Research & Innovate with Europe! Awareness Raising and Information Tour of China
September-December 2012

SUMMARY REPORT

Acting together to promote research and innovation collaboration with China

Organised by the Science, Technology and Innovation Counsellors Of the EU Member States and the Delegation of the EU to China
1. Objective and policy context

The EU Delegation in Beijing and the EU Member States organised together a series of information seminars throughout China to raise awareness among Chinese research and innovation stakeholders about the opportunities that EU and EU Member States offer for research and innovation collaboration, including mobility schemes for Chinese students and researchers.

Science, Technology and Innovation Counsellors from several EU Member States as well as the Delegation of the European Union raised awareness of their Programmes in an FP7 promoting event organised with the Chinese ministry of Science and Technology (MoST) in Beijing and in eight cities in China, offering also an opportunity for networking among research and innovation stakeholders.

23 European Counsellors from Belgium, France, Germany, Finland, Italy, the Netherlands, Sweden, the United Kingdom, and Hungary as well as the European Research Council and Euraxess Links China gave presentations in 8 key research and innovation cities over a three-month period.

A similar campaign was carried out in India in 2011and 2012 and brought positive results in terms of the width and quality of the audience reached.

The preparation of the "Tour of China" started in October 2011 and was proposed to the CECO and MoST in December 2011 and February 2012. However a" political green light" from the MoST Vice-Minister Cao, was given only in the end of May 2011.

Therefore the ambitious Tour initially planned (27 cities, Hong Kong and Mongolia) had to be "downsized" due to the summer break. An opening event was held in Beijing on the 9th of July 2012 and the first cluster of events was postponed to autumn 2012 instead of spring 2012 as first scheduled.
Geographical scope initially planned:

Geographical Scope implemented:
2. Overall organisation of the "Tour" 2012

Organisation:

The cities to be visited are grouped by "clusters" of 2 to 4 cities in order to minimise travel costs (see map above).

There are two different roles for the EU MS and EU DEL participants in the organisation (on a voluntary basis):

- **Cluster coordinator**: in charge of the coordination of the preparation of the events of a particular cluster and of the overall travel arrangements of the entire group
- **Event coordinator**: responsible for liaison with the local host of the event and for the detailed organisation of a particular event. Usually Member States with Consulate in a city volunteered as "Event coordinators"

Example:

<table>
<thead>
<tr>
<th>Cluster 3: December 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cluster coordinator</strong>: Belgium Counsellor</td>
</tr>
<tr>
<td><strong>Location</strong>: Wuhan</td>
</tr>
<tr>
<td><strong>Coordinaor</strong>: France</td>
</tr>
<tr>
<td><strong>Participants</strong>: Belgium Counsellor, German Counsellor, French Counsellor, Italian Counsellor, Hungarian Counsellor, Swedish Counsellor, ERC Representative, EU Delegation</td>
</tr>
</tbody>
</table>

Logistical organisation by coordinator, in cooperation with the EU Delegation, and the local partner (S&T Commission, University, CAS Institute, etc.)
### Schedule of the 2012 "Tour of China"

