Applying for an FWO postdoctoral fellowship

Info session

Call 2025 – classification 1

Preface

- **What you should learn today…**
  - → *to understand the evaluation & selection process*
  - → *to prepare an application that meets the evaluation criteria*

- **This presentation**
  - → serves as applicant's quick starting guide (key topics only)
  - → more details: FWO postdoc webpages incl. documents & regulations

- ***DISCLAIMER***
  - → *official & binding documents: regulations in Dutch*
    - × *English regulations: no legal status*

Outline

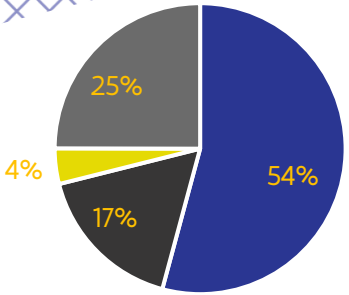
1. FWO mission & key numbers
2. Postdoc fellowships at a glance
3. Evaluation & selection process
4. Preparing your application
5. … further reading & contact

Welcome to the FWO

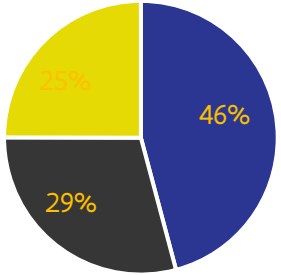
- **Our mission**
  - → Funding of *fundamental* & *strategic* research
  - → Funding programmes
    - × *Individual researchers* (pre-, postdoc, mobility)
    - × *Research teams* (projects - *fundamental/strategic, 'brain gain' Odysseus,...)*
    - × Research infrastructure
    - × Scientific prizes
- **Principles**
  - → Bottom-up in all disciplines
  - → Scientific excellence and interuniversity (incl. research institutes) competition
  - → Transparent and equal opportunities

The FWO by numbers

Budget 2023: **406 MEUR**



-Fundamental research
-Strategic Basic research
-Clinical research
-Infrastructure



-Research projects
-Fellowships
-Infrastructure

Fellowships (1 Oct. 24)

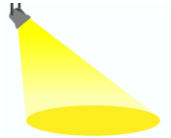
1652 PhD fellows
785 Postdocs

68% PhD fellows 30%
40% Postdocs 60%

50% PhD fellows 50%
45% Postdocs 55%

26.6% PhD fellows
17.3% Postdoc JR (180)
Call 2024 23.5% Postdoc SR (89)

Follow us on social media: @FWOVlaanderen

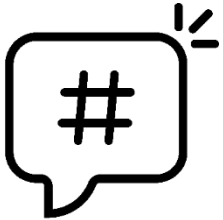


Spotlight on FWO-researchers

Researcher stories

De Podkast

#FWOVlaanderen



Stay tuned!

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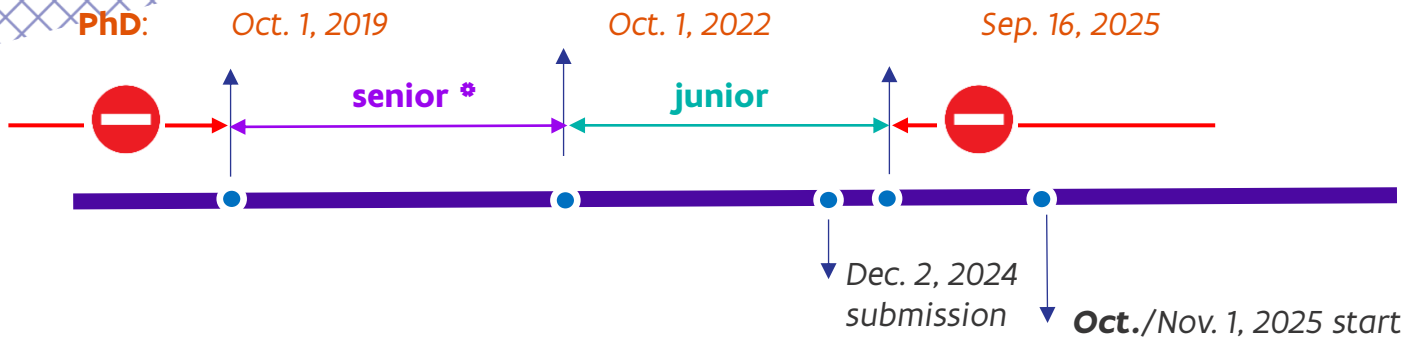
FWO Postdoctoral fellowship at a glance

- **Target group**
  - → young researchers developing international independent research career
  - → *parallel* calls junior/senior: PhD max 3 resp. 6 years before 1 Oct '25
  - → all PhDs & nationalities

- **3-year grants**
  - → start Oct. 1 2025 (*or Nov. 1 2025*)
  - → fundamental research
    - ›‹ Innovation mandates (PhD exploitation & utilization: @VLAIO)
  - → flexible bench fee 4 – 10 k€ /year

Eligibility time window (PhD date)



- Extensions eligibility window: regulations Art 6
  - 1 year extension: maternity-, parental-, sickness leave > 3m
  - * No eligibility window senior if directly following FWO junior postdoc fellowship
    - 2nd application: window does apply!

- Senior: min. 2 years postdoc researcher seniority required (*on Oct. 1, 2025*)
  declaration by host organisation needed (not if previously junior FWO postdoc)

Eligible host organisations

- **Main host organization** ***(affiliation)***
  - → ***5 Flemish universities***
  - → *Evangelic Protestant Faculty Leuven / Faculty for Protestant Theology in Brussels*
  - → *Antwerp Maritime Academy*
  - → *Vlerick Business School / Antwerp Management school*
  - → *Institute for Tropical Medicine*
  - → *Schools of arts*

- **Additional host organizations**
  - → Flemish/federal research institutes *(collaboration / research location)*
  - → *Limited list: pick list in application form*

- **Main supervisor** ***@main host organization***
  (-> *recommendation letter on invitation by FWO*)

  - → If applicable: co-supervisor(s) @ main host and/or additional host organization(s)
    co-supervisor @ other organizations

    -> notification by FWO (NO recommendation letter)

Additional fellowships

- **Meise Botanic Garden – FWO fellowships**
  - → *collection-based biodiversity and conservation research*
- **VITO – FWO fellowships**
  - → *(sustainable) energy, materials, chemistry, health and land use*
- **WL – FWO fellowships**
  - → *the impact of human activity and nature on water systems and the consequences for navigation*

  - → Extra postdoc fellowships funded by Meise Botanic Garden, VITO or WL
  - → Agreement on being *additional* host institute (before submitting application)
  - → Seal-of-excellence principle (approved by FWO but on reserve list)
  - → Fellowship under FWO regulations

Additional bench fees

- Fund Suzanne Duchesne – special bench fees cancer research
  - Fund Suzanne Duchesne, managed by the King Baudouin Foundation -> 123,000 euro
  - Med4 panel: best ranked candidates (jr-sr) resp. k€ 50, k€ 40, k€ 33
  - Project outline: additional paragraph motivating use of special bench fee

- L'Oréal-UNESCO For Women in Science – special bench fee
  - Funding to support women in their research career -> 60,000 euro (biennial)
  - Science & technology & biomedical disciplines (all FWO-WT, BIO & MED-panels): k€ 20 for 3 best ranked female candidates (jr-sr)
  - FWO will contact laureates to substantiate the use of the bench fee

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Evaluation & selection process FWO expert panels

Panel structure fundamental research

→ Fellowship panels (PhD/postdoc)

→ **32** panels: **31** in 5 scientific domains + Specific Interdisciplinary Panel (cross-domain)

- Biological Sciences
  - Bio1: Molecular and Cellular Biology
  - Bio2: Functional Biology
  - Bio3: Biodiversity, Ecology and Evolution
  - Bio4: Applied Biological Sciences
- Humanities
  - Cult1: Linguistics
  - Cult2: Art, Art History, Architecture, Design and Literature
  - Cult3: History and Archaeology
  - Cult4: Theology and Religious Studies
  - Cult5: Philosophy and Ethics
- Social Sciences
  - G&M1: Sciences of Law and Criminology
  - G&M2: Economics, Business Administration and Management
  - G&M3: Psychology, Pedagogy and Educational Sciences
  - G&M4: Media and Communication Studies, Political Science, Social Work, Social and Cultural Anthropology and Sociology
- Interdisciplinary research
  - Specific Interdisciplinary Panel
- Medical Sciences
  - Med1: Pharmaceutical Sciences and Medical Biochemistry
  - Med2: Bio-informatics, Genetics and Functional Genomics, Developmental and Stem Cell Biology
  - Med3: Immunology and Microbiology
  - Med4: Cancer Research
  - Med5: Neurology, Neuroscience, ENT medicine, Ophthalmology, Psychiatry
  - Med6: Respiratory System, Cardiovascular System, Hematology, Nephrology
  - Med7: Endocrinology, Gastroenterology, Hepatology, Metabolism and Nutrition, Reproduction, Urogenital System
  - Med8: Health Sciences
  - Med9: Movement & Sports Sciences, Dermatology, Physiotherapy & Rehabilitation Sciences, Dentistry and Maxillofacial Medicine, Orthopedics & Musculoskeletal Sciences, Rheumatology
- Science and Technology
  - W&T1: Mathematical Sciences
  - W&T2: Physics
  - W&T3: Condensed Matter
  - W&T4: Chemistry
  - W&T5: Computer Science & Information Technology
  - W&T6: Chemical and Materials Engineering
  - W&T7: Electronics, Energy, Electrical and Mechanical Engineering
  - W&T8: Sciences of the Earth and Space
  - W&T9: Science, Technology and Sociotechnical Analysis of the Built Environment

Evaluation & selection process

- **Specific Interdisciplinary Panel**
  - → Submitted proposals should meet the **functional definition** of interdisciplinarity:
    - × There is more than one discipline involved, and these **disciplines** are sufficiently distinct.
    - × The disciplines are at the **same coordinated level**; each discipline is **essential** to achieve the expected outcome.
    - × The use of different, sufficiently integrated disciplines leads to **synergy**. Due to this synergy, the **state of the art is advanced** in all involved disciplines and/or in a shared area.
  - ➔ Clearly **motivate** choice for Int-Dis panel using this definition
  - ➔ **Interdisciplinarity** is assessed during the **evaluation**!
    - × A **minimum score of 4 (good)** on interdisciplinarity is required to receive funding from this panel.
  - → It is <u>not</u> a requirement to combine disciplines from different scientific domains (e.g. Bio & W&T)
  - → Involvement of additional external reviewer

