PROJECT Nº. 1941

PARTICIPATORY HUB FOR EFFECTIVE MAPPING, ACCELERATION AND CAPITALIZATION OF EU-MPC NEXUS BEST PRACTICES

[D5.7] [Guidelines for MED Researchers' Night describing main principles to take into account while organising events]

VERSION 2.0

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PARTICIPATORY HUB FOR EFFECTIVE MAPPING, ACCELERATION AND CAPITALIZATION OF EU-MPC NEXUS BEST PRACTICES

Creator: GUSTAVO PEREZ and MANUEL VALIENTE, with the support of SEFFEN FATEN and NICOLA TUCCI

Affiliation: UNIVERSITAT AUTÒNOMA DE BARCELONA, and the CHAMBRE DE COMMERCE ET D INDUSTRIE DU CENTRE and INNOLABS, Srl

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Project abstract:
Too often, projects' results remain at scientific level and fail to sufficiently establish a connection between public and private sector due to different hindering factors. To face this challenge, PHEMAC aims to develop and disseminate an interactive platform to profile best practices of previous and ongoing projects and initiatives related to farming system, water and food in MED region. PHEMAC will exploit the legacies of 5TOI_4EWAS (H2020 project) to continue the mapping process and update with new content to identify additional results to be validated and classified in terms of exploitability and market maturity. Once identified results more adapted to commercialization according to PRIMA SRIA priorities, it will be facilitated the connection between researchers and private investors to ensure viable commercialization plans and final impacts on the ground. Such interaction will be supported through a combined strategy aimed to enhance the level of cooperation between research and investors. This will include the setup of an innovation support helpdesk to facilitate successful replication of catalogued and validated best practices in EU-MPC region, together with organized innovation weeks, hackathon events or go2market support activities. The uniqueness feature of PHEMAC relays on its innovative methodological approach, state of the art STI informatics lab with datamining & high-tech analytical tools to support the establishment of the platform with distinctive characteristics and automated interaction-response. PHEMAC relies on the innovation intelligence expertise among consortium, having industry and tech-parks on the driving seat for development. PHEMAC has linkages to most resourceful initiatives in the region (i.e access to largest worldwide digital library of scientific materials, Egyptian Knowledge Bank, 5TOI platform and datasets, Moroccan industry interface platform, The-Next-Society platform, AGORA) where PHEMAC partners played a significant role.

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1 EXECUTIVE SUMMARY

Adopting MSCA's "European Researchers' Night" methodology, PHEMAC is organising 4 MED Researchers' Nights.

When the project was submitted it was declared as "preferable" to organise each MED Researchers' Night on the 28th of September of each year for the whole duration of the project. It was expected to hold the initiatives in EG, LB, MO and JO (because MSCA's EU Researchers Night is open only to EU and AC) to boost public awareness of the positive role of R&I in society.

In the KoM meeting held in Barcelona in January 2020, the Consortium decided to merge the MED Research Night foreseen in EG to the other activities of the project, proposing the "Innovation week", a full week of activities such as meetings, trainings, workshops etc.

Unfortunately, because of the COVID-19, the Project Consortium decided to postpone the first MED Research Night to 2021.

This deliverable proposes a methodology to be adopted while organizing and implementing the 4 above-mentioned events and represents a "self-portant" document including principles to follow but to be adapted to the specificity and peculiarity of each Country where the MED Researchers' Night will be held.

A list of actions will be pointed out, focusing the attention of the Project Partner responsible of the organization of each event to 1) the target audiences, 2) the message to convey and 3) the instruments to be used to maximize the impact of the initiative.

The 4 MED Researchers' Nights will focus especially on young people: each event, of 1 full day, will be organised by each MCP under supervision of INNOLABS and will implement: a) hands-on experiments conducted by researchers; b) science shows with public participation; c) debates; d) "researchers' dating"(meet researchers and ask them questions); e) competitions (science quizzes, games, puzzles, photo and art contests, etc.); f) workshops for children; g) guided visits of labs, research institutes, and other relevant places usually closed to public.

2 INTRODUCTION

Through a participatory approach, PHEMAC will facilitate the knowledge exchange among the involved actors on PRIMA SRIA priorities related programs, policies and results in the Mediterranean region.

Thanks to the development of an integrated platform and approach, the project aims to ensure effective external communication, dissemination and optimal knowledge transfer of results and applications leading to outreach government, industrial stakeholders and civil society who would benefit from projects 'outcome and optimal exploitation of its research outputs

Besides, PHEMAC will strongly encourage successful and sustainable public-private partnerships to counter the phenomena of the inefficient use of resources and reduce the gap between involved countries to boost economic and social reforms.

These ambitious goals will be achieved thanks to the development of a robust CDP (D5.1) for a maximum impact within/external to consortium in the aim of attracting interest of public, investors, research sector, SME's and SME's associations.