<table>
<thead>
<tr>
<th>Cluster coordinator</th>
<th>Date</th>
<th>Location</th>
<th>Coordinator</th>
<th>Host Organisation</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening event: EU Delegation</strong></td>
<td>9 July 2012</td>
<td>Beijing</td>
<td>EU Delegation</td>
<td>MoST</td>
<td>EU DEL (EU MS not invited by MoST)</td>
</tr>
<tr>
<td><strong>Cluster 1: EU Delegation</strong></td>
<td>24 Sep. 2012</td>
<td>Kunming</td>
<td>EU Delegation</td>
<td>Normal University of Yunnan Province</td>
<td>FR, HU, NL, SW, EU</td>
</tr>
<tr>
<td></td>
<td>25 Sep. 2012</td>
<td>Chongqing</td>
<td>French Counsellor</td>
<td>Chongqing S&amp;T Commission</td>
<td></td>
</tr>
<tr>
<td><strong>Cluster 2: EU Delegation</strong></td>
<td>30 Oct. 2012</td>
<td>Changsha</td>
<td>French Counsellor</td>
<td>College of Chemistry and Chemical Engineering, Hunan University</td>
<td>DE, FR, NL, SW, UK, Euraxess, EU</td>
</tr>
<tr>
<td></td>
<td>31 Oct. 2012</td>
<td>Guangzhou</td>
<td>French Counsellor</td>
<td>South China Agricultural University</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 Nov. 2012</td>
<td>Hong Kong</td>
<td>European Union Office to Hong Kong and Macao</td>
<td>Hong Kong Baptist University</td>
<td></td>
</tr>
<tr>
<td><strong>Cluster 3: Belgium Counsellor</strong></td>
<td>5 Dec. 2012</td>
<td>Wuhan</td>
<td>French Counsellor</td>
<td>Wuhan branch of Chinese Academy of Sciences</td>
<td>BE, DE, FR, IT, FI, HU, NL, SW, ERC, Euraxess, EU</td>
</tr>
<tr>
<td></td>
<td>6 Dec. 2012</td>
<td>Hefei</td>
<td>Italian Counsellor</td>
<td>University of Science &amp; technology of China</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 Dec. 2012</td>
<td>Shanghai</td>
<td>German Counsellor</td>
<td>Chinese Academy of Sciences and Max-Planck-Gesellschaft</td>
<td></td>
</tr>
</tbody>
</table>
3. Participation

Audience:

Approximately 600 participants attended the seminars of the campaign. Participants were a mix of S&T students, PhD and Post Docs, and many academic researchers and university professors.

Speakers:

The campaign was organised by the Science, Technology and Innovation Counsellors of the EU Member States and the Delegation of the EU to China. It mobilised 23 European speakers:

1. Ms. Aurélie Manneback, Delegation Wallonie-Bruxelles
2. Dr. René Haak, German Embassy
3. Ms. Gudrun Lingner, German Consulate Shanghai
4. Ms. Silvia Kettelhut, German Consulate Shanghai
5. Mr. Philippe Martineau, Embassy of France
6. Mr. Xavier Baillard, Embassy of France
7. Mr. Christophe Bonte, French Consulate Guangzhou
8. Ms. Vithiya Vairon, French Consulate Hong Kong
9. Mr. Marc Bondiou, French Consulate in Wuhan
10. Mr. Frédéric Bretar, French Consulate Shanghai
11. Mr. Plinio Innocenzi, Embassy of Italy
12. Dr. Mészáros György, Hungarian Innovation Office
13. Ms. Mihály Geiger, Consulate General of Hungary Shanghai
14. Ms. Lukia Yang, Embassy of Finland
15. Mr. David Pho, Embassy of the Netherlands
16. Mr. Christer Ljungwall, Swedish Embassy
17. Mr. Ulf Andreasson, Swedish Embassy
18. Mr. Paul Jancar, British Consulate in Hong Kong
19. Ms. Liu Ming, British Consulate in Guangzhou
20. Mr. Jacques de Soyres, Euraxess Links China
21. Ms. Serena Pontoglio, ERC
22. Mr. Philippe Vialatte, EU Delegation in Beijing
23. Mr. Ben Asad, European Union Office to Hong Kong and Macao

4. Information distributed during the event

Information made available during the campaign was paper-free, environment-friendly and convenient for participants. The information was made available on USB sticks and distributed to all participants (and "relay persons") in the campaign. Some Member States also brought in addition some paper brochure to the audience.

USB sticks included slides presentations of:

- Belgium
- Finland
5. Cost-sharing

The cost of the campaign was shared the following way:
- The EU Delegation covered the cost of USB sticks (EURO 3,400), and each speaker covered his/her own travel and accommodation cost.
- Participation in the events was free of charge.
- The host institution provided the meeting room for the conference and in some cases lunch / dinner between the Counsellors, local authorities and / or participants in the event. Some lunches and dinners were also offered by the cluster coordinators.

6. Feedback and follow up of the campaign

Positive feedbacks were received from all corners, participants and speakers, students and researchers. Participants highlighted the following as particularly of interest to them:

- As regards FP7, questions were related to the difficulties encountered when participating in projects (e.g. to find a partner, to manage IPR, cost sharing...).
- Many questions were related to the EU & MS Mobility Schemes and specific instruments for young researchers.
- In Chongqing the local Authorities ask for more transfer of technology.

