

## **Recommendation “Innovatives Österreich” 2007 to 2010**

The initiative “innovatives-oesterreich.at” was launched in 2001 on the basis of an Austrian Council recommendation to the Government to raise awareness of the importance of research, development and innovation. Due to its success the programme was continued in 2004-2006 in a second campaign which focused more strongly on actively involving the target groups. The stated aim is to present research and technology in a more accessible form and thus increase public acceptance and awareness of the benefits produced by science and research.

“innovatives-oesterreich.at” addresses the public at large, but at the same time aims to raise the quality of the public relations work carried out by research and development institutions. In order to provide the Austrian scientific community with a uniform brand presence “innovatives-oesterreich” functions as a platform, dialogue programme, campaign, brand and website. Joint inter-ministerial measures and activities organised by individual ministries were carried out as part of the initiative and placed under the umbrella of the campaign. A central event was the first Long Night of Research in Vienna, Linz and Innsbruck which attracted some 50,000 visitors.

The initiative was sponsored by the Ministry for Education, Science and Culture (BMBWK), – since January 2007 the Ministry for Science and Research (BMWF), the Ministry for Transport, Innovation and Technology (BMVIT), the Ministry for Economic Affairs and Labour (BMWA) and the Austrian Council for Research and Technology Development.

In its Strategy 2010 (on page 33) the Austrian Council called for the initiative “innovativesoesterreich.at” to be continued beyond the current second campaign until 2010. This demand is also supported by the positive results of the parallel evaluation.

## **The Austrian Council recommends**

the continuation of the programme until 2010. Two percent of the special ministry funds amounting to EUR 275 million per year (the equivalent of roughly EUR 5.5 million) should therefore be ring-fenced for awareness measures in the period 2007 to 2010. Half this sum should be used for measures implemented by the individual ministries, the other half for joint, inter-ministerial activities.

All awareness measures – be they ministerial or inter-ministerial activities – are organised under the umbrella brand “innovatives-oesterreich.at”, i.e. the brand line and corporate identity of the umbrella campaign will remain in use.

In the next campaign, the successful Long Night of Research should be established as a regular annual event in spring. The money for this will come from the contingency fund for the research action programme, with a volume of roughly one million euro (net) to be scheduled for each event. A reserve amounting to five percent of the estimated total costs for “innovatives-oesterreich.at”, including the Long Night of Research, is also to be created from the contingency fund for any costs that might arise for programme management and implementation.

## **Concept and Guidelines**

In terms of organisational implementation, the Austrian Council recommends the following as part of a comprehensive governance structure:

- the appointment of a steering committee as the strategic management and controlling body comprising representatives of the sponsoring organisations, i.e. the BMWA, BMWF, BMVIT and the Austrian Council for Research and Technology Development, under the lead management of the Austrian Council.
- The introduction of an umbrella management system as a central hub for the coordination of media and communication work and monitoring of programme activities, and also as a point of contact for project sponsors and agencies.
- A simplification of programme implementation by entrusting the FFG with responsibility for awarding the contracts for the Long Night of Research and inviting tenders for the umbrella management and for financial controlling and monitoring.

The main task of the umbrella management is to carry out quality assurance in accordance with the overriding focus of “innovatives-oesterreich.at”, while the FFG as the monitoring and controlling body is responsible for ensuring the quality of implementation and administration. In 2008 tenders for the Long Night of Research should be invited and contracts awarded separately from the rest of the campaign in order to ensure that it takes place as scheduled in May 2008. The subsequent challenge will be to integrate the Long Night of Research into the overall initiative and to implement it accordingly through the umbrella management.