Dissemination and networking activities are very important to enable the maximum possible impact within and beyond the consortium and valorize the project results through sound communication and promotional activities in order to engage the maximum number of stakeholders from both EU/ MPC region. The involved tasks will address and encompass the definition of key messages, determination of target audiences, selection of most appropriate communication mode, tailoring information to the targeted audience, maximizing exposure of message and developing good relationship with the media and evaluating dissemination results.

3 OBJECTIVES

3.1 OBJECTIVES OF THE MED RESEARCHERS' NIGHTS

The MED Researchers' Nights are based on the European Researchers' Night, an initiative funded under the Marie Skłodowska-Curie actions (MSCA), a Europe-wide public event that brings researchers closer to the public. The Nights, expected every year on the 28th of September, provide researchers the opportunity to showcase the diversity of science and its impact on citizens' daily lives, and to stimulate interest in research careers – especially among young people. The events highlight how researchers contribute to our society by displaying their work in an interactive and engaging forum.

In 2019, 55 projects were implemented. The projects took place in 433 cities from 27 countries across Europe and beyond. Over 1.6 million visitors attended the event and over 36,000 researchers took part – including 955 MSCA fellows.

In 2020, the European Researchers' Night will take place on Friday, 27 November.

All this considering, D5.7 will proceed in the following way:

1) it will try to suggest how to make as many people as possible aware of the Researchers' Night and its objectives;
2) it will propose a methodology to attract as large as possible a number of participants to the events organised;
3) it will provide a different point of view to enlarge the target, involving more actively young people between 18-35 years old;

and last, but not the least

4) with the suggestions provided in the paragraph related to the activities to be undertaken before the implementation of the MED Researchers' Nights, will try to improve the perception of each national dimension of the Researchers' Night by cooperating with other national projects or initiatives.

3.2 AN EXAMPLE: THE RESEARCHERS' NIGHT HELD IN TUNISIA IN 2018

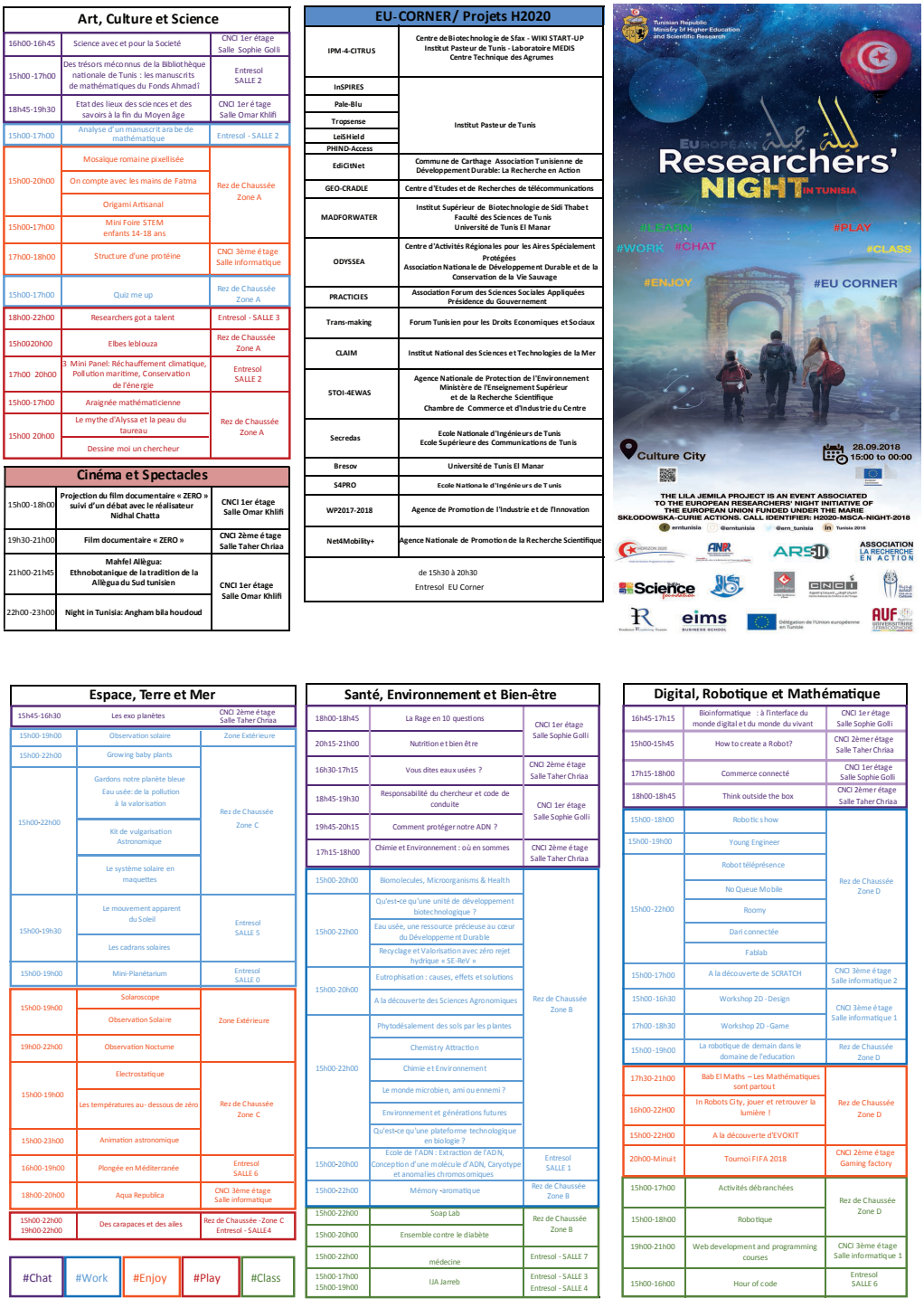
Being Tunisia an Associated Country, it can participate to any call for proposal launched by EC in Europe. For this reason, the 28th of September of 2018, for the first time, was held in Tunis the 'European night of researchers'.

