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## **Deliverable D3.3 Title Report on TV transmissions**

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<b>Dissemination Level</b>		
<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

Within project REKS was initiated a series of 6 TV transmissions broadcasted on Nova Television within the production High Tech. It was clearly indicated at the beginning and at the end of all movies that they are broadcasted with the financial support of the European Commission within the initiative 'Researchers in Europe', which logo was shown at the beginning and at the end of each TV transmission.

The **first short movie** was broadcasted on 27 June and 3 July 2005.

The film starts with questions: What is the science? Why is so important to do research in Bulgaria? Answers to the question: "What is researcher?" give Assoc. Prof. Galia Kozhuharova (Trakia University), Assoc. Prof. Hrtisto Hristov (Technical University - Varna), Assoc. Prof. Kiril Barzev (University of Rousse), and Assoc. Prof. Asen Rahnev (University of Plovdiv).

Further, Elisaveta Gurova gives more information about the project REKS – related to its aim, planed activities, etc.

Within the film are presented some statistic showing the Bulgarian place in the European Union regarding research and the situation of research in the country. According to the data little money are allocated for research in Bulgaria but there is a huge human resource.

Assoc. Prof. Galia Kozhuharova, Assoc. Prof. Hrtisto Hristov, and Assoc. Prof. Asen Rahnev give answers to the question "Why young people in Bulgaria would choose the profession researcher?". Furthermore, Assoc. Prof. Hrtisto Hristov and Assoc. Prof. Asen Rahnev give their opinion on Bulgarian and European researchers and what is the difference between them.

The vision of young people is quite essential. A number of interviews with young people are presented in the film. They are asked about their opinion for the profession researcher, will they make such career, what will make them to choose this way, etc.

In an interview Albena Vutsova, Director in Ministry of Education and Science, explains about the current situation of researchers in Bulgaria, the possibilities for them, and the opportunities given by the Ministry of Education and Science.

A short movie "Keys to Mobility"(European Commission) is presented in Bulgarian as well. It shows the possibilities for mobile researchers, the problems they face, and how the Research Mobility Centers in the different European countries can help them, etc.

Assoc. Prof. Lina Anastasova (Free Bourgass University) gives detailed information about the survey planned in the REKS Project. Its aim is to discover the factors which imply on researchers profession, the opportunities for development of researchers, to reveal the problems they face, etc.

The film ends with the finding that in order to succeed in research it should come from your heart.

The **second short movie** was broadcasted on 25 and 31 July 2005. The film is devoted to research in the area of Information and Communication Technologies (ICT).

At the beginning, Orlin Kouzov (Director of ICT agency) explains the importance of computers and new technologies today and highlights the problem of computer and Internet proficiency. He outlines the state policy regarding ICTs in Bulgaria and other European countries.

Prof. Angel Popov (Sofia University) explains further what is the role of businesses in financing research projects. Svetlin Sevdin (Human Resources Specialist, KonsulTim) gives information on market demand for High Technology specialists.

The connection business-universities is an important one. Two Bulgarian companies are presented. Rila Solution is a software company. Its director Miroslav Iliev tells about common activities with universities – real work training for students, internships, provision of equipment, etc.

How this connection looks like in Delta Instruments describes Assoc. Prof. Evgeni Jankov. Young specialist after the university have the possibility to work in the company, to be additionally trained, and to gain experience in a real work situation.

Prof. Angel Popov highlights the importance of international cooperation and exchange of research results.

Petar Stoianov presents broad overview from IST Conference (15-17 November, 2004, Hague). In an interview Rosalie Zobel (European Commission, DG INFSO) gives more information about the Conference and the European Program “Information Society Technologies”. France de Brune (European Commission, DG INFSO) tells about the future of new technologies and where research in the field should be directed in the future. An overview of the IST Awards is presented as well. Interviews with representatives from IST prize winners from different European countries and their innovations can be seen.

At the end of the film, an accent is drawn to the potential for development in research area of IST. Opinions give Orlin Kuzov, Miroslav Iliev, Evgeni Iankov and Prof. Angel Popov.

The **third short movie** was broadcasted on 08 and 14 August 2005. It focuses on biotechnologies.

