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## **Deliverable D4.5 (2) Report on raising participation and awareness**

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<b>PU</b>	Public	
<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)	X
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

## **Report on raising participation and awareness**

The activities for raising participation and awareness are incorporated in the Communication strategy for the Bulgarian Network of Research Mobility Centres (RMC) and the National Research Mobility Portal (RMP), which was adopted at the Steering Group meeting on 17 November 2005.

The main objectives of the strategy are:

- to build the Bulgarian Network of RMC and the National RMP
- to make them well known and used in Bulgaria

Subsequently, as target audience are identified: researchers, research , governmental and business institutions.

For achieving the strategy were considered the following action lines:

- face-to-face communications
- presentations to a larger audience
- dissemination of printed materials
- publication of information materials
- on-line presence

### **1. Face-to-face communication**

The activities started with looking for support by some leaders of Bulgarian universities in order to build RMC at national and regional levels. Further, the Steering Group members provided the necessary linkages to governmental institutions, and business and research institutions and organizations. A special emphasis was put on the communication to researchers' associations, e.g. with the Union of Scientists in Bulgaria and the Association of PhD students in Bulgaria were established close relations during the Bulgarian initiatives within the 'Researchers in Europe' 2005 Initiative.

Several bilateral meetings were held with national and local representatives in Sofia, Rousse, Varna and Stara Zagora:

- ✓ Ministry of Education and Science
- ✓ Ministry of Labor and Social Policy
- ✓ Agency of Employment
- ✓ National Insurance Institute Sofia and Regional Insurance Institute in Rousse, Stara Zagora
- ✓ National Academy of the Ministry of Internal Affairs
- ✓ National Income Agency, Sofia
- ✓ Regional Educational Inspectorate in Sofia, Rousse, Stara Zagora and Varna

### **2. Presentation to a larger audience**

The dissemination activities to a larger audience include the following three levels:

- Training activities of the RMC staff and other universities – at national and at regional levels;
- Presentations at seminars and conferences - in Sofia and at regional level;
- Presentations at seminars and conferences abroad

The work on the BulRMCNet Project and the expected results were presented for first time at a regular meeting of the Union on Automatics and Informatics in October 2004. In November 2004 the Project was presented also to the Steering Group established by the Ministry of Education and science on the project kick-off meeting.

The launching event of the Bulgarian Network of RMC, which took place on 5 November 2004 within the European day of the Entrepreneur (EDE), provided another opportunity the project to be presented to a wider audience - researchers and university lecturers, business representatives, civil servants, etc. The launching event included an official part at the plenary session of EDE'2004 and a special round table devoted to mobility of the highly skilled ([http://www-it.fmi.uni-sofia.bg/ede2004/home\\_en.htm](http://www-it.fmi.uni-sofia.bg/ede2004/home_en.htm)).

The dissemination work in 2005 focused on the Bulgarian Research Mobility web-portal (RMP). The first prototype of the RMP was presented at a technical meeting of the Commission in Brussels to ERA MORE members. Further, the RMP was presented at a training seminar of representatives of the regional RMCs in Sofia on 18-19 May 2005.

The actual promotion of the RMP started in September during the four seminars of an awareness raising rally devoted to the researchers' profession. The seminars took place in Plovdiv (20/09/2005), Stara Zagora (21/09/2005), Varna (27/09/2005) and Rousse (28/09/2005). The four seminars were also considered as Portal promotion days outside of Sofia. The participants were made acquaint with the activities of the BulRMCNet project for building a Bulgarian Network of RMC, and of the European Commission related to ERA MORE and the European RMP. A movie on the profession of researchers was shown at the seminars, including the translated into Bulgarian movie of the EC 'Keys to mobility'.

The regional training seminars in April 2006 seriously contributed to the awareness raising and dissemination activities of all RMCs.

- ✓ In Stara Zagora, at the training seminar on 13 April 2006 the Bulgarian Network and RMP, and the South Bulgarian Regional RMC at the Department for Information and In-Service Teachers Training of Trakia University was presented to representatives of Trakia University, Plovdiv University "Paisij Hilendarski", regional research institutes and organizations.
- ✓ In Rousse, at the training seminar on 16 April 2006 the North Bulgarian Regional RMC at "Angel Kanchev" University was presented to representatives of several universities and colleges in the region: University of Veliko Tarnovo, Technical University in Gabrovo, Academy of Economics in Svishtov, Medical University in Pleven, Pedagogical Faculty in Silistra, Technical College in Silistra, Technological College in Razgrad, Union of Scientists in Rousse, as well as of industrial enterprises with applied research results, regional research unions, institutes and centers, namely: Research and Scientific Sector at the University of Rousse; Union of Scientists, Rousse; Institute on Forage Plants in Pleven; Institute on Mathematics and Informatics at the Bulgarian Academy of Science in Veliko Tarnovo; Institute on Agriculture and Crop Knowledge in Obratzov Chiflik; Centre for testing of agricultural and forest machinery and spare parts in Rousse, researchers, professors, university lecturing staff; PhD-students.
- ✓ In Varna, at the training seminar on 17 April 2006 the East Bulgarian Regional RMC at Technical University of Varna was presented to a number of representative of higher education establishments in the region, research institutes, technology parks, etc.
- ✓ In Sofia, at the training seminar on 28 April 2006 the participants for several universities and research organisations get to know the West Bulgarian Regional RMC and centre for intersectoral mobility of researchers at UNWE.

