



## Invitation to submit bids to host ESOF 2020

Strasbourg, June 10<sup>th</sup> 2016

EuroScience established the EUROSOCIENCE OPEN FORUM meetings in 2004. They are the only pan-European meeting place for scientists, business, media, politicians and the public to debate issues of science, technology, society and policy.

The first successful ESOF meeting took place in Stockholm in August 2004. Since then, there have been five further successful meetings, in Munich in July 2006, in Barcelona in July 2008, in Torino in July 2010, in Dublin in July 2012 and in Copenhagen in June 2014. The 2016 edition of ESOF will be held in Manchester and ESOF 2018 will be in Toulouse.

### **EuroScience now invites cities, regions, countries or local, regional or national consortia to submit bids to host ESOF 2020.**

In order to raise participation of scientists from Central and Eastern Europe (CEE) in ESOF, it should be noted that if a CEE country submits a solid, well-substantiated and realistic bid, and after careful evaluation by the ESOF Supervisory Committee, this country would be the preferred host for ESOF 2020. If you would like to know how this affects your application, please contact the EuroScience office at [office@euroscience.org](mailto:office@euroscience.org). The office is happy to discuss this and other modalities.

ESOF is now established as a major brand and offers the host city an enormous opportunity to attract top-level scientists, politicians, business people and media representatives. Host cities are given the coveted title of 'European city of Science' and with this comes a raised profile on the European scientific platform. The event attracts very wide media coverage and benefit from the economic injection of thousands of participants often joined by their families. It is not just another conference, but a comprehensive city event through the Science in the City programme and the very active and visible commitment and support from local, regional and national scientific and business communities and authorities.

All necessary information regarding bid requirements and the selection procedure can be found in the attached document.

Bids must be received no later than **January 1<sup>st</sup> 2017, 17.00 hours Central European Time**, at the EuroScience office in Strasbourg (see address below). Applicants must submit bids electronically to

[office@euroscience.org](mailto:office@euroscience.org). Brochures and other supporting publicity material must be sent as paper copies only (15 copies). A final decision on where to host ESOF 2020 will be taken in May 2017.

## **EUROSCIENCE OPEN FORUM 2020 and beyond** **Description, Application and selection procedure, bid requirements**

### **1. DESCRIPTION**

#### **EuroScience, ESOF and the European City of Science**

EuroScience is the European grassroots organization of scientists and all those taking an interest in science. It is the voice of European researchers, across disciplines and countries; promoting dialogue with researchers worldwide. Its objectives are:

- Engaging with policymakers, business and society to create a stronger Europe through science
- Convening partnerships to work on careers, rights and responsibilities of scientists and key issues of science policy
- Promoting transparency of, and providing information on European STI policies
- Advancing science for the pursuit of knowledge, prosperity and global development, and for addressing transdisciplinary global challenges.

The biennial EUROSCIENCE OPEN FORUM (ESOF) was established by EuroScience in 2004 as the only European meeting where scientists, science teachers, media, policy makers, industry and the public can debate, influence and be informed about current and future developments in science and technology, their impact on society, and policy issues. In Copenhagen in 2014, 4500 persons participated, including some 400 representatives from media and communication. Tens of thousands of citizens and tourists took part in the Science in the City programme. Nobel Prize winners and other top scientists, EU representatives at the highest level, ministers, industrialists and others were part of a vibrant 4 to 5-day event full of discussions where European science reaches out to the international science community, to policy, to industry and to the public at large. Thus, ESOF aims to:

- Present cutting-edge scientific and technological developments in all scientific areas from natural sciences to the social sciences and the humanities;
- Stimulate the European public's engagement with science and technology;
- Foster a European dialogue on science and technology, society and policy by offering a platform for cross-disciplinary interaction and communication between the public, politicians, policy makers, industry, the media and scientists;
- Provide a valuable resource, including careers advice, for young scientists.

ESOF is now established as a major brand, and offers the host city an enormous opportunity to attract top-level scientists, politicians, business people and media representatives; get a very wide media coverage; be the *European City of Science for the particular year*, and part of the legacy of past ESOF cities; and benefit from the economic impulse of thousands of participants often joined by their families. It is not just another conference, but a real city event through the Science in the City programme and the very active and visible commitment and support from the local, regional and national scientific and business communities and authorities.



The language of ESOF meetings is English. ESOF meetings take place in a period from June to September.

