

Applying for science communication funding

Guidance on planning and implementing science communication activities

1 Support for science communication in research and cooperation projects funded by the Volkswagen Foundation

- The Foundation welcomes researchers who engage in science communication as part of their Foundation-funded projects. However, there is no obligation to undertake science communication.
- Funding is exclusively available for science communication formats aimed at non-scientific audiences, such as exhibitions, participatory formats, social media posts, audio and video content.
- Funding for science communication can generally be applied for in all initiatives. The financial volume of science communication measures **may not exceed 5% of the requested direct project funding** – excluding overheads (e.g. a maximum of €6,000 for €120,000 or €65,000 for €1,300,000).
- For programmes in which the Foundation exclusively funds event formats (currently theme weeks and scoping workshops), it is not possible to apply for science communication funding.
- In selected funding programmes, it may be possible to deviate from the 5% rule regarding applications for science communication funding. Any such exceptions are listed in the guidelines for the respective initiatives.

2 Guidance for applicants on planning and implementing science communication activities

Applications for science communication funding should be submitted when applying for a research or cooperation project. Please therefore include a brief description of your planned science communication activities in your research proposal. The following guidelines are intended to help you plan and implement these activities as effectively as possible.

- **Defining objectives:** Clearly define what you wish to achieve with your activities. Consider the benefits for your chosen target group and the specific objectives you wish to achieve with your target group, such as providing information, fostering dialogue, encouraging participation or raising awareness.
- **Target audience:** Define your specific target audience in terms of sociodemographics, prior knowledge and information channels used. Consider the size of the target audience and its defining characteristics.
- **Resource management:** Consider what resources you have available for the project and whether external partners should be involved. When submitting your application, briefly list any specific contacts or offers, if available.
- **Partnerships:** To reach the target groups more effectively, targeted partnerships can be established with private and institutional partners from civil society, as well as with professional science communicators (e.g. press offices, specialist agencies, cultural institutions, associations, societies and artists).
- **Measures:** Consider whether the planned formats are suitable for achieving your objectives and reaching your target audience.
- **Project and time management:** Allow sufficient time for coordination with project partners and for the completion and dissemination of communication measures.
- **Dissemination and impact:** To make your communication measures as impactful as possible, you should define a clear strategy in advance to assess the success of your measures.

3 Tipps for science communication projects

Here you can find some practical tools and principles for the planning and implementation of science communication projects.

- [SciComm Guidelines \(Wissenschaftskommunikation.de\)](https://www.wissenschaftskommunikation.de/)
- [SciComm 1x1 \(NaWik\)](#)
- [SciComm basic videos \(NaWik\)](#)