



Euroscience

A European Association for the Promotion of Science and Technology  
Association Européenne pour la Promotion de la Science et de la Technologie

## Invitation to submit bids to host ESOF 2014

Strasbourg, September 1<sup>st</sup>, 2009

The EUROSCIENCE OPEN FORUM (ESOF) meetings were established by EUROSCIENCE in 2004. They are the only pan-European meeting place for scientists, science teachers, media, politicians, industry and the public to debate issues of science and technology, society and policy. The first successful ESOF meeting took place in Stockholm in August 2004 ([www.esof2004.org](http://www.esof2004.org)). Since then, there have been two further superb meetings, one in Munich in July 2006 ([www.esof2006.org](http://www.esof2006.org)), and the other in Barcelona in July 2008 ([www.esof2008.org](http://www.esof2008.org)). Future editions of ESOF are to be held in Torino in July 2010 ([www.esof2010.org](http://www.esof2010.org)) and in Dublin in 2012, both cities winning their election after stiff competition.

*"It was a great honour for Barcelona to have been chosen to host ESOF2008. The strong scientific traditions of Barcelona were highlighted by this pan-European event."* Enric Banda, ESOF2008 Champion.

*"The Robert Bosch Stiftung has been a supporter of ESOF since the beginning and was pleased to provide fellowships for North American science journalists to participate in ESOF 2008."* Ingrid Wüning Tschol, ESOF2006 Champion.

**EUROSCIENCE now invites cities, regions, countries or local, regional or national consortia to submit bids to host ESOF 2014.**

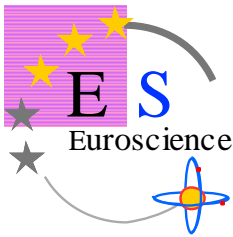
All necessary information regarding bid requirements and the selection procedure can be found in the attached document.

Bids must be received no later than 14<sup>th</sup> January 2011, 17.00 hours Central European Time, at the EUROSCIENCE office in Strasbourg (see address below). Applicants must submit bids electronically and in paper format (15 copies). Brochures and other supporting publicity material must be sent as paper copies only (15 copies). A decision on where to host ESOF 2014 will be taken by 18<sup>th</sup> February 2011 in accordance with the EUROSCIENCE Statutes.

Dr. Gail Cardew  
Chair ESOF SUPERVISORY BOARD

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## EUROSCIENCE

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### **EUROSCIENCE OPEN FORUM 2014** **Bid requirements and Selection procedure**

#### **1. AIMS**

The biennial EUROSCIENCE OPEN FORUM is 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. 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.

#### **2. ESOF SUPERVISORY BOARD and ESOF SECRETARIAT**

The ESOF SUPERVISORY BOARD is a partnership between EUROSCIENCE and five European Foundations: **Compagnia di San Paolo, Fondazione Cariplo, Riksbankens Jubileumsfond, Robert Bosch Stiftung GmbH, Stifterverband für die Deutsche Wissenschaft**. They have established the ESOF SUPERVISORY BOARD for overseeing the development of ESOF and selecting the host cities.

The ESOF SECRETARIAT, headed by the ESOF Programme Director, is within the EUROSCIENCE Office in Strasbourg, and is responsible for providing continuity, maintaining ESOF's identity and assisting the local organisers.

#### **3. FORMAT**

- a) ESOF consists of two main programmes: the *Conference Programme* with associated *Exhibition*; and the *Science in the City Programme*.
- b) The *Conference Programme* is divided into various scientific themes selected by the PROGRAMME COMMITTEE. Within each theme, typical sessions are multi-disciplinary in nature and, when appropriate, can also cover: social science perspectives, including STS (science and technology studies); humanities and arts; mathematics; policy implications; economical and business issues; media involvement; ethics; and public engagement. 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.

The selection of themes, topics and sessions for both programmes is performed by the PROGRAMME COMMITTEE. Taking into account recommendations by the STEERING COMMITTEE, this committee decides on the overall themes of the forum. It also assesses, on a competitive basis, bottom-up proposals submitted in an open process by individual scientists, scientific organisations, companies, media, organisations, etc. The PROGRAMME COMMITTEE ensures a balanced programme across the themes. The majority of proposals are bottom-up, but the PROGRAMME COMMITTEE also organises top-down sessions to better balance the overall programme, fill in gaps or address recent subjects and issues of great interest.

The Conference Programme is expected to comprise circa 150 events and attract 5000 participants.