A European Commission film (Researcher: an international carrier), translated in Bulgarian, outlines the daily life of modern researcher in Europe. Alexander Zarkovski (Head of Laboratory, Center for Molecular and Clinical Medicine, University Tartu) highlights the importance of researchers' contacts. Shatene-Malarby, France is from a research institute in the field of cellular and molecular cardio biology. Renee Ventura-Clapier (Head of Laboratory) tells about the institute and the research work in it. Many young researchers work there. Gregoire Vandecasteele, (Researcher), Andre Marcantoni (Doctoral Student), Marjorie Maillet (PostDoc), and Franceska Rochais (Doctoral Student) tell about their research and their work at the institute. Renee Ventura-Clapier tells about INSERM and the established successful cooperation with colleagues in Bratislava, Slovakia. Marta Novotova (Head of Laboratory, Bratislava, Slovakia) tells about the cooperation and the role of scientist. Alexander Zarkovski tells about the Laboratory he runs and pays attention to the problems they face, particularly the lack of

human resources. He outlines that the European Commission intends to establish a network of little laboratories all over Europe, that will work together on a specific problem. Criss Hartzell (Head of Laboratory, Groupe Hospitalier Pitie Salpetriere) accents on cooperation in science instead of competition.

Biotechnologies except in medicine have their implementation in agriculture. Many and different are the work directions in the field in Bulgaria. Dr. Dimitar Dilianov (AgroBioInstitute) tells about the AgroBioInstitute and the research work there. Kunka Kamenova is a young scientist at the institute. She shared her experience, too. The Institute successfully cooperates with the business.

Vihra Andonova (BalkanBioHerb) tells about biological agriculture, its state in Bulgaria, the problems and challenges they face. She points out the essential role science has in the field. At the end Dr. Dimitar Dilianov highlights the importance of modern scientific methods.

The **fourth short movie** was broadcasted on 26 September and 2 October 2005. The film was about physics.

Academic Nikola Sabotinov (Deputy of Bulgarian Academy of Science) tells about the physics and the situation in Bulgaria. According Prof. Angel Popov (Faculty of Physics, Sofia University) at the present time it is a period of a technical revolution. And in a period like this physics shines as a scientific field.

An overview of the scientific field, its history, and most famous researchers is presented. Academic Nikola Sabotinov talks about the importance of physics as a scientific field. He outlines in a very detailed way the various kind of new technologies physics is developing. In connection to this Prof. Angel Popov focuses on nanoelectronics and the perspectives it gives.

Dr. Valeri Golev (Faculty of Physics, Sofia University) explains about astronomy, one of the fastest developing branches of physics. Further, Academic Nikola Sabotinov tells about scientific work in physics in Bulgaria and the cooperation with European researchers.

A short overview of Astronomy in Bulgaria is presented. In interviews young scientists in this field share their opinion about their choice and their research.

A film of European Space Agency is presented in Bulgarian (“The Hubble Story”). It is about Hubble, its story, the work of scientists, researches undertaken and so on. It shows a good practice of cooperation between NASA and ESA. In the presentation is included “Planetary Tales” and information on the new planet Sedna, the comet Shoemaker-Levy 9, changing seasons in Mars, northern and southern lights, etc. Bob Fosbury (European Space Agency) talks about some of this research. It is highlighted the importance for science of all done by now, made possible only by cooperation of scientists from different countries.

Academic Nikola Sabotinov explains how important is researchers’ mobility. According to him science develops because of the contacts scientists have.

Prof. Angel Popov considers that science is not a field of quick enrichment and gives opinion on young people in the science. At the end, Dr. Valeri Golev raises a very essential issue for Bulgarian science - "brain drain". He asks: "Is there a real "brain drain"? Isn't this an integration of European Research Area?"

The **fifth short movie** was broadcasted on 31 October and 6 November 2005. It focused on the awareness raising rally organized within the Researchers in Europe Initiative by project REKS. The rally consisted of seminars with the title 'Profession Researcher' in four Bulgarian cities. The movie focuses in chronological order on the seminars.

The movie starts with pictures from the first seminar which took place in Plovdiv. In the premises of the Plovdiv University 'Paisij Hilendarski' are taken interviews from different speakers at the seminar – Ms Valia Nedeva, prof. Ivan Minkov, both from Plovdiv University "P.Hilendarski", and Dr. Katalin Gara Nagy, Hungarian guest speaker. They focus on the participation in different Bulgarian and foreign research programs. An interesting issue is also related to young researchers and their support. Another problem is the financing of research through national state finance, open competitions and international programs.

