

Proposal Full Title:

**Joint Programming: Agenda for the Future and
Achievements to Date**

Conference on Joint Programming under the Irish Presidency

Proposal Acronym

JPI2013

Funding Scheme

Coordination and Support Actions (Supporting)

Work Programme Topics Addressed

Call FP7-ERANET-2012-RTD

FINAL REPORT

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Project objectives for the period

The aim of this project was to organise a conference on Joint Programming, which took place in Ireland on 28th February and 1st March 2013 under the Irish Presidency of the Council of the European Union and in collaboration with the European Commission. The Joint Programming Conference was hosted by Science Foundation Ireland. The aim of the Joint Programming Conference 2013 was to facilitate strategic discussions among the key stakeholders involved in Joint Programming in Europe with a view to mapping out the future progress of Joint Programming in order to more effectively address grand challenges facing European citizens and maximise the efficient use of national research investment undertaken by Member States and associated countries. The conference was anticipated to play a crucial role in the integration of the results and experience coming from joint programming activities to date. These inputs will strengthen the integration of the European Research Area.

Objectives

Work Package 1: Overall Coordination and Management

- The objective of this work package was to outline the activities involved in the organisation of the Joint Programming conference 2013 including management of the preparation, implementation and conclusion of the conference.
- To detail the work to be executed to accomplish the project objectives.
- To oversee preparation of the final report of the conference.

Work Package 2: Preparation and Logistics

- To organise a successful conference in accordance with the concepts and objectives specified under WP1.
- To plan and develop all logistical and programme related, aspects of the conference including venue, catering, accommodation, transport, coordination of the work and activities of project staff and subcontractors, monitoring of progress and timely implementation of tasks, quality assurance and preparation and updating of the detailed project work plan and schedule

Work Package 3: Communications and PR

- To ensure delegate knowledge of the conference logistics and programme
- To ensure public awareness of the conference proceedings and outcome

Work Package 4: Evaluation and Dissemination

- To evaluate the success and impact of the conference on participants
- To ensure the conference results were recorded and delivered to stakeholders in the form of conference evaluation reports.

Work Package 5: Associated Workshops

- To facilitate accompanying workshops (ERA Learn) targeted to cohorts of conference attendees including those experienced in mechanisms of transnational cooperation as well as new coordinators

Work progress and achievements during the period

Work Package 2: Preparation and Logistics

Objectives

- To organise a successful conference in accordance with the concepts and objectives specified under WP1.

The Conference was completed successfully and on schedule. Details will be outlined against each task below.

- To plan and develop all logistical and programme related, aspects of the conference including venue, catering, accommodation, transport, coordination of the work and activities of project staff and subcontractors, monitoring of progress and timely implementation of tasks, quality assurance and preparation and updating of the detailed project work plan and schedule

This objective was completed successfully. Details will be outlined against each task below.

Completion of Tasks:

Task 2.1

The planning of Programme Committee meetings. A Programme Committee will oversee the programme and agenda for the conference. Regular updates will be given regarding all aspects of the conference including confirmation of milestones and objectives.

The Programme Committee was made up of international experts in Joint Programming, and included a representative from the GPC, the European Commission, Science Foundation Ireland, the Irish Department of Jobs, Enterprise and Innovation (DJEI), ERALEARN and the FACCE JPI. The details of the Programme Committee are included here:

Joint Programming Conference 2013 – Programming Committee

Chair: **Ruth Freeman**, Director Enterprise & International Affairs, Science Foundation Ireland

Aidan Hodson, Head, SFI, EU & International, Innovation and Investment Division, Department of Jobs, Enterprise and Innovation

Seán O'Reagain, Deputy Head of Unit "Joint Programming", Directorate General for Research and Innovation, European Commission

Rolf Annerberg, Chair of High Level Expert Group on Joint Programming (GPC)

Tim Willis, Governing Board, Joint Programming Initiative on Agriculture, Food Security and Climate Change (FACCE-JPI)

Roland Brandenburg, Project Coordinator, ERA LEARN

Secretariat: **Helen O'Connor**, Business & Policy Analyst, Science Foundation Ireland

SFI organised for the Programme Committee to meet four times during the duration of the project. The first meeting was face-to-face and thereafter, meetings were held by conference call. SFI provided the Programme Committee with regular updates throughout the project confirming the achievements of milestones and deliverables. The Programme Committee were instrumental in formulating the themes and selecting the Chairs/Speakers/Rapporteurs for the Conference.

Task 2.2 – Programme Development

Select conference identity / design

Conference design and artwork will be produced to consistency of appearance in all conference material, including website, backdrops and printed material.

The Conference identity/theme was agreed by the Programme Committee and appeared in all of the conference material both online and in hard copy version. Backdrops and signage were produced by SFI and appeared in all conference meeting rooms. The conference theme included the logos of the Irish Presidency, SFI and the European Commission. An example of the theme is included in this image:



Identify speakers.

Speakers will be identified in consultation with the Programme Committee. Once speakers have been agreed SFI will assume responsibility for the invitation and all related actions involving the speakers including travel and accommodation, transfers and special presentation equipment. This will allow for consistency in approach and ensure that all information is housed in a central location.

There were 65 Chairs, Rapporteurs and Speakers identify by the Programme Committee for the Conference. SFI organised the travel and accommodation logistics for all speakers and ensured that a "Speaker Representative" was on-hand in the specially designated "Speaker Room" to assist with any presentation uploads/preparation etc. on the days of the conference. A copy of the conference programme is attached.

Each keynote speaker receives personal packs, which will include all the information they will require to experience a successful conference. Once on-site the speaker will be taken through all the necessary technical elements of the conference, shown around the venue.

Each speaker was sent information in advance of the conference detailing travel arrangements and accommodation. Teleconferences were organised for the speakers, chairs and rapporteurs of each parallel session to ensure each individual was comfortable with the topics to be covered in their presentations and fully understood the objectives of the parallel sessions. In addition, meetings were arranged on the 28th February and 1st March in advance of each parallel session, to introduce the Chairs, Speakers and Rapporteurs to each other and to finalise the key points for discussion. This enabled the organisers to focus the sessions and to keep the presentations relevant to the objectives of each session.

At the end of the conference we would have debrief meeting/correspondence with the speakers as their observations and recommendations can be noted and referred to in the conference report

At the end of the conference, each group of speakers from the parallel sessions met with the overall conference rapporteur, Ms Evelina Santa, in order to exchange notes and key ideas and conclusions from their sessions. These conclusions will be summarised in the final conference report.

*Associated workshops / Satellite meeting
On the morning of 28 February prior to the start of the conference there will be a parallel ERA-LEARN workshops. The details of these are outline in WP5 – Associated workshops*

See Work Package 5 for further information on this task.

Task 2.3 –Manage Facilities / Resources

Liaison with Subcontractors

The selection of a sub-contractor will be achieved through procedures which are draw up so as to ensure compliance with the State guidelines on competitive tendering; EU procurement directives; SFI procurement requirements and value for money. Once SFI receives the tenders they will be marked against key criteria, these include:

- *Demonstrated understanding of activities and objectives of the event*
- *Strong project management procedures, particularly in relation to interaction and reporting to SFI*
- *Cost*
- *Management procedures*
- *Team - experience of key members*
- *Range of services offered*
- *Innovative and imaginative approach to event*

A Request for Tender for an event management and PR partner was issued on the 23rd August 2012. The selection criteria for the PR company included:

The contract will be awarded to the qualifying tenderers on the basis of the most economically advantageous tender with particular emphasis on:

- *Demonstrated understanding of the objectives of the event*
- *Strong project management procedures particularly in relation to interaction and reporting to SFI and experienced and dedicated team to manage the project and handle delegate queries in an efficient and professional manner.*
- *Range of services offered*
- *Cost*

The selection criteria for the event management company included:

Award criterion and mark:

- 1. Proposed pricing (40%)*
- 2. Quality of the overall solution evidenced by demonstrated understanding of the requirements set out in this RFT (30%)*
- 3. Project Implementation Plan (PIP) outlining timelines and resources in particular key personnel and proposed contingency planning (20%)*
- 4. Proposed creativity and innovation as demonstrated and outlined in tender response (10%)*

The PR appointed was Hume Brophy (www.humbrophy.com) and the Event Management company was MCI Ireland (www.mci-group.com).

While SFI will manage and be responsible for all aspects of the Joint Programming event arrangements at a high level the successful sub-contractor /event management company will be responsible for:

- Venue liaison*
- Invitation management*
- Speaker management – speakers will be sourced by the Programme Committee, all other arrangements, i.e. travel, accommodation, presentations etc. will be handled by the event management company*
- External services sourcing and management, e.g., AV, printing, signage, transport – closely supervised by SFI.*
- Conference website and database production and management*
- Structured networking/discussion at the event (Your Space lunch)*
- Delegate abstracts and event booklet and evaluation form coordination and production*
- On site staffing including registration, delegate queries and poster exhibition co-ordination*
- Collation of attendee evaluation forms.*

Regular meetings with the successful sub-contractor will ensure SFI has the opportunity to assess the progress and the quality of the service.

A Service Level Agreement was drawn up between SFI and MCI including all of the above tasks, which were completely to a satisfactory standard.

Onsite activities with Subcontractors

SFI will ensure the briefing of all personnel involved in the conference. The following activities will be monitored

- set up of registration area, staging, signage, A/V and lighting will take place in timely manner prior to the arrival of delegates. Adequate on-site staffing will be in place to cover all needs of conference registration and people management. Registration staff will be on standby to register delegates and supply name badges and conference papers in a timely fashion and answer any queries that they may have.

