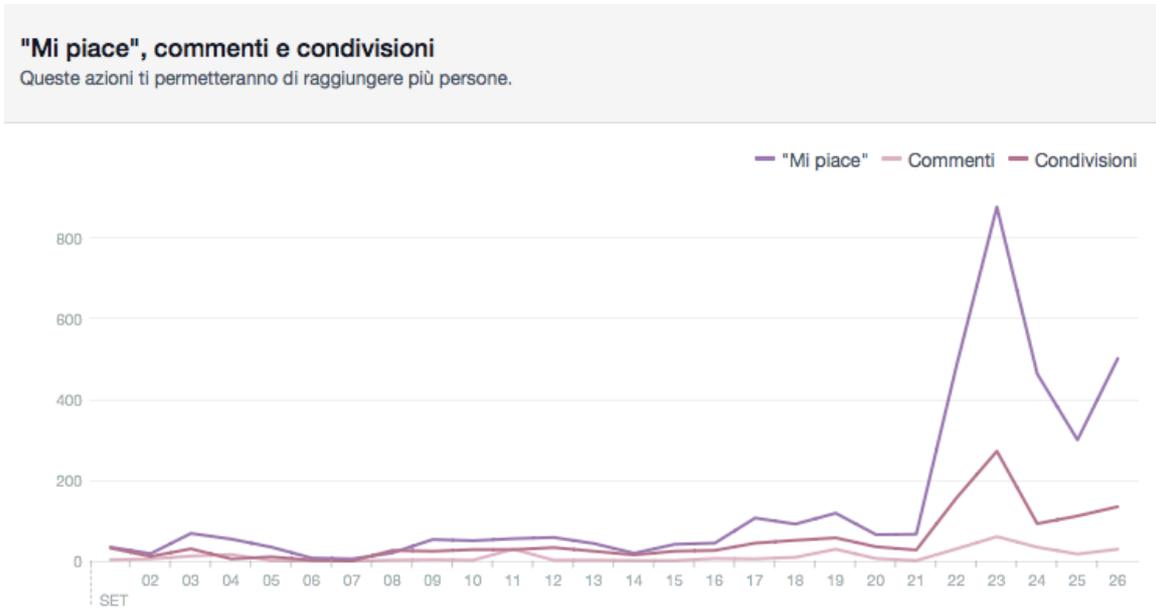


Figure 1 Likes, comments and shares of posts on Facebook

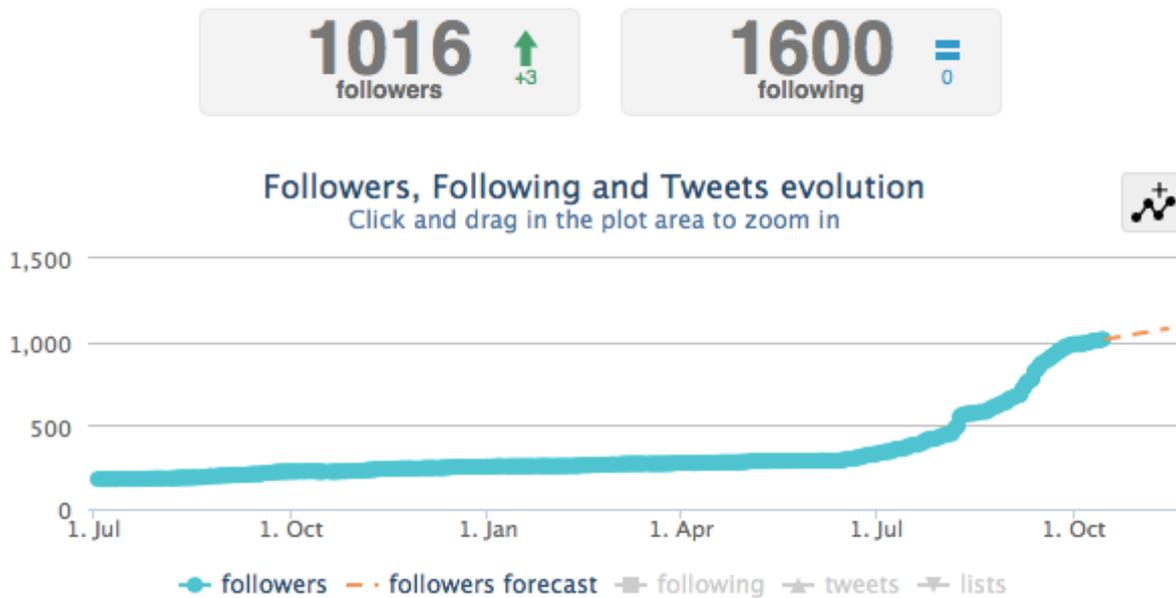


Figure 2 Twitter's data

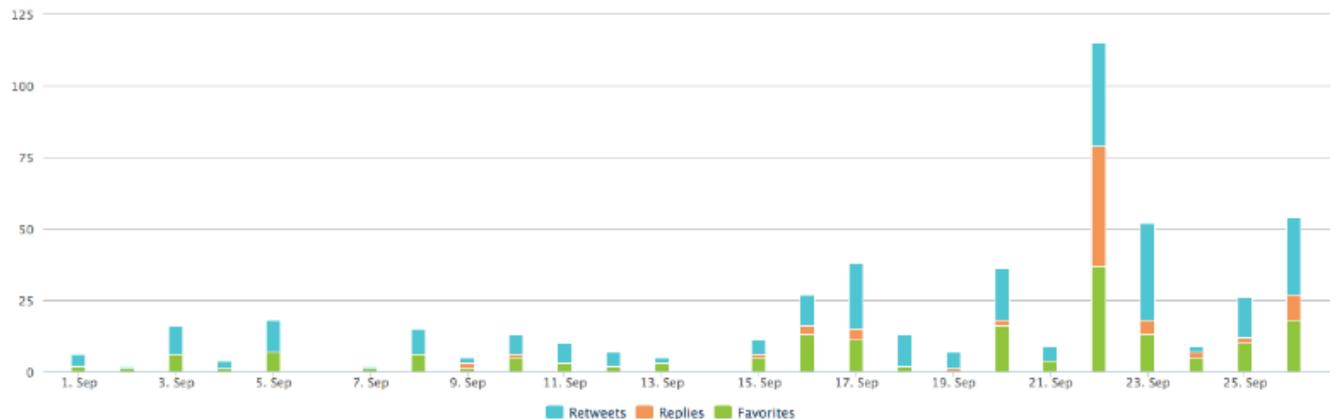


Figure 3 Retweets, Replies and Favorites on Twitter

Activities during the night

Summary of progress towards objectives and results

Most of the activities organised during the Night in 2014 by the DREAMS project were successful. More specifically, the participants showed a great interest for the interactive activities, which included the direct and active participation of researchers, families and kids. Moreover the guide tour in the Research laboratories were successful and the activities organised achieved an high impact, both in terms of number of participants and of appreciation.

More than 30.000 people participated in the activities organised by the DREAMS project throughout Italy.

650 researchers have been involved in the Researchers night, excluding PhD students. 61 researchers who benefitted from EU Marie Schemes (FP7) have been participated to the activities developed by the DREAMS project during the ERN. 29 researchers who benefitted from other EU support have been participated to the activities developed by the DREAMS project during the ERN.

Locations and venues

- Bari: research labs, public areas, pubs, libraries, university premises;
- Bologna: research labs, public areas, pubs, libraries, university premises;