- c) The Science in the City Programme consists of a large number of events throughout the ESOF host city that are targeted to the public. They are aimed at people of all ages and intended to increase their engagement with science and scientific issues. If possible, links should be established with existing national science outreach programmes in the host country. An important target audience are school students and teachers. The Science in the City 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 Science in the City Programme activities. They can be stand-alone activities or aligned with other planned sports, cultural or tourist events. It is important to facilitate a busy two-way traffic between participants interested initially in either the Conference or the Science in the City Programme.
- d) In addition there is an Exhibition, Social Events and Satellite Events. The Exhibition is in a central part of the conference venue, and provides an opportunity for a variety of organisations and companies to showcase themselves. Social Events do not need further explanation. Satellite Events are meetings of scientific 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 increasingly important part of ESOF in encouraging an assembling of scientists and scientific societies at ESOF. Any such activities may refer to ESOF and use ESOF publicity materials in a way to be agreed with the ESOF SECRETARIAT.

#### **4. 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 should be self-sufficient in terms of funding and organisation. Their funding is not part of the ESOF Budget. One exception is the keynote lectures for which

funds have to be included in 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 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 PROJECT TEAM (see section 5). However, both the local organisers and EUROSCIENCE take responsibility for support from EU institutions. The PROJECT TEAM will ensure that any contacts made at the European level are passed on to the ESOF SECRETARIAT in order to ensure that sponsors are kept on board for future ESOF events. Long term funding agreements will be managed together with the ESOF SECRETARIAT.

The budget includes a small contribution (4%) to meet the EUROSCIENCE ESOF expenses. EUROSCIENCE requires that each bid is accompanied by a non-refundable payment of €10,000 made payable to EUROSCIENCE. For the winning bid this amount will be charged against the 4%.

Any shortfalls in the ESOF budget are the responsibility of the host organisation.

## **5. ORGANISATION**

ESOF events are pan-European international events, requiring: (a) a European approach with regards to policy, finance and press and marketing; and (b) a strong local/regional embedding for the organisation of the forum and the Science in the City Programme. The PROJECT TEAM, headed by the ESOF2014 Chair person/ESOF CHAMPION, is the hub. International steering and supervision come from the STEERING COMMITTEE. A high-level INTERNATIONAL BOARD of PATRONS, appointed by the EUROSCIENCE GOVERNING BOARD and the ESOF SUPERVISORY BOARD, strengthens the position of ESOF among key European stakeholders in science, industry and policy.

The ESOF Committee Structure is described in detail in Annex 1. The relationships between the various committees are also illustrated in Annex 2.

## **6. ESOF2014 REPRESENTATION**

While the ESOF CHAMPION will represent ESOF2014, Members of the EUROSCIENCE GOVERNING BOARD and the ESOF SUPERVISORY BOARD will be asked to promote and assist in the promotion of ESOF.

## **7. COMMUNICATION and ESOF BRANDING**

EUROSCIENCE grants the use of the ESOF brand name to the PROJECT TEAM for the period between ESOF2012 and the end of ESOF2014, for use on any and all printed material and digital communication. The official logo of ESOF2014 will use an approved version of the ongoing ESOF logo. Use of any other logo alongside that of the official logo will require the approval of EUROSCIENCE.



EUROSCIENCE has registered the Website ESOF2014.org and also ESOF2014.eu and other related websites.

### **8. PROMOTING EUROSCIENCE MEMBERSHIP**

The PROJECT TEAM will help to recruit new members of EUROSCIENCE by advising EUROSCIENCE on local target groups and strategies as well as facilitating opportunities for membership promotion during ESOF2014 itself.

The PROJECT TEAM will endeavour to encourage the formation of a EUROSCIENCE local section following ESOF2014.

### **9. MONITORING and CONTINUITY of ESOF EVENTS**

Extensive information about session proposers, participants, journalists, sponsors, policy makers, science and technology institutions, and other relevant persons, organisations and activities has been accumulated in a database from preceding ESOFs. The ESOF data base is the property of EUROSCIENCE and is maintained by the ESOF SECRETARIAT. The PROJECT TEAM will be entitled to access the database for the organization of ESOF2014 and to input data to it 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.

### **10. LANGUAGE**

The language of ESOF2014 will be English.

### **11. FURTHER BID REQUIREMENTS**

- a) The bid must be submitted by one key organisation. This organisation must act as the host of the PROJECT TEAM and must identify the person (the 'ESOF CHAMPION') to act as the STEERING COMMITTEE chair. This organisation must be or establish a legal entity that will act as the organiser of ESOF 2014. A formal agreement will be established between this legal body and EUROSCIENCE.
- b) The 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.
- c) The bid should demonstrate good access to local, regional and national media.
- d) The bid should contain preliminary bookings of conference facilities and 1500 hotel rooms to ensure availability.
- e) ESOF meetings should take place between May and September.