Even though there will be adequate directional signs throughout the venue staff will be made available on the floor especially during breaks and in the changeover in presentation sessions. Monitoring of personnel, catering event logistics, speaker requirements, A/V will be on-going throughout the conference.

There were 7 MCI staff on-site and 4 SFI staff on-site to deal with logistical queries, set-up, presentation assistance, registration, signage etc. In addition, there were 8 Parallel Session owners assigned from sister-agencies to ensure the smooth running of each of the parallel sessions. The venue, Dublin Castle, also provided 2 staff members,

who were on-hand to ensure that everything ran according to plan. Dublin Castle also provided an A/V and lighting team to manage these aspects of the conference.

Liaison with conference venue

Once venue has been identified a contract will be agreed including emergency clauses. In order to ensure a high standard of service and care for delegates all aspects involved in the preparation of venue will be adhered to. We will ensure that the venue has the agreed staffing levels and checks on all details from catering service, to the condition of the car-parking arrangements, fire safety & first aid and security. Detailed room layout will be developed; this will be linked to the programme requirements.

AV requirements will be identified and a reputable AV company will be contracted.

Post-submission of the application to host the conference, the Irish Presidency offered Dublin Castle as a venue, including AV, safety checks, and room layout, as an in-kind contribution to the Conference.

A Request for Tender was issued by the Irish Government to assign catering companies to each Presidency event. Eagan Hospitality was assigned to the JPI Conference event.

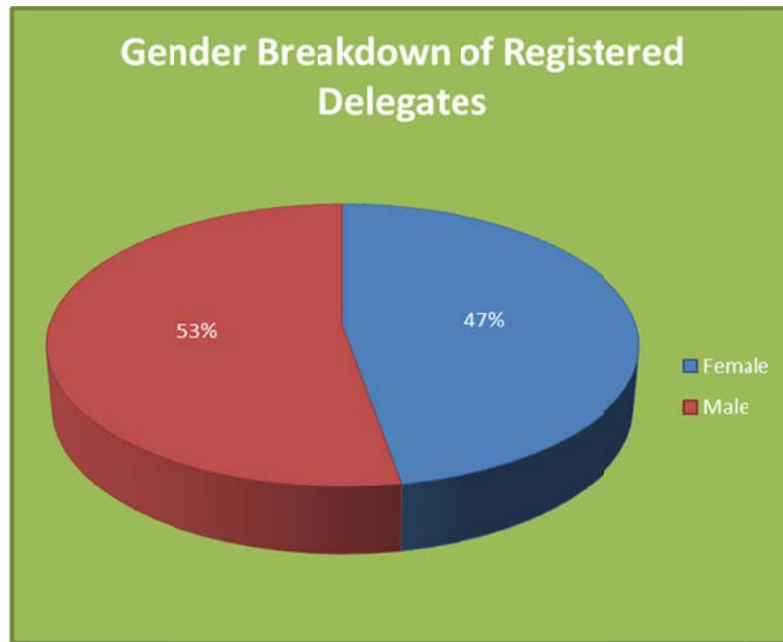
Identify delegates

Delegates will be identified in conjunction with the GPC and the Joint Programming community and the following process will be implemented.

Delegate Accommodation

Various hotels in close proximity to the conference venue will be asked to supply accommodation rates for the duration of the conference. A list of the most competitive accommodation options will be distributed to delegates. This will include contact information and maps.

Delegates were identified in conjunction with the GPC, European Commission and Joint Programming community. Approximately 1300 delegates were invited to the event and approximately 400 registered for the event from approximately 42 countries. There was a very even gender breakdown in the numbers of registered delegates, 47% female, 53% male. The final participation number was 358 individuals.



Competitive accommodation rates for delegates were negotiated with the Irish Hotel Federation and rooms were reserved in seven hotels for delegates. This allowed delegates to have a good choice of hotel both in terms of star rating, price and location.

Resources: There were 8 person months assigned to this work package. We have changed this to 10 months as the project required a significant effort in terms of man-hours in its organisation.

Work Package 3: Communications and PR

Objectives

- To ensure delegate knowledge of the conference logistics and programme
- To ensure public awareness of the conference proceedings and outcome

Task 3.1 Communication Plan

A detailed communications plan will be laid out to establish the communication activities related to the conference before, during and after the event. Coverage of the event in media will be the primary way in which the results of the conference will be disseminated to the wider public. This will be achieved in cooperation with the EC press officers and the DJEI, and will involve the production of 'media friendly' information about joint programming and the event, in advance and during the conference, highlighting the societal impact. SFI will ensure high visibility of the conference by the use of all available platforms, both traditional media and social media to attract /engage in societal organisations, young researchers, and society at large. This will be achieved through a variety of promotional tools including advertisements, editorials, social media platforms, e-zines and printed materials. To further ensure engagement with society a public lecture will be held. Our plan will focus on utilising all promotional tools to provide a consistent strategy that is also

versatile enough to allow us to increase activity at certain key times to ensure we maximise all opportunities.

A detailed Communication Plan has been submitted under Deliverable D3.31 and is attached in Appendix B. A Press Book outlining key activity in this area is attached at Appendix C and details of the Twitter campaign at Appendix D.

Task 3.2 Conference Website

Design, hosting and management of conference website will be carried out. This site will contain all information relevant to the conference. Its aim will be to facilitate both public awareness and delegate information and queries. The site will be in English and will provide general information, conference documents and agenda information. The will be a registration tool for delegates. The event management company will be responsible for the maintenance of the website.

SFI designed the conference website in conjunction with the event management company, MCI. The website was maintained throughout the website and kept up to date with the “latest” information. The website is still live and contains presentations from the event. See www.jpc2013.com.



Task 3.3 Inform Delegates

Stage 1

An email in a 'Save-The-Date' format informing all interested parties of the dates and venue of the conference and inviting them to put this information into their diaries.

Stage 2

An official invitation is emailed to all invitees outlining the format of the event and highlighting the keynote speakers. This invitation will request all invitees to visit the website to officially register to attend the conference by a specific date. Once an

invitee has registered to attend an email will be automatically sent to confirm that they have successfully registered.

Stage 3

When the deadline to register has expired those who have been invited but not yet registered to Attend will be contacted by phone and email.

A "Save the Date" was issued on the 21 September 2012 to approximately 1200 individuals. The official invitation to register included a link to the website registration page and detailed the speakers and agenda. Once the deadline to register had passed, there were over 400 individuals registered to attend, therefore we did not follow up non-registered individuals by phone. Reminders were, however, issued in December and again 2 weeks before the deadline.

Task 3.4 Conference publication / PR material

A conference publication/information booklet will be produced outlining agenda and conference items. The content development will be undertaken by the conference team, approved by the Programme Committee and the event management company will be responsible for the print. Using a consistent colour scheme, the booklet will be divided into sections using tabs. The booklet will contain the conference agenda, floor plans, speakers' profiles and other associated conference material etc. This will be a useful reference guide for visitors to the conference including press, government officials etc.

An innovative conference booklet (lanyard) was produced for the event. It outlined key information on speakers and programme and featured QR codes, which linked the full details of the conference agenda on the conference website. Positive feedback was received on this new concept for a brochure.



PLENARY SESSIONS : THURSDAY, 28TH FEBRUARY 2013, 14.00 - 14.45, PRINTWORKS

Please scan the relevant QR code to access Plenary Session Spreadsheets



<p>14.00 – 14.45 Opening Session</p>  <p>Session Chair: Dermot Curran GPC Member / Assistant Secretary General, Department of Jobs, Enterprise and Innovation, Ireland</p> <p>Mr. Seán Sherlock T.D. Minister for Research and Innovation</p> <p>Commissioner Máire Geoghegan-Quinn European Commissioner with responsibility for Research, Innovation and Science</p> <p>Maria da Graça Carvalho Member, European Parliament</p>	<p>Plenary Session 1: Joint Programming as a response to societal challenges</p>  <p>Session Chair: Rita Lečbychová Head of Unit , DG Research & Innovation, European Commission</p> <p>Helena Acheson Chair, JRI Expert Group / Head of Division, MFG Innovation Agency for ICT and Media</p> <p>Paul Boyle President, Science Europe / Chief Executive, ESRC</p> <p>Philippe Amouyel Chair, JRI JPND / Professor, University of Lille</p> <p>Rolf Annerberg Chair, GPC / Director General , Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning (FORMAS)</p>
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Task 3.5 Press Conference

A press conference will be held during the conference to increase public awareness of the conference and its topics.

A Press Briefing was held on the 28th of February with Commissioner Máire Geoghegan Quinn, Minister Sean Sherlock and Mark Ferguson, DG of SFI. Press coverage is included in the Press Book in the attachment C.

Task 3.6 Post conference communication

The post conference report will be made available on the conference website and other relevant websites. It will be sent to all conference delegates and speakers.

A Conference rapporteur was assigned to write the overall conference report – Ms Evelina Santa, Team Leader European Research Policy, European and International Cooperation Project Management Agency, German Aerospace Center. Once the Conference Report was finalised (June 2013) it was made available on the Conference website. An outline of the draft Conference report was presented to the GPC in March 2013 and received positive feedback. The Conference report was included as a discussion document for the May European Competitiveness Council meeting in Dublin.

Resources: There were 4 person months assigned to this work package. All tasks were completed within this allocation.

Work Package 4: Evaluation and Dissemination

Objectives

- To evaluate the success and impact of the conference on participants
- To ensure the conference results are recorded and delivered to stakeholders in the form of conference evaluation reports.

Task 4.1

Review and evaluation of the management and hosting of the conference to ensure future learning.

Task 4.2

An evaluation form will be developed to enable participants to give feedback on the conference. The results will be summarised for the final conference report.