Other events where the Bulgarian Network of RMC and the National RMP were promoted in 2005 and 2006 include:

- ✓ A joint meeting of representatives of the Greek, Turkish and Bulgarian networks was held on 22-23 September in Thessaloniki, Greece. At this meeting except the Bulgarian Network of RMC and the National RMP were presented briefly the activities of all Bulgarian RMC.
- ✓ Conference “Intellectual property – factor of economic growth”, 6 – 7 October 2005, Ravda
- ✓ In Sofia on 29 October 2005 took place a Workshop for Early Career Researchers organised by Science's Next Wave in collaboration with the Marie Curie Fellowship Association. At the event were presented the activities of EC related to ERA MORE and the European RMP, as well as the Bulgarian Network of RMC and the National RMP to the participating young researchers and doctoral students.
- ✓ The Ministry of Education and Science organized from 2-4 November an information rally within the EU communication strategy. This provided a forum to present the activities of EC related to ERA MORE and the European RMP, as well as the Bulgarian Network of RMC and the National RMP to the audience in the cities Gabrovo and Shumen.
- ✓ At the Second annual conference of ERA MORE (23-25 November 2005) was presented the Communication strategy considered for the Bulgarian Network of RMC and the National RMP. The same strategy was already presented on 17 November to the Steering Group of the project. At the conference were also disseminated small calendars for 2006 and book marks with contacts of Bulgarian RMCs, and flyers for the Bulgarian RMP.
- ✓ A conference ‘The researcher – a factor for the development of the knowledge society’ was held within the third European Day of the Entrepreneurs on 28-29 November 2005. At the conference were again presented the activities of EC related to ERA MORE and the European RMP, as well as the Bulgarian Network of RMC and the National RMP. In the info packs of all participants was included a movie on ‘Profession researcher’ including also indications to the Bulgarian RMP, as well as flyers of the RMP and small calendars for 2006.
- ✓ On 19 December 2005 the South-West RMC at UNWE organized a seminar ‘academia-industry’ within BulRMCNet project at which was made a wider presentation, including not only the activities of EC related to ERA MORE and the European RMP, as well as the Bulgarian Network of RMC and the National RMP, but also the impact of the mobility on receiving and sending countries, and considerations on the actions needed for academia-industry mobility in Bulgaria. At the seminar were disseminated again flyers and book marks of the RMP.
- ✓ Presentation ‘Instruments supporting researchers’ mobility in Europe and in Bulgaria’ was made at the Information day on ‘Researchers mobility prospects within FP7’, 22 February 2006.
- ✓ Dissemination of the ‘European Charter for Researchers and a Code of Conduct for the Recruitment of Researchers’, ERA MORE pens, Bulgarian leaflets at roundtable on ‘Mobility and career development of researchers in Bulgaria: possible measures to turn the brain-drain’ into ‘brain-circulation’, 13 April 2006, Sofia.
- ✓ On 23 May at Trakia University a special event was held dedicated to the official holiday in Bulgaria 24 May which is accepted also as a holiday of Trakia University titled “Trakia University and European Research Area”. At a conference organized at university level was delivered a presentation on the Regional Mobility Centre in Stara Zagora and its activities and potential services.

- ✓ Participation at a Seminar ‘Creating synergy between framework programme and the Structural Funds’, 18-20 May 2006, Pamporovo
- ✓ Dissemination of project leaflets and a poster at the 4<sup>th</sup> International Conference “Challenges in Higher Education and Research in the 21-st Century”, 1-4 June 2006, Sozopol
- ✓ Seminar ‘Quality in Higher Education’, 1-2 June 2006, Rousse
- ✓ Conference “Inventiveness and innovative enterprising”, organized by the Federation of science-technical unions in Bulgaria and the Patent office of Republic of Bulgaria, 4 – 6 June 2006, Sunny beach
- ✓ Dissemination of information materials or flyers at XII International Scientific Technological Conference “Transport, Ecology and Sustainable Development”, May 2006, Varna
- ✓ Dissemination of information materials or flyers at V International Conference TEHNONAV’2006, May 2006, Constantza, Romania
- ✓ Distributed flyers at Workshop “Renewable Energy Sources”, Project “Solar Schools” and made Presentation “Bulgarian Mobility Centres Network”, June 2006
- ✓ Dissemination of information materials or flyers at II International Conference “Quality Strategy in Industry and Education”, June 2006
- ✓ Dissemination of information materials or flyers at Scientific Conference “CAD/CAM Technologies”, June 2006
- ✓ Dissemination of information materials or flyers at 150 Years Naval School-Varna, Anniversary Scientific Session, June 2006, Varna
- ✓ Dissemination of information materials or flyers at TU-Varna Students Scientific Session, June 2006, Varna
- ✓ Dissemination of information materials or flyers at VII International Conference “Management in Industry”, July 2006, Varna