The Cité de la Culture (Tunis) hosted the event, offering a wide-ranging program including conferences, scientific labs, educational games, debates with researchers and various activities combining science, art and culture, following the main objective of the MSCA Researcher's Night Objective: to promote scientific culture and research.

Organized by the Tunisian ministry for superior education and scientific research, the event offered an opportunity to the public, in particular high school and university students, to discover the activities carried out in Tunisia and international projects in cooperation with member states of the European Union.

The event was coordinated by the European unit of program management (UGPE), the National Center of Cinema and Image (CNCI), in cooperation with the National Agency for the Promotion of Scientific Research (ANPR), with various associations of Tunisian civil society (Association Research in Action, Foundation Youth for Science, Association Jeunes Sciences and the Association of Scientific Research and Innovation in Computers - ASRI).

A video of the Night can be found here: https://www.youtube.com/watch?v=cYijCVjrdg0



Art, Culture et Science

16h00-16h45	Science avec et pour la Societé	CNCI 1er étage Salle Sophie Golli
15h00-17h00	Des trésors méconnus de la Bibliothèque nationale de Tunis : les manuscrits de mathématiques du Fonds Ahmadi	Entresol SALLE 2
18h45-19h30	Etat des lieux des sciences et des savoirs à la fin du Moyen âge	CNCI 1er étage Salle Omar Khlifi
15h00-17h00	Analyse d'un manuscrit arabe de mathématique	Entresol - SALLE 2
15h00-20h00	Mosaïque romaine pixellisée	Rez de Chaussée Zone A
	On compte avec les mains de Fatma	
	Origami Artisanal	
15h00-17h00	Mini Foire STEM enfants 14-18 ans	
17h00-18h00	Structure d'une protéine	CNCI 3ème étage Salle informatique
15h00-17h00	Quiz me up	Rez de Chaussée Zone A
18h00-22h00	Researchers got a talent	Entresol - SALLE 3
15h0020h00	Elbes leblouza	Rez de Chaussée Zone A
17h00 20h00	3 Mini Panel: Réchauffement climatique, Pollution maritime, Conservation de l'énergie	Entresol SALLE 2
15h00-17h00	Araignée mathématicienne	Rez de Chaussée Zone A
15h00 20h00	Le mythe d'Alyssa et la peau du taureau	
	Dessine moi un chercheur	

Cinéma et Spectacles

15h00-18h00	Projection du film documentaire « ZERO » suivi d'un débat avec le réalisateur Nidhal Chatta	CNCI 1er étage Salle Omar Khlifi
19h30-21h00	Film documentaire « ZERO »	CNCI 2ème étage Salle Taher Chriaa
21h00-21h45	Mahfel Allègua: Ethnobotanique de la tradition de la Allègua du Sud tunisien	CNCI 1er étage Salle Omar Khlifi
22h00-23h00	Night in Tunisia: Angham bila houdoud	