### **The programme and format of ESOF**

- a) The core of ESOF consists of the Scientific Programme. The Exhibition and the Science in the City Programme are two other distinct elements. Smaller programmes have gradually developed as special tracks: The Career Programme, the Science to Business Programme and the Science and Policy Programme.
- b) The Science Programme is divided into various themes with topical sessions. Proposals for sessions are selected on the basis of an open competition. Typical sessions are often multi-disciplinary in nature. Many focus on scientific developments in all fields of science, including social sciences, arts and humanities. While science and society topics, including science and general policy implications and public engagement and science communication, or business and career issues, are often touched upon in scientific sessions, it has turned out to be very attractive to organize special smaller tracks on careers, science to business and science and policy. The Career Programme discusses obstacles young and older scientists face, gives advice, presents examples, provides master classes and meetings with successful scientists, involves brokerage events and so on. The Science to Business Programme also puts a small number of themes centre stage about how science, scientists and students, universities and science education can be linked up effectively to business development. Business networks, open innovation, public-private partnerships and other new forms of linkages are typical topics. The Science and Policy Programme may focus both on what used to be called science for policy and policy for science. Key themes for both European and national policies, as well as for policies of scientific institutions can be presented and discussed in an open setting. The Science and Poetry session and the self-financed European Science TV and New Media Festival have developed as additional distinguishing elements of ESOF. Plenary Speakers, typically at the end of the day when no other sessions are organized, and Keynote Speakers complement the programme.
- c) The programme has a wide variety of formats, ranging from workshops, discussions, keynote speeches, multimedia presentations, public lectures, debates, hands-on experiences, meet-the-scientist or meet-the-politician events, etc. Dedicated efforts are made by choice of appropriate formats to attract young scientists.
- d) All in all, the various programme tracks will comprise up to 150 events.
- e) The Science in the City Programme consists of a variety of events throughout the ESOF host city that are targeted to the wider public of all ages and intended to increase engagement with science and scientific issues. This programme will benefit from links with existing national or regional science outreach programmes in the host country. An important target audience are school students and teachers. The programme also appeals to local, national and international media. Theatre, film or multimedia performances, experiments and lectures in schools, exhibitions and hands-on events in museums, and public dialogues are all examples of activities. They can be stand-alone activities or aligned with other planned sports, cultural or tourist events. Participants to ESOF should be encouraged and facilitated to also take part in the Science in the City Programme.



- f) The Exhibition offers opportunities for a variety of organizations active in the world of science, or science and business to present themselves and establish contacts with the participants and their networks. The Exhibition is in a central part of the conference venue.
- g) Finally, there are Social Events and Satellite Events. Some Social events will be organised by EuroScience with sponsors and will be part of the programme. Some large sponsors may wish to organize their own social events. The ESOF organizers decided which of these events will be part of the ESOF programme. Satellite Events are meetings of scientific or related organisations that see a benefit in synchronising and co-locating their meetings with an ESOF meeting. For members and organisations alike there is a multiplier effect and this is seen as an important part of ESOF in encouraging an assembling of scientists, scientific societies, business organizations with a focus on science, technology and innovation at ESOF. Any such activities may refer to ESOF and use ESOF publicity materials in a way to be agreed with the Local Organisers and EuroScience. Approved Satellite Events may form part of the ESOF Programme. Every encouragement should be given to create an 'Assembly' of science.

### **ESOF's Financial Model**

The host city/local organisation must demonstrate, when submitting its bid, that it is able to contribute at least 250 k€ upfront to create the local organisation, and initiate fund raising and start-up operations, once the decision on the ESOF city is made. The programme sessions (whether bottom-up or top-down) should be self-sufficient in terms of funding and organisation with travel and hotel costs for speakers being included in the ESOF Budget. The costs of plenary and keynote speakers will be part of the ESOF Budget. The same may happen for some top-down sessions.

The ESOF Budget may be expected to be in the order of 4.5 to 5 M€, and the host organisation must raise a substantial part of the necessary income from national sources or sources from the cross-border region. The rest is normally raised from European organisations, or from private and public sponsors in other countries. Fund raising is the responsibility of the Local Organization. However, both the Local Organization and EuroScience take responsibility for support from EU institutions; the European Commission has provided substantial support since the very first ESOF in 2004.

The budget includes a contribution of 475,000 € to EuroScience as owner of the ESOF brand and in recognition of its role in providing continuity of ESOF activities and in return for the services delivered by it.

EuroScience requires that each bid is accompanied by a non-refundable payment of €5,000 made payable to EuroScience. For the winning bid this amount will be charged against the contribution mentioned above.

Any shortfalls in the ESOF budget are the responsibility of the Local Organization.

