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Commission

H2020-MSCA-NIGHT-2018
INFORMATION DAY
Brussels, 14 December 2017

EVALUATION CRITERIA AND VARIOUS REQUIREMENTS H2020-MSCA-NIGHT-2018 CALL
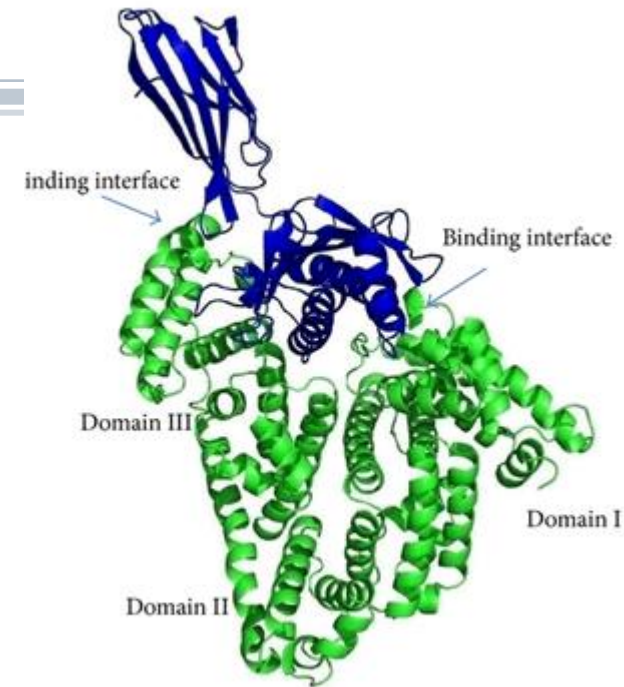
⇨**4 Work Packages**

⇨Awareness Campaign
⇨Activities during the Night
⇨Impact Assessment
⇨Management

⇨In **2 events-proposals**

⇨Completely identical for 2016 and 2017
⇨Partially different
⇨Completely different
⇨WP1, WP3 and WP4 will probably be mostly identical

Project

Covering one or two events
⇨ If one single event: usually max 7 months
⇨ If 2 events: max duration 20 months (end at the latest in November following the second event)

Event

⇨ Starting early Friday afternoon
⇨ Continuing Friday night
⇨ Possibly continuing on Saturday
⇨ Event(s) possibly part of a longer lasting event
⇨ Possible "pre-events"

⇨ One per Work Package, namely:
- ⇨ Awareness campaign : report + samples
- ⇨ Activities during the Night: report + photographs + video
- ⇨ Impact assessment : report + samples
- ⇨ Management : report

⇨ Submitted <u>twice</u> namely after each event

⇨ Deliverables 1 and 2: to be submitted within 30 days after each event

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The EU evaluation criteria

⇨ 3 evaluation criteria, namely **Excellence**, **Impact** and **Implementation**

⇨ **Equally** weighted and all scored against **5**
⇨ Individual threshold : **3 /5**
⇨ Overall threshold: **10/15**

⇨ Ex-aequo proposals: prioritized based on "excellence", then "impact", then SMEs budget, gender balance between personnel

Definition

⇨ Clarity and pertinence of the objectives
⇨ Soundness of the concept, credibility of the proposed methodology
⇨ Quality of the coordination and/or support measures proposed

In concrete terms

⇨ Clarity and pertinence : bringing researchers closer to public at large, public recognition of researchers, promotion of research careers + possibly specific objectives (notably linked to the area's characteristics)

⇨ Soundness:
  ⇨ Main ideas on which proposal relies, lessons learnt, description of structure if 2 events covered
  ⇨ Improvements from previous similar actions, progress beyond the state of the art
  ⇨ Topics and disciplines involved, stakeholders (local/regional/national authorities, funding agencies, sponsors…)

Experts will more particularly scrutinise

⇨ The quality/potential effectiveness of the communication action

⇨ The consistency of the messages delivered (objectives, target)

⇨ The consistency of the target audience with the objectives

⇨ The capacity of the activities planned to reach the objectives

⇨ The way of addressing target audiences (notably kids and teens)

⇨ The quality of the programme proposed: consistency with objectives, amongst venues/locations, convincing and innovative character