- Cagliari: research labs, public areas, pubs, libraries, university premises;
- Catania: research labs, public areas, pubs, libraries, university premises;

- Ferrara: research labs, public areas, pubs, libraries, university premises;
- Frascati: research centres of the main institutions associated (ASI, CNR ARTOV, ENEA, ESA-ESRIN, INAF, INFN), pubs, libraries, city areas and Scuderie Aldobrandini;
- Milano: research labs, public areas, pubs, libraries, university premises;
- Pavia: research labs, public areas, pubs, libraries, university premises;
- Pisa and EGO VIRGO: research labs, public areas, pubs, libraries, university premises;
- Roma: research institutes ASI, CNR ARTOV, ENEA, ESA-ESRIN, INAF, INFN, 3 universities of Roma La Sapienza, Roma Tor Vergata and Roma Tre, archaeological areas and pubs and libraries;
- Trieste: research labs, public areas, pubs, libraries, university premises;

Types of activities:

Pre-events

DREAMS organised three flash mobs a week before the ERN in the three Italian universities involved with the project activities: UNIROMA1, UNIROMA2, UNIROMA3. Print material has been distributed in these three universities based in Rome and in all the collaborating institutions in Italy.

Moreover, specific public events (scientific cafè, exhibition, guided tours at labs) have been set up during the week of the ERN 2014 according to maximize the awareness of ERN and get the public involved during all the week.