Evaluation Forms were disseminated widely at the Joint Programming Conference 2013; the results have been collated and key findings regarding the conference's content and administration are synopsised below. Full details are available in the attached document at Appendix E,

Content & Administration

The majority of attendees indicated that they attended the conference due to their innate interest in the conference's content and in order to avail of networking opportunities. 95% of those surveyed indicated that the conference fulfilled these aforementioned reasons for attending. Evidently, this reflects very positively on JPC 2013 in terms of its content and its potential as a networking event for stakeholders.

Furthermore, regarding content, 90% of respondents remarked that the sessions were appropriate and informative, and 93% agreed that the conference's speakers and topics were of an excellent standard. Therefore, this would strongly suggest the speakers and topics were appropriately selected, and that they appealed greatly to the conference's participants.

Regrettably, Evaluation results relating the specific conference sessions are unlikely to be representative, due to the small sample sizes involved. In relation to the 'Your Space' session, of those who attended, the majority (64%) indicated that they found it to be informative or useful. While the Your Space sessions were fully booked, not all respondents turned up. Those that did respondents felt that the low attendance hindered discussion and contributed to an unfocused discussion at times. Arguably, this would suggest that the parameters of the 'Your Space' session should be reconsidered when planning future events.

Respondents were very complimentary regarding conference administration: 98% stated that the conference was well organised; 100% commented that conference staff were helpful and courteous; and 90% rated the on-site registration process highly. The Evaluation findings demonstrate that, from an administrative point of view, the conference was a success.

In summary, the results gleaned from the JPC Evaluations are highly favourable in nature, suggesting that several aspects of this conference are worthy of emulation at future events.

Task 4.3

The conference proceedings (speech material, presentations, and session summaries) will be posted on the conference website.

The conference proceedings are available here:
<http://www.jpc2013.com/programme/available-jpc-2013-presentations/>

Task 4.4

An evaluation report on the key learnings, discussions and conclusions of the conference will be prepared. The final report will include a financial report of the project. The following template will form the basis of the Conference project evaluation.

Once the Conference Report was finalised (June 2013) it was made available on the Conference website. An outline of the draft Conference report was presented to the GPC in March 2013 and received positive feedback. The final Conference report was included as part of a discussion document for the May European Competitiveness Council meeting in Dublin. In addition to this report, SFI will ensure that all financial information is completed in the European Commission reporting system in a timely and accurate manner.

Resources: There were 2 person months assigned to this work package. We have changed this to 1 month as a Conference Rapporteur was assigned, at no cost, to complete to conference report.

Work Package 5: Associated Workshops

Objectives

- To facilitate accompanying workshops (ERA Learn) targeted to cohorts of conference attendees including those experienced in mechanisms of transnational cooperation as well as new coordinators

Task 5.1 Development of ERA LEARN workshops

3 - 4 parallel sessions will take place in the morning prior to the opening of the conference.

5 associated workshops were arranged for the morning of the conference. These were:

1. ERA-LEARN meeting
2. JPI Coordinators meeting
3. Art 185 Coordinators meeting
4. PLATFORM (KBBE ERA-NETS)
5. Environmental ERA-NETS

Task 5.2 – Facilitation of workshops

Identification and liaison with speakers. Chaired interactive sessions with rapporteurs. Invitation and registration to these side event will be part of the central invitation and registration system

A decision was made that the European Commission would identify and liaise with speakers and coordinated the programme for these associated workshops. SFI facilitated these workshops by organising the rooms, layout and AV requirements and managing the participation lists for the meetings.

Task 5.3 – Facilitation of satellite

Meetings organised by the respective communities involved, but under the guidance of ERA-LEARN. Meetings

may include:

- Meeting of the JPI Coordinators*
- Meeting of the ART.185 Coordinators*
- Meeting of the thematic ERA-NETS and JPIs*

As above: 5 associated workshops were arranged for the morning of the conference.

These were:

6. ERA-LEARN meeting
7. JPI Coordinators meeting
8. Art 185 Coordinators meeting
9. PLATFORM (KBBE ERA-NETS)
10. Environmental ERA-NETS

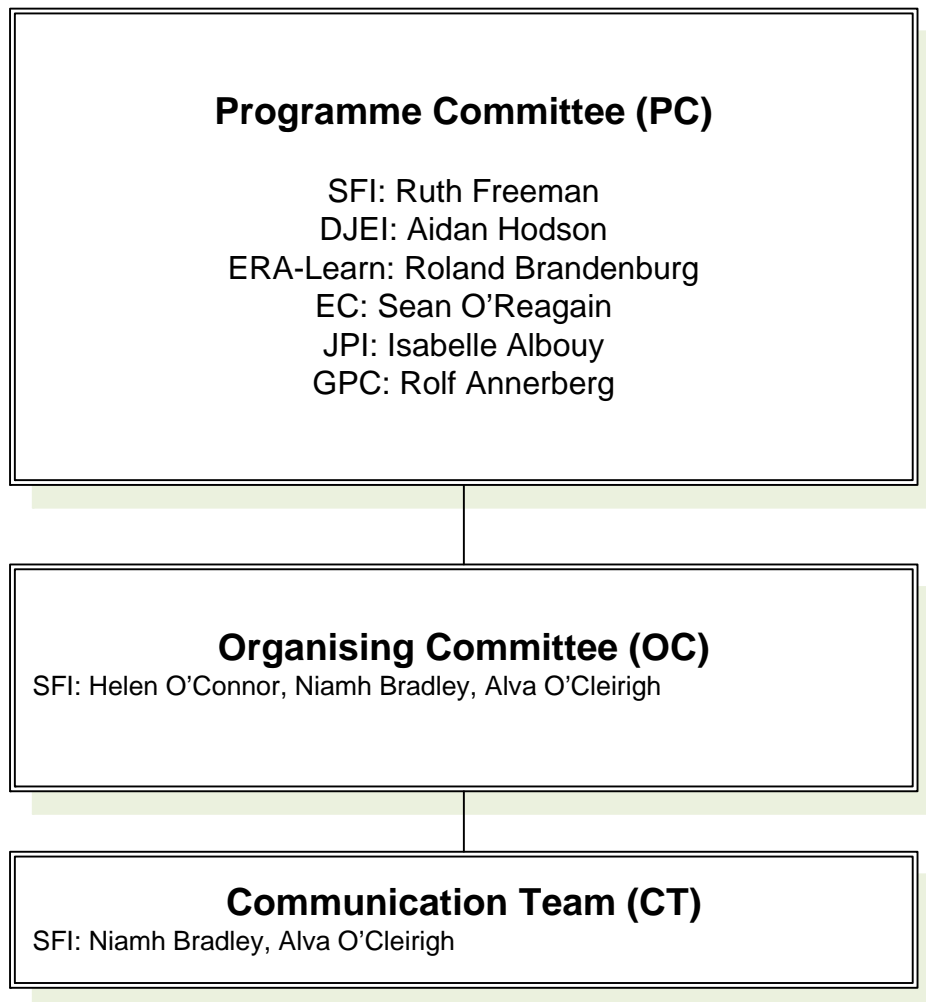
Task 5.4 – Preparation of report of workshop discussions and key findings

The European Commission provided rapporteurs for each of the associated workshops to report on key findings.

Resources: There were 4 person months assigned to this work package. We have changed this to 1 month as employees of the European Commission played a significant role in the organisation of this work package.

Project management during the period

The management structure of the Joint Programming Conference is shown in the following diagram, which shows the lead organisations and individuals involved in each committee, along with the interaction flow between each of the committees.



The Coordinator: Overall project coordination is the responsibility of Science Foundation Ireland (SFI). This role encompassed:

- The coordination of actors and activities involved in the preparation of the conference; Coordination was carried out in close cooperation with the European Commission, with guidance from the Programme Committee
- The overall administrative and financial management of the project
- Overseeing the technical implementation of the conference, including the supervision of various subcontractors

The **Programme Committee**, which was led by Science Foundation Ireland, was made up of representatives from the European Joint Programming stakeholders, including: Science Foundation Ireland (SFI), Department of Jobs, Enterprise & Innovation (DJEI), a representative from the High Level Group for Joint Programming (GPC), a representative from DG Research and Innovation, a representative from a JPI and representative from ERA Learn.

The PC was instrumental in the formulation of the themes and parallel sessions for the conference. In particular, the PC identified appropriate speakers for the conference, based on knowledge and presentation abilities. The PC met four times during the course of the project, every 2 months as outlined in the proposal:

1st Meeting – 11th July 2012 – held in SFI offices, Dublin Ireland

2nd Meeting – 18th September 2012 – Conference Call

3rd Meeting – 20th November 2012 – Conference Call

4th Meeting – 14th January 2013 – Conference Call

Originally, Isabelle Albouy was proposed to participate in the Programme Committee, as a representative of the JPI FACCE. Isabelle Albouy attended the first meeting of the Programme Committee but was then replaced by her colleague, Tim Willis of the BBSRC UK/JPI FACCE.

The PC worked very closely with the **Organising Committee (OC)**. The OC was responsible for the day-to-day planning and running of the conference. The OC ensured smooth transition of information to the Programme Committee and monitored the progress of the various work packages. The OC was chaired by Helen O'Connor, SFI.

The **Communications Team (CT)** supported the OC and had responsibility for the dissemination and communication of activities, including:

- Managing the press (press releases, press invitations, press room, press tours),
- Event design: conference brand development, web design, invitation design, badges etc.
- Material: hand-outs, programme, city guides etc.

The CT was chaired by Alva O'Cleirigh, SFI.

