



YOU & PUBLIC ENGAGEMENT WITH SCIENCE

Your lab:

Your project:

I - IN YOUR LAB - What could be interesting to show or to tell the public?

These additional questions can help you:

- *What would you show your mother / teenage nephew / non-scientist friend if they came to visit?*
- *What would you tell them about your research?*

II - IN YOUR LAB - What could you contribute to an outreach action?

The possibilities are almost endless:

- *Do you work on a subject that is linked to everyday life, or a societal issue, that could be the object of a public conference?*
- *Do you have particularly visual results? Something that would be « pretty » or interesting to look at?*
- *Is your work, your method, different from the idea that the general public has of a scientist in your field?*
- *Does someone from your lab have a secret (or not so secret) talent: music, singing, coding, writing, painting ... and could use this talent to talk about science?*

III - IN YOUR PROJECT – What could be interesting to the public?

The NCCR projects are funded by the Swiss National Science Foundation, because they are deemed of strategic importance for Swiss research and Swiss society.

So what do you think is the contribution of your project to Swiss society?

These additional questions can help you:

- *How would you explain your project in one minute?*
- *What impact will this project have on everyday life?*
- *How is your project important for Switzerland?*