novo nordisk
foundation
Benefitting people and society

Guidelines for applicants

PROJECT GRANTS FOR NOVEL SCIENCE COMMUNICATION AND PUBLIC DIALOGUE – 2024

Facts about the call

Total amount available for granting:
Up to DKK 30 million

Amount available per grant:
Up to DKK 6 million

Call opens:
20 June 2024

Call closes:
5 September 2024 at 2 PM (CEST)

Applicant notification:
December 2024

Earliest start date:
1 January 2025

Latest start date:
31 December 2025

Review committee:
Committee on Science Communication and Debate

Contact:
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Grant Specialist
E-mail: sho@novo.dk

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All Grant Recipients must comply with the 'General Terms and Conditions' for grants from the Novo Nordisk Foundation (the Foundation).

The Foundation will treat all applicant and application information confidentially. Read more about how the Foundation processes personal data under 'privacy & security' in the online application system, NORMA. See how to access NORMA in section 2 of these guidelines.

You can find more information about the Foundation's application and granting process at the NORMA Help Centre. Detailed information about the different parts of the application is available in NORMA.

1 Project grants for novel science communication and public dialogue – 2024

1.1 Purpose

The Novo Nordisk Foundation (the Foundation) aims to strengthen scientific and technical aspirations, knowledge and competencies among children, young people and the general population in Denmark.

The purpose of this call is to contribute to engagement and interest in natural science and technology and to facilitate communication and qualified public debates on topics within natural and technological science including health and sustainability.

1.2 Areas of support

Applicants may apply for grants for projects that in creative and engaging ways communicate topics and facilitate fact-based public dialogue on challenges relevant to society within natural sciences research, technology development, sustainability, climate, energy production and health.

Projects on these topics may involve all types of media, instruments and channels in order to
- contribute to inspire and engage broad target groups
- raise awareness of challenges relevant to society
- facilitate public, fact-based dialogue
- increase the dissemination of reliable sources of natural science knowledge and counteract misinformation.

For example, applicants may apply for grants for science journalism, television and documentary productions, podcasts, animated videos, communication through social media, lectures, makerlabs, seminars, workshop activities, theatre, festivals, or debate events.

It is also possible to apply for small-scale pre-projects for DKK 100,000-150,000. A pre-project can be relevant to mature a following, larger project, e.g. by establishing collaborations or mapping needs and challenges.

The projects' target group(s) must be within the Danish Realm and can be children, young people and/or the general population. The project activities must primarily be made available to the target group(s) outside the education system.

It is important to demonstrate that the chosen media is in accordance with the purpose and target group(s) of the project, and that the project is focused and coherent as well as based on selected, relevant activities and instruments.

Applications on renewal of existing projects must include results from and evaluation of the preceding project.

1.3   Eligibility

During the grant period, the applicant must be a leader at or responsible for a project at the administrating institution for the project applied for. The administrating institution for the project must be a public institution and/or nonprofit organisation, including educational institutions, municipalities, research institutions, museums, or associations in the Danish Realm.

Private companies and producers may apply for grants for non-commercial projects with nonprofit aims. In this case, the company will be the administrating institution for the project.

The Foundation has three calls for applications in 2024 within natural science education and outreach:
- Project grants for novel science communication and public dialogue
- Project grants for natural science education and informal learning environments
- Project grants for Strengthening Vocational- and Profession-oriented Education within Technology, Sustainability and Health

It is only possible to be the main applicant on one application in these calls. Co-applicants are not subject to similar rules. Applications submitted for the calls Project grants for natural science education and informal learning environments or Project grants for Strengthening Vocational- and Profession-oriented Education within Technology, Sustainability and Health will not be considered in this call.

A main applicant or project group with an active grant, which was awarded in the open competition calls within education and outreach in the period 2018-2023, is only able to apply for a new grant in the last year of the active grant. However, a new grant may not be paid out until the existing grant is completed. Depending on the organisation's capacity, the Foundation may be able to dispense with this requirement under special circumstances if contacted (see contact details on page 2).

1.4   Funding

A total of up to DKK 30 million is available for grants between DKK 100,000 and DKK 6,000,000 for projects lasting up to 6 years.

It is possible to apply for funding for development projects and follow-up research for the development project applied for. This call does not include sheer research projects.

The project may be an independent, delimited project or a part of a larger project that is also supported by other partners. The project can also be a pre-project of up to DKK 150,000 to mature a larger project to follow. Please note that support of a pre-project does not guarantee support for the following project.

