



Project no. **MOBI-CT-2004-510971**

Project acronym **BulRMCNet**

Project title: **Bulgarian Network of Research Mobility Centres**

Instrument **SIXTH FRAMEWORK PROGRAMME**

FP6-2003-MOBILITY-CENTRES

EUROPEAN NETWORK OF MOBILITY CENTRES

Thematic Priority **Human Resources & Mobility**

Deliverable D4.5 (3) Report on raising participation and awareness

Due date of deliverable: August 2007

Actual submission date: July 2007

Start date of project: 01.09.2004

Duration: 36 months

Organisation name of lead contractor for this deliverable: Sofia University

Revision 1

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	X
CO	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
- ✓ National Patent Office

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).

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 Rouse (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 Rouse, 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 Rouse, 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 Rouse; Union of Scientists, Rouse; 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 Rouse, 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 intersectorial mobility of researchers at UNWE.

The final conference of the Bulgarian Network of RMC ‘Researchers’ Mobility and Career’ was held on 6-7 November 2006 in the Inter Expo Center in Sofia. The main goal of the conference was to present to the research community the Bulgarian Network of Research Mobility Centers and ERA MORE. It aimed also to discuss the researchers’ career opportunities and the mobility between academia and industry. At the conference participated more than 150 researchers and representatives of industry and business associations. During the conference was disseminated for first time the Guide for Foreign Researchers in Bulgaria on a CD specially prepared for the conference. The CD contained as well other materials related to mobility of researchers and the available presentations of the conference speakers.

A series of seminars took place from 29 March to 8 May 2007 in the regional network nodes – on 29 March in Stara Zagora, on 4 April in Varna, on 5 April in Rousse, and on 8 May – in Sofia. The first three seminars had a common part with speakers coming from all Bulgarian RMCs, and a regional part – with local lecturers invited by the RMCs, and a session devoted to FP7 program People. The seminar in Sofia was devoted only to health and IPR issues and ERA MORE and FP7 presentations. In general, the seminars provided a forum at regional level for discussing mobility issues and the respective tools concerning researchers’ career.

Other events where the Bulgarian Network of RMC and the National RMP were promoted in the period 2005 – 2007 include:

- ✓ A joint meeting of representatives of the Greek, Turkish and Bulgarian networks was held on 22-23 September 2005 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. The presentation, summarizing and analyzing the results of the inquiry after regional seminar in Stara Zagora, was delivered by the representatives of RCM-Stara Zagora. 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.
- ✓ 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
- ✓ Participation at a Seminar ‘Creating synergy between framework programme and the Structural Funds’, 18-20 May 2006, Pamporovo
- ✓ 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. During the conference information materials and flyers of RMC-Stara Zagora were disseminated.
- ✓ Dissemination of project leaflets and a poster at the 4th 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
- ✓ 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 flyers of RMC-Stara Zagora at International Seminar “ICT in education”, 23-27 June 2006, St.St Konstantin and Elena resort.
- ✓ Dissemination of information materials or flyers at VII National Pedagogical Forum “Researchers in a classroom” with international participation, July 2006, Stara Zagora.

- ✓ Dissemination of information materials or flyers at VII International Conference “Management in Industry”, July 2006, Varna
- ✓ Dissemination of flyers at VII International Conference “Marine Sciences and Technologies”, September 2006, Varna
- ✓ Mechanical Engineering Days, September 2006, Varna
- ✓ Presentation of ERA MORE and the Bulgarian network at a workshop held on 19-20 October 2006 in Sofia on ‘The impact of the ERA on the development of young scientists, organized by the Austrian Science and Research Liaison Office Sofia (ASO), Committee of Young Scientists (CYS), and the Union of Scientist in Bulgaria (USB)
- ✓ Participation at an Information Rally of the Ministry of Education and Science on 23-27 October 2006 in Bourgas, Shoumen, Varna and Stara Zagora with a presentation on ERA MORE and the Bulgarian network
- ✓ Dissemination of materials at International Conference “Euro education”-Oxford, November 2006, Varna
- ✓ Presentation "Management of Researchers' Career development" at the Final Conference "Mobility and Career of Researchers" - 6-7 November 2006, Sofia, made by a representative of RMC-Stara Zagora.
- ✓ Dissemination of flyers at International Conference “Man within the knowledge based organization”, November 2006, Varna
- ✓ Presentation of the RMC-Stara Zagora and Bulgarian network, emphasising on its future perspectives, delivered at a workshop "Mobility: perils and possibilities" within the conference "Science Policies Meet Reality: Gender, Women and Youth in Science in Central and Eastern Europe", 1-3 December 2006, Prague. Dissemination of flyers of RMC-Stara Zagora.
- ✓ Distributed information materials at National Scientific Conference “Yang people and Local Authorities”, December 2006, Varna
- ✓ Third International Conference “Quality in Higher Education Management”, March 2007, Varna
- ✓ On 11-13 March 2007 in Kopaonik, Serbia were disseminated the Guide for Foreign Researchers in Bulgaria, and were presented the Bulgarian Network of RMCs as part of ERA MORE and the National Portal during a workshop of the FP6 project ‘Development of researchers mobility policy guidelines for the region of Western Balkans’.
- ✓ For the 3rd ERA MORE conference held on 19-21 March 2007 in Sitges was prepared a Bulgarian stand with two posters of the Bulgarian Network and on Bulgaria, with copies of the Guide for Foreign Researchers in Bulgaria and 5 leaflets of all RMCs. During the conference presentation "Mobility and Career of Researchers at DITT-Stara Zagora" was delivered by a representative of RMC-Stara Zagora.
- ✓ Regional training seminar, 04 April 2007, Varna
- ✓ Presentation of the RMC-Stara Zagora and Bulgarian network at the 2nd International Conference "Migration and Intercultural Dialogue - Challenges to Equality in Education", Learning Migration Com.3 Network, 26-28 April 2007, Sofia. Dissemination of flyers of RMC-Stara Zagora.
- ✓ A presentation on the Bulgarian network successes and future challenges was held on 11 May 2007 in Thessaloniki, Greece during the Dissemination Event of the PYTHEAS Project