Evaluation & selection process

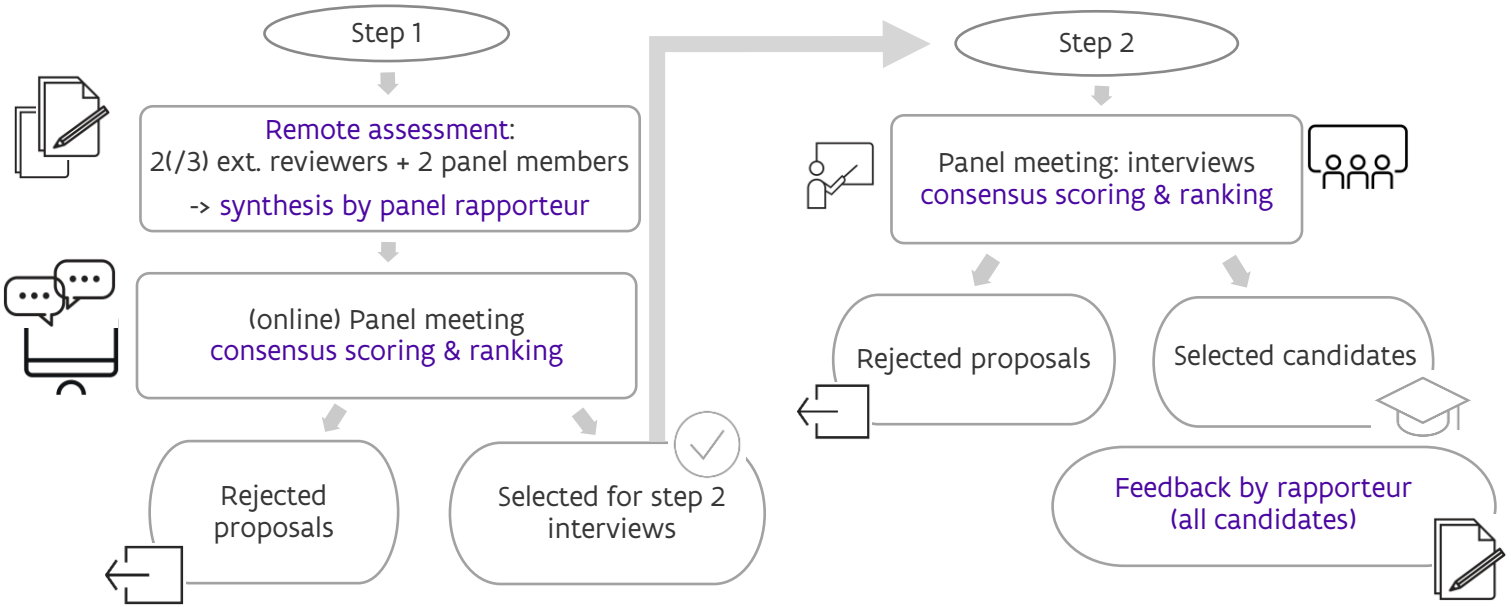
- **Multidisciplinary research proposal**
  - → Applicants can request one **external review** from expert with **different expertise profile** than the panel (this request is binding)
  - → Examples:
    - × Statistics expertise in a Bio1 (Molecular and Cellular Biology) proposal
    - × Subject didactics: physics expertise in G&M3 (Psychology, Pedagogy and Educational Sciences) proposal
  - ➔ Indicate discipline in application form

➔ General advice: submit proposal to the panel with the most on-topic expertise

Evaluation & selection process

- **Choose panel that best fits your application!**
  - → Your responsibility to choose (& check!)
  - → **Motivate** choice (based on contribution to state of the art)
  - → Out-of-scope = application rejected
- **Composition of expert panels**
  - → 12-14 members incl. international scientific chair
  - → >50% members with non-Flemish affiliation
  - → FWO: administrative chair
  - → Panel members selected to cover full scientific scope of the panel as a group
    - × Specific Interdisciplinary Panel: in function of submitted proposals
  - → *Updated* panel members list: published *Feb 2025*

Single submission 2-step evaluation & selection process



Evaluation criteria candidate & project

- **Criterion candidate**
  - → Attention to **various researcher profiles and research results**
    - × Away from one-sided focus on classical output -> **2nd axis**
    - × Towards broader view on scientific accomplishments
    - × Research career: range of scientifically relevant activities, skills, experiences and achievements
    - × Adapted application form and evaluation criteria
  - → *Senior* postdoc: scientific independence
    - × Publications/achievements without PhD promotor
    - × (Inter)institutional mobility since PhD
    - × Other evidence

Evaluation criteria candidate & project

Phase 1 preselection

Scientific contribution

- ***Range of scientifically relevant activities and achievements***
  - → *Quality & impact publications*
  - → *Other meaningful scientific output*
  - → *Impact (soc./econ./…) beyond publications*
- ***Emerging reputation & upward trajectory***
- ***(sr.) Developing scientific independence***

Relevant competences & motivation

- ***Scientific background and competences***
- ***Motivation & research vision on career development***
  - → *Variety of activities, skills & experiences*
  - → *E.g., networks, collaboration, mobility, R&D services, training…*
    (sr.) supervision & mentoring, other responsibilities

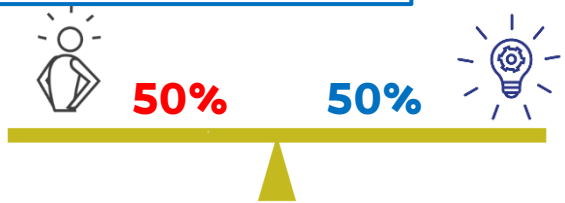
Scientific quality, relevance and challenge, originality

- ***Originality / contribution state of the art***
- ***Risks and challenges***

Quality research approach, feasibility

- ***Methodology***
- ***Feasibility, risk mitigation***

Total score:



Evaluation criteria candidate & project

Phase 2 *interviews*

focus shifts to assessment of *(potential) competence candidate*

findings from preselection mainly used to differentiate between equally good candidates

content (≠ *performance*) pitch and interview

Competence as postdoc researcher

- ***Expertise/knowledge in own research field***

Insight in project approach and positioning

- ***Reasoning skills and critical scientific mindset***
- ***Clear vision on professional future and motivation***

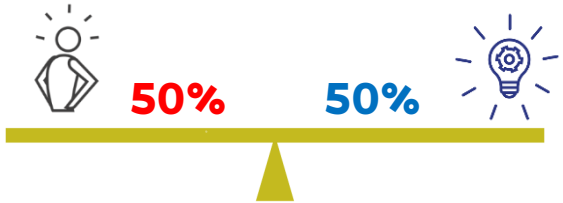
Scientific quality, relevance and challenge, originality

- ***Originality / contribution state of the art***
- ***Risks and challenges***

Quality research approach, feasibility

- ***Methodology***
- ***Feasibility, risk mitigation***

Total score:



Evaluation criteria Specific Interdisciplinary Panel

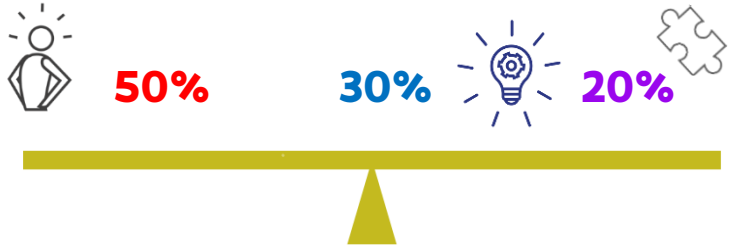
Candidate

Project

Interdisciplinarity

- More than one discipline involved and these disciplines are sufficiently distinct
- Disciplines at similar coordinated level and each discipline is essential to achieve expected outcome
- Advance state of the art in all involved disciplines and/or in a shared area

Total score:



Uniform evaluation: *scoring descriptors*

Check score grids *preselection* / *interview* used by panels!

v. 2022 1 of 3

fwo POSTDOCTORAL FELLOWSHIP EVALUATION/ score grid with scoring descriptors - PRESELECTION

POST-DOCTORAL FELLOWSHIP: scoring descriptors criterion "Candidate" (preselection)

Please take into account the candidate's scientific seniority in a 'jr.' resp. 'sr' context, and where appropriate allow for mentioned career breaks.
The assessment should be based on a range of scientifically relevant activities, skills, experiences and achievements.

0	1	2	3	4	5	6	7
Unacceptable	Weak	Fair/Reasonable		Good/Very good		Excellent/Outstanding	

1.a. Scientific contribution of the candidate

- *Assess the candidate's scientific contribution to the state-of-the-art, as evidenced by a **range of scientifically relevant activities and achievements**, such as the **quality and impact** (rather than the quantity) **of the publication record**, as well as **other meaningful scientific output.** The latter may include (e.g.) software, prototypes, (keynote) lectures at scientific meetings, the organisation of such meetings, the organisation of or participation in exhibitions, acting as a scientific evaluator for submitted papers or grant applications and the like, and any other relevant output. Consider also scientific or other (societal, economic, ...) **impact** beyond publications and obtained research funding.*
- *Assess evidence of an emerging scientific reputation and an upward trajectory.*
- *For senior post-docs, **scientific independence** (as e.g. evidenced by publications or other achievements without PhD supervisor, as well as by (inter)institutional mobility since the PhD) is seen as a relevant asset.*

No scoring possibility	☐ Rather limited scientific contribution to the state-of-the-art, in terms of scientifically relevant activities and achievements (publications and/or other relevant research output and impact), and little evidence of an upward trajectory.	☐ Average scientific contribution to the state-of-the-art, taking into account scientifically relevant activities and achievements (publications and/or other research output and impact). There is some evidence of a starting upward trajectory or (senior:) the earlier upward trajectory is not continuing.	☐ Meaningful scientific contribution to the state of the art, taking into account a variety of scientifically relevant activities and achievements properly acknowledged in the scientific community (quality and impact of publication record and/or other research output and impact). An emerging (international) reputation in a clear upward trajectory is evidenced. AND *(senior, allowing score >=5)* ☐ Developing scientific independence (e.g. achievements without PhD supervisor, (inter)institutional mobility).	☐ Impressive scientific contribution through a range of scientifically relevant activities and original, clear achievements beyond the state-of-the-art (evidenced by publications and/or other relevant research output and impact). There is an emerging international recognition for the candidate's influential research output. AND *(senior)* ☐ Proven clear path towards scientific independence (e.g. achievements without PhD supervisor, (inter)institutional mobility).

1 of 3

fwo POSTDOCTORAL FELLOWSHIP EVALUATION/ score grid with scoring descriptors - INTERVIEWS

SHIP: scoring descriptors criterion "Candidate"

re grid (criterion "Candidate") differs from the preselection score grid

1	2	3	4	5	6	7
Weak	Fair/reasonable		Good/very good		Excellent/outstanding	

it-doctoral researcher

ess the candidate's competence as an independent researcher on a post-doctoral level. Important aspects are the scientific knowledge and insight in the proposed project, intellectual oning skills and critical mindset, and motivation and vision on the own professional future. Descriptions in this score grid ("scientific expertise", "ability", "skills", "mindset", plicitly also take into account the evaluation findings of the preselection phase.

or more of the following items apply:	One or more of the following items apply:	All of the following items apply:	All of the following items apply:
Manifest gaps and shortcomings in the knowledge of the state-of-the-art. The candidate appears to be quite unfamiliar with the topic of the project and shows insufficient insight in the relevance of the proposed research strategy and techniques. Reasoning skills and/or critical mindset are poor.	☐ Fair/reasonable, but incomplete knowledge of the state-of-the-art; without real risk for the implementation of the project. Moderate to sufficient insight into the relevance of the proposed research strategy and techniques. ☐ Reasoning skills or critical mindset do not convince. ☐ Motivation and candidate's vision on professional future are less pronounced.	☐ The candidate has the required scientific expertise to successfully execute the project. (Very) good knowledge of the state-of-the-art within own field of research. He/she has a good insight in the proposed approach and techniques; positions the proposed research in an international context, ☐ Reasoning skills and critical-scientific mindset are good. The candidate presents new concepts based on well-founded arguments; ☐ Convincing and motivated candidate, who expresses a clear vision on his/her professional future.	☐ The candidate demonstrates the ability to conduct ground-breaking research. Excellent/ outstanding knowledge of the state-of-the-art, even outside the own field of research. Excellent insight in the proposed methodology and techniques, well positioning the proposed research. ☐ Candidate demonstrates a proper scientific mindset with creative and independent thinking and reasoning; she/he presents new concepts in a very sound manner. ☐ Candidate with clear commitment and drive, and a bright, concrete and realistic vision on the own professional future.
	☐ The candidate doesn't come across as motivated, and there seems to be no real vision on his/her professional future		

Postdoc fellowships distribution per panel

Available fellowships -> panels

90% - - > proportional distribution over panels
(quota per panel)

10% - - > assigned to best remaining candidates
(wildcards ranked over all panels)

Phase 1 – preselection

- **(quota x 2) best ranked candidates invited to interview**
  → invited means ≥50% grant probability

Phase 2 – interviews

- **(quota) best ranked candidates in panel with score ≥4 for all main criteria**
- **best remaining candidates: ranked over all panels**

- > assignment of remaining 10% fellowships

- > Meise Botanic Garden-FWO fellowship – VITO-FWO fellowships – WL-FWO fellowships

