

<p>Action 14.2 Bring Science closer to Citizens</p> <p><i>Sub-action: <u>European Science in the City</u></i></p>	
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<p>1. Description</p>	<p><u>RATIONAL</u></p> <p>The engagement of citizens, local communities and civil society will be at the core of the new ERA to achieve greater societal impact and increased trust in science.</p> <p>Building on the key role of science during the COVID-19 pandemic, Member States, research organisations and industry should involve citizens in societal update of technology choices. To achieve this, leaders of R&I institutions, funders and policy makers need to agree on principles, recommendations and good practices for incentivising and rewarding citizen participation to promote trust and facilitate the uptake of science, technology and innovation. The ERA will enhance the communication to the broader public, and young generations in particular, on science addressing the twin transition and promote participatory actions concerning the transformation of our economy and society. It is also important to include the groups at higher risk of exclusion, such as persons with disabilities and older persons, their representative organisations and groups with limited, or no contact to science to address critical issues related to their low involvement or exclusion in the research.</p> <p>To create stronger public understanding, connection and engagement should be promoted through regular citizen science campaigns and education and training activities. New R&I solutions need to be co-designed and co-implemented in consultation with citizens to ensure that there is societal uptake of these new solutions and approaches. One of the main goals is to strengthen the trust in the various ways society is influenced by science and, on the other hand, how science is influenced by choices, dilemmas and responsibilities that arise in society. There is scope for opening up science and innovation to Europeans in their cities, regions and countries.</p> <p>It is important to pursue in all relevant initiatives a high involvement of early-career researchers, as they represent the future European researchers. Making research careers popular and appealing for the younger generations, will attract more people to research careers, to the benefit of the R&I system in Europe and of the labour market demand for highly skilled talents.</p> <p>Finally, the European strategy for universities (Commission communication, 18-01-2022) proposes to organise an annual European Talent Fair bringing together students, early career researchers, scholars, start-ups, industry and investors promoting talent, business and job opportunities across the EU, starting with the European Science in the City in Leiden 2022.</p> <p><u>OBJECTIVES:</u></p> <p>The Commission will organise with Member States and stakeholders EU-wide participatory science campaigns to raise awareness and networking, crowdsourcing platforms and pan-European hackathons, in particular in the context of Horizon Europe Missions. The Commission will develop with the Member States best practices to open up science and innovation to citizens, especially the youth.</p>

	<ul style="list-style-type: none">• To create a platform on which everyone who wants to share their opinion, skills and knowledge about science, technology, innovation, art can participate, thus establishing new connections between science and society in innovative, open, playful, and sincere ways;• to celebrate the richness and diversity of the European scientific landscape;• to enhance the European and international profile of the scientific community in a particular city or region;• to foster mutual learning, scientific integration, interest for science among younger generations and the development of a borderless European research community across the continent;• to increase engagement of citizens with the scientific community locally, and• to set a paradigm for more European cities and to leave a legacy with their innovative approach. <p><u>ONGOING AND FUTURE ACTIONS</u></p> <p>The actions will be organised into two strands: firstly, a pilot will take place in 2022 in order to develop a sustainable concept for any future editions. Afterwards, a second strand (2023-2024) will consist of a call for expression of interest for the future actions based on lessons learnt from the pilot.</p> <p>STRAND 1 – Leiden 2022</p> <ul style="list-style-type: none">• Leiden will pilot the first year-round European City of Science (ESC). The main reason for extending the programme to a full year is to bring science and society closer together.