Events during the Night

- Seminars, shows, hands-on experiments, science cafés, demos, exhibitions, chats with researchers, various performances, guided tours, school trips, simulations, contests, multimedia activities, EU cornerd
- Connection with events in other cities (web streaming and social networks).

Impact Assessment

Summary of the progress towards objectives and results

The collection of answers of 450 ex-ante semi-structured questionnaires and 547 ex-post semi-structured questionnaires and their data processing analysis has been done carefully. Also the collection of answers of the focus group and their interpretative analysis has been completed. Two semi-structured questionnaires have been designed in collaboration with five phd candidates of Sapienza University of Rome and their analysis was carried by the same team.

The focus group has been conducted by the above-mentioned phd candidates and a professor of Sapienza University of Rome. They all played the role of hosts and after that continued with the interpretation of the answers.

The questionnaires have been evaluated in a quantitative way, on the contrary the qualitative aspects have been taken into account by the evaluation of the “World Cafè” results.

Results of the data analysed show that this methodology enabled to assess precisely how the participation at the “Research Night” event influenced the idea of researcher. Comparing the output of the ex-ante and ex-post questionnaires was possible to evaluate the impact of the events on public and to check how the image of the researchers was improved in the participants of the event after the night.

Also the data analysis was realized with the aim of achieving useful indications to determine the type of target that has attended the events and in order to gather the necessary information to be used for improvements of future editions. Especially two of three questions conducted during the dialogue group, i.e. Which is the way to explain to public the role of researchers? How do you evaluate the “European Research Night ‘event? have led interesting results and suggestions.

The data analysis shows that the impact results are positive and in line with those expected. The “Researchers Night” activities enhanced significantly the public perception of the important role of researchers and their work in the modern society. Dual qualitative and quantitative impact was generated and valued.

Compared to the previous editions the qualitative impact is significantly exploded owing to the different method of “World Cafè” instead of face to face interviews. So due to the new method introduced, that implements a group dialogue in an informal space, a more freely and creative discussion occurred and accordingly interesting key concerns emerged.

The quantitative impact is in line with our expectations:

- About million people made aware of the Researchers' Night and its objectives
- About visitors having taken part to the various activities offered

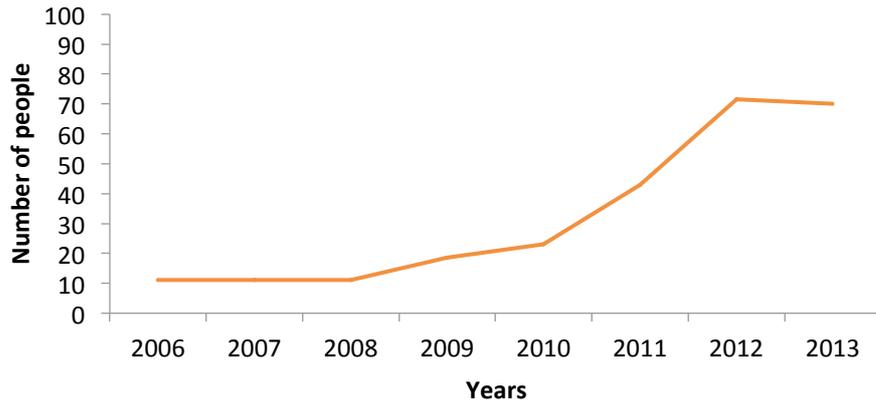


Figure 4 An upward trend of average numbers of participants over the years

The fact that some suggestions that have been reported is quite positive, and should be seen as result of constructive criticism. At the same time could indicate an enormous involvement and interest of the participants toward this kind of event and toward the world of research. The suggestions outlined by most were related to a greater involvement of the schools. Some indicated the necessity to put a major focus on advertising and spreading information through publicity about the event.