## **12. FACILITIES**

- a) The city to host the ESOF Meeting must be known for its important links to science and research. The successful host city will be known as the “Euroscience European City of Science”
- b) Conference facilities should be available for up to 3000 persons at any one time. The requirements are: one large hall (seating approximately 1000 persons); several large halls; 10–12 smaller ones for parallel sessions; exhibition space; communications and press facilities, etc. 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.
- c) Ample hotel and restaurant facilities should be available. Because of the Satellite Events, ESOF should not exhaust all available conference, hotel and restaurant facilities within the city.
- d) A variety of cultural and tourist attractions should be available.
- e) The city should be easily accessible from all over Europe.

## **13. GOVERNANCE and SELECTION**

### **The ESOF SUPERVISORY BOARD**

The ESOF SUPERVISORY BOARD is responsible for

- Safeguarding ESOF’s mission as a platform for European science
- Developing strategic guidelines and setting programme policy for the ESOF SECRETARIAT
- Monitoring the ESOF SECRETARIAT

Apart from selecting the host city for ESOF, the ESOF SUPERVISORY BOARD’s relation to ESOF is implemented through the ESOF SECRETARIAT.

### **The ESOF SECRETARIAT**

The ESOF SECRETARIAT maintains the continuity and identity of ESOF meetings, and organises the selection procedure for successive ESOF events. The role of the ESOF SECRETARIAT is:

- to establish and preserve the ‘brand’ and the identity of ESOF, including guidelines for its housestyle to be implemented by every ESOF meeting;
- to support the ESOF SUPERVISORY BOARD in soliciting offers to host ESOF meetings and organising the selection process ;
- to assist in seeking longer-term corporate sponsorships;
- to liaise with organisers of similar meetings elsewhere in the World (e.g. AAAS in the USA).
- to develop policies, procedures and databases relating to the ‘institutional memory’ of successive ESOF events and furthering the continuity of ESOF in between and on the way to next ESOF events;



- to develop the networks of ESOF supporters among European scientific organisations, companies, media and politicians so that each ESOF builds up into a sustainable support network for ESOF;

When a city/organisation accepts the invitation to organise an ESOF Meeting, it subscribes to all guidelines of the ESOF SECRETARIAT with respect to identity, housestyle and organisation.

### **SELECTION PROCEDURE**

#### **a) Selection Panel**

The ESOF SUPERVISORY BOARD, 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 on or around 1 November 2010. It makes sure that no conflicts of interest occur. Members of the committee, as well as any other experts invited to be part of the selection panel, must state in writing that no conflicting interests exist.

#### **b) 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 decide to organise site visits. All travel and subsistence costs incurred during these site visits will be borne entirely by EUROSCIENCE.

#### **c) Availability of documents**

All documents and a time schedule are published on the websites [www.euroscience.org](http://www.euroscience.org), [www.esof.20nn.org](http://www.esof.20nn.org) and [www.esofn-1.org](http://www.esofn-1.org) or [www.esofn-2.org](http://www.esofn-2.org), and on the equivalent ".eu" domain whichever is applicable, where 20nn is the year for which bids are solicited.

#### **d) Topics to be addressed in bid**

The ESOF SECRETARIAT invites bidders to submit written documentation, and to give an oral presentation. Both should address the following topics:

- Preliminary ideas as to an overall motto;
- Innovative ways 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;
- The city as a science city; cultural and tourist attractions;
- The Local Group: which organisations, key person, legal structure, demonstrated organising capabilities, access to local and regional media; ability to quickly set up administrative and logistical arrangements;
- National support (from whatever organisations);
- Business plan: finances, marketing,
- Conference venue;
- Availability of hotel facilities, and accessibility.

#### **e) Selection criteria**

The ESOF SUPERVISORY BOARD bases its conclusion on the following criteria:



- Conceptually innovative ways of approaching an overall motto, and of reaching out to intended audiences;
- Have minimum requirements been met with regard to all the above eight topics, or is it to be expected that they will be met after supplementary written information?
- Geographical spread of successive ESOF events over Europe;
- Attraction and accessibility of the city;
- Attraction of the conference venue(s);
- Strength of the local organising group;
- Financial solidity of the business plan;
- Strength of the marketing concept, and the degree of access to local, regional and/or national media;
- Level of local, regional and national support the local organisers have been or will be able to muster.

