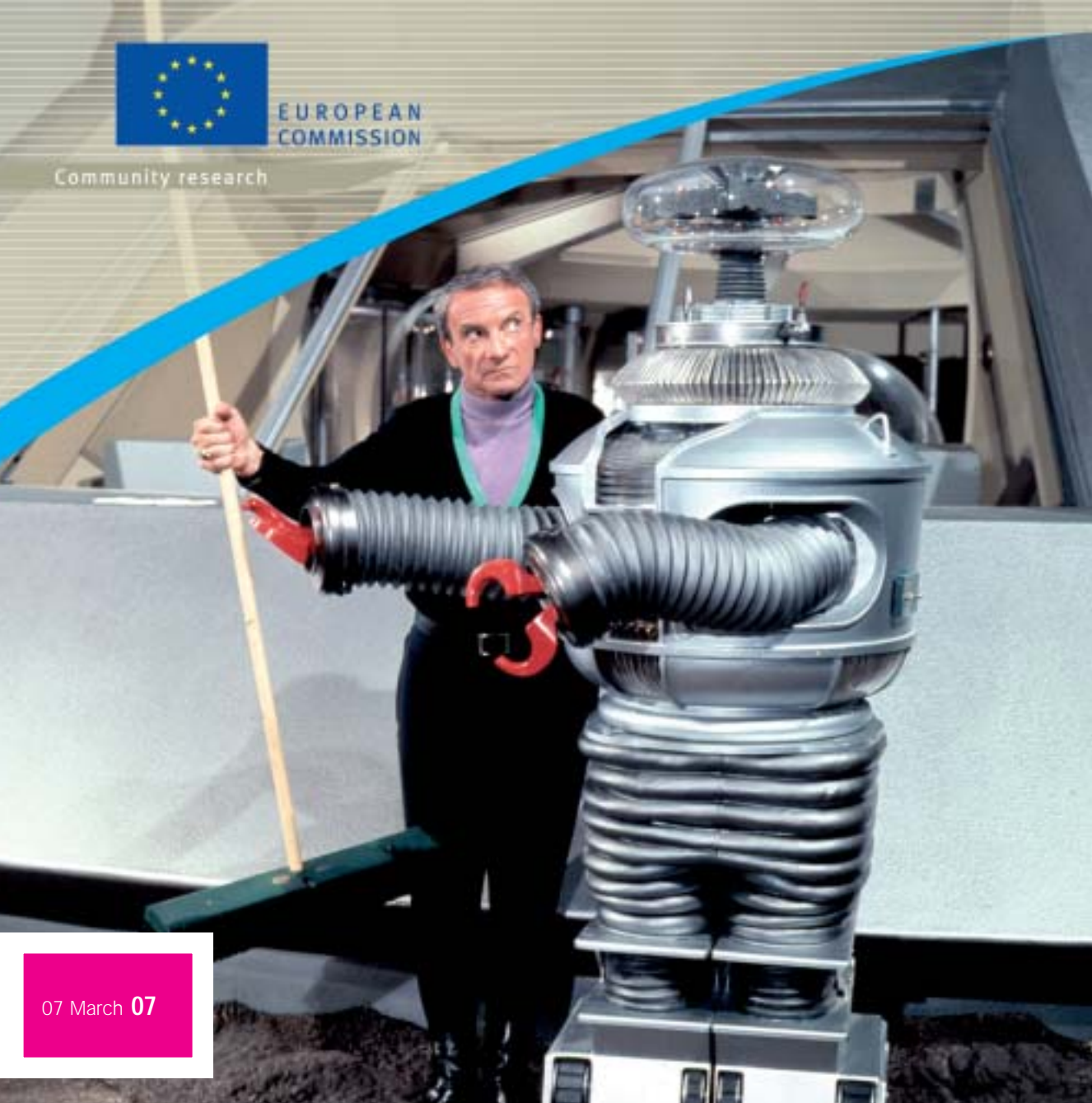




EUROPEAN
COMMISSION

Community research



07 March 07

Today
is the future





> *Showcasing European success stories
in science and technology*

INTRO

On 7 March 2007, high-level representatives of the German EU Presidency and the European Commission will open a major event on European research in Brussels.