Further, the movie highlights the second seminar in Stara Zagora. Interviews of the participating researchers – Assoc. Prof Dr. V.Gagova, Dr. D.Kjuchukova from Trakijski university and Bernard Clements from EC, DG JRC-IPTS focus on the connection between businesses and universities and how to stimulate young people to choose a scientific career. Getting in touch with some firms could help the scientific research and financial support. At the same time there is a need to bring young researchers back in Bulgaria and create conditions for their realization.

The third seminar takes place in Varna. At the seminar is presented the DG JRC of EC, and its aim to support European politics and the common research in Europe. A special emphasis is provided on the opportunities for researchers to apply to JRC services. From the Technical University – Varna are interviewed also Assoc. Prof. Kiril Tenekedjiev, and Ass. Prof. Ganka Kovacheva.

The fourth seminar took place in Rousse. There is a generally shared view highlighted by Prof. Dr. Rusko Shishkov from Rousse University – that university lecturers should be also capable researchers.

At the end of the movie, Elissaveta Gourova presents the National Research Mobility Portal and its opportunities for researchers.

The **sixth short movie** was broadcasted on 05 and 11 December 2005. It focuses on the final conference of project REKS which took place on 28-29 November in Sofia.

At the beginning the film introduces briefly the framework of the conference and its main topics. After that in chronological order presents to the audience the conference.

During the first session the emphasis is on the system for habilitation in Bulgaria. The possible changes are briefly discussed by Academic Kenderov, President of the Higher Attestation Commission in Bulgaria. In an interview Acad. Kenderov speaks about

division of the academic titles and ranks, and for fairer habilitation system and giving more opportunities for talented people.

At the same time the career development of researchers is on Europe's agenda. Emmanuel Bodard from DG Research of European Commission highlights the barriers at European level, and how new career opportunities are created at European level. He considers as well the emphasis on attracting talented researchers to return to Europe.

The second session of the conference is devoted to the state-of-the-art of researchers and their mobility. Olivier Da Costa from Dg JRC of the European Commission highlights that there are enough graduates in Europe to cover the research needs. He further highlights that globally the mobility of researchers is increasing. The highest is the mobility of researchers from natural sciences, and in particular from interdisciplinary sciences like molecular genetics and biophysics. Mariagrazia Squ Chiarini from VTT Finland considers the mobility through her own experience. She emphasizes the reasons to undertake mobility, while considering it for a must for each researcher. The most important is that the researcher should be despaired to do something new and interesting.

The third session is devoted to the linkages between businesses, universities and research institutions. The topic of knowledge management is also on the agenda, considered in more details by Nikos Katsiadakis from Technology Park Thessaloniki. The collaboration of businesses and research gives positive results also in Bulgaria. The introduction of innovation in a final product is presented by Peter Petrov from company Point L.

Women and young people in research is considered in the forth session of the conference. Ladies in research is especially important for Europe, where ca. 27% of researchers are women, whereas in Bulgaria they account for 45%. Generally, the European problems of women researchers do not exist in Bulgaria, considers Penka Lazarova from the Union of Scientists in Bulgaria. One of the reasons is that due to the low salaries in research, many of man researchers have left to business positions. To a certain extend the problem is related to the equal representation of women in the research decision and policy making structures, similar to other countries.

The final session considered the state-of-the-art of researchers in Bulgaria. A special attention is devoted therefore in the film on the sociological survey carried out in the last few months among researchers in Bulgaria. Assoc. Prof. Lina Anastassova from Free Bourgas University considers that the career development is going slowly compared to researchers in other countries in Europe. In the last few years has decreased the number of researchers working on projects financed by state or business sector in Bulgaria.

The film presents an interview with a young researchers – the 25 years old prize winner of John Atanassov prize of Bulgarian president. It finishes with the opinion of Prof. Angel Popov, Vice President of the Union of Scientists in Bulgaria. He believes that Bulgarian science will finally go out of the crises. The new government also emphasizes on education, research and innovation, which should go together.