



RoTalkScience Report Summary

Project ID: [633311](#)

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Periodic Reporting for period 2 - RoTalkScience (RESEARCHERS' NIGHT in ROMANIA. Do you speak science?)

Reporting period: 2014-12-01 to 2015-12-31

Summary of the context and overall objectives of the project

The Romanian Researchers' 'night 2015 RO TALK SCIENCE was focused on the language of science: science is a universal language, everywhere around the world, $E = mc^2$ and NaCl is salt.

The language of science indeed allows researchers from different nations and backgrounds to cooperate, correlate their results and build upon them. The situation however proves somewhat different when it comes about scientists communicating with the public at large about their work and achievements.

The "Do you speak science?" theme combined the universality of the science language with the necessity of clearly exchanging with the public at large, whichever age and scientific background, with a view to increasing the common understanding and knowledge between scientists and general public.

Following an intensive awareness campaign addressing all the components of the public at large, with a focus on kids and young people, the project proposed a broad range of activities taking place in 6 of the largest cities in Romania, covering with surrounding counties about 90% of Romania's territory: Bucharest, Craiova, Cluj-Napoca, Iasi, Sibiu and Timisoara.

Amongst the activities proposed, which all contained an entertainment component, can be listed: interactive experiments, "Speak Science" Cafes explaining latest Romanian and European research achievements, documentary projections, workshops, face-to-face interactions with researchers etc.

Beyond the main objective of bringing closer to each other scientists and attendees and stimulating young people's interest for science and science careers, the project also intended to spur enthusiasm amongst research professionals for engaging with the general public.

Relying on the previous successful experiences, the project also pointed out the importance of scientific research for a modern society, and illustrated the EU's contribution to Romanian research, while also presenting in an interactive way HORIZON 2020 and its potential positive impact.

Beyond the special attention that was paid to young people and kids as referred to above a particular focus was set on women attendees, as well as on special groups, such as pupils and parents from rural regions, kids with special educational needs and children from the gifted education programme and their trainers.

Special tours were furthermore organised for policy-makers in educational area, science teachers and science journalists.

Work performed from the beginning of the project to the end of the period covered by the report and main results achieved so far

AWARENESS CAMPAIGN

Target audiences

- o Public at large, regardless of age and scientific background;
- o Special attention to be paid to primary, junior, high school students, students aged 18-25, with a focus on those about making a career choice;
- o Also special attention to adults, mainly parents of primary and junior students, senior citizens, grandparents;
- o Management and middle management in the secondary education, researchers;

Messages conveyed

- o Researchers are among us;
- o Researchers are ordinary people with an extraordinary job;
- o Research is easy to understand when “translated” properly and clearly and it has a huge impact on citizens’ daily lives;
- o By “speaking science”, researchers are getting closer to the public, engaging audiences in finding out more about their lives and careers;
- o Science is an universal language, enabling researchers from all over Europe to work together and make a real difference in our future and our societies, with European funded projects;

Main communication tools to rely on

Off line

- o Publication of articles, announcements, advertisement in several press media: Publication of press releases; ;
- o Public advertising campaign through “do you speak science” cards (encouraging users to pose as explaining scientists and post the picture to their social media profile) and teasers: “do you speak science” signs explaining a fun scientific fact about a phenomenon easily observed;
- o Direct calls to educational managers and counsellors; Direct mailing to school education managers and counsellors Classic P.R. campaign such as interviews pitches, special lab guided preview tours;
- o Partnerships with institutions, media and businesses:

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On line

- o Revamping , constant updating and maintenance of project website;
- o Links with other participants’ websites, institutional and popular websites;
- o Revamping of social networks’ profiles (Facebook, Twitter): Banner exchanges with partners institutions (members websites, media partners, schools embeddable banners for blogs and other websites, Facebook badges);
- o QR codes for smartphones on all promotional material;

Promotional material

- o Web banners, web buttons, social media aps: Mention of ""This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie actions"" on all promotional material displayed;
- o 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

Overview of the results

- o Conception, realisation of promotional material:, namely posters, leaflets, programmes, pocket calendars, timetables, rollups displayed in campuses and venues;
- o Public advertising : billboards, citylights, display of promotional material in streets..., indoor electronic billboards in shopping malls (Iasi and Bucharest), public places and advertsing spot in public transport (Iasi);
- o Airing of announcements, promotional spots, interviews and broadcasts on regional and national radio and TV stations, including a promotional radio contest;
- o Sending of invitations to previous participants, teachers in kindergartens, schools, high schools, businesses, cultural institutions;
- o Promotion during other public events, such as the annual meeting of physics teachers in Bucharest and Pub Quiz Trivia Night in Iasi;
- o Organsiation of pre-events:
- o Flash mobs and teasing activities;
- o Video contest "How I discovered my passion for science";

- o Display of teaser video on project's Youtube Channel;
- o Organisation of one press conference on 22nd of September, Iași, Alexandru Ioan Cuza University;
- o Publication of 2 Press releases;
- o Publication of articles, interviews, announcements, advertising in on and off- line press(newspapers, magazines, on line newspapers) ;
- o Revamping and cosnatnt updating of projectwebsite: www.noapteacercetatorilor.eu - #doyouspeakscience (programme, photo galeery

Progress beyond the state of the art and expected potential impact (including the socio-economic impact and the wider societal implications of the project so far)

Overview of the results

- o Collection, analysis and processing of 1.500 feedbacks, representing about 5 % of the overall visitors;
 - o Main conclusions:
 - o Typology of visitors:
 - o Gender: over 50 % female, mostly young visitors (74 % under 18) 45 % under 14, 29 % aged 15-18, 10% aged 19-24, 11 % 25-45 and 2,3 % over 45, the youngest being aged 5, the oldest 69;
 - o Educational background: 38 % seedocnary school, 36 % primary school, 15 % higher education and 8 % high school;
 - o Mostly originary from the cities participating, namely Bucharest, Cluj, Craiova, Iasi, Sibiu, Timisoara;
 - o Konwledge about the event: 75 % word pofmouth (57 % school, 13 % freidns, 5 % parents), 16 % social networks (Facebook), 5 % press;
 - o Most successful activities: levitating train, robots explained, IT-related experiments;
 - o Not so successful activities: science cafes (too loud a setting);
 - o Improved public opinion about researchers and their work: 88 % of responders after having taken part in the event;
 - o Increased interest for scientific careers , for 87% of respondents (more or a lot more willing to undertake a science career after having taken part in the events);
 - o Possible improvements with a view to a future similar event:
 - o Alternative locations to be identified in case of bad weather conditions;
 - o Larger venues to identify or improvement of the installation;
 - o Increased interactivity of the activities offered.
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- o Overall positive feedback regarding the event itself (organization, contact with researchers, activities offered, interest, locations, schedule...);
 - o Increased understanding of the researchers and their job by the public at large;
 - o Increased interest for science linked issues demonstrated by the audience, in particular the young people and kids;
 - o Improved understanding of the science's multinational character and of the societal positive impact of the researchers' works;
 - o Increased interest for science careers from young people

Related information



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