

Scientific and Community Outreach 2025 – Call

Bilateral research cooperation with the Latin American Region

The State Secretariat for Education, Research, and Innovation (SERI) has mandated the University of St. Gallen as the Leading House for the Latin American Region (LH) for the bilateral collaboration with partner institutions in Switzerland and Latin America and to explore new research in the region.

The Scientific and Community Outreach 2025 aims to support former Leading House grantees in their outreach efforts to disseminate their project's results to the public, scientific community, or other relevant stakeholders. Researchers of all disciplines are invited to apply. Grants up to CHF 5,000 will be awarded.

Aims and objectives

The Scientific and Community Outreach (SCO) 2025 grant initiative is designed to empower former Leading House grantees by providing support for their outreach endeavors. This grant aims to facilitate the dissemination of project results to diverse audiences, including the public, scientific communities, and relevant stakeholders. By fostering effective communication and engagement, the initiative seeks to maximize the impact of research outcomes, promoting broader understanding and utilization of scientific advancements.

This call is an essential tool for amplifying the value of previous research projects and demonstrating their relevance in real-world contexts. It is useful for promoting research visibility, engaging with diverse audiences, fostering collaboration, enhancing knowledge dissemination, and strengthening community impact.

Eligibility and responsibility of project members

Each proposal must have one principal applicant based in Switzerland who was previously awarded a Leading House for the Latin American Region grant (Seed Money, Research Partnership, Consolidation, Mobility, or Early Career Grants). The Scientific and Community Outreach grant must continue the work initially established by the original grant. It cannot start a new project.

The Principal Investigator must still be affiliated with an eligible Swiss institution (Swiss federal institutes of technology, cantonal universities, federal and cantonal research institutes, universities of applied sciences), even though it is not the same institution where they were based during the first grant. Research institutions in Switzerland must be accredited by swissuniversities.

Co-investigators based in Switzerland and Latin America can also participate as team members, including MA, PhD, and postdoctoral students.

The Swiss Principal Investigator is responsible for the project, including its technical and administrative coordination and timely delivery of scientific and financial reports.

Primary Investigators (PIs) or research teams cannot apply for two grants from the Leading House for the Latin American Region at the same time. Former grantees can only apply if projects are finished by January 31, 2025 (final Scientific and Financial reports submitted and approved).

Funding and budgeting

Scientific and Community Outreach grants are up to CHF 5,000 and will be disbursed after signing the grant contract.

All expenses must be justified and related to the proposed research activities. Third-party contributions should be indicated. The budget will be checked, and expenses that are not calculated or justified correctly might be cut.

All expenses must be justified and related to the proposed research activities. Financial contributions from each side of the partnership and in-kind contributions are expected – likewise, third-party contributions, if applicable – and should be detailed in the budget.

The grant received from the Leading House must be spent in both Switzerland and one or several Latin American countries. Expenses outside Latin America and Switzerland can only be covered in exceptional cases and upon prior consultation with the Leading House.

Administration of funds and reporting

The Principal Investigator at the Swiss institution is responsible for administering the funds and reporting. One month after the termination of the Scientific and Community Outreach project, they must submit a final Scientific and Financial Report. The latest deadline for reporting will be July 31, 2026.

Grantees must account for all expenses with a purchase receipt or invoice. Scanned copies must be presented to the Leading House with the final Financial Report. The originals are to remain with the principal investigator for 5 years after the agreement terminates. Costs without or with insufficient receipts cannot be accepted. Credit card statements are not official receipts. If receipts cannot be provided, an official receipt book can be used.

Grant expenditures must adhere to the specific budget items. Shifts between individual budget items are permitted, provided they do not exceed 10% of the total budget. The Leading House's prior written approval is mandatory for any other intended budget changes.

Application

Applications shall be submitted in electronic format only. Please submit the complete application on the University of St.Gallen Leading House for the Latin American Region (LH) website according to the instructions. The Principal Investigator in Switzerland is responsible for ensuring that the formal requirements are fulfilled and the content is accurate and complete. Otherwise, the Leading House for the Latin American Region cannot consider the application.

All information provided in the administrative part and all uploaded documents must be written in English.

Evaluation and selection of projects

Applications will be evaluated by the Leading House for the Latin American Region team and decided upon in a committee meeting. The LH distinguishes between formal eligibility criteria and academic merit criteria. Projects only qualify for funding if the eligibility criteria are fulfilled and will be finally selected based on the evaluation criteria.

The following evaluation criteria will apply in this call:

Relevance

- The outreach plan aligns with the goals of disseminating project results to the public, scientific community, or relevant stakeholders.
- The project addresses a clear need or opportunity for engagement.