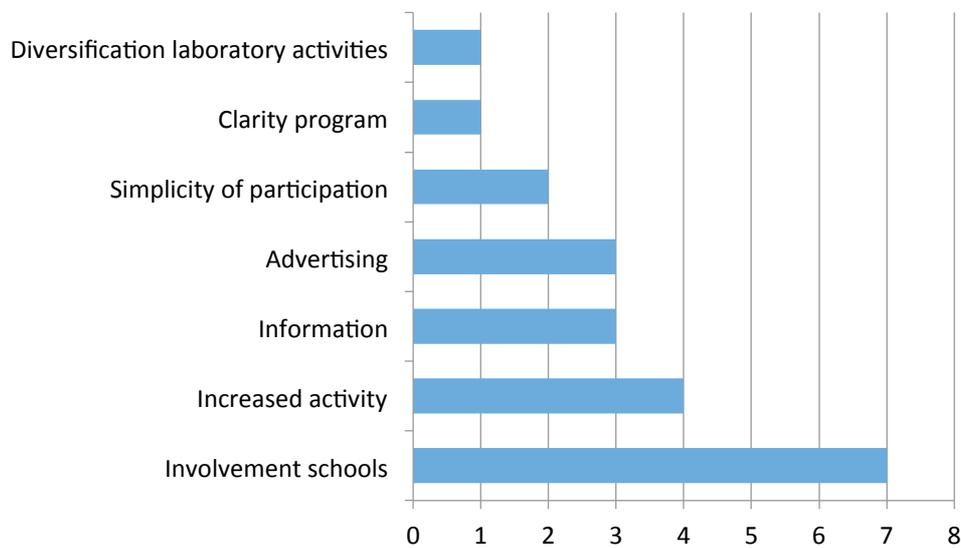


Figure 5 Suggestions mainly expressed by participants for further editions

DREAMS PROJECT 2015

Awareness Campaign

Summary of progress towards objectives and results

Target audiences

- Public at large regardless of age and scientific background;
- Special attention to be paid on kids and young people;

Messages conveyed

- Researchers are amongst us;
- Research is an amazing career;
- Europe cares for tis researchers;
- Research is eco and sustainable;
- Responsible research and innovation for answering societal challenges;
- For 2015 only: Tenth anniversary of the European Researchers' night

Main communication tools to rely on

In 2015, the activities developed by the DREAMS project have been promoted in 182 offline and online journals (Figure 1).

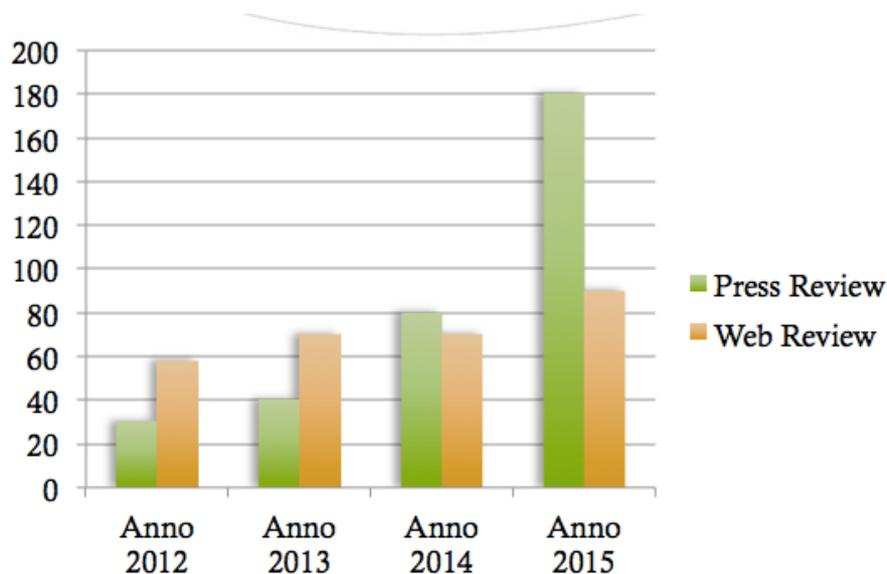


Figure 6 Press and web review results

The diagram shows a relevant increase on the use of offline and online newspaper during the last four years. The DREAMS project staff has distributed posters, brochures, leaflets and flyers in the Italian universities, bars, institutions and in the streets of the main cities involved. Within the context of the Social Night organised by

Frascati Scienza in the Frascati area we distributed T-shirts to those who tweeted with the #ERN hashtag (500 t-shirts have been distributed).

Off line

- Setting up of media partnerships (national newspapers, national radio stations);
- Setting up and implementation of media plan (radio spots, main regional page press advertising, advertising on events periodical (TrovaRoma, Roma c'è), free press;
- Display of spots in metro and bus TV circuit;
- Poster campaign in metro stations, and in the main streets of participating cities,;
- Display of written promotional material-posters, brochures;
- Setting up of a dedicated press office (press releases, coordination of national/international press offices, promotion of ERN message throughout the contacts networks, promotion of European research projects, coordination of web content and newsletters..);
- Specific promotional activities addressing schools (prior to summer break), university conferences, guided tours at science museums...;
- A launching event in a main square in Rome celebrating the 10th anniversary of the ERN (2015)