- > reserve list: in case of withdrawal appointed fellowship

→ *bridging fellowships offered by university*

Feedback to candidates

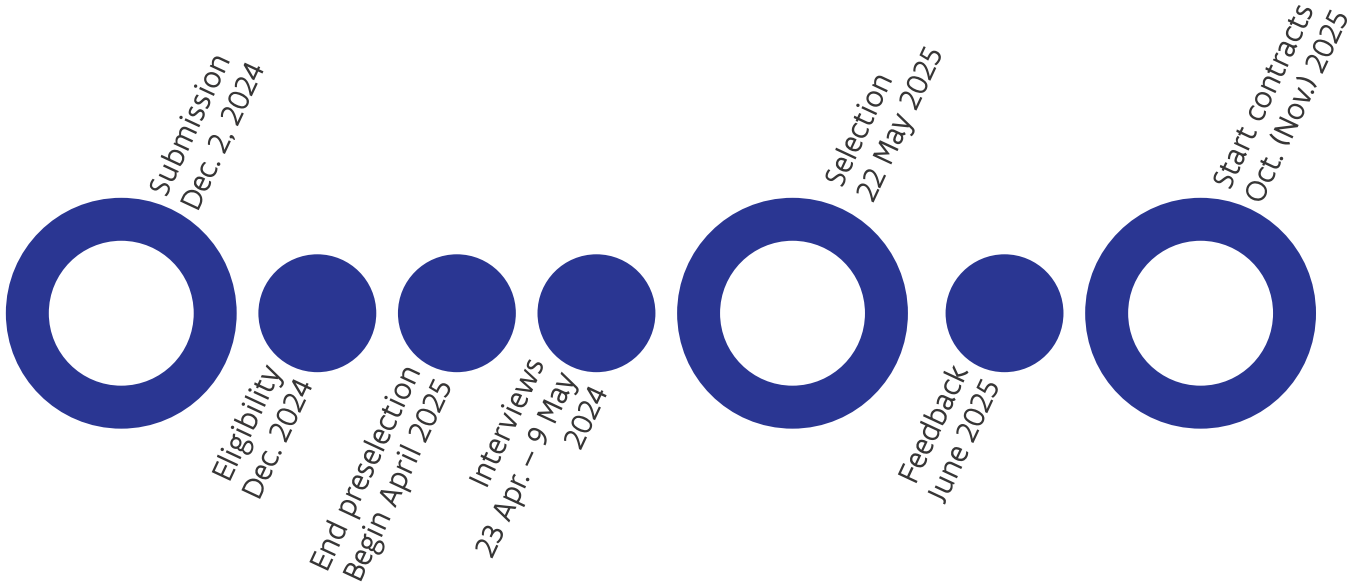
- All feedback AFTER selection decision board (≥ June 2025)
  - Compiled by panel member (rapporteur)
  - Including comments based on panel consensus decision and scores
  - Template per criterion (candidate, project, interdisciplinarity)
    - *Strengths*
    - *Weaknesses*
    - *Findings interview*
    - *Conclusions – why (not) to be funded*
    - *Comments and suggestions for improvement*
  - No further correspondence on feedback

- Do NOT contact panel members!

Out in step 1
- Scores preselection
- Panel comments

Out in step 2 *or* Grant
- Scores interview
- Synthesis panel comments step 1 & 2

2025 call: timeline evaluation & selection



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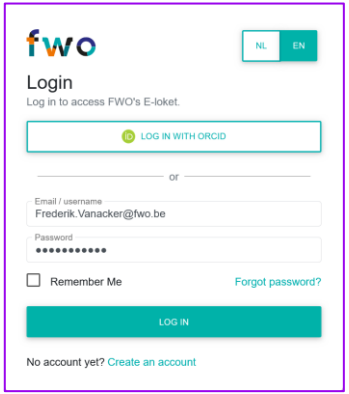
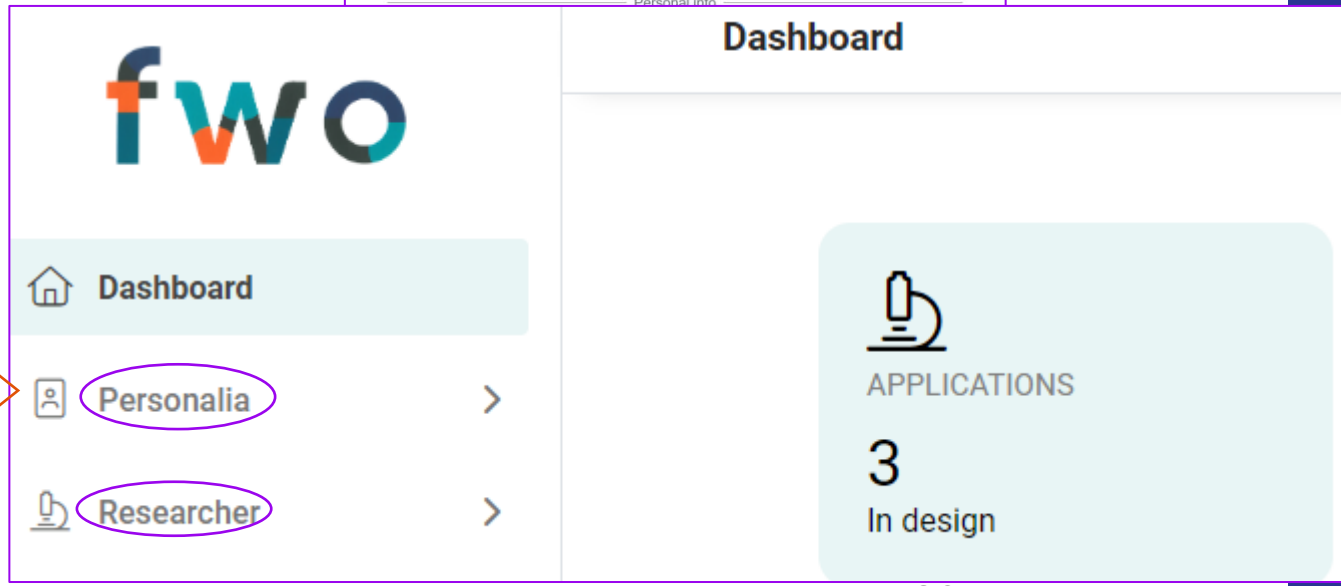
Preparing your application – e-portal

Direct access: https://fwoweb.fwo.be or via www.fwo.be

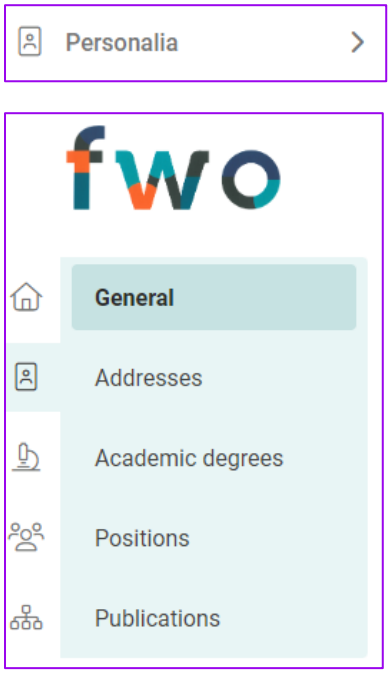
Or first:

register in time!
-> FWO validation /48hrs



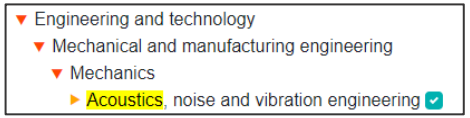


Preparing your application – personal details
Some advice in completing the form



General

- National registration number
  - Also non-Belgian applicants with Belgian ID card
- ORCID registration https://orcid.org/
- Scientific Disciplines: use level 4



Addresses

- *(future) Belgian service address!*
- *Legal domicile address*
  - *Non-Belgian domicile in EU: add TIN code (tax identification number)*

Academic degrees & positions

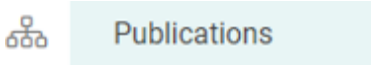
- Correct, complete & up to date!
- *PhD future date (<16 Sep. 2025): "Stud. PhD" + provisional date*
  - *keep FWO updated!*

Publications

- Complete list as on Dec. 2, 2024
- Published or *accepted for publication*

Preparing your application - publication list

- → Publication types
  - × A1 peer-reviewed articles in journals
    - → No distinction between WoS, VABB-SHW a.o.
  - × A2 *non peer-reviewed articles in journals*
  - × B (1 2 3) related to books
  - × C (1 2 3 4) conference proceedings, PhD, patents …
- → Adding publications
  - × Import XML (Flemish universities bibliography) – A1 -> C1 only
  - × Other publications: add manually
  - × Only if published or accepted for publication
- → Postdoc application: situation as is on submission (2 Dec. 2024)
  - × No updates sent to panel
  - × Mention new publications during pitch/interview



Checklist before starting new application

General

- Gender
- Place of birth
- Nationality
- ORCID iD (*Open Researcher and Contributor ID*)

