Guidelines: how to prepare a synopsis for COWIfonden

The purpose of the synopsis
This should be a brief description of your project/what is supported.

This will be used throughout your project's lifetime and beyond - partly to profile COWIfonden, and partly to give fellow applicants an idea of the wide array of projects we support. As an added bonus, your project may also be profiled – whether as a video, or on our website / social media platforms.

The target audience
Your synopsis should target ordinary people – it should not be a text from one expert to another. That means that the wording should **be easily understood by non-technical persons, without the use of jargon or detailed technical explanations. Everybody should be able to** understand what the project/donation is all about.

Form and content
You should use short sentences and avoid the most technical **language** and abbreviations, to the extent possible. Keep it within 400 words.

In your text you should consider:
Who, What, Where, When, How, Why and What then? (what is the perspective).

Your main headline should be concise and attention grabbing. You are welcome to add a subtitle to expand on the headline. We highly recommend including headings to break up the text.

Language
The synopsis must be in English.

Rev. 3 November 2026