On line

- Posting of articles, news, interview on Frascati Scienza website;
- Links with cooperating bodies', institutional and popular websites;
- Revamping of social networks profiles (Facebook, Twitter, YouTube); Publication of advertising and ads;
- Publications (articles interviews, adverts) in on-line press;
- Organisation of a photo context: #humans of ERN (addressing public at large, make a photo and tweet about your involvement with the research worlds and feedback on the DREAMS project). Setting up and animation of sponsored posts blog(calling upon 20 influential bloggers for writing on science and European Researchers 'night)

Promotional material

- Posters, leaflets, programmes;
- Inserts, banners, ads;
- Mention of "This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie actions" on all promotional material displayed;
- 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

Patronage of Italian Republic Presidency and of the Research and Foreign affairs Ministry in favour of all Italian funded projects to be obtained via DREAMS' coordinator.

Cooperation with other funded Italian projects

Setting up of common awareness tools such as common website, results dissemination etc.

General results

- Conception, realisation of promotional material: 600 posters 70x100 cm, 1000 flyers 30x50 cm, 22.000 brochures, 40.000 leaflets
- Advertising in public places: poster campaign in the main streets of participating cities, display of written promotional material, posters and brochures
- Arising of announcements/advertising /programmes/interviews on radio and Tv stations : 4 ads per day for 5 days by RADIO GLOBO (Rome and Province of Rome), plus interviews to representatives of DREAMS,
- Invitations sent to the general public, students and Directors of Research Centers. We have sent also 8 newsletters to 10.000 contacts and 1 newsletter to 100.000 contacts through “Banzai” website
- Pre events: “The Science Pursuit” launching events in Piazza San Lorenzo in Lucina in Roma on the 20th of September 2015 celebrating also the 10th Anniversary of the Night, launching event organised by INFN Frascati in Piazza di Spagna in Rome on January 2015, another two pre-events: “Occhi su Saturno” organised by Università di Roma Tre and “Incontri di Scienza” organised by the Cultural Association ATA in September 2015. WIRE15 was organised in Frascati on May 2015 in order to enable researchers to meet the general public and potential investors for their ideas and pilots. Bookineri event was also organised the week before the ERN 2015 in Piazza del Mercato in Frascati in order to attract people for the ERN 2015.
- Press conference: 15 September 2015, Sede Italiana Parlamento Europeo in Rome
- Advertising on papers: Repubblica Roma (reach 455.000), Messaggero Roma (reach 800.000), Leggo Roma (reach 700.000), Metro Roma (reach 847.000), Trovaroma (reach 90.000)
- Advertising on media papers: web banners on roma.repubblica.it, studenti.it, 7 Article on Today
- Revamping, constant updating and maintenance of project website: www.frascatiscienza.it This website includes information about the activities developed within the DREAMS project, integrate a web system allowing visitors to book events but provides also information about science through interviews with researchers, news and articles on specific topic of every scientific field
- Number of hits and unique visitors on website: during the month of September 2015 we reached 31,763 unique visitors through our website, 46,265 sessions and 215,500 page visitors. With reference to the activities developed during ERN of 2014, we increased the number of visitors of 25%.
- Only during September 2015 we achieved the following results on social networks: Facebook: 2.571 likes, 375,000. Twitter: 1.674 followers, 100,000. Blogs: the project has involved 17 scientific blogs. They written 34 article about Frascati Scienza’s ERN

- 17 influent bloggers of science communication have collaborated with Frascati Scienza and spread the news about the ERN 2015 organised by the DREAMS project in more than 30 blog articles.
- The overall number of people likely to have been aware of the Researchers'Night and its objectives : 8.000.000 of people