### **The mechanics of ESOF**



If a city has been selected to host ESOF, EuroScience will conclude a contract with a legal entity, to be called the Local Organization, proposed by the city to organize ESOF. It may be an existing organization or one established specifically to organize ESOF.

As pan-European international events with a strong local flavour, ESOF is organized in a combination of European/international and local bodies.

The Local Champion is a highly-reputed person from the local, regional or national scientific or business community with an international profile. (S)he ensures support and relations with authorities and institutions in the field of science, policy and business. (S)he directs and may head the Local Organization.

Within the Local Organization a Project Team headed by a Project Director is responsible for the actual organization of ESOF. The Local Organization and especially the Project Team work in close cooperation with the EuroScience Office which supplies essential services for submission and evaluation of proposals, supporting the Committees, communication and marketing, and registration.

An International Steering Committee, chaired by the Local Champion with the Secretary-General of EuroScience as vice-chair, supervises the organization of ESOF and is responsible for establishing the overall format including special events, for establishing the list of plenary and keynote speakers (in consultation with the Programme Committee and with input from the International Marketing and Media Committee), and for giving weighty advice on financial matters.

An International Programme Committee is responsible for selecting themes (in consultation with the Steering Committee) and sessions on the basis of an open competition. It establishes small sub-committees for the Career Programme, the Science to Business Programme and, in conjunction with the Steering Committee, for the Science and Policy Programme. In addition to the bottom-up sessions, resulting from the Call for Proposals, the Programme Committee may in consultation with the Steering Committee, and with input from the International Marketing and Media Committee) decide to organize a limited number of top-down sessions, including a few hot-science sessions on very recent breakthroughs. EuroScience may organize a limited number of sponsored sessions, in consultation with the Local Organization and the Programme Committee, which should be accommodated within the overall programme.

An International Marketing and Media Committee is responsible for assisting in developing, and partly implementing an effective marketing strategy to attract participants, exhibitors and high-profile speakers, contributors and events and for assisting in establishing, and partly implementing an effective media and communications strategy. Both for international and local/regional/national members a balance must exist between marketing and media experts.

The members of the Steering Committee, Programme Committee and the international members of the International Marketing and Media Committee are appointed by the ESOF Supervisory Committee which the EuroScience Governing Board establishes together with any partners. It will ensure that the Local Organization can propose sufficient local/regional/national members.

EuroScience grants the use of the ESOF brand name to the Local Organization for the period up to the end



of the ESOF meeting, for use on any and all printed material and digital communication. The official logo of an ESOF meeting will be the standard ESOF logo with limited adaptability.

EuroScience has registered the Website <http://www.esof.eu>, which is the one and only official web-site address to be used in all communication of the event.

EuroScience owns and makes available for each Local Organization the ESCMP which is the system used for submitting and evaluating proposals, and the database with extensive information about session proposers, participants, journalists, sponsors, policy makers, science and technology institutions, and other relevant persons, organisations and activities from preceding ESOFs. Input of data has to be done in compliance with EuroScience registration standards.

A specific and separate agreement regarding the use of databases shall be signed to comply with national and international legal regulations, and to make sure that the captured information is efficiently used for the development of EuroScience and ESOF.

## 2. APPLICATION AND SELECTION PROCEDURE

In a first step, all interested cities are asked to prepare a preliminary 'light' proposal by **January 1<sup>st</sup> 2017 17.00 hours Central European Time**, focusing on:

- Practical information why the city would meet the logistical requirements and the basic conditions (city of science and business) mentioned under item 3. BID REQUIREMENTS;
- The way in which a sound financial basis will be sought; identifying key sources of income
- What proposals will be likely for a sound organization;
- In which direction thoughts go to identify a Champion as this is an essential person to push the bid through.

Secondly, during the second half of January 2017, the Supervisory Committee will carefully evaluate all proposals. The Supervisory Committee will then publish a short list of two, max. three bids deemed interesting to host ESOF2020. Those shortlisted bids will be asked to submit a full proposal by April 1<sup>st</sup> 2017. This full proposal should contain further and more detailed information on key issues, such as the business plan; i.e. confirming expected sources of income as well as confirming local, regional and national support from academia, business and public authorities. Shortlisted cities will be asked to present their bids before the ESOF Supervisory Committee during the second half of April 2017. The ESOF Supervisory Committee may decide to visit shortlisted cities. **The winner of the call for ESOF2020 will be announced in May 2017.**

The Supervisory Committee aims to decide by unanimity. When that is not feasible the chairperson of the ESOF Committee calls for a secret ballot on the basis of a simple majority. The votes of ESOF Committee members and additional experts shall have equal weight. The Chairperson shall have the casting vote. No appeal is possible against the decision of the ESOF Committee. The ESOF Committee shall inform the EuroScience Governing Board immediately of its decision for ratification by the Governing Board, after which the decision shall be communicated to the bidding parties.