• The overall programme consists of four main components which together shape the Leiden European City of Science in 2022:<ol style="list-style-type: none">1. A year of events consisting of science activities throughout the year organised around 22 main themes and related events/activities for 365 days including the initiative 'Knowledge throughout Neighbourhoods';2. the European Young Scientists Contest (EUCYS) targeting 14-20 year olds with a passion for STE(A)M;3. a European contest for young and early career researchers (working title 'EU TalentON') that will become part of the EU Talent Fair announced in the European Strategy for Universities; and4. the EuroScience Open Science Forum (ESOF).• Leiden2022 aims to<ul style="list-style-type: none">○ develop a generic and sustainable model for the European City of Science title, which fosters sustainable relationships between scientists and citizens and○ provide a convincing concept to serve as a blueprint for future editions.• The ECS label intends to celebrate the richness and diversity of the European scientific landscape. It enhances the European and international profile of the scientific community in a particular city or region, increases engagement of citizens with the scientific community locally, triggers public investments in regional scientific infrastructures and boosts tourism. Moreover, it aims to foster mutual learning, scientific integration, interest for science among younger generations and the development of a borderless European research community across the
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	<p>continent.</p> <ul style="list-style-type: none">• Leiden European City of Science is a unique opportunity to bring together all of society to discuss research and innovation and for all parts of society to share ideas and work to improve how research and innovation is conducted. It brings together multiple stakeholders, disciplines, sectors and participants from across the globe. Its sheer scale, size and amazing innovation make it a paradigm for the European research and innovation community.• Leiden2022 will range from small, local activities to large, prestigious events with an international appeal. Within this 365-day programme, the entire knowledge spectrum will be covered, from fundamental science to public engagement with science <p>The action will continue to build on the existing legacy of well-established activities, such as:</p> <ul style="list-style-type: none">• The EU Contest For Young Scientists (EUCYS) was initiated in 1989 when European Commission president Jacques Delors took up the challenge from Royal Philips Electronics of the Netherlands of organising the Europe-wide student science fair. Philips has organised this annual event since 1968, but felt the time had come for the European Union to take on the organisation after 20 successful Philips Contests. It will be its 33rd edition in Leiden.• The EuroScience Open Forum (ESOF) created by EuroScience in 2004, is the largest biennial interdisciplinary meeting on science and innovation in Europe, for and with society. ESOF brings together over 5000 leading thinkers, innovators, policy makers, journalists and educators from more than 90 countries, to discuss current and future breakthroughs in contemporary science. ESOF is one of the best opportunities for everyone from leading scientists, early careers researchers, business people, policy makers, science and technology communicators to the general public to come together to find out more about how science is helping us advance today. <p><u>STRAND 2 - 2022-2023 – Scale up in other MS & cities</u></p> <p>Building on the new implementation model for the European City of Science initiative, piloted by Leiden, a scaling-up of the concept across Members States will be explored with interested cities. To ensure that all relevant lessons from the pilot are captured, an assessment of the Leiden 2022 activities, their implementation, outcomes and the experienced bottlenecks will be carried out. The findings will serve to finalise the concept so that in the following years it can be rolled out in multiple cities across the Union. Sustainability of a comprehensive European Talent Fair with EUCYS and TalentON contests will be explored as well as other activities that could be commonly implemented by the participating cities.</p> <p><u>LINKS TO OTHER POLICES:</u></p> <p>Each component, especially EUCYS and the European contest for young and early career researchers, will be aligned to the European Year for the Youth. Moreover, this action will contribute to the implementation of the European Strategy for Universities in particular for the European Talent Fair.</p> <p>The European Science in the City initiative will liaise and exchange knowledge</p>