SFI tendered to contract an event management company to conduct the following tasks:

- Venue liaison
- Invitation management
- Speaker management – for example travel, accommodation, presentations etc.
- External services sourcing and management, e.g., AV, printing, signage, transport
- Conference website and database production and management
- Structured networking/discussion at the event (Your Space lunch)
- Delegate (speakers and attendees) abstract and event booklet and evaluation form coordination and production
- On site staffing including registration, delegate queries and poster exhibition coordination
- Collation of attendee evaluation forms.

SFI also tendered to contract PR/Communications company to conduct the following tasks:

- Finalised the Communications Plan with SFI
- Drafting speech material in conjunction with SFI
- Press invites to media briefing
- Promotion of outreach activities
- Facilitating dissemination of the conference to the wider public, for example, through the organisation of media interviews with conference speakers.
- Managing the social media campaign
- Photography of the event
- Media coverage and monitoring

Niamh Bradley, SFI, member of the Organising and Communications Committees was the primary liaison contact between the subcontractors and SFI.

- In order to ensure high quality delivery by the external contractors, SFI implemented the following:
- Appointed companies with excellent references following an open competitive tendering process
- Maintained daily correspondence
- Assigned internal staff with extensive event and publishing experience to the project
- Arranged monthly status review meetings with external parties

Appendices

Appendix A: Conference Programme

Appendix B: Communication Plan




Appendix C: Press Book

Appendix D: Twitter Campaign

Appendix E: Evaluation Results

08.00 - 19.30	Registration Open
12.30 - 13.45	Buffet lunch – <i>St. Patrick's Hall and George's Hall</i>
12.30 – 13.45	Buffet lunch & Your Space Sessions (<i>pre-registration required</i>) <i>The Drawing Room</i>
14.00 – 14.45	Opening Session – Main Hall, Printworks Session Chair: Dermot Curran GPC Member / Assistant Secretary General, Department of Jobs, Enterprise and Innovation, Ireland Mr. Seán Sherlock T.D. Minister for Research and Innovation Commissioner Máire Geoghegan-Quinn European Commissioner with responsibility for Research, Innovation and Science Maria da Graça Carvalho Member, European Parliament
14.45 – 15.45	Plenary Session 1 - Main Hall, Printworks Session Chair: Rita Lečbychová Head of Unit , DG Research & Innovation, European Commission Helena Acheson Chair, JPI Expert Group / Head of Division, MFG Innovation Agency for ICT and Media Paul Boyle President, Science Europe / Chief Executive, ESRC Philippe Amouyel Chair, JPI JPND / Professor, University of Lille Rolf Annerberg Chair, GPC / Director General, Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning (FORMAS)
15.45 - 16.15	Coffee Break – Foyer of the Printworks
16.15 - 18.00	Parallel Session 1: The role of JPIs in meeting the needs of citizens and society in Europe - Bedford Hall Session Chair: Jakob Edler Professor of Innovation Policy and Strategy & Executive Director, Manchester Institute of Innovation Research (MIOIR), University of Manchester Rapporteur: John Lock Coordinator, ERA-NET MariFish / Science Adviser, DEFRA Speakers: Martijntje Bakker JPI MYBL / Team Manager preventie en lid MT, ZonMw Anne-Sophie Parent

	<p>Secretary General, AGE Platform Europe</p> <p>Tania Runge Senior Policy Advisor, Copa-Cogeca</p> <p>Astrid Weij Member of Council, Europa Nostra</p> <p>Jack Spaapen Policy Advisor, Royal Netherlands Academy of Arts and Sciences</p>
<p>16.15 - 18.00</p>	<p>Parallel Session 2: The place of JPIs within the innovation cycle and the involvement of industry – Conference Hall</p> <p>Session Chair: Serafin de la Concha GPC Member / Head, Division of International Programmes, Centre for the Development of Industrial Technology (CDTI), Ministry for Economy & Competitiveness</p> <p>Rapporteur: Szonja Csuzdi Former Chair, EUREKA / Deputy Head, Department of International Affairs, National Innovation Office, Hungary</p> <p>Lead Discussants:</p> <p>Magda Chlebus Director of Science Policy, EFPIA</p> <p>Gerd Harzer Stakeholder Advisory Board, JPI HDHL</p> <p>Joe Keenan General Manager, Argutus Medical Ltd</p>
<p>16.15 – 18.00</p>	<p>Parallel Session 3: The capacities of countries and regions to participate in JPIs – Main Hall, Printworks</p> <p>Session Chair: Virginia Enache GPC Member / Deputy Director, Romanian Office for Science & Technology to EU</p> <p>Rapporteur: Effie Amanatidou Research Associate, Manchester Institute of Innovation Research (MIOIR), University of Manchester</p> <p>Speakers:</p> <p>Jennifer Cassingena Harper Consultant, Malta Council for Science & Technology</p> <p>Kristen Danielsen Director, International Affairs, Research Council of Norway</p> <p>Susanna Longo Responsible for EU Policies & Projects, Finpiemonte Spa</p>

	<p>Rudy Herman JPI Oceans / Senior Researcher, Department of Economy, Science & Innovation, Flanders Authority</p>
16.15 – 18.00	<p>Parallel Session 4: The place of JPIs in the global context - Castle Hall (Ground Level)</p> <p>Session Chair: Riitta Mustonen Chair, SFIC, European Research Area Committee / Deputy Director, Nordforsk</p> <p>Rapporteur: Stavros Katsanevas Coordinator, ERA-NET Aspera-1 / Professor, University Paris VII and IN2P3/CNRS</p> <p>Speakers:</p> <p>Rik Leemans Head, Environmental Systems Analysis and Earth System Science Groups, Wageningen University</p> <p>Damià Barceló President, Scientific & Technological Board, JPI Water / Director, Catalan Institute for Water Research (ICRA)</p> <p>Yves Joannette JPI JPND / Scientific Director, Canadian Institutes of Health Research (CIHR) Institute of Aging</p> <p>Jane Silverthorne Division Director, BIO/IOS, National Science Foundation / US Co-Chair, EU-US Task Force on Biotechnology Research</p>
19.30	Conference Dinner – Dublin Castle
<p>Friday, 1st March 2013</p> <p>Joint Programming Conference</p> <p>28th February -1st March 2013 Dublin Castle • Dublin • Ireland</p> <p>    </p>	
08.00 - 15.30	Registration Open
09.00 - 11.00	<p>Parallel Session 5: How to ensure effective synergies between the JPIs and Horizon 2020 - Main Hall, Printworks</p> <p>Session Chair: Peter Olesen GPC Member / Chair, Executive Board, Danish Council for Strategic Research</p> <p>Rapporteur: Lisa Almesjö National Contact Point , Art-185 BONUS, ERA-Net MariFish / Senior Research Officer, Swedish Research Council FORMAS</p> <p>Speakers:</p> <p>Seán O'Reagain Deputy Head of Unit, DG Research & Innovation, European Commission</p> <p>Krzysztof Gulda</p>

	<p>Vice-Chair, European Research Area Committee</p> <p>Isabelle Albouy Coordinator, CSA FACCE JPI / Head of European Affairs, French National Institute for Agricultural Research (INRA)</p> <p>Roland Brandenburg Project Coordinator, ERA LEARN</p>
<p>09.00 - 11.00</p>	<p>Parallel Session 6: SRA Development and joint activities: how can we build on success to date? - Conference Hall</p> <p>Session Chair: Philippe Amouyel Chair , JPI JPND</p> <p>Session Rapporteur: Patries Boekholt Managing Director, Technopolis Group</p> <p>Round Table Rapporteurs:</p> <p>Andre Syrota President, INSERM / Vice-President, Science Europe</p> <p>Tim Willis Head of International Relations, Biotechnology & Biological Sciences Research Council, UK</p> <p>Lead Discussants:</p> <p>Rob Buckle JPI JPND / Head, MRC Neurodegeneration Research & Director, UK Regenerative Medicine Platform</p> <p>Michel Goldman Executive Director, Innovative Medicines Initiative</p> <p>Niels Gøtke Vice-Chair, JPI FACCE / Head of Division, Danish Agency for Science, Technology and Innovation (DASTI)</p>
<p>09.00 – 11.00</p>	<p>Parallel Session 7: How can the application of the Guidelines for Framework Conditions be made more relevant? - Castle Hall (Ground Level & Lower Ground Level)</p> <p>Session Chair: Jana Kolar Former GPC Member / Head of Research & Development, Morana RTD</p> <p>Rapporteur: Pieter de Pauw Chair of GPC under Belgian Presidency / Scientific Expert, Vrije Universiteit Brussel</p> <p>Speakers:</p> <p>Carlos Segovia Coordinator, JPIs to CO-WORK / Deputy Director, International Research Programmes, Carlos III Health Institute, Spain</p>