### Selection panel



The ESOF Supervisory Committee, which may add experts in addition to its members for the purpose, is the Selection Panel. It will invite all bidders to present their bids in person or via teleconference. Members of the Selection Panel, as well as any other experts invited to be part of the selection panel, must state in writing that they have no conflicts of interest, whether fiduciary or in terms of other relationships with applicants.

#### Procedural aspects

The Selection Panel will not accept any presents or any other inducements from bidders. Presents offered will be returned at the bidder's expense. The Selection Panel may organise site visits. All travel and subsistence costs incurred during these site visits will be borne entirely by EuroScience.

#### Availability of documents

All documents and a time schedule are published on the website [www.esof.eu](http://www.esof.eu).

#### Time schedule

- June 10<sup>th</sup> 2016: Call for bids opened
- January 1<sup>st</sup> 2017: Closing date for submission of bids
- February 2017: Shortlist published
- April 1<sup>st</sup> 2017: Closing date for submission of full bids
- May 2017: Announcement of the winner

### **3. BID REQUIREMENTS**

Preliminary bids should address the topics mentioned below. Evaluation of the bids will assess the quality of the information provided. Geographical distribution of successive ESOF's will play a role as well, but cannot compensate weak scores on any of the criteria below.

- The city to eventually host the ESOF Meeting must be known for its important links to science, research, innovation and business. The successful host city will be known as the "European City of Science 2020" (***City of Science and Innovation***)
- The eventual bid must be supported by strong local/regional academic and scientific, industrial and societal organisations, and be backed by key national bodies in the area of science and technology. The preliminary bid should indicate which of these organizations will take the lead. An ESOF Champion, who is a highly reputed person in the science community and who also has links to the business community, must be identified. He or she chairs the ESOF Steering Committee (with the Secretary-General of EuroScience as vice-chair), and plays a key role in representing ESOF and in raising funds. A solid organizing capability must be demonstrated. (***Embedding in local, regional, national scientific and business community and organizing capability***)



- Conference facilities should be available for up to 3000 persons at any one time. The requirements are: one large hall (seating between 1000 and 1500 persons); several large halls; 10–12 smaller ones for parallel sessions; exhibition space; communications and press facilities, etc. It is essential that a central space with catering facilities is provided for participants and exhibitors to meet and relax. ESOF events so far have demonstrated the attraction of the integration of conference facilities with city life. But candidate cities can choose to propose other options. **(Conference facilities)**
- Ample hotel and restaurant facilities in a variety of price ranges should be available, including for simultaneous satellite meetings, workshops etc. **(Hotels)**
- The city should be easily accessible from all over Europe by air, rail and road. **(Accessibility)**
- The bid should present a preliminary overall motto which may, but need not, reflect local, regional or national characteristics but always in the knowledge that ESOF conferences are European events for a European and wider global audience. The bid should also present ideas about innovative ways, if any, to reach out to the intended audiences both for the conference and the Science in the City Programme so as to increase the impact of ESOF. **(Motto and innovative approaches)**
- The bid must comprise a preliminary budget and a preliminary business plan, with an indication of how key local, regional, national funding sources will be identified. The eventual bid will identify key sources of local, regional and/or national funding and a solid case must be made for the likelihood of obtaining sufficient funding. **(Business Plan)**

As mentioned above, the preliminary light bid can be as brief as possible (max. 10 pages) to convey a strong message on the above points, and there is no need to have glossy formats.

Bids must be received no later than **January 1<sup>st</sup> 2017, 17.00 hours Central European Time**, at the EuroScience office in Strasbourg (see address below). Applicants must submit bids electronically to [office@euroscience.org](mailto:office@euroscience.org). Brochures and other supporting publicity material must be sent as paper copies only (15 copies). A final decision on where to host ESOF 2020 will be taken in May 2017.

#### **4. REPRESENTATION AND COMMUNICATION**

##### About the communication and ESOF branding

EuroScience grants the use of the ESOF brand and the European City of Science brand name to the Project Team for the period up to the end of ESOF2020, for use on any and all printed material and digital communication. The official logo of ESOF2020 will use a version of the ongoing ESOF logo.

For any queries, please contact the EuroScience Office at [magali.devrin@euroscience.org](mailto:magali.devrin@euroscience.org) or call +33 (0) 3 88 24 11 50.

