Selection criteria Public Engagement Seed Fund

Every proposal is judged according to the following seven criteria:

1. *Goals*
   What is the main goal of your public engagement activity? Please make this as concrete as possible. For instance:
   - To create knowledge and understanding (e.g. to inform, educate, train, or coach)
   - To promote certain behaviour and skills (e.g. to inspire, motivate, raise creativity, teach skills)
   - To enrich consciousness and attitude (e.g. to create new experiences, stimulate critical reflection, improve attitudes toward subject/science in general)

2. *Publics*
   With which specific public would you like to reach the goals you specified above, and why? A 'general public' is not specific enough, so please provide a description that is as detailed as possible (e.g. age, background, interests, education levels, etc.). It's also important to state how you intend to reach this public: how are you going to convince them to participate?

3. *Activity*
   An important aspect of public engagement is the interaction taking place between research(er) and public (and vice versa). In which ways can your public participate in your activity? Is your public mainly recipient of information, is there an equal exchange of information, do you co-create with your public? What does the interaction look like and how is the activity made suitable for this specific public?

4. *Research(er)*
   Is the activity related to academic research in general or to (the results of) certain research? Please make clear how not just the public but also the research(er) benefits from this activity (*what's in it for you?*). These can be benefits for this or other research, your own development, for teaching, for new cooperations, etc.

5. *Cooperating partners*
   We encourage interdisciplinary and/or multidisciplinary cooperations with relevant internal and/or external (societal) partners.

6. *Budget*
   A concise but realistic budget.

7. *Evaluation*
   How are you going to determine to what extent you reached the goal you specified at point 1? Please have a look at these [tips and resources](#) to get an idea. Describe your evaluation as detailed as possible by specifying the target audience for your evaluation, the questions you will ask them, the evaluation tool (e.g., online survey, behavioral observation), the type of data you will gather (e.g., quantitative, qualitative), and your standard for determining whether you reached your goal. Please reflect on the comparison between your standard and the results in your end report.

Who can apply?
All researchers working at Utrecht University or UMCU can apply for the Public Engagement Seed Fund. If there are more proposals meeting the criteria with the same quality, we will give preference

to early career researchers and researchers with less experience with public engagement. Researchers who have previously received funding from the Public Engagement Seed Fund, can apply again no sooner than three years after completion of the previously funded project.

Evaluation and reporting

Projects should be completed within a year of receiving funding. At most a month after completion we would like to receive your report of maximum two A4 with the results (impact) and evaluation of your project, the lessons you learned and the experience you gained.

Upon receipt of this report we will plan an evaluation meeting to discuss this and if necessary any subsequent actions. An interview about experiences, tips, pitfalls and learning points for the Public Engagement newsletter is also part of it.

Procedure

Applicants can email the application form to PublicEngagement@uu.nl with the subject 'Public Engagement Seed Fund'. A judging committee, consisting of Madelijn Strick (Open Science Fellow Public Engagement), Jessie Waalwijk and Miranda Thoen (both program manager CWC), and a variable member from the public engagement team CWC and/or from the network of Open Science Public Engagement Fellows, will judge the proposals according to the outlined criteria. The judging committee will advise Maud Radstake, head of Public Engagement CWC, after which she will decide which proposals to grant funding.

Planning

Deadlines for submitting an application are:
- Monday 5 June 2023
- Monday 21 August 2023
- Wednesday 4 October 2023
- Wednesday 15 November 2023

Contact

Do you have questions? Please contact [Stephanie Helfferich](#), project manager Centre for Science and Culture (CWC).