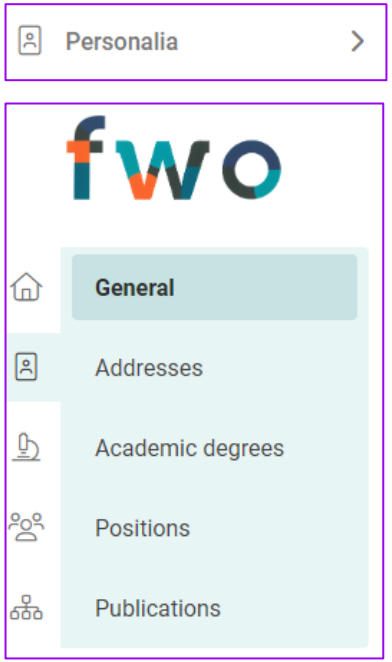
Addresses

- Domicile address (in Belgium or abroad)
- (Future) service address

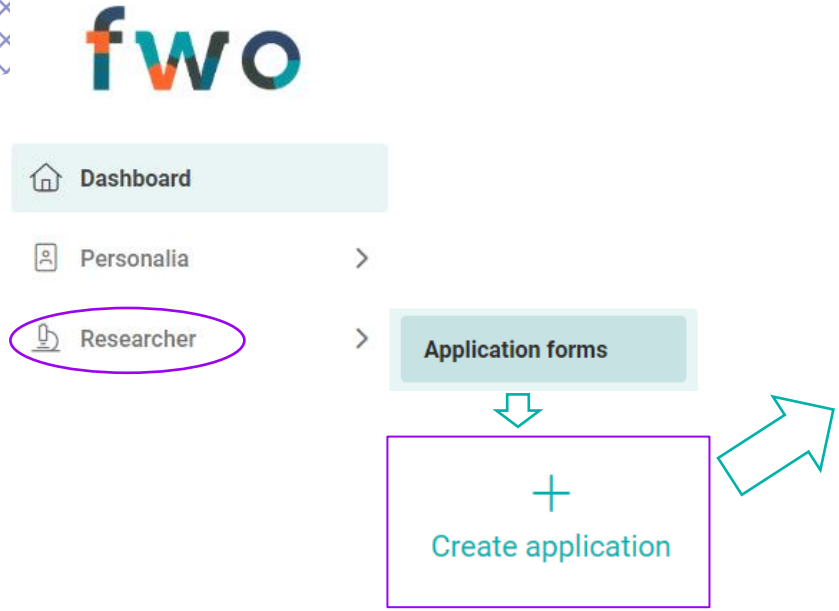
Academic degrees

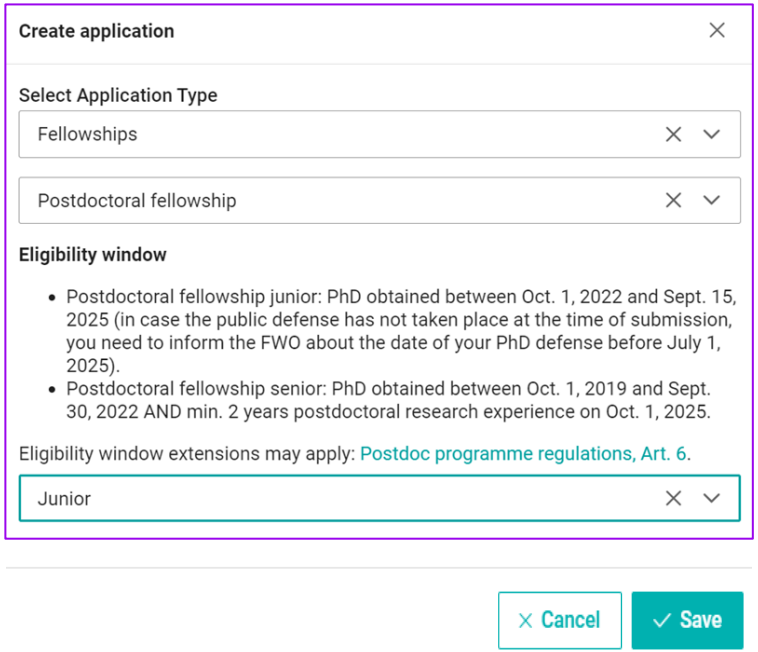
Positions

No access to new application  ***before these 8 items are completed…***



Starting a new application form





Application form: general

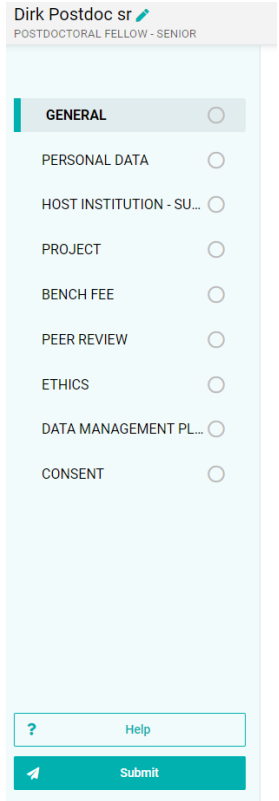
- **Start date if granted *(default Oct. 1)***

  1 october | 1 november

- ***(sr.)* Declaration of seniority *(if applicable)***

  → *Template – signed by host institution* Download template Upload

- **Title of your research proposal** *(NL-EN)*
- **Abstract** *(NL-EN)*
- **PhD** *(NL-EN)*
- **Up to 5 scientific disciplines fitting proposed research** *(pick list)*
- **Up to 3 free-text keywords or concepts**



Application form: personal data

- → **Explain any career breaks**

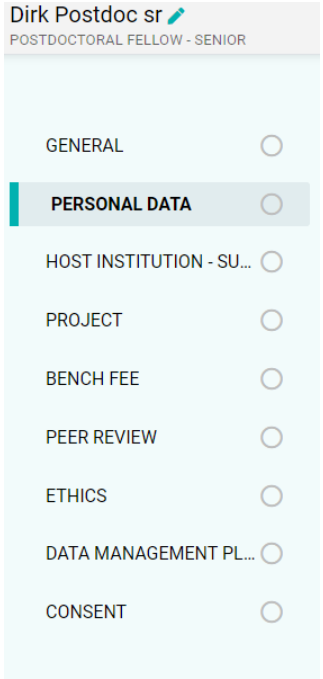
SCIENTIFIC CONTRIBUTION

- → **(up to 5) main achievements/publications**
- → **Other scientific output and impact**
  - × *Apart from publication list*
  - × *Impact: scientific, societal, economic, …*
- → **Scientific awards**

MOTIVATION AND COMPETENCES

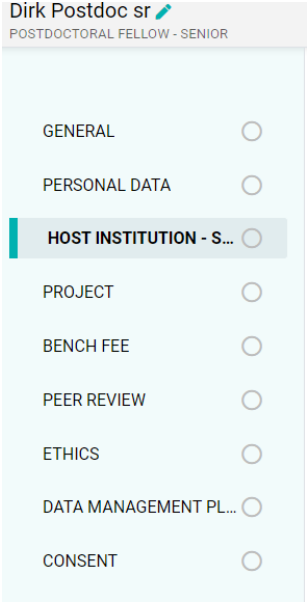
- → **Motivation statement**
  - × *Personal motivation, research interests and research vision (career)*
  - × *Fit scientific background and competences vs. proposed research project*
  - × *Expertise/skills built up & to be (further) acquired*
- → **List career building activities**
  - × *Education, supervision, institutional responsibilities, memberships, …*
  - × *Networks, collaborations, R&D services, …*
- → **Past mobility (research stays)**
- → **Mobility plans: research stays in another organization**

Concrete invitations may be uploaded (tab PROJECT)



Application form: host institution - supervisor

- **Main Flemish host institution**
  - → Main supervisor
  - → *Optional co-supervisors*
- **Additional host institution: Flemish or Federal scientific institutions**
  - → = collaboration/research location
  - → *Pick list*
  - → *Co-supervisors*
- ***Other organizations / co-supervisors***
- ***Do not add recommendation letters!***
  - → *FWO will invite main supervisor only to provide recommendation*
  - → *Co-supervisors will be notified by FWO – no recommendation letter allowed*



Application form: project

PROJECT DESCRIPTION

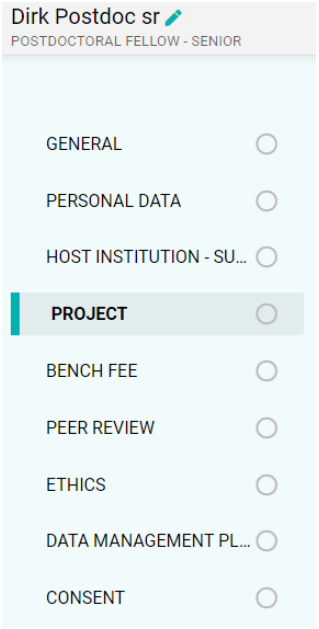
Download template

Project description – *WORD template ≤10 pages*

- ✕ *Improvements w.r.t. 1st application*
- ✕ Rationale and positioning w.r.t. the state of the art
- **Scientific research objectives**
- **Research methodology and work plan**
- ***Med4: 1§ motivation special bench fee Fund Suzanne Duchesne***
- ***References***

Upload

OTHER FUNDING
PROJECT POSITIONING AND EMBEDDING
SCIENCE COMMUNICATION



Application form: project (cont'd)

PROJECT DESCRIPTION

OTHER FUNDING

- **Proposal content submitted before AND funded or funding decision still pending?**

Potential overlap, complementarity, added value, ...
Update FWO on pending evaluations!

- ***Be open and transparent! Funding may be refused when not reported.***

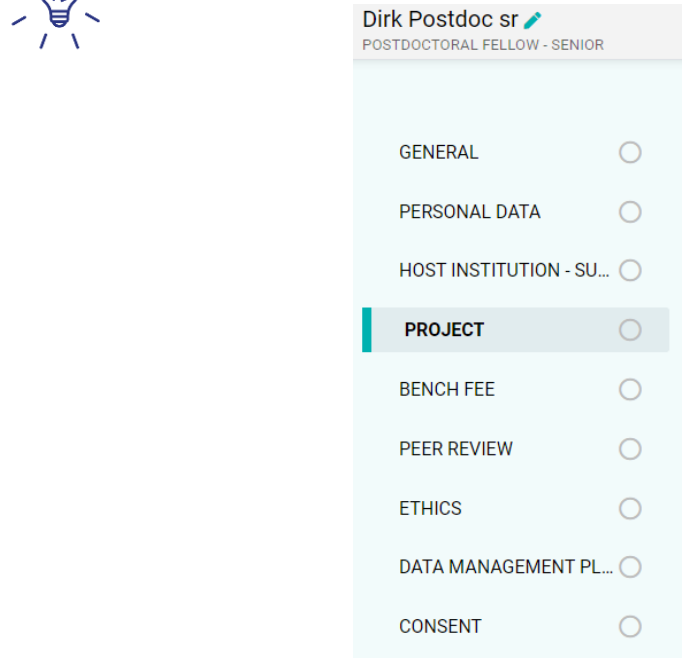
PROJECT POSITIONING AND EMBEDDING

- **Fit into the research activities of the host institution(s)**
- **Position the project in a national and international context**
- **Gender and diversity issues**
- **Work with societal actors**

} **RRI**: *responsible research and innovation*

SCIENCE COMMUNICATION

- **Communication of results to a non-expert audience**



Application form: bench fee / peer review

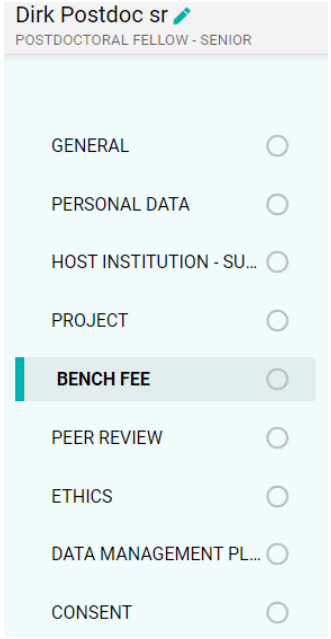
BENCH FEE

Requested bench fee (per project year)

- → *Default € 4,000 per year*
- → *Max. € 10,000 per year (to be justified per project year)*

Med4: additional paragraph in Project Outline

motivating use of special bench fee fund Suzanne Duchesne



Application form: peer review

PEER REVIEW

INTERNAL PEER REVIEW

Scientific field -> dedicated panel

Motivate your choice of expert panel

5 scientific fields -> Thematic Panel -> in line with scope

Specific Interdisciplinary Panel -> in line with functional definition

EXTERNAL PEER REVIEW

Multidisciplinarity *(only if thematic panel, NOT possible for Spec. IntDis Panel)*

- > *1 review expertise outside panel scope*

if YES select scientific discipline

Yes | No

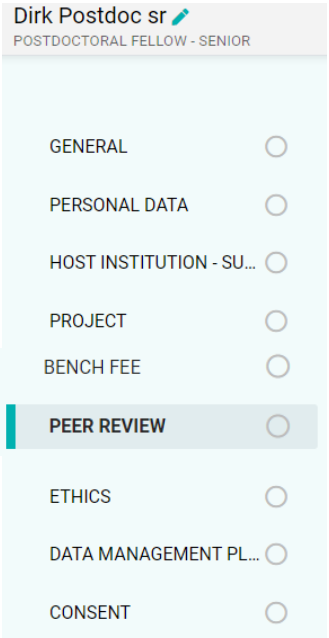
(Request to) exclude ≤3 experts

Motivation:

☐ **Conflict of interest**

☐ **May use content for other purposes**

Additional substantiation



Application form: ethics / DMP / Consent

ETHICS

- Research Foundation - Flanders - Research ethics (fwo.be)
- fwo-manual-ethics-checklist.pdf

DATA MANAGEMENT P...

- Research Foundation - Flanders - Data Management Plan (fwo.be)

CONSENT

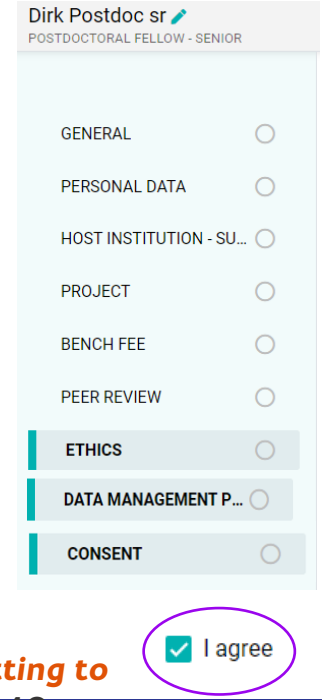
- **DECLARATION BY THE APPLICANT**
- **General *(including GDPR)***

Declaration that all personal data info is accurate and up-to-date.

- **Research Integrity**

Read the detailed information and the RI Clause

Each applicant and beneficiary is expected to know the rules and what they are committing to



FWO's ethics approval policy

- **Application stage**
  - → Complete the ethics checklist (e-portal) truthfully.
  - → For research involving non-human primates: apply for ethical approval & submit approval at the latest 1 month before the panel session.

