

IMPERIAL

Societal Engagement

What makes a strong proposal?

Do 👍

Have a specific, clearly defined, target audience with a clear rationale for why they have been targeted

Set out clear and realistic objectives and timelines, with a clear plan for delivery and the right expertise involved to make it a success

Show how your project will be of benefit to all those involved, from participants, audiences and collaborators to researchers and Imperial's strategic goals

Provide evidence of realistic evaluation commensurate to the project

Make sure your budget is clear and provide justification for any funding requirements

Don't 🙅

Include Imperial staff costs within your budget

Apply for funding for an existing engagement activity, unless you can demonstrate that a significant new/different element is being introduced

Exceed the word limit. If you're struggling to define your plans, contact us to discuss your idea.

Propose a project that is about one-way communication – this fund is for creative, two-way public engagement

Propose an idea that is solely for delivery at an Imperial Lates or the Great Exhibition Road Festival. Think about how you could deliver your project elsewhere (beyond these avenues).