Impact and Quality

- The outreach activity has a significant potential impact on the target audience.
- The plan effectively identifies and engages with its intended audience.
- The proposal demonstrates the potential for long-term benefits or sustained engagement.
- The dissemination method is innovative, creative, and effective for the target audience.
- The materials, platforms, or communication strategies are well-suited to the project goals.

Feasibility and planning

- The proposed activities are realistic and achievable within the specified timeline and budget.
- The proposal includes a detailed and practical plan for implementation.

Timeline

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| Call launched: | January 31, 2025 |
| Deadline for submission: | March 30, 2025 |
| Evaluation and funding decision: | March – April 2025 |
| Notification: | April 25, 2025 |
| Contract: | May 2025 |
| Earliest project start: | June 1, 2025 |
| Project Duration: | 12 months |
| Latest project end: | June 30, 2026 |
| Project report due: | July 31, 2026 |

The research team must conduct the project within a maximum of 12 months. It can start as early as June 2025 and must be finished by June 2026 at the latest.

Annex I: Guidelines for writing the proposal

Please provide all the information listed below in a separate document (**max 1,500 words**).

- 1) **Project title and abstract:** The abstract should be 150 words and include objectives, target audience, and key activities.
- 2) **Relevance and justification:** The outreach proposal must be connected to the results of the previously awarded grant. Applicants must justify the need to pursue an extra dissemination strategy beyond the former grant's activities.
- 3) **Objectives:** Clear and measurable objectives for the outreach project.
- 4) **Target audience:** Identification of the primary and secondary audiences for the outreach activities. Explanation of why these audiences are relevant and how they will benefit from the project.
- 5) **Outreach Approach and Implementation Plan:** Description of the planned outreach methods, tools, and activities (e.g., events, publications, digital platforms). Justification of the chosen approach in terms of its effectiveness and relevance to the target audience. Timeline and milestones for the project. Key steps and deliverables for the implementation of outreach activities.
- 6) **Impact and Expected Outcomes:** Description of the anticipated impact of the outreach activities on the target audience. Outline the expected outcomes, such as increased awareness, improved understanding, or enhanced collaboration.
- 7) **Team:** Description of the project team and their roles. Overview of the team's relevant experience and qualifications to execute the proposed outreach.

The proposal must be uploaded to the Leading House website together with the following:

- **Budget**
- **Co-Investigator(s) form** with personal data from Swiss and Latin American team members.

The budget and co-investigator(s) form must be submitted in PDF using the Excel template provided on the website.

The proposal must be submitted in PDF format.

Annex II: Guidelines for preparing the budget

- Travel expenses of up to CHF 2,200 (round trips) may be granted for the whole project. This covers all travel expenses per project within Switzerland and Latin America (e.g., flights, car, train, bus). Travel insurance and visa costs can be covered within this limit. Travel expenses that surpass this limit will only be covered as an exception and must be thoroughly justified.
- The Scientific and Community Outreach can only cover economy-class flights and public transport tickets. Car rental, taxi, and Uber rides will only be covered as an exception and must be thoroughly justified.
- Accommodation costs can be granted. Please indicate the estimated costs in detail. Accommodation costs are a maximum of CHF 150/night in Switzerland and a maximum of CHF 80/night in Latin America. Alternative accommodation options (Airbnb, apartment rental) are recommended for research stays that exceed two consecutive weeks.
- Consumable costs are a maximum of CHF 70/day in Switzerland and a maximum of CHF 50/day in Latin America. Consumables include all meals and small expenses during the exchange period. They also include urban public transport tickets for short trips. There is no need to present receipts for consumables at the end of the project. A daily rate is applicable.
- Scientific and Community Outreach grants can fund:
 1. Production and Material Costs: Design and printing of outreach materials (e.g., brochures, posters, infographics); development of digital content (e.g., videos, animations, podcasts, websites, or social media campaigns); and costs for creating educational materials, such as toolkits or interactive resources.
 2. Event Organization Costs include catering and hospitality for outreach events and equipment rental (e.g., projectors, sound systems, or exhibition materials).
 3. Honoraria for external experts, guest speakers, or moderators.
 4. Marketing and Promotion: Advertising costs for promoting events or outreach materials (e.g., social media ads, print media, or online promotions); Branding or packaging for outreach initiatives.
 5. Technology and Tools: Software or platform subscriptions specifically required for outreach (e.g., design tools, virtual event platforms).
 6. Documentation and Evaluation: Professional photography or videography to document outreach activities; Costs for developing evaluation tools (e.g., surveys, data analysis).

A purchase receipt must be provided for all costs except for consumables.

Specification of costs that cannot be covered

- Salaries.
- Conference rooms and other infrastructure. Should be provided by the host universities (in-kind contribution).
- Hardware and other equipment usually provided by universities.
- Overhead.

Contact

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