Applicants may apply for funding for the following types of expenses directly related to the project:

- Salaries for employees or affiliated personnel at all staffing levels, including project management
- Salaries for substitutes or paying the salaries of replacements for early-childhood educators and teachers so that they can develop and/or participate in projects
- Researchers in permanent positions at universities and university colleges may apply for funds to pay for substitutes for the time they use in a development project if the project extends beyond the description of their duties in their position (such as communicating natural science research for target groups outside the university or university college)
- Operating expenses: direct expenses for developing, implementing and operating projects, including materials and equipment
- Travel expenses in relation to the project, e.g. conference and workshop participation and presentation of results derived from the project
- Evaluation in connection with development projects
- External auditing costs if the administering institution is not subject to public audit. Institutions that are not subject to audit by public authorities can include expenses for this in the project's last budget year
- Project supplement for follow-up research (Danish universities only)
- Administrative support (not applicable to Danish universities) (up to 5% of the applicant's overall budget and included in it) to cover administrative expenses directly related to the project being based at an administering institution.

Full-time equivalents (FTEs)
For each salary entry, please specify the FTE in years within the designated FTE field. This will indicate the proportion of a full-time position that the project funding will support for each year of the grant period. One full-time employee for one year equals 1.0 FTE.

Project supplement for research grants: (Danish universities only)
The project supplement contributes to the coverage of indirect costs at Danish universities, and replaces budget posts such as administrative costs, bench fee and parental leave.

More information on the joint model for project supplement is found at Universities Denmark's website. Questions related to the project supplement should be directed to the research support units at your university.

Administrative support (not applicable to Danish universities)
Administrative support may account for a maximum of 5% of the total budget and must be included therein. The administrative support:
- can cover expenses such as for accounting, payment of salaries, purchasing, hiring, as well as auditing and financial reporting on the project
- cannot cover administrative expenses that are not directly related to the project
- can via the host institution be shared between the institutions of the main- and co-applicant(s), as detailed in the application budget
- is not automatically included in the grant and must be stated/applied for in the application budget but should not be specified in detail

The Foundation will not award funding for:
- Commercial activities
- Buildings
- Overhead/indirect costs (such as rent, electricity, water and maintenance)
- Double funding of projects:
  - If the applicant has received funding for the proposed project from other sources, in part or in full, this must be accounted for in the budget, as no budgetary overlaps are allowed
  - If an identical or overlapping project proposal has been submitted to other funding institutions than the Foundation, it must be noted in the application
  - If the applicant receives funding for the project, or parts of the project, from other sources following submission of the application to the Foundation, the Foundation must be informed immediately

1.5   Language

The application and all additional materials must be submitted in Danish or English. The language chosen will not influence the assessment of the application.

1.6   Application process

The application must be completed and submitted using NNF's online application and grant management system, NORMA.

Application system opens	**20 June 2024**
Application deadline	**5 September 2024 at 2 PM**
Evaluation of applications	**September-December 2024**
Applicant notification	**December 2024**
Earliest possible start date	**1 January 2025**

When all applications have been assessed, applicants will be notified about whether they have been awarded a grant. The notification e-mail will be sent from norma-noreply@novo.dk to the e-mail address used when creating a profile in NORMA.

PLEASE NOTE: The Foundation does not provide feedback in case an application is declined.

1.7   Assessment criteria

The Novo Nordisk Foundation's Committee on Science Communication and Debate will assess the applications based on the following criteria:

- The project's consistency with the purpose of the call for applications
- The capacity and qualifications of the applicant and the applicant's institution with emphasis on the relevance for the given project
- The quality of the project in terms of reach, engagement and impact
- The originality, relevance and importance of the proposed project
- The justification of the project with regard to existing initiatives in the field
- The scalability and opportunities for national dissemination of the project
- The specified project goals (both short-term and long-term) and the alignment between project goals, the method of dissemination to the specific target group, and the resources used
- The project plan, method and feasibility of the project, including plan for evaluation and knowledge sharing
- The expected benefit for the specified target group and in the form of knowledge-building and long-term effects
- The capacity and qualifications of any co-applicants and collaboration partners

Please note that the budget is also paid considerable attention in the assessment by the committee.

If you have an active grant from the Foundation, this may be taken into consideration in the evaluation of your application for a new grant. In general, it is recommended that the main applicant has delivered results on the active grant(s) before submission of a new application to the Foundation. If you apply while having an active grant from the Foundation, you must describe how the project you propose in this application is different from and/or coherent with the project(s) already funded and briefly describe the progress of the already funded project(s). This information should be included in the **Project Description**.

2 The application and grant management system NORMA

2.1   Creating and submitting an application

The Foundation uses the application and grant management system NORMA:
https://norma.novonordiskfonden.dk

If you do not have a user profile in NORMA, you can create one by clicking **Register** on the login page. The main applicant should only have one user profile. Please use your work e-mail address for registration.

The registered user who submits an application will be legally responsible for the truthfulness of the content of the application.

You can find guidance on how to create and submit an application at: NORMA Help Centre.

If you experience technical problems and cannot find a solution in the NORMA Help Centre, please contact NORMA Support: norma-support@novo.dk.

3 Application content

This section provides guidelines on the content required in the sections of the online application form for this call. Detailed information about the different parts of the application is available in NORMA.