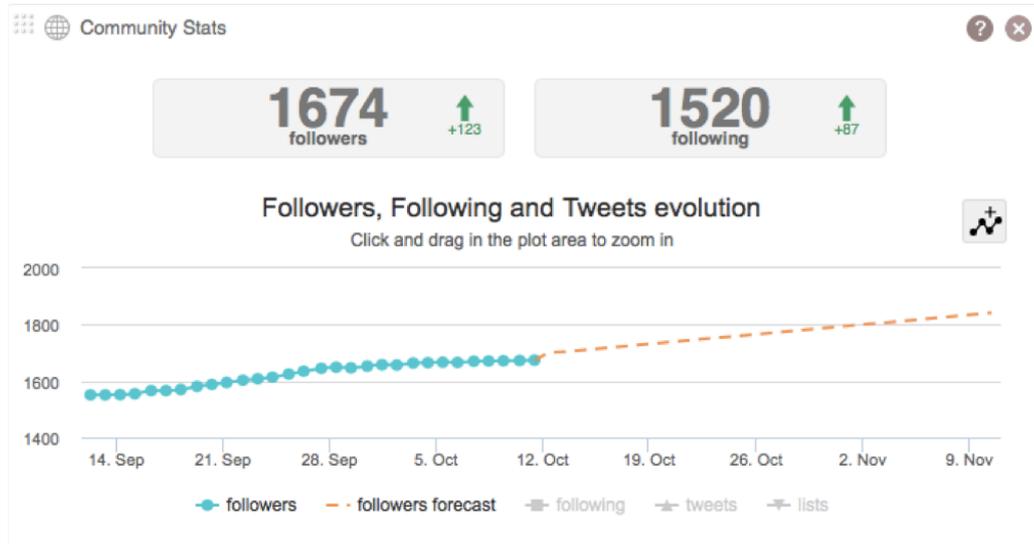


Figure 7 Twitter's data

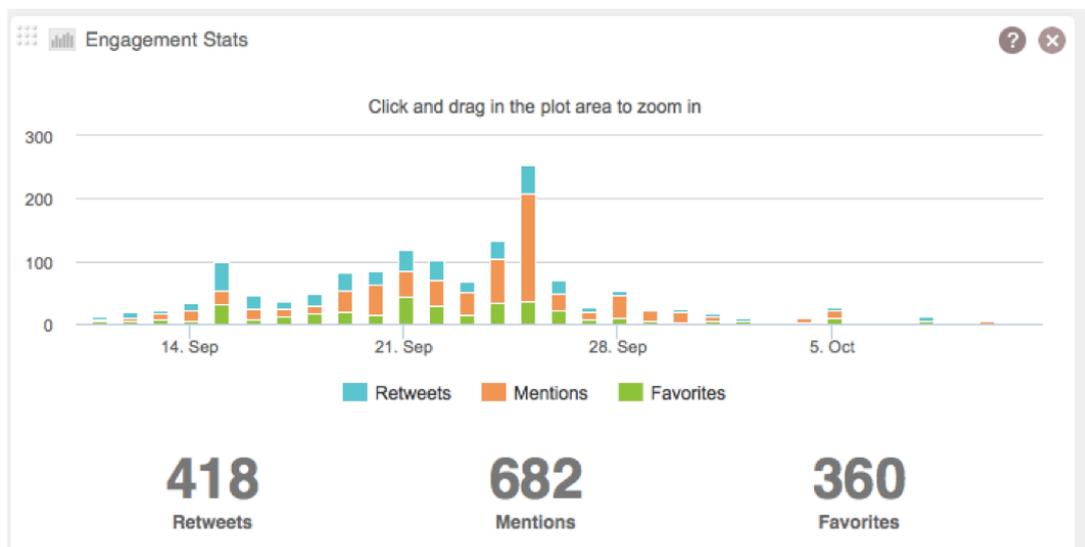


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Activities during the Night

Summary of progress towards objectives and results

Locations and venues

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- Catania: research labs, public areas, pubs, libraries, university premises;
- Ferrara: research labs, public areas, pubs, libraries, university premises;
- Frascati: research centres of the main institutions associated (ASI, CNR ARTOV, ENEA, ESA-ESRIN, INAF, INFN), pubs, libraries, city areas and scuderie Aldobrandini, Sapermercato in Piazza del Mercato, Villa Sora;
- Milano: research labs, public areas, pubs, libraries, university premises;
- Pavia: research labs, public areas, pubs, libraries, university premises;
- Pisa: research labs, public areas, pubs, libraries, university premises;
- Roma: research institutes ASI, CNR ARTOV, ENEA, ESA-ESRIN, INAF, INFN, 3 universities of Roma La Sapienza, Roma Tor Vergata and Roma Tre, archaeological areas and pubs and libraries, EATALY, ASTRONOMITALY, Ospedale Pediatrico Bambin Gesù;
- Trieste: research labs, public areas, pubs, libraries, university premises;
- Cooperation with transport authorities under course (enhancement of public services during the night), supply of free parking areas for those coming through private means, special private bus services towards labs;

Types of activities planned

- Seminars, shows, hands-on experiments, speed dating with researchers, science cafés, demos, exhibitions, chats with researchers, various performances, guided tours, school trips, simulations, contests, multimedia activities, book presentations, experiments, EU corners...;
- Connection with events in other cities (web streaming and social networks)

Detailed programme of activities

Theme: “Researchers are common citizens and build a better world”