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	<p>on best practises from other initiatives such as the European Researchers' Night and EU SciShop.</p> <p>The European Science in the City also lends itself for bringing important policy initiatives closer to society and citizens, such as the missions, partnerships, European Universities and the European Bauhaus.</p> <p>Leiden European City of Science 2022 has been selected as one of the first 139 partners of the New European Bauhaus. With this programme, the European Commission is building an interdisciplinary movement for a sustainable, inclusive and beautiful Europe. The question of how we shape the future is central in this context. The partnership with New European Bauhaus fits the ambition of Leiden2022 to build bridges between science, culture and society.</p> <p>The New European Bauhaus is an important step forward for the European Green Deal, with which the Von der Leyen Commission aims to make the continent of Europe climate-neutral by 2050. Concerted efforts by all Member States must prevent climate change and biodiversity loss from threatening our environment. New European Bauhaus challenges everyone to reinvent themselves in direct interaction with science, the creative sector and society. This European project aims to shape the living environment of the future: sustainable, inclusive and aesthetically sound. "In addition to an ecological and economic boost, it is also a new European cultural project," said European Commission President Ursula von der Leyen.</p>
<p>2. Actors</p>	<p><u>Target Groups:</u></p> <ul style="list-style-type: none"> ○ Scientific Community ○ Universities' students, researchers, academics, European University alliances ○ Schools: students and teachers ○ The general public (citizens, society) ○ Non-governmental organisations ○ Potential donors ○ Industry, investors ○ Associations for universities, researchers, research organisations ○ Media ○ Policy makers and cities representatives (covenant of mayors) <p><u>STRAND 1 - European City of Science Implementation:</u> the EC, Leiden city, universities, EuroScience, Leiden2022¹</p> <p><u>STRAND 2</u> – EC, MS, cities across EU</p>
<p>3. Timing and milestones</p>	<p><u>STRAND 1 – Leiden 2022 pilot</u></p> <ul style="list-style-type: none"> ● 1 January to 31 December 2022: a year of events ● 22 January 2022 – Official Opening EU City of Science ● 17 June to 17 July 2022 – European Science in the City festival ● 13 to 16 July 2022 – ESOF ● 12 to 18 September 2022 – EUCYS, TalentON,

¹ Stichting Leiden2022 is a foundation, founded in April 2020 with the specific aim of organising ECS2022 and the Young Talents Programme.

	<p>1st edition of the European Talent Fair</p> <p><u>STRAND 2 – 2022-2023 – Scale up in other MS & cities</u></p> <ul style="list-style-type: none"> • Q1 2022 – concept development for the involvement of other cities including exchange of best practices at national level • Q2 2022 – call for expression of interest by the cities in all MS • Q4 2022 – selection & announcement of next European Cities of Science • Q1 2023 – lessons learnt from Leiden 2022 • Q3 2023 – 2nd edition of European Talent Fair in different cities incl. EUCYS & TalentON
<p>4. Funding</p>	<p><u>STRAND 1</u></p> <p>These activities will be supported by Horizon Europe Work Programme ‘Widening participation and strengthening the European Research Area’ via two grants to the Leiden2022 team for a total of EUR 4 million as follows:</p> <ul style="list-style-type: none"> • Grant to identified beneficiary of EUR 2.00 million for European European City of Science (ECS) and EuroScience Open Forum (ESOF). • Grant to identified beneficiary of EUR 2.00 million for EUCYS and TalentON. <p><u>STRAND 2</u></p> <ul style="list-style-type: none"> • A future funding to be envisaged from Horizon Europe Work Programme ‘Widening participation and strengthening the European Research Area’ 2023-2024. • Overall investment strategy to be defined with MS as part of a broader ERA Policy investment targets, including synergies with structural funds and recovery and resilience plans. • Co-design with the Member States and stakeholders a platform to facilitate exchange of best practices.