The event will begin with an "Evening on European research", which will comprise:

- *Speeches by high-level representatives of the German EU Presidency and the European Commission*
- *The opening of the public exhibition "Today is the future" (working title)*
- *The award ceremony for the Descartes Prizes for collaborative research and science communication.*

This event will mark the launch of the Seventh Framework Programme 2007-2013 (the main EU instrument to support research), which will devote close to €50 billion to European and international co-operation in science and technology.

The overall aim of the event is to raise the level of political commitment to European research, expand media coverage and increase public awareness.

WHY THIS EVENT?

Political speeches and an attractive public exhibition will create a sense of excitement about research and the possibilities it holds for Europe's future. The exhibition will showcase European success stories in science and technology, and some of the remarkable achievements of EU-funded research projects.

The exhibition will show that Europe's research helps to provide answers to, and contributes to the solution of, many of its citizens' concerns and questions. By giving special attention to the involvement of the media, the event will also have an important public outreach component and will trigger a generally positive attitude towards science and research in Europe.

WHEN AND WHERE?

The event will take place in Brussels. Europe's capital will host both the evening of European research and the exhibition. The exhibition will be open from Wednesday 7 March to Sunday 18 March 2007.

During the same period, small exhibitions designed to increase political, media and public attention will also be set up in Brussels near the Berlaymont building (the headquarters of the European Commission) and in the building of the Council of Ministers.

The European Commission will also invite the Brussels accredited press corps, major international newspapers, press agencies, as well as Brussels-based associations and organisations. A cluster of television channels will cover this major event.

> *The exhibition will take place in Brussels*



WHO WILL ATTEND?

The 'European research' evening will target Heads of State and Government, Ministers and the media. The exhibition will be open to the public, with special emphasis on the media and young people (schools). Entrance will be free.

YOU WILL BE SEEN!

A major publicity and promotion campaign will be organised.

European media and suitable information multipliers such as networks and professional associations will be targeted, and the campaign will tie in with the celebration of 50 years of the Treaty of Rome.

A special effort will be made to attract schools to the exhibition.

The European Commission will undertake the following actions:

- *Profile-building campaign for the media*
- *Announcements in European publications*
- *Advertising campaign in Brussels (underground, buses, etc)*
- *Targeted campaign towards school classes*
- *Information to all EU-funded research projects*
- *Exhibition around key buildings of the European Commission and Council of Ministers*



> *A unique event on European research with high-level participation*

WHAT'S ON STAGE?

The exhibition will showcase European success stories in science and technology, and some of the remarkable achievements of EU-funded research projects. It will be a unique opportunity to reach the public and science journalists. The aim is to show that research (including in the social sciences and humanities) provides answers to the following crucial problems:

- *Where do we go?*
- *Will we still work?*
- *Better communication for tomorrow*
- *What will we do without oil?*
- *What will tomorrow's transport be?*
- *What does the Earth want?*
- *Does the future lie in the infinite?*

Between 5 and 10 exhibitors will be selected per area. Interactive exhibits will highlight some of the outstanding results of European research. The exhibition will include the 'Science Tunnel' of the Max Planck Gesellschaft. Exhibits will come from:

- *Major European research organisations*
- *European research projects in the above areas*
- *Private companies and public organisations which would like to exhibit some of their European research activities*



> *Today's crucial problems require increasing investment in research*

HOT OFF THE PRESS...

Major European media and press will be informed and invited to the event.
A television cluster will be set up to cover the event.
A TV studio built in the exhibition will allow on-site broadcasting.



- > *An exhibition designed for the public with lectures, sessions for kids, etc*



- > *The exhibition will show that Europe's research contributes to the solution of many of its citizens' concerns and questions*

PUBLIC PROGRAMME : NOT FOR ADULTS ONLY!

Running in parallel to the exhibition, the following additional activities will be proposed:

- *Public lectures (scientists will be invited to give conferences for the general public)*
- *The research classroom (hands-on, practical demonstrations, etc for school classes)*
- *Media briefings*
- *Presentations of the Seventh Framework Programme.*



- > *The event will be open to the public, with special emphasis on young people (schools). Entrance will be free.*



WHOM TO CONTACT ?

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