- ✓ Presentation of ERA MORE, the National RMP and the FP7 Programme People, and dissemination of materials at a series of Information Days in Bulgaria – at Sofia University, Technical University – Sofia, Bulgarian Academy of Sciences, etc. during the period March - May 2007
- ✓ Dissemination of printed materials and presentation at Web Tech, June 2007, Varna
- ✓ Dissemination of materials for ERA MORE at a conference in Sozopol of Technical University - Sofia, 5-8 June 2007
- ✓ Round table “Sustainable development of Black Sea Region”, June 2007, Varna
- ✓ Dissemination of flyers of RMC-Stara Zagora at International Science Conference "Challenges for Bulgarian Science in This Country's EU Membership", 7-8 June 2007, Stara Zagora.
- ✓ Dissemination of flyers of RMC-Stara Zagora at Fourth Balkan Congress "Education, The Balkans, Europe" 22-24 June 2007, Stara Zagora.

3. Dissemination of advertisement 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
- Posters for Researchers’ Night 2006 with a link to the National Portal
- Poster of the Network of RMCs
- Leaflet of the Portal with contact details of all RMCs
- Book marker with link to the Portal and contact details of all RMCs
- Book mark & calendars for 2006 with the ERA MORE logo and contact details of the RMC at Stara Zagora
- Specially prepared printed materials for the training seminar 03.2006 - RMC-Stara Zagora
- Small calendar for 2006 with the ERA MORE logo
- Calendars with 3 sections for 2006 and 2007 with link to the Portal and contact details of the RMC at SU
- Two editions of leaflets of all RMCs – Varna, Rousse, Stara Zagora, Sofia
- Business cards of RMC – Rousse, Sofia and Stara Zagora
- Posters for Researchers’ Night 2006 - RMC-Stara Zagora
- Small calendars for 2007 with the ERA MORE logo and contact details of the RMC at Stara Zagora
- Two posters during the Researchers’ Night 2006
- Pens – 2 types by the bridgehead organization and 1 of RMC-Varna

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
- ✓ Published information in BAS Bulletin of March 2006 for an information day on 'Prospects for Mobile Researchers – with a view to FP7' held on 22 February 2006
- ✓ Publication in INFOworld Bulletin Nr. 3 of 2006 on 'European Portal for Mobility of Researchers' by V.Georgieva
- ✓ Advertisement of the Conference 'Mobility and Career of Researchers' in 'Nauka' 5/2006 and in INFOworld Bulletin Nr. 3 of 2006
- ✓ Publication about the network, the RMC-Sofia and the Academy-industry seminar in the newspaper Economist, issue 547/07.03.2006
- ✓ Publication about the regional training seminar on the mobility issues in Sofia in the newspaper Economist, issue 549/09.06.2006
- ✓ Promotion of the network and the portal in a newspaper 'HOMO SCIENS' disseminated during the Researchers' Night 2006
- ✓ Publication about the mobility and the network, newspaper Capital, Careers, 10.11.2006
- ✓ Publication concerning the regional training seminar in Sofia expected in the magazine Economic alternatives
- ✓ The paper "Mobility – as One of the Main Tools for Integration of Young Researchers in the Pan-European Research and Educational Area" by Dr. Elena Lavrentsova was published in the proceedings of the conference "Science Policies Meet Reality: Gender, Women and Youth in Science in Central and Eastern Europe", 1-3 December 2006, Prague, (<http://www.cec-wys.org>)

In 2006 was issued a CD with the Practical Guide for Foreign Researchers in Bulgaria, and disseminated during the Final project conference. at the end of 2006 was prepared the printed

edition of the Guide. The Guide was published also on the National Research Mobility Portal (http://www.eracareers-bg.net/files/File/Guide_for_ResearchersCD.pdf).

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>). The portal was updated also after the second project evaluation.

All Regional Researchers Mobility Centers put in 2006 into operation their regional web sites:

- Rouse - <http://cicm.ru.acad.bg>
- Stara Zagora - <http://www.dipku-sz.net/mobility/>
- Sofia - <http://www.unwe.acad.bg/mobility/>
- Varna - <http://www.tu-varna.acad.bg/eracareers/>

In addition, the development of the Portal and the web-sites of the Regional Researchers Mobility Centers were assessed by an expert group of 9 members and discusses at a meeting held on 29 March 2007 in Stara Zagora. The recommendations of the expert group were sent to all mobility centers for implementation.

Links to the National RMP are provided from:

- Bulgarian research institutions, e.g. Ministry of education and science, National Patent Office, Employment Agency, etc.
- Bulgarian researchers associations – Union of Scientists in Bulgaria, Association of PhD students in Bulgaria
- Europa server and ERA MORE partners

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 Rouse, was presented the National RMP to the general public.