### **3. Dissemination of printed materials**

It is very important to provide visual materials to the targeted audience. Therefore, several printed materials were prepared and disseminated during the project events:

- Business cards
- Introductory leaflet of the Network of RMCs and the RMP
- Poster of the Portal
- Leaflet of the Portal with contact details of all RMCs
- Book marker with link to the Portal and contact details of all RMCs
- Small calendar for 2006 with the ERA MORE logo
- Calendar with 3 sections for 2006 with link to the Portal and contact details of the RMC at SU
- Leaflets of all RMCs – Varna, Rousse, Stara Zagora, Sofia
- Business cards of RMC – Rousse and Sofia

### **4. Publication of information materials**

The activities on publication of information materials focused on publications mainly in scientific press and journals, e.g. the journal of the Union of Scientists in Bulgaria ‘Nauka’:

- ✓ In 'Nauka' 2/2005 was published a paper 'International Mobility – New Opportunities', E.Gourova.
- ✓ In 'Nauka' 6/2005 was published a short article on the Second annual conference of ERA MORE.
- ✓ As a specialized edition of 'Nauka' were published the Conference proceedings on 'The researcher – a factor for the development of the knowledge society' including a paper on 'Instruments for mobility of researchers in Europe', E.Gourova.
- ✓ The paper "General conclusions of the regional seminar – Stara Zagora", PhD Elena Lavrentsova was published in the special edition of the Journal of the Union of Scientists in Bulgaria 'Nauka' 2005.
- ✓ The paper "Mobility – a factor for the development of the potential research skills" PhD Elena Lavrentsova was published in the special proceedings of the Seventh National Pedagogical Forum "Researchers in a classroom", v.1 2006
- ✓ Published information about RMC-Varna activities in Scientific Journal "Acta universitatis Pontica Euxinus"
- ✓ Published information about the RMC-Varna in the special edition of the researchers papers and distributed flyers at XII International Scientific Technological Conference "Transport, Ecology and Sustainable Development", Varna

In 2006 is planed to issue also a specialized publication – a Guide for foreign researchers.

## 5. On-line presence

The presence on-line and in the electronic media is nowadays very important for any communications strategy. In May 2005 was put into operation a project web site <http://www-it.fmi.uni-sofia.bg/BulRMC/> with a closed area for distribution of knowledge to other RMCs. At the same time started also the first prototype of the National Research Mobility Portal, which was updated according to the EC comments in July 2006 (<http://www.eracareers-bg.net/>). In particular, a data base with research job vacancies published in the State Journal was added in the Bulgarian version of the Portal with opportunities for search according to the city, research area and specialization field (<http://www.eracareers-bg.net/search2.php>).

Links to the National RMP are provided from:

- Bulgarian research institutions, e.g. Ministry of education and science, Bulgarian Academy of sciences
- Bulgarian researchers associations – Union of Scientists in Bulgaria, Association of PhD students in Bulgaria
- Europa server and ERA MORE partners

The development of the web-site of the North Bulgarian Researchers Mobility Centre at the "Angel Kanchev" University of Rousse started mid 2005 with the ERA-MORE logo on the front page of the University web-site. Further, connected with the establishment of the North Bulgarian Regional Researchers Mobility Centre as a part of the University Centre for International Cooperation and Mobility (CICM), the web site came into being and it is still under construction. It is envisaged to publish on the CICM web-site the basic duties of the Regional Centre as a member of the Bulgarian network for researchers mobility centres, namely :

- ✓ To give idea of the 'focal points' in North Bulgaria;
- ✓ To provide appropriate relation between the members working at regional level and the corresponding organizations dealing with relevant problems;

- ✓ To provide assistance on questions of interest for the network of centers for mobile researchers;
- ✓ To publish on its web site and on the national web site up-to-date information for vacancies and grants for researchers, teachers and PhD-students.

Regarding the communication to the general public, a short movie provided by the Commission on 'Keys to mobility' was broadcasted in June 2005 by Nova Televisia, one of the Bulgarian national TV channels, within the TV production 'High Tech'. In a second short movie, broadcasted in October 2005 within the same TV production focusing on the awareness raising rally in Plovdiv, Stara Zagora, Varna and Rousse, was presented the National RMP to the general public.