EU-CORNER/ Projets H2020

IPM-4-CITRUS	Centre de Biotechnologie de Sfax - WIKI START-UP Institut Pasteur de Tunis - Laboratoire MEDIS Centre Technique des Agrumes
InSPIRES	Institut Pasteur de Tunis
Pale-Blu	
Tropsense	
LeiSHield	
PHIND-Access	
EdiCitNet	Commune de Carthage Association Tunisienne de Développement Durable: La Recherche en Action
GEO-CRADLE	Centre d'Etudes et de Recherches de télécommunications
MADFORWATER	Institut Supérieur de Biotechnologie de Sidi Thabet Faculté des Sciences de Tunis Université de Tunis El Manar
ODYSSEA	Centre d'Activités Régionales pour les Aires Spécialement Protégées Association Nationale de Développement Durable et de la Conservation de la Vie Sauvage
PRACTICIES	Association Forum des Sciences Sociales Appliquées Présidence du Gouvernement
Trans-making	Forum Tunisien pour les Droits Economiques et Sociaux
CLAIM	Institut National des Sciences et Technologies de la Mer
STOI-4EWAS	Agence Nationale de Protection de l'Environnement Ministère de l'Enseignement Supérieur et de la Recherche Scientifique Chambre de Commerce et d'Industrie du Centre
Secredas	Ecole Nationale d'Ingénieurs de Tunis Ecole Supérieure des Communications de Tunis
Bresov	Université de Tunis El Manar
S4PRO	Ecole Nationale d'Ingénieurs de Tunis
WP2017-2018	Agence de Promotion de l'Industrie et de l'Innovation
Net4Mobility+	Agence Nationale de Promotion de la Recherche Scientifique

de 15h30 à 20h30
Entresol EU Corner

Tunisian Republic
Ministry of Higher Education and Scientific Research

Researchers' NIGHT IN TUNISIA

#LEARN #PLAY #WORK #CHAT #CLASS #ENJOY #EU CORNER

Culture City
28.09.2018
15:00 to 00:00

THE LILA JEMILA PROJECT IS AN EVENT ASSOCIATED TO THE EUROPEAN RESEARCHERS' NIGHT INITIATIVE OF THE EUROPEAN UNION FUNDED UNDER THE MARIE SKŁODOWSKA-CURIE ACTIONS. CALL IDENTIFIER: H2020-MSCA-NIGHT-2018

Espace, Terre et Mer

15h45-16h30	Les exo planètes	CNCI 2ème étage Salle Taher Chriaa
15h00-19h00	Observation solaire	Zone Extérieure
15h00-22h00	Growing baby plants	Rez de Chaussée Zone C
15h00-22h00	Gardons notre planète bleue Eau usée: de la pollution à la valorisation	
	Kit de vulgarisation Astronomique	
	Le système solaire en maquettes	
15h00-19h30	Le mouvement apparent du Soleil	Entresol SALLE 5
	Les cadrans solaires	
15h00-19h00	Mini-Planétarium	Entresol SALLE 0
15h00-19h00	Solaroscope	Zone Extérieure
	Observation Solaire	
19h00-22h00	Observation Nocturne	
15h00-19h00	Electrostatique	Rez de Chaussée Zone C
	Les températures au- dessous de zéro	
15h00-23h00	Animation astronomique	
16h00-19h00	Plongée en Méditerranée	Entresol SALLE 6
18h00-20h00	Aqua Republica	CNCI 3ème étage Salle informatique
15h00-22h00 19h00-22h00	Des carapaces et des ailes	Rez de Chaussée -Zone C Entresol - SALLE4

#Chat #Work #Enjoy #Play #Class

Santé, Environnement et Bien-être

18h00-18h45	La Rage en 10 questions	CNCI 1er étage Salle Sophie Golli
20h15-21h00	Nutrition et bien être	
16h30-17h15	Vous dites eaux usées ?	CNCI 2ème étage Salle Taher Chriaa
18h45-19h30	Responsabilité du chercheur et code de conduite	CNCI 1er étage Salle Sophie Golli
19h45-20h15	Comment protéger notre ADN ?	
17h15-18h00	Chimie et Environnement : où en sommes	CNCI 2ème étage Salle Taher Chriaa
15h00-20h00	Biomolecules, Microorganisms & Health	Rez de Chaussée Zone B
15h00-22h00	Qu'est-ce qu'une unité de développement biotechnologique ?	
	Eau usée, une ressource précieuse au cœur du Développement Durable	
	Recyclage et Valorisation avec zéro rejet hydrique « SE-ReV »	
15h00-20h00	Eutrophisation : causes, effets et solutions	
	A la découverte des Sciences Agronomiques	
15h00-22h00	Phytodésalement des sols par les plantes	
	Chemistry Attraction	
	Chimie et Environnement	
	Le monde microbien, ami ou ennemi ?	
	Environnement et générations futures	
	Qu'est-ce qu'une plateforme technologique en biologie ?	
15h00-20h00	Ecole de l'ADN : Extraction de l'ADN, Conception d'une molécule d'ADN, Caryotype et anomalies chromosomiques	Entresol SALLE 1
15h00-22h00	Mémory -aromatique	Rez de Chaussée Zone B
15h00-22h00	Soap Lab	Rez de Chaussée Zone B
15h00-20h00	Ensemble contre le diabète	
15h00-22h00	médecine	Entresol - SALLE 7
15h00-17h00 15h00-19h00	IJA Jarreb	Entresol - SALLE 3 Entresol - SALLE 4