The campaign had an impact on all participants in the sense that it highlighted the richness and diversity of the Member States approaches and experience which makes Europe very attractive.

The campaign had also shown that Europeans do work together and it demonstrates that Europe is a reality that can be seen very positively.
7. Recommendations for the next "Tour"

Preparation

- Each Cluster should be prepared several months in advance
- A Cluster shouldn’t include more than 3 cities
- It is essential to send to the provincial authorities / International Cooperation Department a “note verbale” explaining the objectives of the "Tour of China" and introducing the speakers. This should be the responsibility of the event coordinator or of the EU DEL as appropriate. (See Annexes)
- We should agree beforehand with the local Chinese organizers how to mention the organisers in the announcements and backdrop/banners – MS coordinators, EU Delegation
- We should agree about who will prepare which gifts for whom in advance (preference: EU during formal VIP meeting and EU MS if needed for other participants in meetings)
- All EU MS should be encouraged to send promotional/information materials to the venues in advance so the Chinese participants also have some tangible materials to share with their colleagues

Meeting with local Authorities

- A bilateral meeting between the local S&T Commissions / Local Government Departments and science counsellors would be useful to understand better local research capacities and their S&T and innovation development strategies including international cooperation.
- Two sessions to be organised on the event site: one ceremonial/VIP session (for officials of the host institution in a formal setting) and one practical information session (for researchers in interactive format – presentations + Q/A). In the first part/opening ceremony (half hour max.), a speech from the EUD and MS coordinator could be delivered to the Chinese host organisations on policy issues. Target audience: government officials

Tour event

- The event should start with a VIP lunch to meet local authorities, then the conference and end with a networking reception with researchers
- Site visits and discussions meeting with local universities or research institutes should be arranged in order to get a better understanding of the local needs and challenges
- One whole day per city would allow more time for the visit and the conference.
- A university campus / Research Institute is the most practical venue in order to save (venue) costs
- The conference should start with a presentation of the EU and explaining the objectives of the "Tour of China"
- The presentations of the EU MS should follow the EU formal order of the Member States (See Annexes)
- A Q&A and networking reception should be organised. Target audience: students and researchers
- At least one hour should be dedicated to the Q&A
• The local press could be invited to attend the conference to assure more visibility

After the event
• The event should be documented by taking photos and publicising via the EU Delegation websites/newsletters to further raise awareness
• A system to receive clearer feedback could be used on the basis of the form developed at the beginning of 2012 (but not used for this Tour due to lack of time to finalise the form) – e.g. paper forms or email to all attendees after the event etc. this could help to assess the impact better

10. Conclusion

This first edition of the awareness raising and information campaign in China was a "test" and reached its goals by bringing awareness and visibility of the EU and Member States to the Chinese S&T community. The campaign had also a strong impact in terms of image by showing the strength, unity and diversity of Europe. The "Tour" was also an excellent occasion to strengthen personal links between EU MS Science Counsellors.

It was agreed with the EU Member States S&T Counsellors during the meeting of November 29, 2012 that this initiative should be pursued in 2013.

• In 2013 a focus to the top ten Chinese cities1* for high-quality basic research could be given as well as thematic events.
• Several events could be organised simultaneously in the same city in order to cover a large scope of universities and Research institutions.
• National research funding agencies such as CNRS, Fraunhofer, RCUK, etc. could also participate.
• Greater efforts to invite a wider audience should be made by cluster coordinators / host institutions / speakers.

The EU Delegation would like to warmly thank all EU MS participants for their great support in this "Tour of China". It is hoped that additional EU MS will take part in the 2013 Campaign.

1 Beijing, Shanghai, Hefei, Hong Kong, Nanjing, Wuhan, Xiamen, Hangzhou, Shenzhen, Xian
Annexes:

Flyer:

[Adobe Acrobat Document]

Note Verbale:

[Adobe Acrobat Document]

Programme sample:

[Adobe Acrobat Document]

Formal Order of the EU Member States:

[Adobe Acrobat Document]