

# People for a Better Future

Business Strategy



## PROJECT DETAILS

Funding Programme:  
7th Framework Programme  
(FP7)  
Sub-Programme:  
People  
Funding Scheme:  
Support actions  
Project Reference:  
609784;  
UE-13-ALLNIGHT-609784  
Project Duration:  
7 Months (from 2013-05-01 to  
2013-11-30)  
Total Project Value:  
€ 147.287  
EU Grant-Aid:  
€ 70.000  
Funding to UniOvi:  
€ 12.675

## PROJECT DESCRIPTION

The **ALLNIGHTS: People for a Better Future** proposal consists in different activities which are deeply related. The first activity consists of twelve main Events on the 27 September 2013, which will gather more than 25000 people, organized by nine public entities, two associations around Spain and Science Museum: Girona (C4D - University of Girona), Murcia (University of Murcia), Burgos (Centro Nacional de Investigación sobre la Evolución Humana), Las Palmas de Gran Canaria (Fundación Universitaria de Las Palmas), Oviedo (Universidad de Oviedo), Valladolid (PRAE – Junta de Castilla y León and Museo de la Ciencia de Valladolid), Mallorca (Associació de Joves Investigadors de les Illes Balears), Barcelona (BIOcomuniCA't), Lleida (Institut en Recerca Biomèdica de Lleida), Badajoz (Universidad de Extremadura) and Cantabria (University of Cantabria). A second activity consists on a Drawing Competition, which will be performed before and after the 27th event. Also special emphasis will be done on the 2.0 tools, using games and videos edited in the previous edition of Researchers' Night. These tools, together with the Drawing Competition, will be used to disseminate 27th Event Activities.

The main objective of the project is to enhance the recognition of researchers and their role in society, showing that Researchers are among us. In general, all around the world the economic crisis causes an important decrease of budget for research and researchers. This fact is particularly hard in Spain, where the decrease is about 40% in the past three year. Important economic cuts do not help to improve the image of science and scientist; on the other hand, they make people think that one can do with no research and researchers. It is necessary to show the society that **with No Researchers there is No Future**. For this purpose, researchers will be participating in Researcher' Night activities to show the importance of scientists in the current economic context.

Their communicative facet, together with some hands-on experiments, will be used to bring them closer to the large public enhancing public recognition of Researchers and their Work, as well as convincing young people to embark on scientific careers. The Events will be implemented using two activities which will take place before and after the 27 Researchers' Night:

**1. Drawing Competition:** Based on previous experiences of the Researchers' Night edition, a drawing competition will be held. Drawing is one of the easiest ways to express what people think about scientists. The analysis of the drawings, as well as a survey through the website, will be used to tackle the existing stereotypes about researchers and to have a reliable assessment of the project activities.

**2. Researchers' Night: People for a Better Future:** A Researchers' fair will take place during the whole Event, where hands on experiments, workshops, demos, exhibitions, and competitions will be shown in vivo. The final part of this activity will have a festivity character, where different actions will take place, from games and music to a final firework. This activity will be labelled as "Have Fun with Research".

All in all will be helped with **2.0 tools**, not only website, but also YouTube with video collection of different researchers explaining their work, interactive blogs with researchers explaining its job, etc. **European Corner** will be showed in the website as well in different locations.

## PROJECT PARTNERS

**Project Coordinator**  
Universitat de Girona, Spain

**Spain**  
Universidad de Oviedo.  
Universidad de Murcia.  
Fundació Catalana per a la Recerca i la Innovació.  
Consejería de Fomento y Medio Ambiente – Junta de Castilla y León.  
Universidad de Cantabria.  
Fundación Séneca-Agencia de Ciencia y Tecnología de la Región de Murcia.  
Consortio para la Construcción, Equipamiento y Explotación del Centro Nacional de Investigación sobre la Evolución Humana.  
Associació de Joves Investigadors de les Illes Balears.  
Fundación Universitaria de Las Palmas. Biocomunica't.  
Institut de Recerca Biomèdica de Lleida – Fundació Privada Doctor Pifarre.  
Universidad de Extremadura.  
Fundación Museo de la Ciencia de Valladolid.

## UNIOVI TEAM

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