	<p>Imelda Lambkin ERALEARN / National Director for FP7, Enterprise Ireland</p> <p>Gunnel Gustafsson JPI Climate / Director, NordForsk</p> <p>Margit Noll Management Board Member, JPI Urban Europe / Assistant to the Managing Directors, Austrian Institute of Technology (AIT)</p>
09.00 – 11.00	<p><u>Parallel Session 8: How can JPIs be monitored and evaluated? - Bedford Hall</u></p> <p>Session Chair: Rolf Annerberg Chair, GPC / Director General, Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning (FORMAS)</p> <p>Rapporteur: Angus Hunter Managing Director, OPTIMAT</p> <p>Speakers:</p> <p>Luke Georghiou Vice-President for Research & Innovation, University of Manchester</p> <p>Gretchen Jordan President, 360 Innovation LLC</p> <p>Christian Listabarth Coordinator, ERA-NET ETB PRO / Project Manager, Austrian Federal Ministry of Economy, Family & Youth</p> <p>Edvard Beem Rapporteur, JPND monitoring report / Co-director, ZonMw</p>
11.00 - 11.40	<p><u>Coffee Break – Foyer of The Printworks</u></p>
11.40 - 12.45	<p><u>Plenary Session 2 - Main Hall, Printworks</u></p> <p>Session Chair: Seán O'Reagain Deputy Head of Unit, DG Research & Innovation, European Commission</p> <p>John Lock - Parallel Session 1 Rapporteur Coordinator, ERA-NET MariFish / Science Adviser, DEFRA</p> <p>Szonja Csuzdi - Parallel Session 2 Rapporteur Former Chair, EUREKA / Deputy Head, Department of International Affairs, National Innovation Office, Hungary</p> <p>Effie Amanitidou - Parallel Session 3 Rapporteur Research Associate, Manchester Institute of Innovation Research (MIIoR), University of Manchester</p> <p>Stavros Katsanevas - Parallel Session 4 Rapporteur Coordinator, ERA-NET Aspera-1 / Professor, University Paris VII and IN2P3/CNRS</p> <p>Lisa Almesjö - Parallel Session 5 Rapporteur National Contact Point , Art-185 BONUS, ERA-Net MariFish / Senior Research Officer,</p>

	<p>Swedish Research Council FORMAS</p> <p>Patries Boekholt - Parallel Session 6 Rapporteur Managing Director, Technopolis Group</p> <p>Pieter de Pauw - Parallel Session 7 Rapporteur Chair of GPC under Belgian Presidency / Scientific Expert, Vrije Universiteit Brussel</p> <p>Angus Hunter - Parallel Session 8 Rapporteur Managing Director, OPTIMAT</p>
12:45 - 13:30	<p>Closing Session – Main Hall, Printworks</p> <p>Session Chair: Mark Ferguson Director General, Science Foundation Ireland / Chief Scientific Adviser to the Government of Ireland</p> <p>Robert-Jan Smits Director-General, DG Research & Innovation, European Commission</p> <p>Josef Zboril Member, European Economic & Social Committee</p> <p>Rimantus Vaitkus Vice-Minister, Education and Science, Lithuania</p>
13.30 - 14.45	Lunch – St. Patrick’s Hall, George’s Hall and The Drawing Room
15.00 - 17.00	Outreach Activities

Communications Plan for Joint Programming Conference

Hume Brophy were appointed to Supply Communication and PR services for the Joint Programming conference. Their communication plan is outlined below.

There is a diverse range of key audiences that must be reached through the media in this Conference, including Government (national, European and international), the EU and European Commission academia, industry, representative organisations, Ireland' sister agencies (IDA Ireland, Enterprise Ireland) and civil society.

From a media perspective, the news value of this conference is essentially centred around the interesting and relevant examples of innovations in Irish and European research that will be taken package the conference content (pre-event and 'on-the-day'). While the Conference will, in the main, be a closed event, the press conference will allow attending media an opportunity to ask questions to senior EU officials and Government ministers. The significance of the Joint Programming process will best be articulated by identifying – in illustrative and simple terms – what pioneering research is delivering to our daily lives, and why national and international scientific communities need sustained financial support and robust structures for research collaboration and increased efficiencies. In successfully executing the communications requirements of this two-day EU Presidency event, all participating partners in the conference must remain mindful of their own 'brand identity' and positioning, and ensure consistency in tone and messaging. The proposed approach is designed to achieve the following:

- Stimulate and provoke media interest, excitement and debate about science and innovation;
- Promote wider discussion on the benefit to humanity of research, showcasing the intrinsic yet often overlooked link between science and society, and decoding and demystifying many of the complexities in communicating scientific research;
- Highlight past and current successes in scientific innovation and stress the importance of continued investment at national (Health Research Board/SFI/Wellcome Trust/EI) and international (e.g. FP7 and Horizon 2020) level;
- Position the European Commission as a dynamic and efficient facilitator of scientific excellence that is (1) understood; (2) valued and (3) trusted.

3 phases communications activity for the Conference, namely:

1. Preparatory Phase (starting immediately upon appointment);
2. Conference Phase (starting in the lead-up to the two-day event, and continuing until close of play, March 1st);
3. Post-Event Phase (commencing weekend of March 2nd and continuing through the following week).

A half-day immersion session/communications workshop with appropriate Commission/SFI/Event management team members will be undertaken to:

- Understand the Commission's specific communications objectives (traditional and new media) for this event;
- Clarify key messaging around the Conference;

- Identify current and forthcoming issues of significance;
- Establish high-potential speakers/themes/workshops from a media relations perspective;
- Discuss existing communications materials (media lists, Q&As, crisis plan, stakeholder map, activity calendar);

The communications outreach will incorporate relevant local, national and international media. Conference press releases and photography will be distributed to priority outlets on a regional/national/pan-European/global basis.

The communications team will

- Establish deliverables, timelines and evaluation processes; and
- Agree protocols and account management contact and reporting arrangements.

The communications plan is guided by the thematic headings/content of the event and speakers to hand at present. This approach is likely to be refined following confirmation of all aspects of the Conference (i.e. outreach events) and sight of the Conference's full attendee list and supporting internal materials. Speakers and case studies relating to the conference agenda will be sourced and pitched to relevant media outlets, ensuring a healthy pipeline of usable materials and a 'natural fit' on content for each sector. Securing advance copies of speech material (under strict embargo) will assist in such outreach. The plan proposes to engage at the earliest appropriate opportunity with media groups and stakeholders along the conference's specific thematic strands in a way that will make this event memorable.

Social Media

Social media will be an important means of generating awareness about this conference and the Joint Programming/Horizon 2020/ERAC discussion points at its core. The PR company will work with the conference organisers/hosts to ensure that all social media objectives are clearly understood and that the appropriate mechanics are put in place to achieve them.

In terms of rapid, real-time communications, all key comments/outcomes from this event should be communicated promptly on the various twitter feeds of the Conference's partners, and preceded throughout February by a series of staggered 'teasers' on the conference – keynote speakers and themes to whet appetites.

To sustain interest and 'noise' around the conference, the PR company will work with the European Commission's team and Conference hosts SFI to audit available content; identify gaps and create a pipeline of material in a timely, cost-effective way that ensures high-quality outputs. This content will then be tailored for dissemination through existing platforms (e.g. websites; Facebook and Twitter), Commission resources (e.g. EUtube; EurActiv; EuroReporter) and partner/ speaker organisation communications channels (e.g. EU2013; Innovation Ireland; SFA; ISME; Chambers Ireland; IBEC). Content will include resourceful information, interactive elements and sharable content such as images; audio; video; infographics; polls; Top-10 lists; case studies and quick links to sharing tools e.g. Tweet this, Like this, Share this etc.

Media coverage for Joint Programming Conference 2013

Note on media circulation numbers

The *Sunday World* has a circulation of 217,141.

The *Irish Daily Mail* has a circulation of 50,019.

Irish Times.com has daily digital circulation of 90,633.

siliconrepublic.com has 250,000 unique visitors monthly.

Research Magazine has 100,000 registered users worldwide.

The combined advertising value equivalent for the two print articles alone, was €20,300. (€13,700 for the *Sunday World* and €6,600 for the *Irish Daily Mail* respectively)

**Joint Programming
Conference
Coverage**



The following document details the media coverage secured to date around the Joint Programming Conference on Thursday 28 February and Friday 1 March.

(Note: forthcoming coverage – interview feature with Keynote speaker Niels Götke – will be published in T-Research's Summer Edition, due out in Mid-May 2013. Hume Brophy is liaising with science editor, Catriona Boyle, who conducted the interview, and will forward the piece to SFI once published).

13 March 2013

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Author: Neil Fetherston
Date: Sunday 25 February
Page: 44
Link: N/A



A GOOD COUNTRY FOR OLD MEN



RESPECTED: OAPs in Ireland

Ireland is leading the way with age-friendly society

BY NEIL FETHERSTON

IRELAND is leading the way in Europe when it comes to having an age-friendly society.

And Dublin city and County Councils are ahead of the rest of the country in their positive approach to helping older people.

Galway, Kilkenny, Waterford and Louth are next in the list of age-friendly areas. According to an international expert on ageing, Ireland is now seen as being at the forefront of progressive services for senior citizens.

Anne-Sophie Parent of AGE Platform Europe said Ireland was "inspiring the rest of

Europe" in how we provide for older people. She was speaking to the *Sunday World* in advance of a major EU conference which she will address in Dublin next week.

AGE Platform Europe is a European network of 165 organisations helping people aged over 50. It directly represents over 30 million older people in Europe.

Strong

Ms Parent highlighted the "age-friendly counties" initiative running in 14 local authorities across Ireland. "Ireland has a strong movement happening and this type of initiative is spreading across Europe," she added.

Gardaí, the HSE, business community lead-

ers and local organisations are involved in initiatives to help older people.

These range from enabling older people to stay living in their own homes and communities, to securing improvements in transport, public parks and traffic light timings.

The age-friendly city and county programme was established in 2009 by the Ageing Well Network and started in Co. Louth.

Ms Parent said there was a trend in ageing patterns that required attention at international level: "We do live longer, but we are not necessarily living healthier for longer."

Anne Connolly of the Irish-based Ageing Well Network said: "Nearly half of all county and city councils are already fully subscribed to this programme. The initiative is delivering real change on the ground for older adults."

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Author: Carmel Doyle
Date: Thursday 28 February
Page: N/A
Link: <http://www.siliconrepublic.com/innovation/item/31672-we-need-an-aligned-european/>



Innovation

We need an aligned European scientific research agenda, says EU Commissioner

28.02.2013

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The European research community needs to embrace and advance a 'joint programming' model of research, where member states work together to tackle issues in a strategically aligned process. That's according to the EU Commissioner for Research, Innovation and Science Máire Geoghegan-Quinn, who was speaking at a conference in Dublin today.