- **Project execution phase**
  - → Never commence ethically sensitive project activities until all necessary approvals are obtained from the ethics committee(s) and/or other regulatory authorities, as appropriate.
  - → Beside ethical, other legal and/or institutional obligations may apply.
  - → Ethical non-sensitive project activities can be started at any point in time.

When should ethical approval be sought?

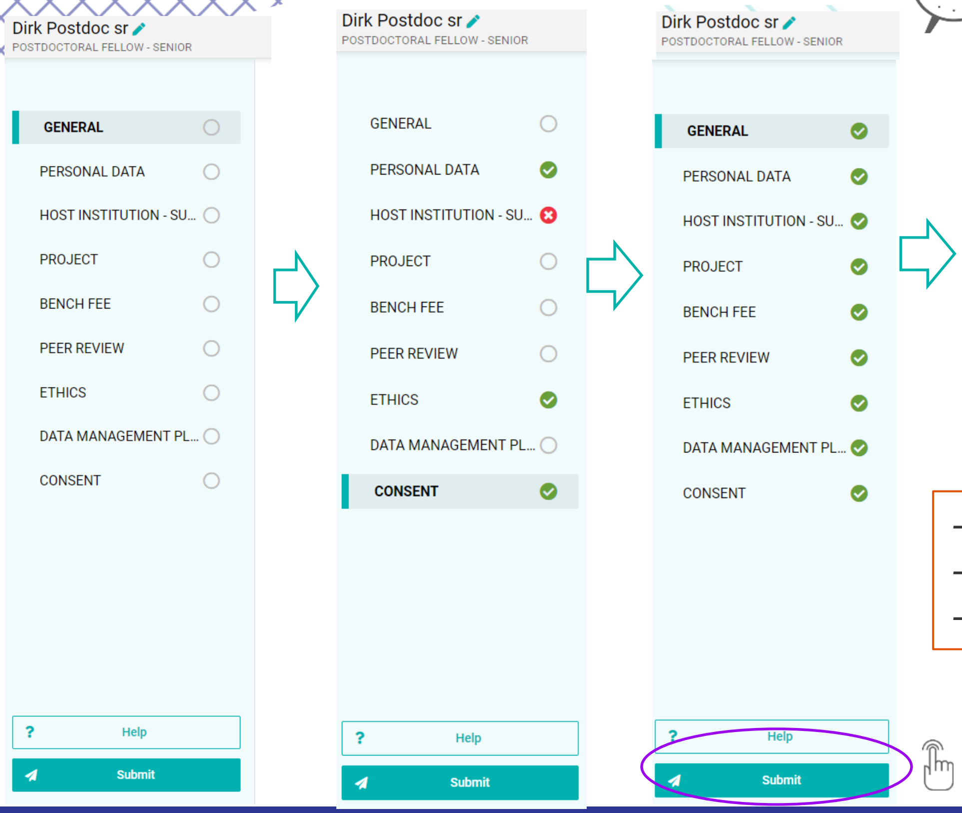
- Experiments involving human embryos, fetuses, embryonic stem cells or non-human primates: **before** the start of the **entire** research project.
- All other ethical sensitive activities: **at the right time** to get them approved before experiments start.

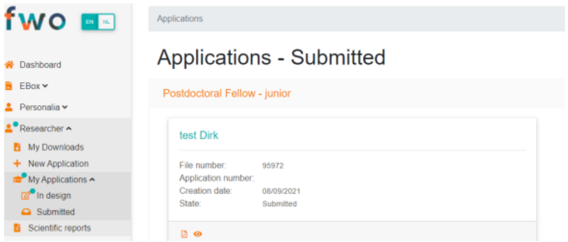
- **Monitoring of compliance**
  - → FWO can carry out spot checks at any time during the project period and up to 5 years after the project has ended.

- **Need help?**
  - → Contact the relevant ethics committee at your host institution
  - → Website: Research Foundation - Flanders - Research ethics (fwo.be)
  - → Manual on FWO's ethics checklist: fwo-manual-ethics-checklist.pdf

Application form: submit

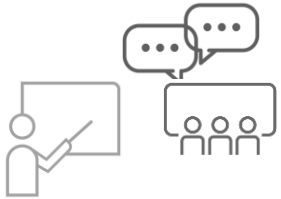
≤ December 2 2024 – 5:00 pm CET





-> automatic confirmation follows
-> registration number sent
-> eligibility check: Q&A FWO admin

Making it to step 2: interviews



- **Invitations and instructions early April 2025 (end preselection)**
- **Interviews 23 April - 9 May 2025**
- **@FWO (Brussels) in-person presence**
  - → Remote interview: to be justified
- **Interview format: pitch (5') + interview (15')**
  - → Interview instructions and guidelines will be available
  - → Opportunity to mention realizations since submission date
- **Evaluation criteria different from preselection (criterion candidate)**
  - → Score grid interview
  - → Focus on competence as postdoc researcher
  - → Findings from preselection used to differentiate between equally good candidates

Outline

1. FWO mission & key numbers
2. Postdoc fellowships at a glance
3. Evaluation & selection process
4. Preparing your application
5. … further reading & contact

Further reading & contact

- **Programme webpages junior / senior**
  - → Regulations (legal version: Dutch)
    - General / Postdoc programme / bench fee / peer review
  - → Supporting documents
    - This presentation / Screenshots e-application
    - Scoring grids *preselection* / *interview*
    - Instructions and guidelines interview – v. 2025 to be published later

- **Help! Who to contact**
  - → Your host organization's research coordination office
  - → FWO additional info & specific questions
    - × *FWO account administrators per domain*
  - → FWOhelpdesk@fwo.be
    - × (e-portal/IT problems only)

ETHICS IN YOUR RESEARCH:

AWARENESS, RESEARCH DESIGN AND LEGAL ASPECTS

Tom Geerinckx

UD1/Research/Team Integrity and Ethics

GHENT UNIVERSITY

October 8, 2024

ETHICS AND FUNDING AGENCIES

Ethical issues become more important.

- ✓ Most funding organizations act similarly, e.g.:
  - FWO
  - Horizon Europe
  - BOF and IOF

- ✓ Most **journals** require proof of compliance to legislation, evidence of due diligence and/or approvals by ethics committees.

- ✓ **Legislation** generally becomes stricter, and may include punitive measures.

- ✓ General **ethics awareness** increases – and that is a good tendency.

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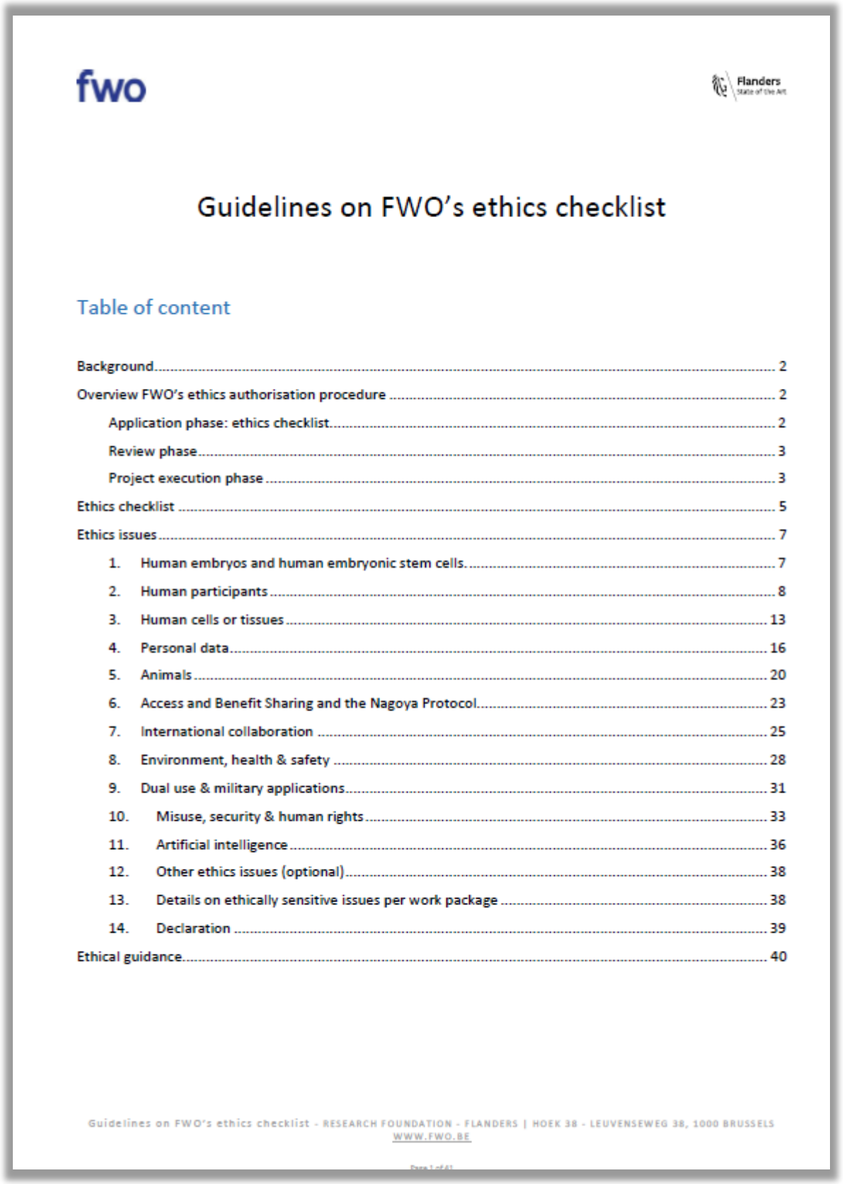
‘ETHICS’ COVERS MANY ISSUES

Does any of the issues below trigger your attention?

1. Human embryos and human embryonic stem cells
2. Human participants
3. Human cells or tissues
4. Personal data
5. Animals
6. Access and Benefit Sharing and the Nagoya Protocol
7. International collaboration
8. Environment, health & safety
9. Dual use & military applications
10. Misuse, security & human rights
11. Artificial intelligence



fwo

Flanders
State of the Art

Guidelines on FWO’s ethics checklist

Table of content

https://www.fwo.be/media/1024095/fwo-manual-ethics-checklist.pdf

ETHICS IN THE FWO APPLICATION

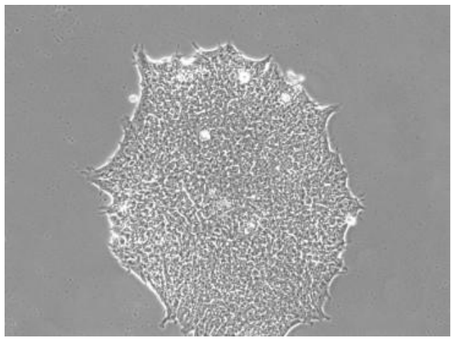
- ✓ The **ethics questionnaire in the FWO application** urges you to consider possible ethical risks **in advance**. (It is possible all your answers will be 'NO', but this is rare…)

- ✓ Questions on ethical issues that **require** an ethical approval are marked with an *.
  - use of humans, human body material, animals
  - if yes: submit your proposal to the ethics committee as soon as your application has been approved for funding.

- ✓ The other questions are not marked with an *.
  No legal obligation *for an ethical approval* exists. **Other issues** exist (often including **obligations**), and FWO invites you to reflect on the issue and, if appropriate, take the necessary precautionary measures.

1 Does your research involve the use of **human embryos or human embryonic stem cells**?*

- ✓ Approval by a Committee for Medical Ethics is compulsory.
- ✓ The use of embryos *in vitro* also requires an examination by the Federal Commission for Embryos.



More info, and links, on the UGent intranet

https://ugentbe.sharepoint.com/sites/intranet-onderzoek/SitePages/en/Biobanken-en-onderzoek-met-menselijk-materiaal.aspx

2 Does your research involve **human participants**, in a medical or non-medical context (i.e., social/human sciences)?(*)

- ✓ Does the project involve a medical/clinical study, invasive techniques, sampling, or other ‘interventions’ on the participants?

  → Approval by a Committee for Medical Ethics is compulsory.

- ✓ If not, do the participants include vulnerable people, minors, …?

  → Approval by an Ethics Committee is *practically always requested*.

