CAMPUS EVENTS
Call for Interest

The European Research Council (ERC) is a great success scientifically, but lacks widespread popular support. ERC=Science² is a pan-European communications campaign using popular scientific themes to highlight the scientific research funded by the European Research Council and the potential impact it can have on society.

This campaign, launched in October 2015, will last 42 months. It aims to reach and interest European and international audiences through the use of traditional web-based and social media, but also more novel and innovative modes of delivery, such as augmented reality, modules of graphic design, professional journalistic "snowfall" articles, science fairs, and more.

For obvious reasons, academic and research institutions are the first to understand and appreciate the importance of the ERC-funded research. To help spread the message among a wider audience, ERC=Science² offers a platform to promote ERC projects and grantees through a cluster of high quality communication and outreach events on campuses across Europe.

The ERC=Science² campaign has selected six research themes around which a series of communication materials (e.g. videos, posters, flyers, cartoons) are made available to participating institutions.

- The Human City
- Food
- Longevity
- Sensory Experience
- Music
- Robots

Universities and research institutes will have the opportunity to choose from a selection of events, deciding on the format that best suits their research area, the researchers they wish to involve and the audience they want to target and engage with.
MENU OF EVENTS:

• **Research Speed dating**
  Short, timed exchanges allow participants to meet briefly in pairs, to explain their research interests and identify commonalities.

• **“Brown-bag” lunches**
  An informal discussion where participants bring their lunch and discuss the latest research findings with ERC grantees.

• **ERC lunchtime lecture**
  A classic lunchtime lecture, modified so it offers the possibility of a dynamic and more interactive communication between ERC grantees and the audience.

• **Collaboration Cafes**
  The ERC grantees talk briefly about their own research perspective. The conversation is then opened up into a discussion with the audience to identify innovative approaches.

• **Pecha Kucha**
  This is a single lecture with 20 slides, 20 seconds per slide. It offers concise and fast-paced presentations for the creative audience.

• **Panel discussions**
  ERC grantees are brought together to discuss publicly scientific issues currently in the public focus. The debate is then opened up to lay audiences.

• **Science Showcase**
  For 9 minutes, ERC ambassadors will be able to perform, show or describe anything they like relating to their work within the selected theme.

• **Free style**
  The host university or institution can descreate a format best suited to the location and audience.

More information on the “menu” of events will be sent to interested participants and universities.

While the ERC=Science² team will provide administrative and logistical support, it can also help participating institutions liaise with ERC grantees. Please note that host universities will be asked to hold the event on their campus, or another suitable location.

For those who request it, the ERC=Science² team also provides science communication training to ERC grantees in order to help them communicate their research in a more popular and relatable way.

Find out more on the ERC=Science² campaign on our website: [www.sciencesquared.eu](http://www.sciencesquared.eu)

Contact the Vision2020 network if your institution is interested in hosting/organising such an event.

Vision2020 can offer administrative support. Professional training for grantees is also available.

Email: lisa@2020visionnetwork.eu

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