Digital, Robotique et Mathématique

16h45-17h15	Bioinformatique : à l'interface du monde digital et du monde du vivant	CNCI 1er étage Salle Sophie Golli
15h00-15h45	How to create a Robot?	CNCI 2ème étage Salle Taher Chriaa
17h15-18h00	Commerce connecté	CNCI 1er étage Salle Sophie Golli
18h00-18h45	Think outside the box	CNCI 2ème étage Salle Taher Chriaa
15h00-18h00	Robotic show	Rez de Chaussée Zone D
15h00-19h00	Young Engineer	
15h00-22h00	Robot téléprésence	
	No Queue Mobile	
	Roomy	
	Dari connectée	
	Fablab	
15h00-17h00	A la découverte de SCRATCH	CNCI 3ème étage Salle informatique 2
15h00-16h30	Workshop 2D -Design	CNCI 3ème étage Salle informatique 1
17h00-18h30	Workshop 2D -Game	
15h00-19h00	La robotique de demain dans le domaine de l'education	Rez de Chaussée Zone D
17h30-21h00	Bab El Maths – Les Mathématiques sont partout	Rez de Chaussée Zone D
16h00-22h00	In Robots City, jouer et retrouver la lumière !	
15h00-22h00	A la découverte d'EVOKIT	
20h00-Minuit	Tournoi FIFA 2018	CNCI 2ème étage Gaming factory
15h00-17h00	Activités débranchées	Rez de Chaussée Zone D
15h00-18h00	Robotique	
19h00-21h00	Web development and programming courses	CNCI 3ème étage Salle informatique 1
15h00-16h00	Hour of code	Entresol SALLE 6

Figure 1: Concept and Agenda of the 2018 Tunisian MSCA-Researchers' Night

4 TASK TO UNDERTAKE

To implement each MED Researchers' Night, the corresponding MCP Organising Partner/s (ASRT and ECITD in Egypt, BERITECH and AUB_IFI in Lebanon, USMBA in Morocco and RSS in Jordan) has/have to go through the following steps:

1) Identification of the overall communication strategy: common basis for all locations/venues have to be provided since the first edition;
2) Identification of the very targets of the campaign;
3) Identification of the various messages to be conveyed;
4) Communication means to be mobilised:
    a. Offline;
    b. Online;
5) Conception and realisation of promotional material;
6) Identification of potential sponsors;

4.1 THE OVERALL COMMUNICATION STRATEGY

Communication is at the heart of everything we do, enabling us to form relationships, carry out work and achieve our goals. It is also at the heart of successful event marketing.

Whether speaking in front of an audience, conducting a product demonstration or simply networking, being able to communicate the brand successfully is essential. All event marketing relies on effective communication from the initial event development, marketing and promotions phases, through to the actual event itself.

To plan a successful MED Researchers' Night, the MCP Organizing Partner needs to listen to their audiences, understand their needs and plan the event that envisions these desires. Only adopting an effective communication, the organizer can communicate the right messaging and marketing promotions to attract the intended audiences.

On top of this, the brand of PHEMAC has to delivered with an insightful and memorable event that communicates the project successfully. Visitors will then communicate their event experience - good or bad - with their network both online and offline.

4.2 THE TARGET AUDIENCES

The Target Audiences of the MED Researchers' Night can be depicted as follow:

- 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;
- Other specific targets: public organizations, schools and universities, local and national media, opinion leaders, policy makers and local authorities/institutions, stakeholders, industries and SMEs (Small and Medium Enterprises).

4.3 THE MESSAGES TO CONVEY

The messages to convey in each MED Researchers' Night are the same indicated in the European Researchers' Night funded by MCSA Action and can be summarized in the following points:

- Researchers are amongst us, which remains the motto of the European Researchers' Nights as from 2006 and that can be the base of the proposed MED Researchers' Night beginning with PHEMAC Project;
- Researchers are ordinary people with an extraordinary job;
- Research work is fun and fascinating and, mostly, provide our society with incredible benefits;
- RRI (Responsible Research and Innovation) values, in order to:
    - help every societal actor to get CLOSER to research and
    - make people understand research means to work in order to design a sustainable future for every societal actor;
- Research is fun and fascinating and, mostly, provide our society with incredible benefits;
- Every member of the society needs to be informed on scientific issues to be able to act with responsibility, in respect of her/his role, taking part in the public debate on these issues;
- Europe cares: careers perspectives for its researchers and EU funding for valuable research projects whose benefits are for European citizens but also and moreover for Mediterranean citizens;
- We are facing a number of challenges (H2020 and HEU Societal Challenges) that research can help to solve.

