

IOP PEGS 2025 – Seed Fund Eligibility

This year we are trialling the introduction of a seed fund (opening February–March). By recognising the effort needed to form a partnership and generate new ideas, seed funding will provide direct support to make connections between physics and community partners. The fund will provide projects up to £500 to bring together non-physicist and physicist participants and develop a full grant application.

The fund can be used to facilitate communication and build common ground from which a full public engagement grant application could arise. This funding is **not provided to conduct public engagement activities** rather, to foster relationships. **Example seed fund activities include, but are not limited to:**

- Travel costs so that partners can meet;
- Venue hire/catering for partnership-building activities;
- Facilitation of conversations to build common ground and generate ideas; and
- Freelance costs associated with the proposed activity.

Who can apply?

- Must be aged 18+;
- Must be a UK or ROI resident (with an associated UK or ROI bank account) or applying on behalf of a UK or ROI resident; and
- The partnership must consist of physicist and non-physicist partners.

Eligibility criteria

- The physicist and non-physicist partners must **not** have worked together on a project before;
- The lead applicant can be either a physicist or non-physicist, however the partnership must be named and agreed upon in the application. E.g. PhD student X and library Y
 - For a successful application, all partners will need to sign the grant agreement, not just the main applicant;
- Clear reason for why the partners would like to work together;
- Clear description of the planned seed fund activity;
- Clear description of the aims and outcomes of the activity; and
- The application needs to show thought around any potential risks, including GDPR, safeguarding etc.

We will not fund:

- Projects with an outcome related to schools' engagement/outreach or with the formal education sector (including homeschool and school-based STEM clubs);
- 'Business as usual' activity for your organisation;
- Activity that partners could make a profit from;

- Costs of salaries which are already covered by the organisation applying. Staff time can only be covered if full-time salary is not already in place;
- Costs relating to public engagement activities;
- Attendance at conferences or events; and
- Outcomes relating to third-party schemes or awards.

IOP target audiences and key messages

Target audiences are those currently underrepresented or underserved in the physics community. We are specifically trying to reach families with young people under the age of 16 that identify with one or more of the following groups:

- Girls and young women;
- Disabled young people;
- LGBT+ young people;
- Young people from disadvantaged backgrounds; and
- Black Caribbean young people.

Below are key messages around physics, which aim to challenge some of the stereotypes that put young people off doing physics post-16. They include:

- Doing physics empowers young people to change the world;
- Physics is for people of all identities and backgrounds;
- Physics depends on teamwork and diverse viewpoints;
- Physicist isn't the only career available to physics students; and
- Physics opens the door to many stable career options, including well-paid jobs that do not require a degree.