The Panel will satisfy itself that, overall, minimum conditions are met. Moreover, in assessing the levels of support and media access, it will take into consideration the country size for each candidate city

***f) Procedure until final selection decision***

The ESOF SUPERVISORY BOARD may decide to ask supplementary questions to be answered in writing before it arrives at its final conclusion. It aims to decide by unanimity. When that is not feasible the chairperson of the ESOF SUPERVISORY BOARD calls for a secret ballot on the basis of a simple majority. The votes of ESOF SUPERVISORY BOARD members and additional experts shall have equal weight. The Chairperson shall have the casting vote. Against the decision of the ESOF SUPERVISORY BOARD no appeal is possible. The ESOF SUPERVISORY BOARD shall inform the EUROSCIENCE GOVERNING BOARD immediately of its decision, after which the decision shall be communicated to the bidding parties.

**14. Time schedule**

**14.1 For ESOF 2014:**

- 1st September 2009: Call for proposals
- 1st October 2010: Closing date for submission of bids
- ~1st November 2010: presentation of bids to the ESOF SUPERVISORY BOARD
- ~ 22nd November 2010: Submission of additional clarifications requested
- 1st December 2010: conclusions of the ESOF SUPERVISORY BOARD sent to the EUROSCIENCE GOVERNING BOARD
- 1st January 2011: Final decision on ESOF 2014.

**ESOF SUPERVISORY BOARD**

Dr. Gail Cardew  
EUROSCIENCE, Strasbourg  
September 1<sup>st</sup>, 2009



## **ANNEX 1**

### **The ESOF CHAMPION**

The 'ESOF CHAMPION' is the head of the PROJECT TEAM and the STEERING COMMITTEE chair. The ESOF CHAMPION is from the host city/region to ensure a strong local (regional or national) influence. The ESOF CHAMPION is a high-profile person who is expected to be a EUROSCIENCE member, is capable of attracting academia, industry, government and media, and is strongly European-minded.

### **The PROJECT TEAM**

The organization of ESOF2014 is the responsibility of the local organiser who shall establish a PROJECT TEAM under the direction of the ESOF2014 Chair person/ESOF CHAMPION. The PROJECT TEAM is committed to promote ESOF and support its further development and growth. Concurrently, it will assist in developing EUROSCIENCE. The PROJECT TEAM will cooperate closely with EUROSCIENCE and its ESOF SECRETARIAT in organising ESOF 2014 so as to achieve its objectives. In particular the PROJECT TEAM and the ESOF SECRETARIAT will establish a joint timeline and work plan for the organisation of ESOF 2014.

The composition of the PROJECT TEAM shall be approved by the STEERING COMMITTEE. International steering and supervision comes from the STEERING COMMITTEE.

Interaction between the STEERING COMMITTEE and the PROJECT TEAM is facilitated by the ESOF SECRETARIAT.

The PROJECT TEAM comprises persons with all relevant expertise in areas such as organisation, financial administration, fundraising, Science in the City Programme, exhibits, marketing and media, web presentation. The STEERING COMMITTEE Chair heads the PROJECT TEAM.

The detailed proposal for the PROJECT TEAM is approved by the STEERING COMMITTEE.

### **The STEERING COMMITTEE**

For each ESOF Meeting, a STEERING COMMITTEE is appointed by the ESOF SUPERVISORY BOARD. Its membership reflects sufficient continuity from one ESOF Meeting to the next and has a strong EUROSCIENCE representation to guarantee a Europe-wide approach. The Secretary-General of EUROSCIENCE is an ex-officio member of the STEERING COMMITTEE. The host organisation may propose a number of key local (regional or national) representatives as members of the STEERING COMMITTEE, up to one third of the total number, the ESOF CHAMPION included.

The STEERING COMMITTEE is, together with the PROGRAMME COMMITTEE and the INTERNATIONAL MEDIA and MARKETING COMMITTEE through its international members, the committee that ensures that ESOF events are pan-European international events, thus requiring a European approach with regards to policy, finances, media and marketing.

The STEERING COMMITTEE supervises preparations for and organisation of the ESOF meeting. In particular, it:

- proposes themes and keynote/plenary speakers of the ESOF meeting to the PROGRAMME COMMITTEE taking into account suggestions from the PROJECT TEAM; and approves the final list of themes and keynote/plenary speakers;
- appoints , in consultation with the PROJECT TEAM, the PROGRAMME COMMITTEE and nominates European members for the INTERNATIONAL MEDIA and MARKETING COMMITTEE; it ensures that sufficient Officers and Members of the EUROSCIENCE GOVERNING BOARD serve on these committees to guarantee effective liaison between EUROSCIENCE and the local organisers;
- approves the composition of the PROJECT TEAM;
- approves the budget for ESOF and supervises the evolution of income and expenditure (which are the responsibilities of the PROJECT TEAM);
- assists in fund raising and other matters where an international input is required.