4.4 THE COMMUNICATION MEANS

To correctly and effectively communicate and disseminate the results of each MED Researchers' Nights, a list of means has to be adopted by the MCP Organizing Partner. The list of means can be divided in Offline and Online, considering the kind of instrument to be used.

The Organizer, once identified the most appropriated instruments from the non-exhaustive list enclosed in the following paragraphs, will then proceed with the PRE-event and POST-event promotion.

4.4.1 OFFLINE

The Offline communication refers to any and all marketing actions that do not involve the Internet or, if so, not expecting interaction with the target of the communication.

- Setting up of a dedicated press office, including professionals from the Press office of each project partner;
- Publication of articles, interviews, announcements, advertisement in national and international newspapers, including popular online magazines. For each MED Researchers' Night, a list of a) national newspapers and b) popular online magazine will be created by each Organizing Partner;
- Publication of several press releases (at least 5) delivered to a series of media amongst which the most popular ones;
- In collaboration with CCIC and INNOLABS, Production of a MED Researchers' Night communication kit, addressing specifically SMEs (booklet of presentation and coordinated headed paper);
- Local media relations and local awareness campaign conducted by local partners in compliance with general rules established at overall project level.

4.4.2 ONLINE

In addition to the standard online tools provided by PHEMAC, for each MED Researchers' Night, the following actions will be implemented:

- Revamping, constant updating and maintenance of project website
- A dedicated section in PHEMAC website (www.phemac.eu/MEDReN/) will be created and will be used to store material and spread the news about each MED Researchers' Night;
- Revamping, constant updating and maintenance of national project website of the Organizing Partner
- Coordinated strategy to link with partners' institutional and popular websites;
- An integrated editorial plan on the event social networks (Facebook, Twitter, YouTube). This will include the campaign "The human face of research" with researchers as protagonists of videos, proposing experiments to be repeated at home, as a teaser of their activities during the Night;
- Publication of articles, interviews, announcements, advertisement in popular online magazines.

4.4.3 PRE-MED RESEARCHERS' NIGHT PROMOTION

The following PRE-MED Researchers' Night promotional activities will be carried out by the Organizing partner:

1. With the support of CCIC and INNOLABS,[1] design a brochure setting out the objectives of the whole event, including the agenda, the expected results, the key speakers and expected participants and attendants;
2. Design any on-site promotional materials such as the above-mentioned MED Researchers' Night communication kit, posters, signage and badges;
3. The MED Researchers' Night communication kit should consist of a folder containing the Agenda, information on the MED Researchers' Night and its objectives, a list of speakers plus a short biography on each, a list of expected participants and attendants (if possible), a PHEMAC Project brochure, information on the support received from the sponsors if any, etc.
4. Organise the production of 1, 2 and 3 above;
5. Draft and send letters of invitation to speakers and participants;
6. Draft the MED Researchers' Night Agenda;
7. Research and draft a short biography of each speaker for inclusion in the MED Researchers' Night communication kit;
8. Draft a series of press releases for the local, national and international media, including its objectives and who will attend along with the date and venue. The press releases should be sent out at intervals of one month, 2 weeks, 1 week and the day before the conference (minimum of 5 press releases has to be done). Each will be edited to reflect progress in the event organization, acceptance by speakers and sponsors etc.

[1] Templates will be provided: INNOLABS for contents and CCIC for graphic.

9. The press release will be posted on the website of the venue where the course will be held;
10. All press releases will be also posted on the PHEMAC website and sent to the Project Coordinator for uploading onto PRIMA website;
11. All PHEMAC partners are to promote the MED Researchers' Night on their own websites via news items, reproducing of press releases or summaries thereof and links to the PHEMAC website. All PHEMAC partners will also avail themselves of opportunities to promote the MED Researchers' Night at meetings, during presentations, workshops and other events they may attend, etc.
12. All press releases and public documents are to be thoroughly checked for syntax and grammatical mistakes and errors by a native speaker of the language of the document who is qualified to do so.

4.4.4 POST- MED RESEARCHERS' NIGHT PROMOTION

The dissemination of the MED Researchers' Nights results is an important aspect of the project. The following actions need to be undertaken with a view to disseminating the event's results as widely as possible to stakeholders who may or may not know that they have an interest in those results.