Geoghegan-Quinn was speaking at the start of a two-day conference on joint programming in Dublin Castle that has been organised under the Irish presidency of the EU.

Science Foundation Ireland is hosting the conference, which is being attended by more than 400 international delegates. The event, entitled 'Agenda for the Future and Achievements to Date', is focusing on scientific research programmes in both Ireland and across Europe.



*We need an aligned European scientific research agenda, says EU Commissioner
 EU Commissioner for Research, Innovation and Science Máire Geoghegan-Quinn in Dublin today with Prof Mark Ferguson, director-general, Science Foundation Ireland*

In her address this morning, Geoghegan-Quinn said that at a time when public resources, including R&D funding, are under pressure, joint programming would offer a way to get better value, better results and bigger impacts from national research programmes.

"As public funders of research, we need to get better at setting priorities, choose where we can make the biggest impact with public money in a European context," she said.

Geoghegan-Quinn said the strategic research agendas of joint programming initiatives are essential to ensure that national funding is committed and strategically aligned at European level.

"By aligning and co-ordinating the institutional and competitive funding committed under national research programmes, which account for 88pc of the public research investments in Europe, we can better exploit our resources for maximum societal impact," she said.

The Minister of State for Research and Innovation Seán Sherlock, TD, described joint programming as going to the heart of the European project.

He said measuring the success of this joint programming approach in relation to areas such as health and well-being, food security and climate change is perhaps the most challenging aspect.

Sherlock also emphasised the need for joint programming to maximise the research community's engagement with industry.

He said that by incorporating both SME and large companies into the process, there was an opportunity to shape the response of the research community to the changing enterprise landscape.

Sherlock said he intended to use the Irish Presidency to determine what level of political will existed regarding joint programming. He is planning to bring the matter to the Competitiveness Council in May and will propose to start a policy debate on joint programming.

Prof Mark Ferguson, the director-general of SFI, said the conference was important in helping to identify areas where "sensible synchronising" of policies between EU member states could be further progressed.

He said joint programming embodies the recent seismic shift towards the forging of new partnerships between traditionally distinct sectors at national and international level.

Carmel Doyle  

Categories: [R&D](#), [Government](#), [Engineering](#), [Investments](#), [Life Sciences](#), [Science](#), [Energy](#)

Tags: [SFI](#), [Research](#), [R&D](#), [Maire Geoghegan-Quinn](#), [EU](#), [Science](#), [STEM](#)

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Author: Dick Ahlstrom
Date: Thursday 28 February
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IRISHTIMES.com

irishtimes.com - Last Updated: Thursday, February 28, 2013, 13:13

Call for aligned EU research priorities



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- Irish Presidency

DICK AHLSTROM Science Editor

EU research priorities must be aligned and expenditure co-ordinated in order to get the most from Europe's investment in scientific research, the Commissioner for Research and Innovation Máire Geoghegan-Quinn said today.

She was speaking at a conference on "joint programming", organised under the Irish presidency of the EU. Joint programming is a model of research where member states work in a coordinated way to tackle societal issues in a "strategically-aligned process", she said.

With public resources including funding for research and development under pressure, joint programming offered a way "to get better value, better results and bigger impacts from national research programmes", Commissioner Geoghegan-Quinn said. This meant better prioritisation and also achieving a better match-up of research agendas, she said.

"By aligning and co-ordinating the institutional and competitive funding committed under national research programmes, which account for 88 per cent of the public research investments in Europe, we can better exploit our resources for maximum societal impact," Ms Geoghegan-Quinn said at Dublin castle.

The meeting entitled, "Agenda for the Future and Achievements to Date", attracted more than 400 delegates from across Europe and further afield. Science Foundation Ireland are hosting the event.

The Minister of State for Research and Innovation Seán Sherlock said that joint programming was found at the very heart of the European project. Yet being able to measure the success of joint programming was "perhaps the most challenging aspect".

He planned to use the Irish Presidency to gauge what level of political will existed across the EU to pursue better research coordination and investment via joint programming. He intended to bring the matter to the EU Competitiveness Council and proposed to initiate a policy debate on the issue.

He also pointed out that joint programming could also maximise academic researchers' engagement with industry. This would bring private sector resources and funding into the process.

The conference was important to help identify areas where "sensible synchronising" of policies across Member States could be progressed, said Prof Mark Ferguson, director general of Science Foundation Ireland. Joint programming mirrored the recent "seismic shift" towards forging partnerships between traditionally distinct sectors, he said.

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Author: Paul Drury
Date: Friday 1 March
Page: 12

Daily IRISH Mail

www.dailymail.ie v1

Irish Daily Mail, Friday, March 1, 2013

Irish scientists are behind everything from radiotherapy to the perfect pint. Let's drink to them!

WHAT, the old Monty Python question goes, did the Romans ever do for us? And doubtless this week there were many who, on hearing that a Government who cuts back on homecare support and grants for the disabled is still pumping €200million into scientific research, were tempted to ask themselves: what exactly did Irish scientists ever do for us?

The answer, it just so happens, is the same today as it was when Palestinian malcontent Reg asked his own question in *Life of Brian*: Quite a lot, actually, including many things that we tend to take for granted.

We like to boast that we Irish kick above our weight when it comes to the arts, and in particular music and literature; what we rarely acknowledge is that, for a small country, we also have a pretty impressive track record in terms of scientific discovery.

Inspiration

It was, for example, a Carlow-born 19th-century physicist, John Tyndall, who first came up with the answer to that age-old child's question: Why is the sky blue?

And, if you really must know, it's because, even though light from the sun contains all the colours of the rainbow, the molecules in our atmosphere scatter blue light more than they scatter other light. At sunset, we see red and orange colours because the blue light has been scattered out and away from our line of sight.

Then there was that other Irish physicist, Ernest Walton, who, at Cambridge in the 1930s with his colleague John Cockroft, 'split the atom' and so ushered in the nuclear age. To this day, Walton remains the only Irish recipient of a Nobel Prize for science — something that is, in itself, rather remarkable considering all the other inventions we have made.

As long ago as the 17th century, for example, Waterford-born Sir Robert Boyle atoms — and so founded modern chemistry. Boyle's Law, which defines the relationship between the pressure and volume of a gas, is still taught in our schools today.

Nineteenth century mariner Francis Beaufort was the inventor of the Beaufort Scale, still used to measure wind force, while Cork-based mathematician George Boole devised the algebraic logic that is at the heart of everything computerised from smartphones to the internet.

And in any overview of Irish scientific achievement we must not forget Sir William Rowan Hamilton, who while out for a stroll along the banks of the Royal Canal one day in 1843 with his wife, had a sudden flash of inspiration about a new form of four-dimensional number.

Fearful he would forget it, he whipped out his penknife and carved the formula into the wall of Broom Bridge, Cabra. What Hamilton had invented was 'quaternions', the basis



PAUL DRURY

for modern algebra but also for modern computer game technology and CGI effects in the movies.

I could go on forever: Irish scientists gave mankind the first steam turbine, the first induction coil, the first tractor, the first submarine, hypodermic needles, rubber tyres, defibrillators, aircraft ejection seats and even colour photography.

More recently, radiation treatment for cancer as we know it today has its origins in a technique called 'the Dublin method' whereby Offaly-born scientist John Joly and Dublin medic Dr Walter Stevenson captured radon gas in thin glass tubes and inserted them directly into tumours.

Then there is DIT boffin Dr Derry Fitzgerald, who developed software that can split out and remix individual instruments and vocals on old mono records. One significant result, for Beach Boys fans if nobody else, is the first stereo version of that band's 1966 classic, *Good Vibrations*.

Pragmatism

We Guinness drinkers like to talk knowingly about the science of the perfect pint. But there is, in fact, just such a thing: scientists at the University of Limerick have developed computational fluid dynamics, a technique also used in designing aircraft and Formula One cars, to work it out.

It turns out that it's all about bubbles going down, not up. The classic tulip-shaped pint glass plays a vital role in pulling small bubbles of nitrogen in the stout downwards, rather than rising like the larger bubbles do in a pint of lager, so leading to the perfect pint.

I'll certainly drink to that! So too, I am sure, will many of the 400 delegates from 40 countries who are today attending something with the stunningly boring title 'The Joint Programming Conference' in Dublin Castle. But it is, in fact, one of the major, long-term initiatives of our EU presidency.

The aim is to make sure that what in the current economic climate are obviously limited resources for research, are channelled as efficiently as possible and

that, within the EU in particular, there is no unnecessary duplication of expenditure or of research.

That's the sort of pragmatism that we quite rightly expect from our scientists — as, indeed, is the recent decision by Science Foundation Ireland, the body that funds research in this country, to focus its own limited resources on research that is of interest, and potential value, to industry. And in fairness, that's why the €200million Government investment announced this week in seven different 'applied' research projects is being matched by another €300million from the private sector.

They expect to see a return on their own investment.

Arcane

Where I, for one, am slightly uncomfortable with that deliberately narrow, industry-led focus, however, is that scientific research by definition is not always about doing things that are ostensibly useful or that have an obvious end purpose. It is also about what we call 'pure science' — pursuing knowledge for knowledge's own sake.

Sometimes scientists stumble upon something of significance completely by accident. Sir Alexander Fleming was researching the flu virus when he returned from a two-week holiday to discover a mould growing on a culture plate that appeared to stop the spread of bacteria.