The STEERING COMMITTEE typically has physical meetings at three-monthly intervals and conference calls or video conference meetings as required.

In order to ensure full liaison on financial matters between EUROSCIENCE and the STEERING COMMITTEE, the EUROSCIENCE Treasurer serves on the STEERING COMMITTEE and is involved in all groups/discussions related to finance.

The STEERING COMMITTEE is supported by the ESOF SECRETARIAT. The Programme Director of the ESOF SECRETARIAT is the secretary of the STEERING COMMITTEE.

### **The PROGRAMME COMMITTEE**

The PROGRAMME COMMITTEE will be appointed by the STEERING COMMITTEE which shall see to it that key representatives of the local/regional/national and international scientific community are appointed members.

The PROGRAMME COMMITTEE establishes the themes, selects the events and keynote speakers for the *Conference Programme*. It decides which events/sessions will be added on a discretionary basis on top of those selected on the basis of submitted proposals. It typically meets 3 or 4 times.

The ESOF SECRETARIAT and the PROJECT TEAM support the PROGRAMME COMMITTEE.

**INTERNATIONAL MEDIA and MARKETING COMMITTEE**

Media and marketing relations and activities are the responsibility of the PROJECT TEAM. However, as both marketing and media relations require a fully European approach, the local media and marketing team which is part of the PROJECT TEAM and which assumes *de facto* responsibility for media and marketing relations and activities, will be supplemented by European expertise. For this purpose a number of European media and marketing specialists nominated by the STEERING COMMITTEE form together with the leaders of the local media and marketing team the INTERNATIONAL MEDIA and MARKETING COMMITTEE that advises and assists the PROJECT TEAM.

The ESOF CHAMPION appoints the members of the INTERNATIONAL MEDIA and MARKETING COMMITTEE. The ESOF CHAMPION and the STEERING COMMITTEE decide in consultation on the chair and vice-chair of the INTERNATIONAL MEDIA and MARKETING COMMITTEE, one of whom shall be from the European media and marketing specialists. The chair or vice chair of the INTERNATIONAL MEDIA and MARKETING COMMITTEE shall be present in the meetings of the STEERING COMMITTEE to inform the STEERING COMMITTEE about any issues that warrant its attention.

The ESOF SECRETARIAT supports the INTERNATIONAL MEDIA and MARKETING COMMITTEE. The ESOF Programme Director is a member of the INTERNATIONAL MEDIA and MARKETING COMMITTEE. In addition, the ESOF SECRETARIAT focuses on developing press/marketing at the European Level and makes available the permanent networks made to the INTERNATIONAL MEDIA and MARKETING COMMITTEE.



\* The 5 foundations are in alphabetical order: **Compagnia di San Paolo, Fondazione Cariplo, Riksbankens Jubileumsfond, Robert Bosch Stiftung GmbH, Stifterverband für die Deutsche Wissenschaft.**

- (1) The Euroscience Governing Board and the boards of the five Foundations appoint the members of the ESOF Supervisory Board.
- (2) The Euroscience Governing Board and the ESOF Supervisory Board appoint the members of the International Board of Patrons (two year mandate renewable allowing for replacing local persons). Leading figures from science, business and politics, including major stakeholder organisations in science, strengthen the international position of ESOF by their willingness to be associated with it (and not any particular ESOF event).
- (3) The ESOF Supervisory Board appoints the International Steering Committee.
- (4) The Euroscience Governing Board is responsible for the Euroscience Office.
- (5) The ESOF Supervisory Board appoints the ESOF Programme Director, and sets overall policy and milestones.
- (6) The Steering Committee approves the overall local organization structure.
- (7) The Steering Committee appoints the Programme Committee.
- (8) The Steering Committee supervises the Project Team through the Champion; and certain decisions, such as the budget, are subject to approval of the Steering Committee.
- (9) The Local Supporters' Committee supports the Project Team and ESOF in general.
- (10) The International Media and Marketing Committee is appointed by the Champion after consultation with the Steering Committee (which nominates the international members) and the ESOF Programme Director (who is responsible for maintaining continuity), and supports press and marketing staff of Project Team and sourced out companies.
- (11) The Project Team supports the Programme Committee.
- (12) The ESOF Secretariat supports the Steering Committee, Project Team, Programme Committee and International Press and Marketing Committee in various ways (such as the ESOF Programme Director being secretary of the Steering Committee, working with the Champion on the overall plan and timeline for the next ESOF, and being a member of the International Media and Marketing Committee, etc).