

Guideline: how to prepare a synopsis for COWIfonden

The purpose of the synopsis

We would like a brief description of your project/what is supported.

We use it partly to profile COWI and COWIfonden, partly to give fellow applicants an idea of what kind of projects we support. As an added bonus, your project will also be profiled. In order to receive your donation, you must have submitted a synopsis.

The target audience

Your synopsis should target ordinary people – it should not be a text from one expert to another expert. That means that the wording should ensure that ordinary people can understand what the project/donation is all about.

Form and content

You should use short sentences and, to the extent possible, avoid the most technical words and abbreviations. Keep it within a maximum of 400 words.

In your text you should consider:

Who, What, Where, When, How, Why and What then (what is the perspective).

Your headline should be concise. If you want, you can add a slightly longer subtitle. Remember to include headings to ease understanding of the text.

Language

The synopsis must be in English.

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