
Guidelines for the Applicants

Agora Rolling Call funding scheme

With a budget from CHF 2'000 to 50'000

January 2018

The Agora scheme aims to foster dialogue between scientists and society. It encourages researchers to communicate their current research to a non-specialist audience. Agora projects have to initiate a dialogue between researchers and the target audience in which they interact and listen to each other.

The present document describes in detail the expected parts of the Agora project plan.

For general information on the Agora funding scheme, refer to its website (www.snf.ch/agora).

The project plan is used in the evaluation process to answer the following questions related to the Agora assessment criteria:

- **Is the content to be communicated of high quality and connected to the current scientific research of the applicant(s)?**
- **Will the proposed communication methods allow for a high quality and fruitful dialogue between scientists and the target public? Are the means of communication well suited to the target group?**
- **Will the proposed project achieve its objectives in the given time and with the proposed communication methods?**
- **Does the proposed project have the potential to have a positive impact for the society?**

Make sure that the relevant information is clearly described in your project plan. Furthermore, the project plan must be written in accordance with the rules of good scientific practice and sources must be cited correctly (www.snsf.ch > The SNSF > Research policies > Scientific integrity).

Adopt the titles of the sections listed below word for word. In general, the project plan must not contain any annexed documents. A minimum font size of 10pt and line spacing of 1.5 must be used.

1. Summary - maximum 1 page

The summary must characterise the project application and place the project in a wider context.

2. Project description - maximum 20'000 characters (with spaces, tables and figures) on maximum 5 pages

<p>2.1 Context</p>	<p><i>This section allows evaluators to assess the “quality of the content to communicate”.</i></p> <ul style="list-style-type: none"> • Explain the information and message that you wish to communicate to the public, as well as your motivation. • Describe how the content to be communicated is related to your current research. Provide evidence that this research has gone through a competitive evaluation procedure (e.g. in a peer reviewed article and/or in a grant proposal).
<p>2.2 Methods</p>	<p><i>This section allows evaluators to assess the “suitability of the methods” and “feasibility of the project”.</i></p> <ul style="list-style-type: none"> • Define and describe the target public as well as the communication concept. List the chosen means of communication, explaining why they are suited to the project and to the needs of the target group(s). • Outline the elements of the project that will enable the dialogue between researchers and the target group(s) for each mean of communication. Specify how the interaction is intended to take place and how the public will participate. • Describe the measures intended to create awareness of the project among the target group(s) (e.g. marketing, advertising). • Position the project in relation to the best practices in public science communication. • If applicable, explain how and to what extent the project will be integrated into existing initiatives. • If applicable, describe and explain how and to what extent the communication project could continue beyond the funding period.
<p>2.3 Implementation</p>	<p><i>This section allows evaluators to assess the “feasibility of the project” and “expertise of the project team”.</i></p> <ul style="list-style-type: none"> • Define the schedule for the project, including different milestones and interim objectives. • Describe the roles and responsibilities of the project team (applicants, project partners, collaborators and third parties). • Highlight specific the expertise of the involved persons that is relevant to the project.

	<ul style="list-style-type: none"> • In case of third-party funding, describe the role and contribution of each funding partner. • If applicable, state in what respect the project goals may not be reached and which alternatives may be foreseen (risk management).
2.4 Expected impact	<p><i>This section allows evaluators to assess the “expected impact” and “feasibility of the project”.</i></p> <ul style="list-style-type: none"> • Describe the impact you expect from the project in quantitative (e.g. number of visitors to an event or a website) and qualitative terms (e.g. creating or increasing awareness on the topics). • Describe methods and criteria that will allow assessing the success of the project.

3. Bibliography

List the sources of all concluded and/or forthcoming works referred to in the project plan. Give the full reference, especially the title, source and full author list. The bibliography is not included in the maximum number of pages (5) and character count (20'000).