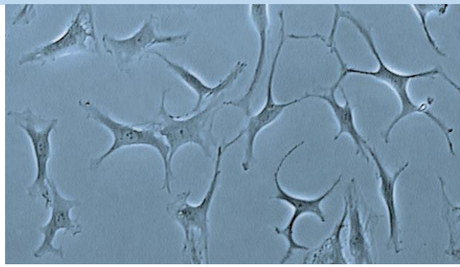
No ‘*legal*’ obligation?

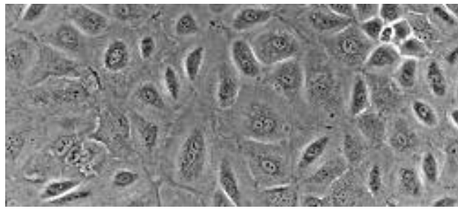
Often a journal request!

https://ugentbe.sharepoint.com/sites/intranet-onderzoek/SitePages/en/Onderzoek-met-mensen.aspx

3 Does your research involve the use of **human cells or tissues**?*

- ✓ Approval by a Committee for Medical Ethics is compulsory.
- ✓ Some ‘grey’ zones are often actually (still) covered by legislation (cf. the ethical issue of historical cell lines).






https://ugentbe.sharepoint.com/sites/intranet-onderzoek/SitePages/en/Biobanken-en-onderzoek-met-menselijk-materiaal.aspx

4 Does your research involve the use of **personal data**?

(Including big data analyses, tracking software, …)

- ✓ **No** legal **obligation** for submission to an Ethics Committee.
- ✓ But: often strongly recommended, especially when **sensitive data**, or data of **vulnerable people** are involved.

And: GDPR, data management plan (DMP)

(See next presentation on Data Management)

https://www.ugent.be/en/research/datamanagement/policies/privacy.htm

5 Does your research involve animals?*

- ✓ Vertebrate or cephalopod animals
- ✓ Experiments, ‘animal tests’ or other uses
- ✓ EU and Belgian legislation applies.

→ Approval by an Ethics Committee for Animal Research and Testing is compulsory.

EN: https://www.ugent.be/en/research/science-society/labanimals/overview.htm

6 Does your research involve **international collaboration** with non-EU countries?

- ✓ Will some of the research activities be conducted in **non-EU countries**?
- ✓ Do you plan to use **local resources** (e.g., biological material, human remains, materials of historical value, endangered fauna or flora samples, etc.)?
- ✓ Do you plan to **export/import** any material to/from other countries?
- ✓ Could the **situation in the country** put people at **risk** (i.e., both researchers and participants)?

→ Be aware of the risk of **unequal partnerships** and **ethics dumping**!

→ Ghent University **adopted** the TRUST Code – A Global Code of Conduct for Equitable Research partnerships.

→ **Use this code** to ensure you carry out any collaboration ethically and responsibly.

https://ugentbe.sharepoint.com/sites/intranet-onderzoek/SitePages/en/Veldwerk.aspx
https://ugentbe.sharepoint.com/sites/intranet-onderzoek/SitePages/en/Ethische%20dumping.aspx

7 Does your research involve the use of genetic resources, or related traditional knowledge, that are captured by access and benefit sharing legislation (cf. Nagoya Protocol)?

In a nutshell: if you access, collect or use biological material, you might need **Prior Informed Consent** from the country of origin. The country might ask for **Benefit-Sharing** measures.

- ✓ **Not all countries** are party to the Nagoya Protocol, **but: most countries** have **Access and Benefit-Sharing (ABS) legislation**. It varies from ‘free access’ to extremely **strict** legislation.
- ✓ National ABS legislations often also cover **traditional knowledge** associated with genetic resources.

→ Consult the UGent intranet page to determine whether this issue applies to your project.

→ Get more information on the procedure to follow as soon as the project is granted on the Nagoya Protocol website and/or contact nagoya@ugent.be for help.

nagoya@ugent.be

https://ugentbe.sharepoint.com/sites/intranet-onderzoek/SitePages/en/Access-en-Benefit-Sharing-(ABS)-en-het-Nagoya-Protocol.aspx

8 Could your research potentially harm the environment, or the health or safety of people involved?

✓ **Environmental and safety risks** are varied:

- elements (chemical, physical, sound, …) that may cause harm to:
  - animals or plants, or to the environment,
  - humans, including research staff and their co-workers
- genetically modified organisms (GMO's) or pathogens
- activities, installations or products that need to be covered by permits
- research within protected areas

→ **Indicate precautionary measures**.

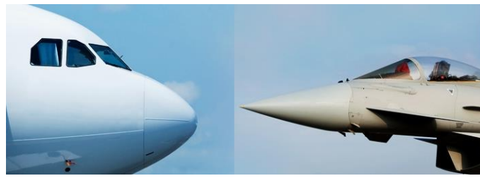
https://ugentbe.sharepoint.com/sites/intranet/SitePages/en/Themes.aspx?termId=33b4d493-1bb6-4d29-89db-1126bfbcba38

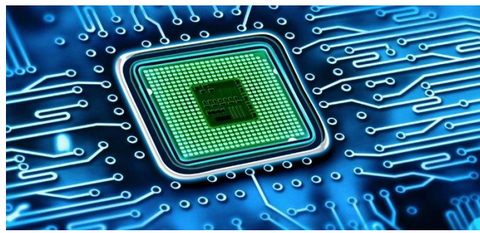
9 Does your research, or its expected results, have potential military applications (**dual use**)?

- ✓ **Dual-use items** are items that can be used for **both civil and military purposes**.
  - items that can be used for the manufacture of explosive and nuclear devices
  - certain software and technology
  - … (many things!)

- ✓ **Legal aspects** arise when **exporting** material or knowledge outside of the EU.

→ Use the EU **checklist**: https://eur-lex.europa.eu/eli/reg/2021/821/oj, or contact MeldpuntDU@UGent.be.





MeldpuntDU@UGent.be

https://ugentbe.sharepoint.com/sites/intranet-onderzoek/SitePages/en/Onderzoek-naar-dual-use-items.aspx

10 Is there a risk of misuse or of Human Rights violations?

- ✓ **Does your research have the potential for misuse of the research results?**

  (malevolent intent, repression, espionage, criminal purposes, terrorist abuse, …)

  → Describe security measures to prevent theft of items or knowledge.

- ✓ **Might the activities lead to Human Rights violations?**
- ✓ **Might your chosen partners be involved in Human Rights violations?**

  → Remediation possibilities:

  - Human rights **impact assessment** (for cooperations signed by Ghent University)
  - Human rights **clause** in agreements
  - Request **approval** by UGent Committee on Human Rights Policy and Dual-Use Research.

mensenrechtenbeleid@ugent.be

EN: https://www.ugent.be/en/ghentuniv/principles/human-rights

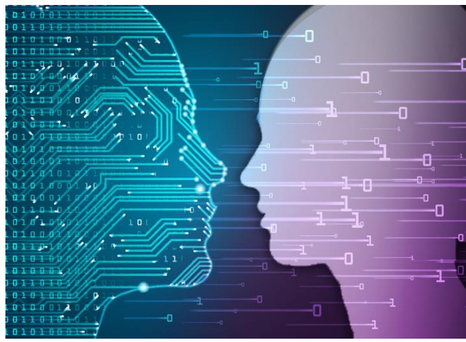
NL: https://www.ugent.be/nl/univgent/waarvoor-staat-ugent/mensenrechten

11 Does your research involve the development, deployment or use of **artificial intelligence**?

✓ Developing or just using A.I.? There is a difference but also an overlap!

→ Mitigations? Depending on risks:

- autonomous **technology**
- **decision making** by A.I.: about **people**?
  - logic in A.I. system? Risk of bias!
  - impact on human privacy or human data protection?
  - risk of stigmatisation, discrimination?
  - potential effect on human rights, democracy, freedom?



→ Give proof of your awareness and proactive mitigation plans.

https://ugentbe.sharepoint.com/sites/intranet-onderzoek/SitePages/en/Artifici%C3%ABle-intelligentie.aspx

Questions?

1. FWO ethics checklist guidelines: https://www.fwo.be/media/1024095/fwo-manual-ethics-checklist.pdf

2. Research ethics webpage, with list of ethics committees:
   https://ugentbe.sharepoint.com/sites/intranet/SitePages/en/Themes.aspx?termId=19a9fe9d-d2b4-4c1f-aaec-540b75f74355

3. Contact us at UD1 (Universiteitsdienst 1/Research/Team Integrity and Ethics):

Tom Geerinckx
Annik Leyman
Vincent Eechaudt
ethics@ugent.be
nagoya@ugent.be
meldpuntDU@ugent.be
mensenrechtenbeleid@ugent.be

GHENT UNIVERSITY

tom.geerinckx@ugent.be

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RDM IN YOUR FWO APPLICATION

Ghent University Data Stewards

GHENT UNIVERSITY

BK

GHENT UNIVERSITY

test fundamental phd

PHD FELLOWSHIP FUNDAMENTAL RESEARCH

Save | Export PDF

Application forms

My Downloads

My documents

GENERAL

PERSONAL DATA

HOST INSTITUTION ...

PROJECT

PEER REVIEW

ETHICS

DATA MANAGEME...

CONSENT

Help

Submit

Data management is an integral part of sound scientific research. It covers the description of data and metadata, their storage and long-term preservation, the designation of responsible persons, the handling of highly sensitive data, and the open access to and sharing of research data.
The FWO has made data management a key element of its policy for all support channels provided by the FWO. The FWO expects researchers to pay due attention to this dimension before, during and for at least five years after their research.
For background information on data management and the procedures regarding the Data Management Plan (DMP), which FWO expects from its applicants when applying for research funding, please see our website.
Please note that the answers to the questions below and the Data Management Plan should cover the full project, including all (inter)national partners involved in cross-institutional projects.

Describe the datatypes (surveys, sequences, manuscripts, objects ...) you will collect and/or generate and/or (re)use during your research project.

0 / 700

Specify in which way the following provisions are in place in order to preserve the data during and at least 5 years after the end of the research.

Motivate your answer.

- Designation of responsible person (If already designated, please fill in their name.)
- Storage capacity/repository
  - during the research
  - after the research

0 / 700

Opening new horizons

- RDM = key part of FWO policy for all support channels
  → "Sound data management is required for all research supported by the FWO."
- Specific expectations:
  1. FWO expects researchers to pay adequate attention to data management before, during and after the research.
  2. Storage and long-term preservation: Data has to be preserved at least 5 years after the end of the project.
  3. Encouragement to comply as much as possible with FAIR (Findable, Accessible, Interoperable and Reusable) principles
  4. No Open Data obligation, but 'as open as possible, as closed as necessary'
  5. **DMP** as support for the researcher during the research process
- Reporting
  → the FWO obliges to register all relevant output in the FRIS database via the UGent institutional systems Biblio and GISMO.

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https://www.fwo.be/en/the-fwo/research-policy/data-management-plan/
https://www.fwo.be/en/the-fwo/research-policy/reporting/

WHAT IS A DATA MANAGEMENT PLAN?