Definition

⇨ Contribution to the impacts mentioned in the Work Programme (increased awareness among the general public of the importance research and innovation and more favourable general attitude towards its public funding, better understanding of the key benefits research brings to society, reduction in the stereotypes about researchers and their profession, increased in the long term of people taking up research careers, better understanding of the EU among the general public)

⇨ Quality of the proposed measures to
  ⇨ Exploitation/dissemination of project results
  ⇨ Quality of measures for communicating the project activities to target audiences

In concrete terms

⇨ Contribution to WP listed impacts

⇨ Exploitation/dissemination of project's results: estimated number of people made aware, estimated number of visitors, number of researchers and MSCA fellows to be involved, attractiveness of the EU corner(s), potential synergies with other actions, contribution to the achievement of the objectives

⇨ Quality of communication measures: impact on public recognition, and research careers' popularity

Experts will more particularly scrutinise

⇨ The consistency of the quantitative objectives with the awareness campaign planned and the activities proposed
⇨ The adequacy of the means mobilised (awareness campaign, activities)towards the objectives
⇨ The relevance of the locations and/or venues chosen
⇨ The organisation of the European corner and its possible impact towards EU 's role recognition
⇨ The quality of the impact assessment planned: parameters, reliability, measurability, relevance, methodology

Definition

⇨ Quality/effectiveness of the Work Plan, compliance of resources allocated to the WPS with objectives and deliverables

⇨ Appropriateness of management structures/procedures (including risk management)

⇨ Complementarity of participants, expertise of the consortium as a whole

⇨ Appropriateness of the allocations of tasks, role, and resources

In concrete terms

⇨ Clear scheduling, distribution of resources amongst Work Packages and partners

⇨ Management structures: organs, decision-making process, critical risks (at least bad weather conditions, insufficient response from target audience, insufficient researchers' mobilisation)

⇨ Complementarity and expertise: to be demonstrated through "capacity of the participating organisations "

Experts will more particularly scrutinise

⇨ Adequacy of the resources mobilised to the objectives and actions planned (personnel, resources, equipment…)

⇨ Particular attention paid to budget/contribution requested figures

⇨ General articulation of the Work Packages amongst themselves

⇨ Relevance of the allocation of tasks amongst partners

⇨ Management structures: lightness and flexibility, possible adaptation to evolution

⇨ B Plan: quality of the measures for mitigating the risks

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Any cost **necessary** for the sound implementation of the **4** Work Packages is eligible, **except** those excluded by the Financial Regulation

⇨　Provisions for future losses and charges
⇨　Exchange losses
⇨　Costs related to return on capita
⇨　Costs reimbursed under another EU action/programme
⇨　Debt and debt service charge
⇨　Excessive or reckless expenditure

EU grant: possibly up to **100 % of eligible costs**, external sources of funding encouraged (and positively appreciated during the evaluation)

Work Package	Personnel	Subcontracting	Other direct costs	Indirect costs
	➤ Salaries + charges ➤ Permanent / Temporary personnel ➤ Employment contract	➤ Service ➤ Part of the action itself ➤ By entity external to partnership ➤ Invoiced to one of the participants	➤ Consumables ➤ "Instrumental" services necessary to the implementation but not essential parts of the action (printing, transport, copying…)	25 % of (**personnel costs** + **other direct costs**) (overheads)
1		o PR agency services o External setting up of communication strategy o Performers' fees (teasers)	o Consumables (promotional give away, products for teasers) o Purchase of advertising space o Transport of goods/persons(teasers, press conferences…) o Rent of equipment/premises (teasers)	
2		o Performers' fees (speakers, moderators, scientists, animator, photographer…) o External organisation of activities in some venues	o Consumables (reagents and various products for hands-on and demos, rewards for competition winners, decorative items…) o Rent of equipment /premises o Transport of goods (material) internally organised or persons (speakers, animators…)	
3		o Conception/production of questionnaires/ polls by specialised external company o Pollsters' performances	o Consumables (gadgets for rewarding participation) o Possible "instrumental" services linked to the handling of questionnaires (printing, copying, display…)	
4			o Travel and subsistence costs (participants' representatives in meetings) not through agency o Possible "instrumental" services linked to the management tasks (printing of documents, copying…)	