

# Evaluation form for external reviewers

August 2023

The SNSF asks for your scientific or communication expertise to assess the present Agora project. The Agora scheme aims to foster the dialogue between scientists and society. It encourages researchers to communicate their current research to a non-specialist audience. Agora projects must initiate a dialogue between researchers and the target audience in which they interact and listen to each other.




Note that overly positive or critical reviews with no justification cannot be considered.  
Text entries are to be made in English.

Comments must be succinct and substantiate the marks awarded. They should briefly set out the strengths and weaknesses of the proposal. They should refer neither to the applicant's age, gender, nationality, or any other personal matters nor to other proposals and other assessments. The anonymized comments will be included in the evaluation report that is made available to the applicants.

## Quality of the content to be communicated

The content to be communicated must be connected with the current research of each scientific applicant of the project. It can consist of research results, as well as general questions concerning scientific research, science as a profession, scientific methods, research complexity, uncertainties, limits, controversies, etc. The projects may also transmit basic scientific knowledge if it is related to the current research of the applicants. Section 2.1 (Context) of the project plan should contain all the information needed to assess this criterion.

To what extent is the content to be communicated relevant, clearly defined and of high quality?

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## Suitability of the methods or the communication design in view of the defined target group

In principle, all communication formats are accepted, provided the project **includes elements of a dialogue** with the public in which the researchers and the public play an active role. The financing of books, films or other non-intrinsically interactive formats is covered only to the extent that they are integrated within such a dialogue strategy. Section 2.2 (Methods) of the project plan should contain all the information needed to assess this criterion.

To what extent are the methods and communication design suited to reach the target group?

To what extent does the project promote dialogue, interactivity and public participation?

How close will the researchers of the project team and the target group be during the dialogue phase?

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## Expertise of the project team

The assessment of the project team's expertise should be based on the CVs of the applicants and, when available, the CVs of project partners and collaborators. Furthermore, the roles and responsibilities of the persons involved in the project, as well as their specific expertise relevant to the project, should be explained in section 2.3 (Implementation) of the submitted project plan.

To what extent does the project team (scientific applicants and communication specialists, project partners, collaborators and third parties) have the necessary expertise to carry out the project?

Is the current scientific work of the scientific applicant(s) related to the content to be communicated?

Is the necessary communication/scientific mediation expertise covered?




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## Feasibility of the project

The proposed communication design, project team, schedule and budget must be devised to reach the goals of the submitted project. Sections 2.2 (Methods), 2.3 (Implementation) and 2.4 (Expected impact) of the project plan should contain all the information needed to assess this criterion.

To what extent are the chosen communication concepts and methods suited to fulfilling the goals set out in the proposal?

Can the targets/milestones be reached in the given time and with the available resources in terms of personnel and funds?

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## Expected impact




The expected impact of an Agora project must be assessed through quantitative and qualitative criteria. Sections 2.2 (Methods) and 2.4 (Expected impact) of the project plan should contain all the information needed to assess this criterion.

To what extent will the project create or increase awareness, stimulate interest, and promote critical thinking about the communicated research topic and its challenges?

Does the project have an evaluation plan? Are the described - qualitative and quantitative - measures to create awareness about the project well planned and likely to effectively reach the target group?

If the size of the target group is small, can it act as a multiplier for a wider public?

To what extent could the proposed project continue beyond the funding period?

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## Contribution to the promotion of diversity and equal opportunities

The proposal should consider whether diversity and equal opportunities aspects play a role in the project and if yes, how they can be included. Sections 2.2 (Methods) of the project plan should contain all the information needed to assess this criterion.

To what extent have researchers and communicators critically examined their work for possible bias and taken steps to conduct their activities impartially and accurately?

To what extent has the project team integrated the promotion of an inclusive environment, with a view to providing a diverse representation of research?

To what extent have special efforts been made to reach an audience less likely to feel targeted/addressed by scientific communication?

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## Overall assessment

	1	2	3	4	5	6	7	8	9
Quality of the content to be communicated									
Suitability of the methods or the communication design in view of the defined target group									
Expertise of the project Team									
Feasibility of the project									
Expected impact									

Please provide a rating on the following scale for your overall assessment of the proposal, considering the strengths and weaknesses in the criteria-based assessment. Use 5 as the entry point from which to develop your arguments to grade lower or higher.

Please summarise the main reasons for your overall rating by pointing out the strengths and weaknesses of the proposal.

Please note that your review, except the part « comments and personal declaration », will be forwarded to the applicants, anonymously and possibly in abridged form.

	1	2	3	4	5	6	7	8	9
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Main reasons for your overall assessment *	<div style="border: 1px solid #ccc; height: 100px;"></div>								