- Outlines how research data will be handled during + after a project
- Living document
- Tool to think ahead & save headaches later on
    - Manual for your research data(sets)
    - Practical aspects
    - Legal aspects

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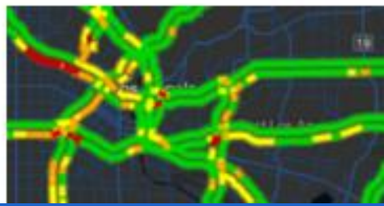
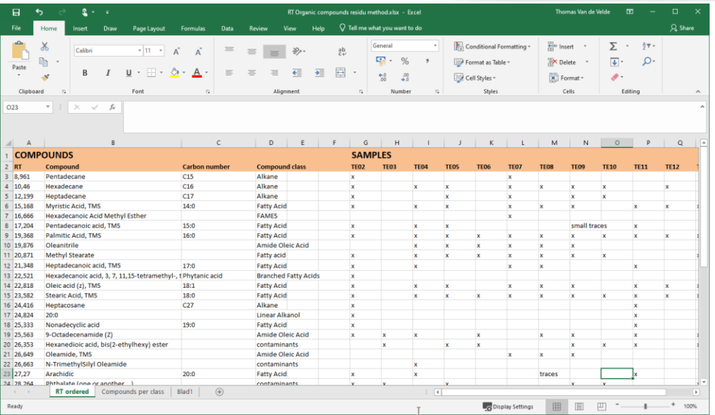
FWO DMP REQUIREMENTS

1. **Proposal stage**
   - → 'DMP-light': 5 RDM questions in FWO application form
   - → not an evaluation criterion (but expert panels/referees may comment)
   - → highlights the "readiness" of the research
2. **Post-award**
   - → submit full DMP to host institute no later than 6 months after official start date
   - → use default template ("*Flemish standard*")
   - → Keep it up to date
3. **Upon completion**
   - → append final version of DMP to final project report
   - → DMP is part of final project evaluation





COMPOUNDS				SAMPLES										
RT	Compound	Carbon number	Compound class	TE02	TE03	TE04	TE05	TE06	TE07	TE08	TE09	TE10	TE11	TE12
8,961	Pentadecane	C15	Alkane	x					x					
10,46	Hexadecane	C16	Alkane	x		x	x		x	x	x	x		x
12,199	Heptadecane	C17	Alkane	x			x		x		x	x		
15,168	Myristic Acid, TMS	14:0	Fatty Acid	x		x	x		x	x	x		x	x
16,666	Hexadecanoic Acid Methyl Esther		FAMES						x					
17,204	Pentadecanoic acid, TMS	15:0	Fatty Acid	x		x	x				small traces		x	
19,368	Palmitic Acid, TMS	16:0	Fatty Acid	x		x	x	x	x	x	x	x	x	x
19,876	Oleanitrile		Amide Oleic Acid			x	x	x	x	x	x			
20,871	Methyl Stearate		Fatty acid	x		x	x	x	x	x	x	x		
21,348	Heptadecanoic acid, TMS	17:0	Fatty Acid	x		x			x	x			x	
22,521	Hexadecanoic acid, 3, 7, 11,15-tetramethyl-, t Phytanic acid		Branched Fatty Acids	x										
22,818	Oleic acid (z), TMS	18:1	Fatty Acid	x		x	x		x	x	x		x	x
23,582	Stearic Acid, TMS	18:0	Fatty Acid	x		x	x	x	x	x	x	x	x	x
24,416	Heptacosane	C27	Alkane	x									x	
24,824	20:0		Linear Alkanol	x									x	
25,333	Nonadecyclic acid	19:0	Fatty Acid	x									x	
25,563	9-Octadecenamide (Z)		Amide Oleic Acid	x	x	x		x		x	x			x
26,353	Hexanedioic acid, bis(2-ethylhexy) ester		contaminants		x		x	x			x	x	x	
26,649	Oleamide, TMS		Amide Oleic Acid					x	x	x				
26,663	N-Trimethylsilyl Oleamide		contaminants			x								
27,27	Arachidic	20:0	Fatty Acid	x		x				traces			x	
28,364	Phthalate (one or another...)		contaminants	x	x		x				x	x		

Research data is **any information** that has been collected, observed, generated or created **to validate original research findings.**

PROPOSAL STAGE: 'DMP-LIGHT'

Answer 5 questions about RDM in the FWO application form:

1. Describe the **datatypes** (surveys, sequences, manuscripts, objects …) you will **collect and/or generate and/or (re)use** during your research project.
2. Specify in which way the following provisions are in place in order to **preserve the data** during and at least **5 years after the end** of the research.
   - During the research
   - After the research
3. What is **the reason why you wish to deviate** from the principle of preservation of data and of the minimum preservation term of 5 years?
4. Are there **issues concerning research data indicated in the ethics questionnaire** of this application form? Which specific security measures do those data require? *(optional)*
5. Which other issues related to the data management are relevant to mention?

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How to complete the DMP section in the FWO application form?
Check out https://onderzoektips.ugent.be/en/tips/00001681/

PROPOSAL STAGE: 'DMP-LIGHT'

1. Describe data types (max. 700 char.)

→ DO provide information on:

- reusing existing data, generating new data, or both?
- working with personal data?
- what kind of data (content, mode of data collection…) & formats (e.g. csv)?
- expected data volume (in KB/MB/GB/TB)?

→ DON'T digress from the topic by talking about publications

Tips:

— Know your data

— Indicate where it comes from

— Conditions?

— What about notes, documentation,….

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Example

This project will produce 3 new datasets:

1) A feasibility study on 3D electroanatomical mapping in healthy experimental dogs. Data types include medical imaging (CT images: .DICOM, echocardiography images: MPEG, .AVI, ECG files), other clinical files (clinical exam, blood results) and mapping data: .pdf, .csv, .xlsx).

2) a study on 3D electroanatomical mapping in client owned dogs presenting with arrhythmias (similar datatypes as dataset 1).

3) an online survey held with Flemish veterinarians and European veterinary cardiologists. The questionnaire will be carried out in Qualtrics, and will produce digital syntax and data files as output. This dataset will hold personal data.

PROPOSAL STAGE: 'DMP-LIGHT'

2. Provisions for data storage during & preservation after project (max. 700 char.)

→ designation of responsible person for preservation

- i.e. who can FWO contact in case of questions?

→ storage capacity/repository (during/after the research)

- where will data be kept during the project?
- Do you need to share data?
- and after (e.g. in which data repository[1])?
- is sufficient storage capacity guaranteed?
- Make your data FAIR

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1. A data repository is "a digital archive collecting, preserving & displaying datasets, related documentation and metadata." (OpenAIRE, 2017)

For example:

"During the project, a primary copy of digital files wil be stored on a shared University Network Drive, which is managed and backed up by UGent's ICT department.

"Raw data and documentation files from completed (parts of) research will be offered for deposit to 4TU.ResearchData, which is a certified data repository accepting research data in the field of engineering and preserved them for a minimum of 15 years."

Overview of Available infrastructure:
https://www.ugent.be/en/research/datamanagement/during-research/storage.htm

Tips:

- Know what platforms are available
- Who do you need to share the data with?

Tips:

- As Open as Possible…..as closed as necessary
- If possible: consider using a repository (FAIR)

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PROPOSAL STAGE: 'DMP-LIGHT'

3. Reason(s) to deviate from preservation requirement (max. 700 char.)

→ if keeping data for at least 5 years after research is not possible

→ possible reasons include:

- legal/ethical restrictions
- contractual restrictions (e.g. third-party data)
- practical obstacles

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PROPOSAL STAGE: 'DMP-LIGHT'

4. Are there **issues concerning research data indicated in the ethics questionnaire** of this application form?

   Which specific security measures do those data require? *(optional)*

→ any issues indicated in 'Ethics' section of application?

→ specific security measures needed? YES, if:

- personal data
- otherwise sensitive or confidential data (e.g. research with dual use/misuse potential, disclosure could cause harm to endangered species, protected sites, public health, national security…)

→ if so, what measures?

- physical/network/computer system & files security?

PROPOSAL STAGE: 'DMP-LIGHT'

"Considering the confidential and highly sensitive personal data, I will strictly adhere to UGent's 'Generic Code of Conduct for the processing of personal data and confidential information' and to the 'University Guidelines for safely working with IT'. The main copy of the data will be stored on central disc space (DICT UGent), to which ***only myself and my promotor will have access****. All personal data will be immediately* ***pseudonymised,*** *with both the datafile- and the key-file encrypted (with the two passwords only to be shared with my promotor) to guarantee confidentiality.*

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PROPOSAL STAGE: 'DMP-LIGHT'

5. Other RDM issues relevant to mention (max. 700 char.)

→ your chance to raise questions, concerns, comments, suggestions… with FWO

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PROPOSAL STAGE: 'DMP-LIGHT'

KISS – Keep it Simple, Stupid

Interaction Design Foundation
interaction-design.org

Some final tips

- → describe data in sufficient detail for outsiders to understand
- → Yet be concise
- → distinguish between storing during & archiving after the project
- → make sure "Ethics" and "DMP" section are not incompatible

More info:

- https://www.ugent.be/en/research/datamanagement
- https://osf.io/v2h4f/

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Thomas Van de Velde

Data Steward – Arts & Humanities, Law & Criminology

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TEAM COMMUNICATION AND OUTREACH

COMMUNICATING YOUR RESEARCH FOR SOCIAL AND SCIENTIFIC IMPACT

STRATEGIES FOR POST-DOCTORAL RESEARCHERS

Dr. Tom De Mette – October 8, 2024

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SCIENCE IS NOT FINISHED
UNTIL IT IS
COMMUNICATED
- Sir Mark Walport
TECHNICA
EDITORIAL SERVICES

WHY SCIENCE COMMUNICATION MATTERS

- **Connects** research to societal needs.
- **Enhances** public **understanding and trust** in science.
- Ensures research outcomes are **accessible to non-expert audiences**.
- Key for achieving scientific and societal **impact**.

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Lack of Clarity
Lack of Feedback
Differences in perspective
Limited Resources
Stakeholders Role Ambiguity
Challenges

GOALS OF EFFECTIVE SCIENCE COMMUNICATION

- **Awareness:** Inform the public about your research.
- **Engagement:** Build interest and interaction.
- **Impact:** Show how your research addresses societal challenges and offers solutions.

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PATHWAYS FROM RESEARCH TO REAL-WORLD IMPACT

- **Dissemination:** Share findings with diverse audiences (public, policymakers, industries).
- **Engagement:** Collaborate with stakeholders to solve real-world problems.
- **Implementation:** Ensure findings lead to practical solutions (policy changes, new technologies).

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DEVELOP ENGAGEMENT STRATEGIES

- Create tailored communication and engagement strategies for each stakeholder category based on their priority level and needs.

- 1. **High Priority Stakeholders:** Plan for frequent and detailed communication, involve them in decision-making, and address their concerns promptly.

- 2. **Medium Priority Stakeholders**: Maintain regular updates and engagement to keep them informed and satisfied.

- 3. **Low Priority Stakeholders**: Provide periodic updates and address any specific concerns they may have.

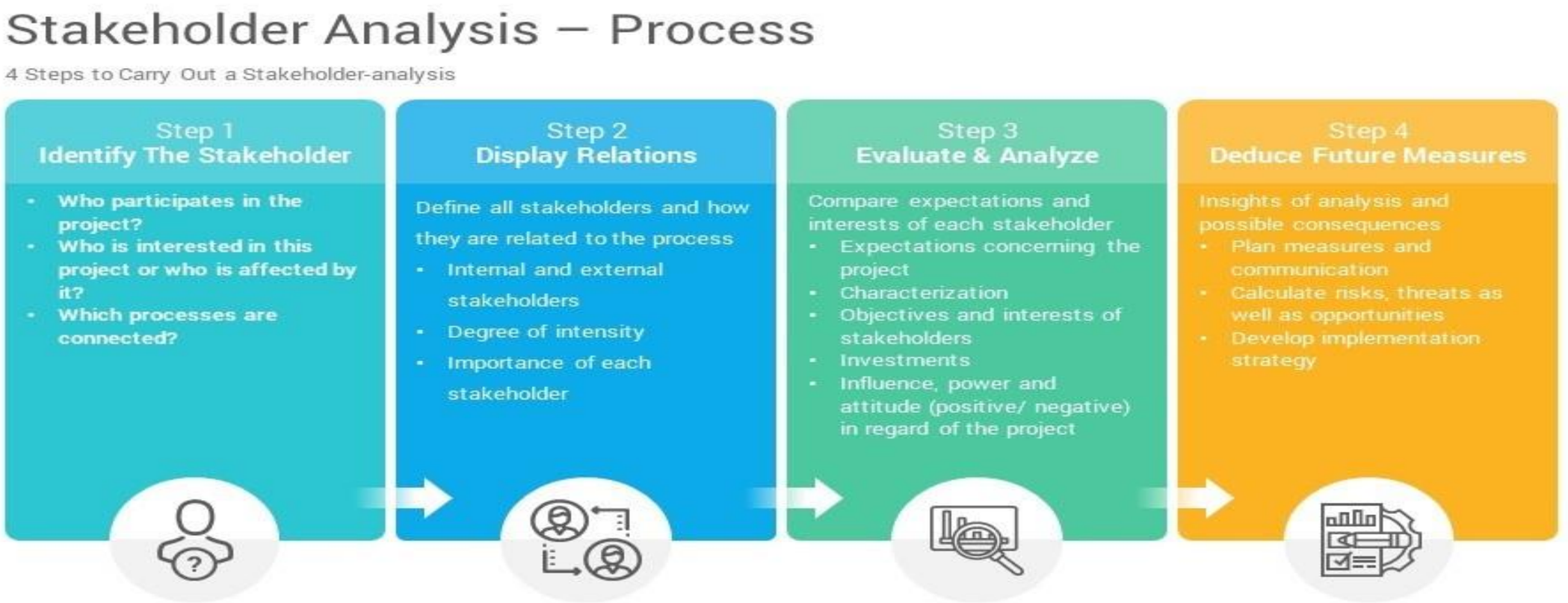
MONITOR AND REVIEW

- Stakeholder analysis is not a one-time task. **Regularly monitor** and review stakeholder interests and influence throughout the project’s lifecycle.