To this day, we haven't found a cure for the flu, but Fleming had discovered penicillin — a discovery that was to save more lives than any other in the history of mankind. Other researchers pursue an arcane line of inquiry without having a clue where it will lead them. In 1897 British scientist JJ Thomson discovered a light, negatively charged particle that did not seem to have any practical use.

It was the electron — without which we would not have the world of electronics or the computer age. Still, needs must, I suppose. And how much better that we are committing so much money to genuine scientific research, even in these straitened times, than — as might so easily have been the case, given the cutbacks agenda — not at all.

For some of the work being funded under this latest SFI programme is, in its own way, every bit as exciting and has every bit as much potential to change our world as Rowan Hamilton's discovery of quaternions all those years ago, or Walton's splitting of the atom.

Take for example, research at UCC's Alimentary Pharmabiotic Centre, where Professor Fergus Shanahan and his team have discovered that we really are what we eat — that so-called 'happy gut bacteria' can dictate not just our physical health but how happy or unhappy we feel.

And so, to the question 'What have Irish scientists ever done for us?'. The correct answer is: 'Not a lot, really, apart from nuclear power, computers, radiation treatment, submarines, video games, the perfect pint of stout and the secret of human happiness.'

Somehow, I don't think even the Roman Empire could match that.

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Author: Catie Lichten

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Link:

http://www.researchresearch.com/index.php?option=com_news&template=rr_2col&view=article&articleId=1300692



JPIs 'need wider approach', panels say

Reviews suggest Joint Programming Initiatives change tack

By Catie Lichten

Research Europe

07-03-2013

'Joint programming' between member states will need to move beyond joint calls to meet its goal of encouraging joint efforts in European research, according to national research coordinators and the European Commission.

The European Commission introduced joint programming in 2008, following a long line of failed efforts to get Europe's national research programmes to work more closely with each other. National programmes account for about 90 per cent of public research spending in Europe, but each of them operate more or less in isolation.

To date, 10 joint programming initiatives have been approved, starting with the Joint Programme in Neurodegenerative Diseases in 2010. But the progress of the JPIs has disappointed the Commission and research officials, who say privately that many member states continue to take a protectionist approach to their national research programmes. Officials also expressed disappointment with the amount of funding that member states have been ready to commit to joint calls under the JPIs.

Two interim reports on the progress of joint programming have just been published: a panel reporting to the Council of Ministers produced its second biennial report in February, and another working for the European Commission reviewed the programme last October. Both suggested that participants need to look for further mechanisms to support research, beyond joint calls between participating national agencies.

It has become "quite clear" that joint calls are just one possible way to implement these research agendas, says Martin Schmid, head of unit for transnational programmes at the Austrian Ministry of Science and Research and a member of the group that reported to the Council of Ministers. Because setting up joint calls has proved quite complicated, and member states continue to focus their resources on their own national programmes, he says additional, simpler mechanisms are needed. This could include agreements between member states that allow researchers unfettered access to each other's programmes, in some disciplines.

Trust is an important issue in joint programming, says Helena Acheson, head of unit at the public innovation agency MFG Baden-Württemberg, Germany and chairwoman of the panel that reported to the Commission last October. People often control their own budgets in line with national priorities, she says, and this means that member states have not been making the financial commitments that the joint programming process needs. Her group insisted on the need for a change in mind-set from programme managers.

"By aligning and coordinating the institutional and competitive funding committed under national research programmes, we can better exploit our resources for maximum societal impact," European research commissioner Máire Geoghegan-Quinn said at the Joint Programming Conference, in Dublin, Ireland, on 28 February.

Schmid also cites the DACH agreement between Germany, Austria and Switzerland as an example of an effective approach for aligning research programmes. The agreement encourages researchers from the three countries to collaborate, with one country's agency carrying out the peer review and selection process and other agencies assisting with funding. He says these sorts of arrangements are a good starting point and are happening—but on a very limited scale.

Another example of alternative approaches to pooling research efforts across borders is the agriculture, food security and climate change JPI, FACCE—one of the first. It has developed a knowledge hub on climate-change risk assessment. The hub brings together different researchers across Europe, to help create more robust and informative models.

Tim Willis, head of international relations at the UK's Biotechnology and Biological Sciences Research Council, which co-leads the FACCE JPI, says that the hub was built by bringing together researchers from 17 different countries who were already receiving national funding.

Joint Programming Conference 2013

The conference on Joint Programming organised by under the Irish Presidency took place on 28 February and 1 March. With over 400 delegates, the event facilitated debate on the experience to date and the way forward in Joint Programming.

In an opening address, the Commissioner for Research and Innovation, Máire Geoghegan-Quinn, said that this is a crucial moment for Joint Programming, and the time to move from the setting of research agendas to implementation. She mentioned that those Joint Programming Initiatives (JPIs) that have not yet finalised a Strategic Research Agenda (SRA) should do so as soon as possible, stressing that SRAs are essential to ensure that money is used appropriately, that national programmes are aligned, and that Joint Programming is a coherent way of using existing resources. It is important to consider all potential instruments available to implement JPIs, including, but not limited to, joint calls.

The Commissioner stressed that JPIs are the responsibility of the Member States, not the Commission; however, the Commission is willing to help in these national efforts, and therefore Horizon 2020 should support Joint Programming. She said that there was not yet much interaction between JPIs and Horizon 2020, but that this must change, given the need for better combined policy making. She finished by re-iterating that the Commission is ready to assist Member States, and that collaboration is essential.

The lack of clarity on the the links between JPIs and Horizon 2020 was one of the recurring themes of the event, including in a presentation by Paul Boyle, Science Europe President, which highlighted some of the relevant points from the Science Europe Position Statements on Horizon 2020. This presentation, and others from the event, can be found at:

<http://www.jpc2013.com/programme/available-jpc-2013-presentations/>

A gallery of photographs from the event, collated by Science Foundation Ireland, can be viewed here:

<http://www.flickr.com/photos/sciencefoundationireland/sets/>



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Other EU News

New Science and Technology Advisory Council to the EC President

The European Commission has set up a Science and Technology Advisory Council that will report directly to its President, José Manuel Barroso.

The new body, made up of 15 experts, will identify areas where research and innovation can contribute to Europe's growth. The advisory group comprises science and technology experts from academia, business and civil society. Its members have been selected by President Barroso in consultation with his Chief Scientific Adviser, Anne Glover. The full list of members is available at: <http://bit.ly/ZACT7f>

Innovation Union Scoreboard 2013

Innovation performance in the EU has improved despite the economic crisis, but the divide between Member States is widening.

The overall ranking seems to remain stable with Sweden at the top, followed by Germany, Denmark and Finland; Estonia, Lithuania and Latvia are the ones that have most improved.

SMEs and the commercialisation of innovations, together with excellent research systems are identified as the factors that drive innovation growth in the EU (<http://bit.ly/gSx2tx>).

Map of Research Infrastructures in Europe

The European Commission has published an on-line map showing the location of research infrastructures funded under the Seventh Framework Programme (FP7) which provide transnational access to researchers.

The map currently includes around 800 research infrastructures; it is intended that those funded under Horizon 2020 will be added in the future (<http://bit.ly/14gRFMm>).



SFI/EC Joint Programming Conference – Twitter Summary

Hume Brophy's management of the European Commission/Science Foundation Ireland-hosted *Joint Programming Conference 2013* included the following:

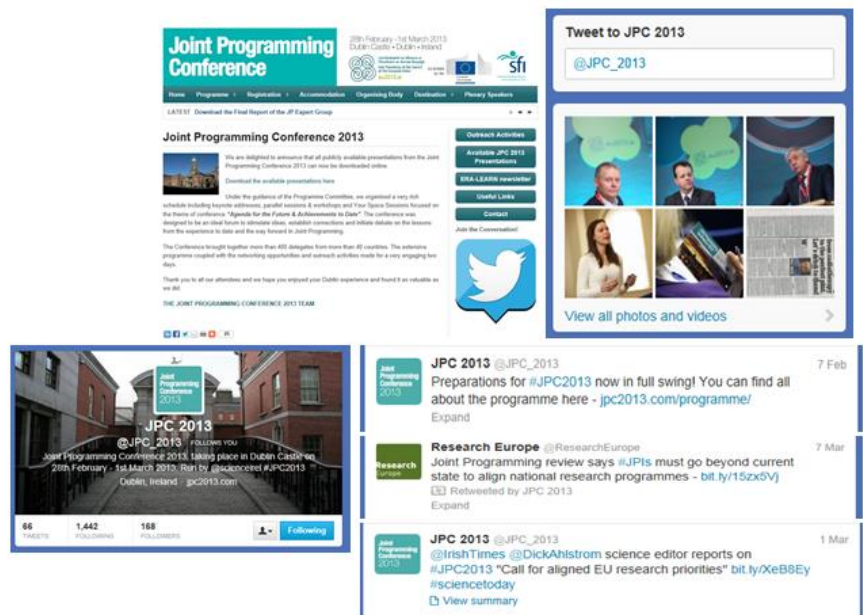
- Audit of existing communications materials to identify a pipeline of suitable social media content e.g. countdown ticker; speaker profiles; conference agenda; interesting facts and figures; associated media coverage or commentary on related issues;
- Prioritisation of Twitter as main social media channel to enable a series of staggered 'teasers' building up to the conference; real-time coverage of conference events; and post conference sign-posting to resources and outcomes;
- Repackaging of information to include links to sharable content such as images; video; infographics; articles.
- Signposting delegates and online visitors via the conference website to the Twitter handle and # to create a more interactive online presence;
- Identification of priority media and stakeholder followers and bloggers to organically grow conference reach;
- Retweeting of partner, delegate and follower contributions to further extend reach and encourage engagement.
- Real-time, on-site tweeting of proceedings (quoting keynote speakers, posting photos of VIPs, speakers and delegates).
- Post-event notification regarding the availability of conference presentations.

