Introduction to Agora

Hanna Wick & Christian Du Brulle
Contents

• Main Idea of Agora
• Facts and Figures
• A Brief History of Agora
• The importance of Dialogue and Language
• Two great examples
• Dos & Don’ts
This is Agora!

- A unique funding instrument
- A place for dialogue with the public
- A great opportunity for scientists to communicate their research
- New and innovative forms of communication very welcome
Facts and Figures

• **Agora annual call**: funding up to 200’000 CHF

• **Agora rolling call**: funding up to 50’000 CHF

• Applicants from all kinds of research fields and from all over Switzerland
Agora budget CHF

- Budget granted NC
- Budget granted RC
20 most represented fields of research (out of 141)
Everybody has a chance!
Where does Agora come from?

- Father of the Program was Philippe Trinchan
- SNF realized they needed to get closer to the public
- Goal: Full integration of communication into the research process
- A «république des chercheurs»
The Importance of Dialogue
The Importance of Language
Two great, unconventional projects

Soil your undies!

Better land use
Dos & Don’ts

• All areas of science are welcome
• Dialogue is crucial
• Collaborate with communication professionals
• Primary target group must be in CH
• Be specific
• Give a realistic budget

• Target group can not be academic
• Don’t forget including the impact your project will have
Don’t miss the deadline!

October 15, 2021