KIDS PROGRAMME

- Prior to the event, presentation of their jobs and lives by researchers inside high schools of the area;
- Science shows, hands on experiments, demos, simulations, games (play scientists for one evening), interactive lab;
- Science theatre: science through the show, combined with several plays
- Seminars: “researchers at school, debates , informal chats;
- School trips (concrete discoveries such as animal habitats, insects etc. with researchers)

LABS GUIDED TOURS

- In research centres of the cities involved;
- Guidance by young researchers having benefited from the Marie Curie programme;
- Explanation of researchers 'daily life, the importance of their job, the European dimension of science;
- Musical entertainment by musicians/researchers;

DEBATES WITH RESEARCHERS

- Informal chat about topics such as "how can I be scientifically sustainable in my everyday life?";
- Science aperitifs, meetings and debates with researchers , including music, video, literature and informal chats, testing, book presentations/suggestions, music;
- Science cafés in pubs and libraries in the participating cities, mainly around the current societal challenges Europe is faced to.;

TRANSMEDIA ACTIVITIES

- Twitter night: multimedia activities, storytelling, concept video, based on 2.0 modern media;
- Real time twitter coverage of night activities (exchange about programme, questions, discussions by researchers and experts Twitters with the audience)
- Science Hacks: video experiments at home(notably "how to solve it with science, videos uploaded on YouTube displayed in several locations);

SCIENCE SHOWS AND ROUND TABLES

- Meeting and debates with researchers;
- Topics such as: robotics and health, from remote surgery to prosthetic arts, gender balance in science (the first Italian female astronaut will be invited), climate change and art preservation, next generation food, space garbage..., the universe (involving an astrophysicist, a writer and some special guest from show business)

INTERACTIVE EXPERIMENTS

- Interactivity, audio-video media, storytelling, concept design;
- Science exhibition of researchers' life and jobs in stand in the main squares in the cities involved;
- Discussion about researchers' experiences and points of views outside the labs;

European corners

Number: at least one per location, i.e. 11;

Location: in each of the cities participating

Activities planned:

- Display of promotional and informative material; Posters, brochures, gadgets;

- Display of information about research projects EU-funded;, by researchers having benefited from MSCA and/or ERC programmes;
- Setting up of games and interactive funny activities;
- Streaming live connection with CERN(Pop Science project) and FameLab presentations in London (Natural history Museum)
- 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";

General results

- Offer of activities as planned and described in Annex I part B to the Grant Agreement
- Active involvement of 2000 researchers of whom 8 having benefitted from Marie Curie schemes and 33 from other EU support;
- Over 60.000 attendees having taken part in the activities offered
- 300 events throughout Italy with 60.000 total attendees engaged in hands-on experiments, science shows, workshops, kids programmes, guided visits, world cafés.

Impact Assessment

Summary of progress towards objectives and results

Description of the current situation

- Eurobarometer publications (EB 77 Spring 2012), EB 76, Fall 2011, about research and innovation considered amongst the less important features for combatting crisis in Italy, EB 239 about the fact that profit is considered by youth as too influential on research, and the reject of scientific careers (medicine, engineering, natural sciences, mathematics by over the half of the young people interviewed;
- Results of previous impact assessment sin the framework of Frascati's previous Researchers 'nights;
- Qualitative survey on social media, to be conducted prior to the event;

Tools

- Ex ante, on-going, ex-post surveys, world café sessions (groups of 25-30 participants exchanging about participation in the events and research environment in general);
- Display of 2 questionnaires, one ex ante and the other ex-post and comparison of the answers; (website for the ex-ante, on site for the ex-post, displayed to attendees when leaving the events);

- Questions discussed during World café: which experience did you gain after having taken part to the ERN 2015? Which are the strengths, weaknesses, opportunities and threats of the NIGHT 2015? How we can improve the ERN 2015?

Indicators and parameters to be applied

- For assessing the success of the action: number of attendees, rating of the event, participation in various activities, hits on the website, friends and followers on social networks, views of the streaming activities, videos uploaded on YouTube, number of promotional items displayed, media coverage;
- For assessing the possible impact regarding public perception of researchers: public opinion on researchers and their job, (association with “researcher”, characteristics of actual researchers, of desired researchers, interest expressed for science and research, interest expressed in science careers, typology of attendees, intention to take part in future similar events, involvement of researchers funded by HORIZON 2020, including MSCA actions;
- The exact total of the questionnaires collected is 927 units (n. 304 Ex-ante and n. 623 ex-post);
- The cities/areas in which questionnaires were distributed, with their number of completed questionnaires are:

| EX-ANTE QUESTIONNAIRES (TOT = 304) | EX-POST QUESTIONNAIRES (TOT = 623) |
|------------------------------------|------------------------------------|
| TUSCOLANA AREA = 90 | TUSCOLANA AREA = 91 |
| BARI = 26 | BARI = 23 |
| BOLOGNA = 1 | BOLOGNA = 0 |
| CAGLIARI = 0 | CAGLIARI = 76 |
| FERRARA = 0 | FERRARA = 17 |
| MILAN = 7 | MILAN = 196 |
| PAVIA = 3 | PAVIA = 5 |
| PISA = 0 | PISA = 26 |
| ROME = 145 | ROMA = 150 |
| TRIESTE 4 | TRIESTE = 9 |
| OTHER = 24 | OTHER = 25 |
| NO SELECTION = 4 | NO SELECTION = 5 |

- Profile of people participating at ERN 2015: both in ex-ante and ex-post questionnaires, men and women show a comparable numerosity of participants, with always a slight majority of female representation. The highest percentages are represented by the range 40-49 years old and the class 20-29. In the ex-post interviews, percentage of people with younger age grows, too (females: 22%, males: 11%). Even if the percentage of younger classes increases, unfortunately, as in European Researchers’ Night 2014, the class most penalized is

30-39 years old: it remains the most scarce (from 4% to 7%). The highest percentage of actual participants belongs mainly to the city of Milan (32%), Rome (24%) and Tuscolana Area (15%). As the event in 2014, those who attended the event have mostly an University degree (36%) or a diploma of High school (26%). Moreover, 25% of respondents is employee and 19% represents university students. Even if these data are related also to the type of target present at the event, (age group 20-29: University students), in reference to the older age group previously observed (40-49), it is possible to hypothesize the presence of the people with an high cultural level.

- Communication's media:

after the event, the means of communication most used to become aware of the Night 2015 are Friends/Word of mouth (28%) and, thereafter, Internet (18%) and Direct contact with the Entities Involved (16%). From Night 2014, Friends/Word of mouth is still the prevailing medium stated by respondents. In the half of people who answered the question, the same percentage (17%), before and after the event affirms to have participated at least at 1 edition, and about 21% of respondents, post-event, state they were present in 2 or 3 events, during the different years. This could mean that, for the most part, it comes to new participants.

- Main conclusions: The level of participants' satisfaction, regarding the efficiency of the organization, remains high and constant over the years. Overall, most of the participants expressed enthusiasm, and congratulate the organization for the professionalism and the choice of speakers.

- Most successful activities: SAPERmercato:

the most successful activity was the requalification of the covered market of Frascati's municipality, in which we have organized activities for children aged 4 years and older and for the general public: scientific laboratories of biology, chemistry and vulcanology, book presentations, scientific aperitifs, conference-show, live concerts played by researchers.

- Failed activities: TRIPS

Unfortunately the bad weather conditions of this year during the Science Week we organised in the Tuscolo area forced us to cancel two out of three TRIPS activity we originally planned, since the event is completely in the nature

- Impact on public image of researchers and their work:

Overall feedback: both in Italy and in Europe, the role of research for development is considered very important by nearly all collective interviewed. As in the Night 2014, the results report the same type of answer: for Italy, research and Initiatives relating to them are not so adequately funded (53%), while in Europe the respondents are more confident and believe that research is quite adequately financed (64%). There are not particular differences between the expectations of the public prior to the event compared to those of the post-event. In view of the fact that those who completed the questionnaires before and after may not coincide in all of those surveyed, this figure could however imply that the expectations of the participants have been met to a

large extent. The expectations most desired are: raise awareness of researchers' work (27%) and encouraging interaction and dialogue with researchers (24% and 23%). Even in the Night 2015, as in 2014, almost all the respondents believe that this type of event is useful to promote the role of the researcher and it could encourage the choice of young people to pursue a career in science.

- Impact on interest for scientific careers, in particular amongst young people:

almost all respondents think that role of research is important and are interested in scientific careers, but they have more confidence in EU funding than of Italian's grants.

- Possible improvements, things to be modified:

some of the participants ask for increasing advertising and promotion of the event, in general, and in the surrounding areas, not just limited to the event locations. Someone asks for anticipating time for kids' activities, too, a greater involvement of the schools, organizing more visits, but being careful of not making too many events that may overlap, and concentrated in spaces too tight. People also asked for doing this type of initiatives more times during the year.