<p>5. Expected impact</p>	<p><u>STRAND 1</u></p> <p>Leiden European City of Science 2022 will address four main pathways towards impact:</p> <ol style="list-style-type: none"> 1. bringing science and society closer together; 2. fostering innovation and stimulate ideas for new research topics by stimulating scientific exchange; 3. creating an ‘established’ and sustainable label for European City of Science; and 4. establishing Leiden as a City of Knowledge <p>At the heart of the ambitions of ERA lies stimulating young talent and (early) research careers. It is clear that the set-up of the EUCYS & EU TalentON & Talent Fair is rooted in the same ambition:</p> <ul style="list-style-type: none"> • to raise <i>awareness</i> (of the general public) and <i>communicate</i> the positive results of the young scientists to put them in the spotlight in order to generate awareness on the importance of scientific and technological innovation in society and motivate other young students and researchers all over Europe; • to stimulate exchanges between talented young scientists, ensure

	<p>that young scientists get guidance from some of the most prominent scientists in Europe and eventually to highlight scientific student achievements and attract widespread media interest. In other words, providing additional stimulus to young people who have an already demonstrated interest in applying science to solve problems;</p> <ul style="list-style-type: none"> • to present science and technology as an appealing career option for future students and researchers and • to share new scientific findings and insights from projects and participants (especially among the next stage and early career researchers). <p><u>STRAND 2</u></p> <p>The Commission strives for citizen science, citizen engagement, citizen empowerment, open science, and inclusive science. It is not about science <u>and</u> society, but about science with society.</p> <p>Bringing science and society closer together is one of the key impacts. The dialogue with citizens on science will be enhanced and thoughts on science and its role on society will have been exchanged.</p> <p>Showing that science is a collaborative effort between science and the broader society, and that scientific openness is of the utmost importance to building excellent science and trust in science.</p> <p>It is important that such benefits reach as many citizens as possible. Therefore, the number of cities engaging with like-minded activities building on the experience and practices already in place will scale up the impact on our society more broadly.</p>
<p>6. Monitoring</p>	<p><u>STRAND 1:</u></p> <ul style="list-style-type: none"> • In terms of general reach of ECS2022, Leiden2022 expects to involve more than 500.000 participants throughout the year. • In 2022 at least 8 conferences, a minimum of 200 days of activities and 200 (scientific) lectures to be held. • For ESOF2022 in particular, to welcome more than 5000 delegates from more than 50 different countries, both on-site and online. • High participation rates of citizens in the ECS2022 programme, including groups which are normally less likely to attend science events. • Automated statistics on attached events around EU. <p><u>STRAND 2:</u></p> <ul style="list-style-type: none"> • Gathering +20 applications in the call for expression of interest from the cities that will become next European Cities of Science.
<p>7. Communication</p>	<p><u>STRAND 1</u></p> <p>Strong emphasis will be placed on both awareness-raising and communication measures. Leiden2022 will ensure exchange and-wide spread (inter)national attention by developing a tailor-made communication and promotion strategy in cooperation with national and international media to gather public interest. It will provide for sufficient communication (in the media) on the events to maximise the visibility of ECS2022 as a whole and stimulate discussion and</p>

	<p>participation.</p> <p>The communication activities need to take place on different levels and that will be aligned and coordinated between the EC and Leiden2022 team to maximise the impact.</p> <ul style="list-style-type: none"> • Creation of a visual identity of ECS (logo, templates for documents etc.). • Creation of a website. • Promotion of ECS through a targeted campaign on different media: press, television, radio and internet. • Branding of EU Social media channels in co-operation with European Commission. • Publishing of press-releases, for online and printed publication (through newspapers). • Publications: a tear-off yearly calendar with 365 days of science • Related Events; launch, press conferences, official opening etc. <p>Example: Leiden QR code logos – can be generated for other initiatives and twinned to Leiden European City of Science and included in Leiden2022 website.</p> <p>Launch of house style, website, and tear-off calendar.</p> <p>The Leiden European City of Science's brand new house style and website is all about curiosity. Each activity has a unique QR code that directs visitors through a virtual peephole to the appropriate page on the website. The QR logos are surrounded by colorful designs, creating a sea of flowers or a dazzling kaleidoscopic vision.</p> <p>European Year of the Youth and Bauhaus are closely interlinked as both initiatives aim to develop activities where citizens and end-users are not only asked to identify relevant challenges, but also empowered to co-create together potential solutions in an ideation process.</p> <p>European Year of the Youth (EYY) own communication tools will serve as a great multiplier of the European Science in the City (ESC) activities. For instance via the EYY portal (website) News item sections, the youth-related highlights from Leiden 2022 (such as EUCYS and TalentOn) will be published. The EYY event calendar and map will promote ESC events targeted to youth audience. The communication actions will be design to spark synergies between EYY and ESC.</p> <p><u>STRAND 2:</u></p> <p><i>There will be dedicated communication for consultation events.</i></p>
<p>8. Additional information</p>	<p>https://leiden2022.nl/</p> <p>https://europa.eu/youth/year-of-youth_en</p> <p>https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/eucys_en</p> <p>https://www.esof.eu/</p>