Results

In the week leading up to the event, and over the two-day conference period, Hume Brophy drove activity up to **168 Twitter followers**, with a cumulative reach of thousands of delegates, partner research publications and fraternities, and political and media stakeholders across the EU.

Tweets issued by JPC_2013 totalled **66**, while **47 re-tweets** of JPC_2013 comments were recorded

(Note: this number of retweets does not include retweets from SFI/conference personnel).



Joint Programming Conference 2013 Evaluation Results

How would you rate the following elements of Pre-Conference Organisation?						
	Excellent	Good	Average	Poor	Very Poor	No response
Registration booking	45%	42%	8%	5%		
Accommodation booking	23%	30%	15%	7%		25%
Communication	25%	43%	23%	5%		3%
Administration	38%	45%	12%			5%

How would you rate the following elements of the conference?						
	Excellent	Good	Average	Poor	Very Poor	No response
On-Site Registration Process	55%	35%	7%			3%
Programme	30%	45%	20%	3%		2%
Venue and Facilities	55%	38%	5%			2%
Catering	37%	38%	23%			2%
Event organisation on the day	43%	42%	5%			10%

Please specify the main reasons for attending the conference.		
Networking		37%
Content		42%
Personal Growth and Development		14%
Speakers		7%
		No response

Did the conference fulfil your reason for attending?		
Yes - Absolutely		28%
Yes - Adequately		67%
No		5%
		No response

Did you feel the length of the conference sessions were too long, just about right, or too short?		
Too long	7%	No response
Just about right	90%	
Too short	3%	

Please evaluate the following statements:		
The conference was well organised.		
Strongly Agree	48%	No response
Agree	50%	
Disagree	2%	
Strongly Disagree		

The conference staff were helpful and courteous.		
Strongly Agree	82%	No response
Agree	18%	
Disagree		
Strongly Disagree		

The content of the conference sessions was appropriate and informative.		
Strongly Agree	27%	No response
Agree	63%	
Disagree	8%	
Strongly Disagree	2%	

The quality of speakers and range of topics covered were of a high standard		
Strongly Agree	33%	No response
Agree	60%	
Disagree	7%	
Strongly Disagree		

Did you attend a 'Your space' session?		
Yes	18%	No response
No	78%	3%
If yes, which session did you attend?		

If you did attend a 'Your Space' session, did you find it useful/informative?		
Yes	64%	No response
No	27%	9%

Please rate the sessions that you attended:						
	Excellent	Good	Average	Poor	Very Poor	No response
Opening Session	27%	42%	12%			20%
Plenary Session 1: Joint Programming as a response to societal challenges	13%	42%	12%	2%		32%
Parallel Session 1: The role of JPIs in meeting the needs of citizens and society in Europe	33%	33%	33%			
Parallel Session 2: The place of JPIs within the innovation cycle and the involvement of industry		75%	8%	17%		
Parallel Session 3: The capacities of countries and regions to participate in JPIs	14%	38%	29%	19%		

Note: Small sample size for Parallel Sessions - results may not be representative.

Parallel Session 4: The place of JPIs in the global context	21%	29%	21%	29%		
Parallel Session 5: How to ensure effective synergies between the JPIs and Horizon 2020	26%	51%	20%	3%		
Parallel Session 6: SRA Development and joint activities: how can we build on success to date?	8%	50%	33%	8%		
Parallel Session 7: How can the application of the Guidelines for Framework Conditions be made more relevant?		100%				
Parallel Session 8: How can JPIs be monitored and evaluated?	40%	40%	20%			
Plenary Session 2 – Summary of Parallel Sessions	25%	32%	15%	2%		27%
Closing Session	22%	23%	28%			27%

Joint Programming Conference 2013 Evaluation Results

Total =

60

How would you rate the following elements of Pre-Conference Organisation?						
	Excellent	Good	Average	Poor	Very Poor	No response
Registration booking	27	25	5	3		
Accommodation booking	14	18	9	4		15
Communication	15	26	14	3		2
Administration	23	27	7			3

How would you rate the following elements of the conference?						
	Excellent	Good	Average	Poor	Very Poor	No response
On-Site Registration Process	33	21	4			2
Programme	18	27	12	2		1
Venue and Facilities	33	23	3			1
Catering	22	23	14			1
Event organisation on the day	26	25	3			6

Please specify the main reasons for attending the conference.		
Networking		No response
Content	40	
Personal Growth and Development	46	
Speakers	15	
Other (please specify)	8	
	PTO	

Did the conference fulfil your reason for attending?		
Yes - Absolutely		No response
Yes - Adequately	17	
No	40	
	3	

Did you feel the length of the conference sessions were too long, just about right, or too short?		
Too long	4	No response
Just about right	54	
Too short	2	

Please evaluate the following statements:		
The conference was well organised.		
Strongly Agree	29	No response
Agree	30	
Disagree	1	
Strongly Disagree		

The conference staff were helpful and courteous.		
Strongly Agree	49	No response
Agree	11	
Disagree		
Strongly Disagree		

The content of the conference sessions was appropriate and informative.		
Strongly Agree	16	No response
Agree	38	
Disagree	5	
Strongly Disagree	1	

The quality of speakers and range of topics covered were of a high standard		
Strongly Agree	20	No response
Agree	36	
Disagree	4	
Strongly Disagree		

Did you attend a 'Your space' session?		
Yes	11	No response
No	47	2
If yes, which session did you attend?		

If you did attend a 'Your Space' session, did you find it useful/informative?		
Yes	(Session 3 & 5), 1 (Session 4 & 5), 1 (Session 7), 2 (no session named)	No response
No	3 (no session named)	1 (Session 1)

Please rate the sessions that you attended:						
	Excellent	Good	Average	Poor	Very Poor	No response
Opening Session	16	25	7			12
Plenary Session 1: Joint Programming as a response to societal challenges	8	25	7	1		19
Parallel Session 1: The role of JPIs in meeting the needs of citizens and society in Europe	3	3	3			
Parallel Session 2: The place of JPIs within the innovation cycle and the involvement of industry		9	1	2		
Parallel Session 3: The capacities of countries and regions to participate in JPIs	3	8	6	4		
Parallel Session 4: The place of JPIs in the global context	3	4	3	4		

Parallel Session 5: How to ensure effective synergies between the JPIs and Horizon 2020	9	18	7	1		
Parallel Session 6: SRA Development and joint activities: how can we build on success to date?	1	6	4	1		
Parallel Session 7: How can the application of the Guidelines for Framework Conditions be made more relevant?		3				
Parallel Session 8: How can JPIs be monitored and evaluated?	2	2	1			
Plenary Session 2 – Summary of Parallel Sessions	15	19	9	1		16
Closing Session	13	14	17			16

Joint Programming Conference 2013 Evaluation Results

If you have any further comments to add, please write them below

It is very well to have suggestions, but there should be follow-up: who is going to work on them?

Commission presentations were too scarce. Contribution from the EC (via main speakers) could have been better.

With the oblong booklet, a list of attendees could have been distributed.

Parallel sessions were fine, but plenary sessions were too short to allow for any questions or discussion.

Lacklustre dinner - would have been nice if someone had said a few words, or if there had been drinks beforehand. It didn't feel very "welcoming"!

Programme: to be read from back to front.

No signage at venue on arrival. Poor communication prior to conference.

1. I, along with several other people, wanted to get the slides presented by the speakers, at least on the website. When asking about this, the organisers couldn't give a confirmation as apparently this had not been considered beforehand. Hopefully it can be sorted out.
2. In the two parallel sessions I attended, the participants were divided into smaller groups for discussions. Whereas this is an interesting idea as such, when the original group is small and people want to discuss, there should be some flexibility not to impose pre-decided structures.
3. First day the rooms were very cold - now have a runny nose...

Very good conference.

Accommodation booked through conference website not recognized by hotel once on-site. What happened to second day PM activities?

Session 5 was a bit the same as last year - not too much new information. Closing session - not too exciting.

Accommodation - expensive!

Hardly any new information; few parallel sessions.

Very good organization.

No time for questions!

Hotels recommended were too far away from meeting.

On what website can I find the ppt?

Too many sessions in parallel. I would have liked to attend more of the parallel sessions.

A participants list is missing!

Put the slides on the side screen rather than [behind?] the speaker.

My comment is that conference is excellent and I hope that associated countries will be in a position to be more involved in JPIs.

Parallel Session 1 clearly showed that many JPIs have no idea of "industry"; I hope the recommendations coming from this session report will be useful in terms of further dialogue with all the relevant stakeholders!
Isabelle Albouy's presentation on FACCE was excellent. This JPI seems to be on the right track!

If anyone has made a significant impact on your conference experience, please supply details below.

Geoghegan, Keenan, Smits: because of clarity and their commitment (instead of giving politically correct, vague statements).

Excellent help and support in displaying publications - thanks!

Sean O'Reagain's presentations and answers were great. Also, Peter Olesen's answers and summary were great.

Rapporteurs excellent.

Please specify the main reasons for attending the conference - other

Invitation

Organiser (Commission)

Satellite workshop (PLATFORM)

Pre-meeting

Invited speaker

To become more familiar with JPI structure

Meeting with community

If you did attend a 'Your Space' session, did you find it useful/informative? If no, please let us know why

Only useful in terms of meeting people: only 4 people at the table; barely discussed the supposed theme.

Very few there.

Lack of attendance.

A bit unfocused and fuzzy.

Did the conference fulfil your reason for attending? If no, please specify.

No real new information was provided. The topics that were identified were ok, but new information on these topics was missing.