

## Support to address the criterion for communication – open call

Below we have formulated a number of questions to assist you to address the communication criterion requirements in the Formas open call. The same questions are used to support the review panel groups evaluating the applications, so that they know what we request in relation to the application. From the perspective of Formas communication is a tool to make the research results available to the people who can benefit from knowing about the results, directly or indirectly.

The evaluation takes into account the size of the project; funding (including any funding of the project in addition to the grant provided by Formas), project duration and project participants.

Formas would like to emphasise the importance of the criteria of societal relevance and communication in combination. The purpose of the assistance described below is to provide you as an applicant with the prerequisites to establish a communication, adapted to the scope of the project, focussed on well considered activities for well defined target groups.

### Relevant questions to address regarding the communication criterion

#### Aims and objectives

1. What is the aim of your communication?

*Why do you need to communicate the information, what will the communication support?*

2. What is the objective of your communication?

*What do you want to achieve? Note that it is not the objective in your description as such, but the actual communication that must be carried out.*

#### Recipient/target group for the project's communication

3. Who are the most important target groups for the communication? Why?

*Consider for whom is it most important to know and learn about the results of the project? Describe the target group/groups.*

*Describe also why you believe it is important for this/these particular target group/groups to know about the results of the project.*

4. What do the respective target groups need to know? What will they gain from the knowledge?

*One way to delineate what communication a specific target group needs is to consider what it is you would like them to think, feel or do after they have received the information.*

**Additional information**

5. What previous experience do you have of working with the dissemination of research results?

*What has this experience meant with regard to tangible activities and what are your most important reflections from this work?*

6. Are there planned initiatives and/or means at your institute for communication that will benefit your project that you would like to highlight? What are these?

*Describe the support and how it will benefit you in your communication work for the current research project.*