1. Prepare a press pack consisting of the MED Researchers' Night communication kit plus press releases and a list of suggested people who the press might like to interview and ask for comments;
2. Try and ensure that there is coverage of the MED Researchers' Nights proceedings by local and national press, (television and radio if possible);
3. Have a press release partially drafted for completion and release immediately after the end of the event which gives a summary of the main activities and recommendations;
4. All press releases are also to be posted on the PHEMAC website and sent to the Project Coordinator for uploading onto PRIMA websites news and achievements;
5. Make a summary of the results and conclusions;
6. Make summary of the presentations and activities of the Night;
7. Describe the follow-up actions of the MED Researchers' Night;
8. Points 4, 5 and 6 above should be completed according to deadlines indicated in DoA and disseminated to the media in the form of a media pack similar to the MED Researchers' Night communication kit;
9. The dissemination spread of the Night should be directed to the diverse media with national coverage on the different platforms as well as onto the PHEMAC website. This should include newspapers, (radio and television if possible) as well as websites relevant to the targeted sectors in each MED Researchers' Night;
10. All press releases and public documents are to be thoroughly checked for syntax and grammatical mistakes and errors by a native speaker of the language of the document who is qualified to do so.

4.5 PROMOTIONAL MATERIAL

A non-exhaustive list of promotional material is listed below:

- The MED Researchers' Night communication kit as described above;
- Posters, leaflet, programme map;
- Ads, banners, websites, links;
- Mention of "This MED Researchers' Night is supported by the PRIMA programme under the activities of PHEMAC Project. PRIMA is an Art.185 initiative supported and funded under Horizon 2020, the European Union's Framework Programme for Research and Innovation European Commission" on all promotional material displayed;
- Promotional gadgets (such as T-shirts and magnets) complying with the general guidelines available at http://ec.europa.eu/dgs/communication/services/visual_identity/index.en.htm.

4.6 SPONSORSHIP

The concept of sponsorship that is being used in the design of each MED Researchers' Night is that where companies, organizations or institutions of government give support to a specific activity, allowing the use of its corporate image (logo and name) in order to have a greater impact and strengthen strategic alliances. The support offered can be political, promotional, moral and/or economic.

Organizers of the MED Researchers' Nights, once defined the place where the event will be hosted, will try to obtain facilities for the participants and attendants in terms of discounts for hotel / restaurants / transport.

A VIP may also serve as sponsor. The knowledge that a government minister or high-profile individual will speak or visit the MED Researchers' Night also proves attractive for potential lecturers as well as for media coverage.

Each Organizing partner must determine which, if any, are the local and national partnerships that are most likely to lead a greater impact for the MED Researchers' Night.

Partnerships must take account of the three dimensions that are addressed by the event, namely, government (ministries of environment and research of different countries) universities and research centres (institutions) and industry (targeted companies).

A list of companies and Institutions to contact for partnership has to be created for each MED Researchers' Night by each Organizing Partner when they start to prepare the event (at least 2 or better 3 months before).

5 FOLLOW-UP OF THE MED RESEARCHERS' NIGHTS

The activities implemented during the MED Researchers' Nights will be monitored by the use of different questionnaires in correspondence of each macro-argument that will be defined during the definition of each agenda: the adopted methodology for the 4 MED Researchers' Nights will provide some relevant documents necessary for their follow-up, such as questionnaires and papers presented by the participants and attendants and questionnaires and papers presented by invited speakers, lecturers and presenters. The questionnaires will be submitted to participants to evaluate the spreading of competences among researchers. In the same way each speaker and lecturer and presenter will be asked to evaluate the quality of the participants and attendants. Their results will be then visible and reusable to well organize the following MEd Researcher's Night (following a PDCA methodology to improve the quality of each event).

At the end of each MED Researchers' Night will be provided a framework on the final results and achievements. The success or failing of each event, therefore, will be assessed mainly by the participants and speakers/lecturers attending the events.

The follow-up evaluation of each MED Researchers' Night edition will be determined by the contributions of the macro-areas' analysis, as described in the following paragraphs, that will be developed in the questionnaires mentioned above.

5.1 PARTICIPANTS' EXPECTATION AND ATTENDED ACHIEVEMENTS

Participants and attendants will be requested to fill in online evaluation survey about the MED Researchers' Night experience, in terms of scientific achievement and in terms of personal enrichment coming from living and working together. The MED Researchers' Night evaluation will be carried out by distributing an evaluation form to the participants with a given scale of 1 to 4 (1 being excellent and 4 poor) in order to establish their grade of satisfaction. The questionnaires will include these questions:

- How do you rate the overall organization?
- How do you rate the venue and infrastructures provided?
- Did you have enough time to interact with other people?
- How do you rate the selection of the topics?
- How do you rate the selection of speakers?
- How do you rate the selection of lecturers?
- How do you rate the selection of companies?
- Looking at your initials expectations, how do you rate your experience at the MED Researchers' Night?

In this form the participants will also be asked about things that can be improved in a future event (answers will be useful to better organize next MED Researchers' Night) and about aspects of the event school they liked very much (using open field questions).