3.1   Applicant

The **Applicant** tab pertains to information about all those involved in an application, meaning the main applicant or contact person applying on behalf of an organisation/institution as well as any co-applicants.

3.2   Co-applicant(s)

For this call, co-applicants are allowed for the application. Co-applicants are expected to actively participate in organising and implementing the project and should, consequently, be allocated a share of the grant. The project description should clearly describe the role of all co-applicants, and the budget should clearly indicate the co-applicants' allocation of the total budget. Co-applicants must be invited through NORMA and subsequently enter their details in the system. Please follow the instructions in NORMA on how to invite co-applicants to your application.

Please note that co-applicants can read, edit and upload information into the application portal, **but only the main applicant is able to submit the final application.**

Inviting co-applicants can be time-consuming.
Please invite any co-applicant(s) as soon as possible and well in advance of the submission deadline.

3.3   Institution

Please provide information about the institution where the grant will be administered. This institution is where the main applicant will be employed during the grant period, and the institution that will ultimately be responsible for administering and allocating the grant, including budgeting, financial reporting and staff supported by the grant.

It can take up to five working days to register a new administrating institution in NORMA.
The application cannot be submitted before the institution has been registered.

3.4   Proposal

Describe the project using the fields in the **Proposal** tab.

PROJECT TITLE
Please provide a short title for the project (maximum 150 characters, including spaces). If the project receives a grant, the title will be used to name the project in the grant agreement and for publication.

BRIEF PROJECT DESCRIPTION
Please provide a brief stand-alone summary of the project describing its purpose, target group and activities.
(maximum 2,000 characters, including spaces, line breaks and special characters).

PROJECT DESCRIPTION
Describe the project in detail here. Applicants can structure their project description under headings that best describe their project. The project description can include information under the following headings:

- **Purpose**
  Describe the purpose of the project and its relevance to the purpose of the call.
  For consideration: What is the purpose? Which need or challenge will the project address? Why is it important to address this need? Who is the target group? Does the project have a local or national aim?

- **Background**
  Describe the existing knowledge on which the project is based and to which the new project will contribute.

For consideration: Is the project idea new or is it a development of existing initiatives? How does this project differ from existing initiatives? Are similar initiatives found e.g. in the Astra project database? Are there possibilities for synergy and knowledge sharing?

- **Methods and design**
  Describe what you intend to do and how – including a description of the individual activities and how these will be incorporated into an overall plan related to the purpose of the project.
  For consideration: Which activities exist in the project? How are the activities connected to the purpose? Is there a clear timeline, division of tasks and description of the management of the project? How are the practitioners (e.g. teachers, childhood educators or curators) involved in the shaping and adjustment of the project's activities?

- **Evaluation**
  Describe the expected outcome of the project in the long and the short run, and how this will be evaluated. The outcome could, for example, be listed as criteria for success.
  For consideration: What is the outcome of the project in the long and the short run? What is the expected output for the project's target group? What is the expected outcome related to developing knowledge and experience and to introduce new practices? How are is learning/knowledge/experience collected, used and shared during the project? How will the outcome and/or effect of the project be evaluated (fulfilling the criteria for success)?

- **Knowledge-sharing and its foundation**
  Describe how to ensure that the knowledge and experience accumulated are shared with others and applied.
  For consideration: What will happen to the project when the project period ends? Will the project lead to a permanent change of practice? How is knowledge and experience from the project consolidated? How are positive and negative experiences from the project shared with others? What possibilities are there to disseminate ideas and results from the project?

(maximum 20,000 characters, including spaces, line breaks and special characters).

ILLUSTRATION UPLOADS
A maximum of four illustrations can be uploaded here.

The following file formats for illustrations are accepted in the system: JPG, JPEG, PNG and BMP. The maximum accepted size for each illustration is 50 MB and 1050*1650 pixels.

LITERATURE REFERENCES
Please provide the reference information for the literature cited in the project description (maximum 8,000 characters, including spaces, line breaks and special characters).
If not applicable, please fill in N/A.

CATEGORY AND SUB-CATEGORY
Select the relevant category for the project's main content:
- Communication and public debate

Also select a subcategory for the project's primary target group (one only):
- Preschool children / Day care
- Children / Primary and lower secondary education
- Youth / Upper secondary education
- Vocational education and training
- Academy profession and university college education
- University education
- Continuing and further education
- General population
- Other

3.5   Budget

Enter the project grant period, and the budget template will become available.
Only budget information submitted via the **Budget** tab will be considered in the review process. Any additional budget information attached under **Appendices** (or any other tabs) will not be considered.

You can find additional information on how you fill out the budget in NORMA Help Centre.

3.6   Appendices

It is possible to upload supplementary information to the application. The information may include confirmation of hosting by an institution or external declarations of support. Please limit the page length and amount of supplementary information. Supplemental project descriptions, budgets or other non-relevant attachments must not be uploaded. These will not be considered in the evaluation.

All uploads must be in PDF format. NORMA automatically places these uploads at the end of the application.