- **Change in Stakeholder Status:** Stakeholders' priorities and influence may change over time. Keep track of these changes and adjust engagement strategies accordingly.

- **New Stakeholders:** Identify any new stakeholders that may emerge during the project and analyse their impact.

LOOKING FOR THE WHO: STAKEHOLDERS?



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STRATEGIES FOR PUBLIC ENGAGEMENT

- **Storytelling:** Frame your research as a story that resonates with non-experts.
- **Simplification:** Avoid jargon; use clear, accessible language.
- **Visual Communication:** Use visuals, metaphors, and examples.
- **Relatable Context:** Link research outcomes to everyday challenges.

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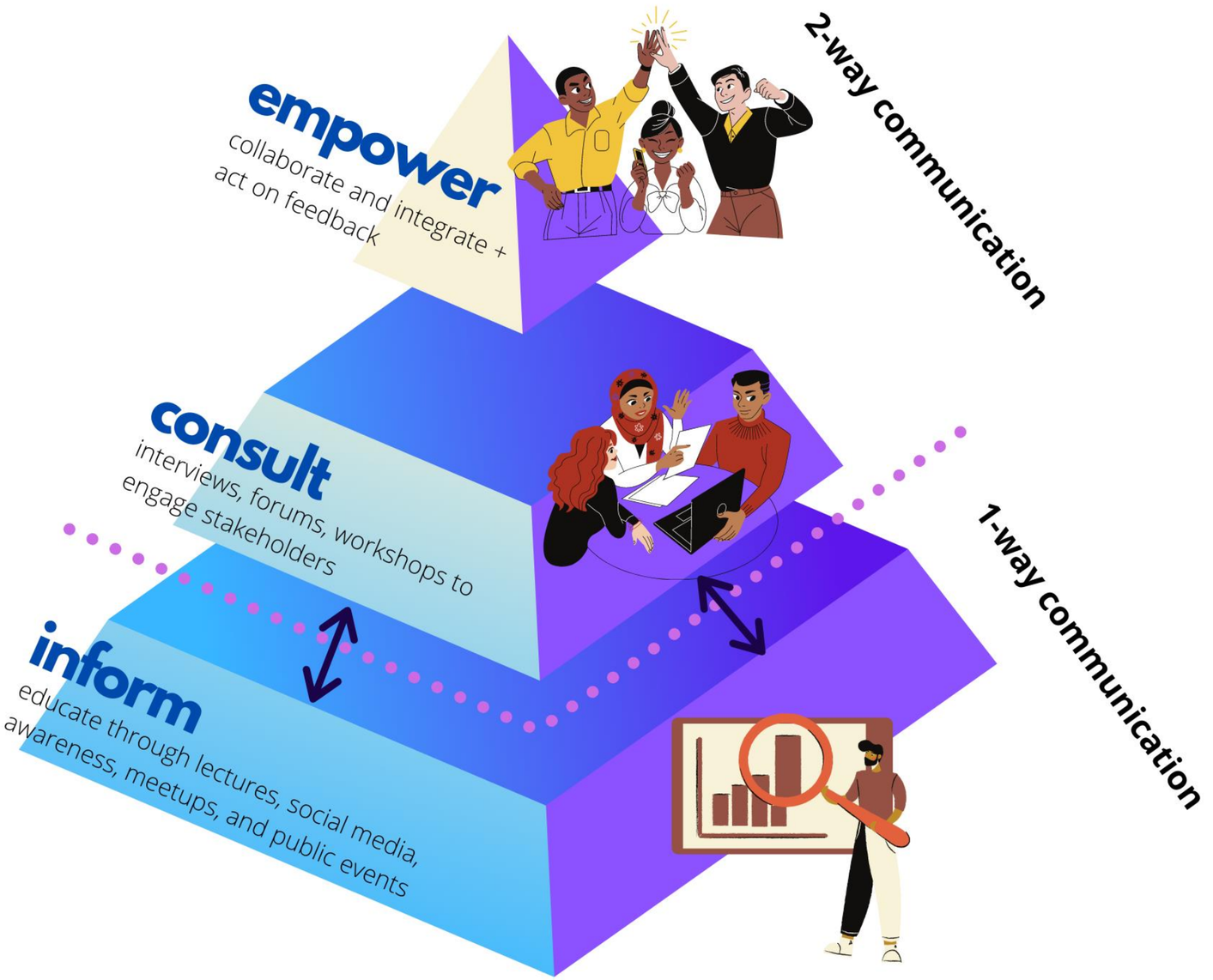
I DON'T UNDERSTAND
YOUR LACK OF COMMUNICATION SKILLS
MAKES ME SAD, GOOD DAY
memegenerator.net

ESSENTIAL SKILLS FOR EFFECTIVE COMMUNICATION

- **Clarity:** Explain complex ideas in simple terms.
- **Empathy:** Understand the audience’s needs, interests, and concerns.
- **Storytelling:** Build narratives that captivate attention and communicate impact.
- **Visual Literacy:** Use graphs, visuals, and models to explain data.
- **Engagement:** Foster two-way dialogue with audiences.
- **Persuasion:** Convince stakeholders of the value and relevance of your research.


empower
collaborate and integrate + act on feedback
consult
interviews, forums, workshops to engage stakeholders
inform
educate through lectures, social media, awareness, meetups, and public events
2-way communication
1-way communication

HOW TO STRUCTURE YOUR COMMUNICATION

- **Problem:** What societal issue does your research address?
- **So What:** Why does it matter to society?
- **Solution:** How does your research offer solutions?
- **Impact:** What is the potential real-world change?

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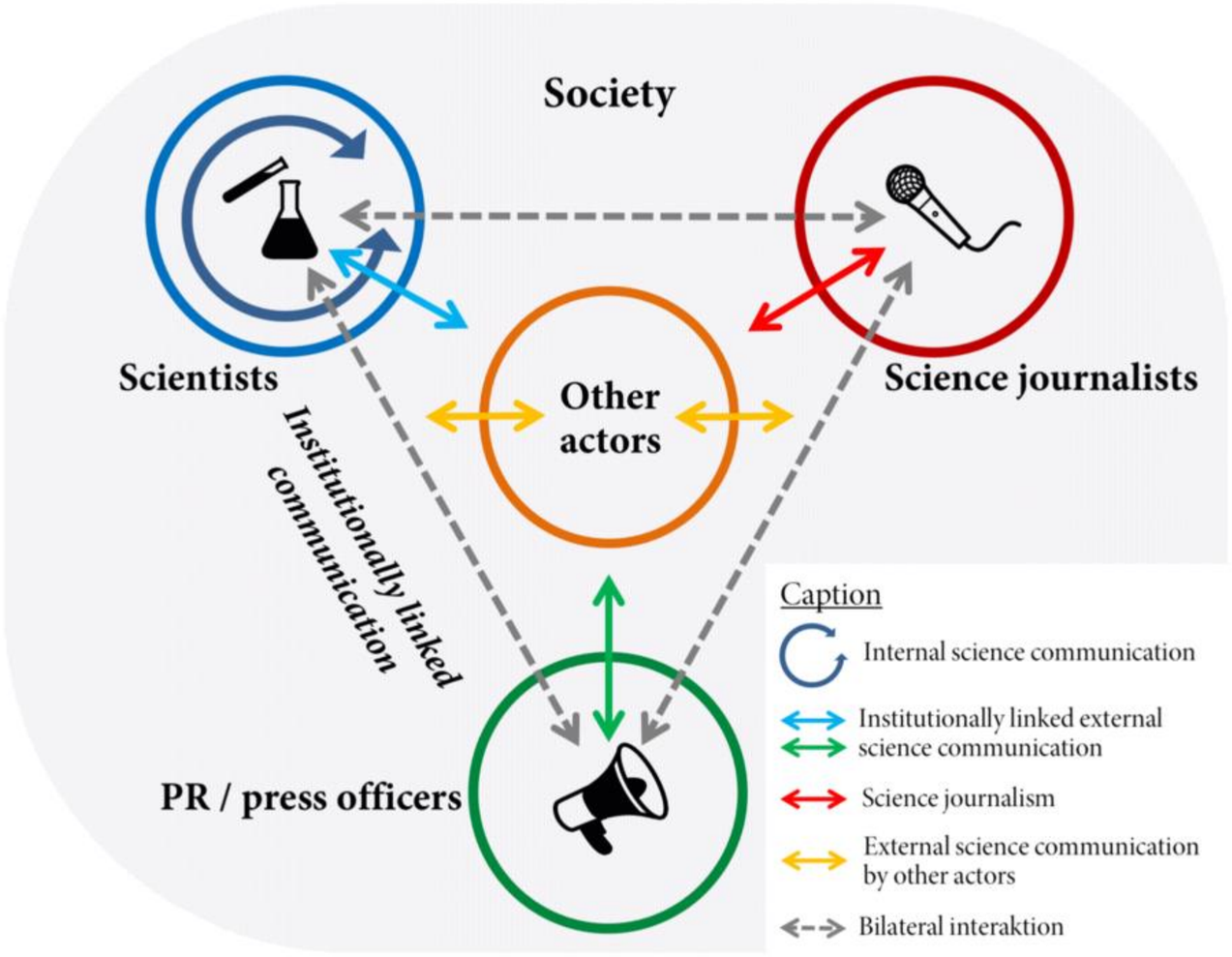
Society
Scientists
Science journalists
Other actors
Institutionally linked communication
PR / press officers
Caption
Internal science communication
Institutionally linked external science communication
Science journalism
External science communication by other actors
Bilateral interaktion

CHANNELS FOR REACHING THE PUBLIC

- Social Media: Reach broader audiences (e.g., X/Twitter, LinkedIn).
- Media Outlets: Collaborate with journalists to share results.
- Public Talks/Workshops: Engage local communities.
- Blogs/Podcasts: Share your expertise informally.
- …

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HOW TO MEASURE THE IMPACT OF YOUR COMMUNICATION

- **Public Feedback:** Track comments, shares, and engagement on social media.
- **Policy Influence:** Measure changes in policy based on your research.
- **Adoption of Solutions:** Track implementation of findings in practice (industry, healthcare, etc.).
- **Collaboration:** Number of partnerships formed with societal stakeholders.

FINAL TAKEAWAYS

- Science communication is **essential** for societal impact.
- **Understand** your audience and **tailor** your message.
- **Combine** clarity, storytelling, and engagement for maximum impact.
- Always **connect** research **to real-world issues**.

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FINAL TAKEAWAYS:
ONLINE GHENT UNIVERSITY RESOURCES

- On funding and impact paragraph
- Science with and for society
- Policy framework for societal value creation of research
- Training & stories

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Dr. Tom De Mette

Science and Research Communication Advisor

GHENT UNIVERSITY - RESEARCH
TEAM COMMUNICATION AND OUTREACH

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