Public engagement
Public engagement activities should:

- include engagement with the audience (before, during and/or at the end of your research);
- involve a two-way process;
- aim at mutual benefit for the public and the research/researcher.

Projects must identify the specific audience(s) they wish to engage or to engage with. The public is defined as individuals, groups or communities who do not currently have a formal relationship with a higher education institution through teaching, research or knowledge transfer.

Please note that public engagement focuses on the public or a general audience, whereas policy engagement focuses on policymakers and business engagement on companies. This Seed Fund focuses on public engagement only, so on projects aiming at the public or a general audience.

Selection criteria
1. Clear articulation of the purpose of the engagement and the approach being taken:
   a) To inform and inspire the public: Researchers inspire audiences with their research in an interactive way. Possible techniques include: participation in festivals; interactive talks and shows; films and animations.
   b) To consult and listen to public views: To better inform researchers of the public’s views and concerns about their research, and also an opportunity to hear fresh perspectives and insights. Possible techniques include: public debates; online consultations; panels and user groups.
   c) To collaborate with the public: Whereby researchers and the public work together on projects or help define future research directions, policies or the implementation of research outcomes. Possible techniques include: crowd-sourcing; citizen science; co-production of knowledge.
2. Clear identification of and motivation for a specific audience for the engagement.
3. Potential for interaction to maximise two-way engagement between the research/researcher and the audience (the audience experience science).
4. The chosen format/methodology is appropriate for the purpose of the activity and attractive to the target audience(s). There is a clear answer to the questions: How do you reach your audience? How do you make it attractive for your audience to join?
5. Potential to benefit both the audience and the research/researcher. Be specific about the type of benefit: what’s in it for the audience and what’s in it for the research/researcher?
6. Related to a specific research project or the research area of the researcher(s) involved.
7. A considered plan for reflection and evaluation of the success of the project.
8. Clearly justified funding costs.
9. Potential for learning and/or development for researchers and consideration of how this can be captured and shared with the wider Utrecht University research community.
10. Potential sustainability of the activity beyond the initial period of funding.
11. A partner with a connection to a specific audience, such as Universiteitsmuseum, Studium Generale, Wetenschapsknooppunt.

Who can apply?
This call is open to all academic staff (any discipline or career stage) employed by or part of Utrecht University who are looking to engage with non-academic audiences. We would particularly encourage early-career researchers to apply.
Partnerships
We are interested in partnerships between those already experienced in engagement and those with little or no experience who want to learn, as well as partnerships with public groups or individuals. Multidisciplinary bids are encouraged, where learning from each other’s approaches can benefit the project and the researchers involved. We would also encourage you to look for a partner in or outside of Utrecht University with a connection to a specific audience, such as Universiteitsmuseum, Studium Generale, Wetenschapsknooppunt, local media partners, associations or communities. Please contact the Communications department of your faculty for advice.

Assessment process
Application forms must be emailed to PublicEngagement@uu.nl with ‘Public Engagement Seed Funding’ in the subject field. Applications will be reviewed by the Public Engagement Team: Miranda Thoen, programme manager, Stephanie Helfferich, project manager, and Maud Radstake, head of the Public Engagement Team. They advise Paul Voogt, director of CWC (Center for Science Communication & Culture), who will decide which applications will be granted.

Reporting
All projects must report their learning, outcomes and experiences to the Public Engagement team. This should be done halfway through and at the end of the project and can be done orally, in writing, in images or in as creative a manner as you wish, as long as we are able to gain an understanding of the progress. All award winners are expected to present their learning and experiences during the annual Utrecht University public engagement showcase.

Timetable

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<tr>
<td>2019</td>
<td>15 March 2019*</td>
<td>15 April 2019</td>
<td>1 May 2019</td>
<td>1 November 2019</td>
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<td>15 October 2019</td>
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* In this call we prefer public engagement initiatives in order to participate in the public event during the ‘Weekend van de Wetenschap’ on Sunday 6 October 2019 or Betweter Festival on Friday 4 October 2019.

Public Engagement Team
March 2019