

Support to address the grounds of assessment for societal relevance and communication

Below we have formulated a number of questions to assist you in addressing the grounds of assessment for societal relevance and communication. The same questions are used to support the review panels evaluating the applications.

Communication is one of several tools for making research and the results of research available, thereby creating societal relevance. We want to know how your project interacts with other actors and in what context your research project is significant for those you think will benefit from it. In other words, who you want to communicate with.

We would like to emphasise that societal relevance and communication go hand in hand. You therefore need to describe in what way you will communicate the project during the time the project is running and who your target groups are. We also want you to tell us how you intend to communicate when the project has been completed or is possibly continued.

The purpose of the support below is to give you as an applicant the prerequisites to describe in what way and in what context you will communicate your project.

It might be relevant to think about communication in three dimensions, even though all dimensions may not be relevant to your project. We want you to describe what is of importance for your project.

The three dimensions are:

1. Information - that is, to make information available. This can be done by, for example, publishing information about the project on a website, disseminating information in social media, or printing fact sheets that can be distributed.
2. Customised messages - that is, to make targeted efforts that consider the contexts in which your messages are to be received. Who do you turn to and how do you do it? It can be about meeting industry associations, decision makers and/or county administrative boards, sending a press release or other ways of making targeted communication efforts.
3. Co-creation - that is, to exchange knowledge and insights about the project with others in order to listen, contribute and, if necessary, reconsider one's own standpoints together with other actors. This can occur, for example, in meetings with decision makers, industry organisations and county administrative boards or with representatives of civil society.

Relevant questions to address

Aims and objectives

1. Who do you need to have an exchange with when the project is running?
2. What do you want to achieve? Is it making it available, spreading the word or co-creating? We want to know what you are aiming to do, not what you want to achieve with different efforts.

Recipient/target group for the project's communication

3. Who will you reach when the project is running and in what way may you and the project benefit from these contacts?
4. Who are the recipients of the results and how are you going to reach them?