Results of paper submission evaluation, reviews and paper selection processes, the program committee member discussions will be another fundamental element for defining future programme of next MED Researchers' Nights and is going to take into account of the results of the above questionnaires.

5.2 NETWORKING ACTIVITIES

Tracks of panel discussions, debates, workshops about the technological development policies, essays and reports provided by the international experts involved in and pertinent to the topic of the MED Researchers' Night, will be uploaded into/to the PHEMAC

platform in order to help networking evaluations.

The Nights workshop peer to peer management evaluation will be very important for the networking instruments implementation evaluation (IT communication tools qualitative use, file sharing utility, video streaming efficiency) and will be realized by the means of a network and service management form. Its results will lead to fruitful discussions and future scientific exchange.

Results of the experiences performed during the events will be also scheduled and monitored giving thereby an overview of the research results relevant to the other nights and PHEMAC project follow-up.

The MED Researchers' Night networking activities will be carried out in the same questionnaire described above, with the same scale of 1 to 4 (1 being excellent and 4 poor) in order to establish their evaluation of networking activities. The questionnaires will include these questions:

- Looking at companies selected to spread their best practices, how do you rate the concrete networking activities with them?
- Do you think selected topics can improve your overall knowledge in terms of "desire to know and to learn"?
- How do you rate instruments provided by Organizing partners to foster networking activities among participants and speakers/lecturers?
- Do you have any suggestions to improve circumstances that further networking activities?
- Looking at your initial expectations, did you find concretes opportunities to reinforce your knowledge with new partners?

As described above, the participants will also be asked about things that will be improved in the next MEd Researchers' Nights and about aspects of networking activities performed during the present event they liked very much (using open field questions).

5.3 PARTNERSHIP BUILDING FOR FUTURE PROJECTS

This macro-area is strictly related to the one above. After having performed networking activities, a possible way to realize business is to agree on a topic and, in particular, to create a partnership among participants and speakers/lecturers. Participants will be requested to fill in online evaluation survey about the MED Researchers' Night experience, in terms of partnership building. The questionnaires will include these questions:

- Looking at companies selected to spread their best practices, did you establish any joint venture for future projects?
- Do you think selected speakers/lecturers have improve your overall knowledge in terms of "desire to know and to learn"?
- Do you have any suggestions to improve circumstances for partnership building?
- Looking at your colleagues, did you establish any joint venture for future projects?

The participants will also be asked about things that can be improved in the next event and about circumstances in the present MED Researchers' Night they liked very much (using open field questions).

PHEMAC Partners negotiation and cooperation on the realization of the MED Researchers' Night objectives will be monitored in order to manage risks and advantages of the management structure of the present MED Researchers' Night, to define and meliorate topics of the following events, and to establish future challenges and programmes.

5.4 VISIBILITY

Videos and reports of each MED Researchers' Night will be available on the PHEMAC website.

At the conclusion of each Night, a list of the participants who attended the event, accordingly with the privacy rules, will be implemented in the project website.

All PHEMAC partners and all partners involved during the MED Researchers' Night will be asked to disseminate event's activities using their own networking instruments.

6 CONCLUSIONS

The final aim of this document is to provide the MCP Organising Partner with a standard methodology to adopt when starting the procedure to organise a MED Researchers' Night.

All the information here enclosed have to be considered as general and as they were "practical suggestions", because they provide a framework: the specific situation in each of the 4 targeted countries (EG, LB, MO and JO) will drive the Organising Partner to take into account a specific issue instead of another one.

Considering the emergency COVID-19, this document should be amended before the end of the project, to trigger PHEMAC to the problems that the Consortium will face in the future.

PHEMAC CONSORTIUM

N°.	Participant organization name	Acronym	Country
1	UNIVERSITAT AUTÒNOMA DE BARCELONA	UAB	ES
2	ACADEMY OF SCIENTIFIC RESEARCH AND TECHNOLOGY	ASRT	EG
3	INNOLABS	INNOLABS	IT
4	NET 7 SRL	NET7	IT
5	BERYTECH FOUNDATION	BERYTECH	LB
6	CHAMBRE DE COMMERCE ET D INDUSTRIE DU CENTRE	CCIC	TN
7	AMERICAN UNIVERSITY OF BEIRUT	AUB	LB
8	RESEARCH AND TECHNOLOGY CENTER OF ENERGY (CRTEn), ECOPARK BORJ-CEDRIA (TBC)	TBC	TN
9	EGYPTIAN CENTER FOR INNOVATION & TECHNOLOGY DEVELOPMENT	ECITD	EG
10	ROYAL SCIENTIFIC SOCIETY (IPARK)	RSS	JO
11	UNIVERSITÉ SIDI MOHAMED BEN ABDELLAH	USMBA	MO
12	ARTS & MÉTIERS ACCÉLÉRATION	AMA	FR

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