



Organising a support scheme: tips from GlobalSCAPE

So you want to offer financial support to encourage people from lower-income background to attend an event, conference or training you are organising? Such schemes can be powerful tools to make your activity more inclusive. Here are some tips based on [GlobalSCAPE's Mobility Scheme](#) experience and discussions with our [Advisory Board](#).

Communicating about your scheme

- **Communicate as early as you can.** This is particularly important if international travel is required as some participants will need time to obtain a visa.
- **Think about your target audience**, this should be the basis of your communication plan:
 - *Who do you think could benefit from attending your activity? And who would need support to be able to attend?*
 - *Where does your target audience get information from? Is it social media, word of mouth, specialised websites and journals...?*
 - *Who are multipliers who can spread the word to your target audience?*
- **Centralise the essential information about the event and the scheme in one place**, for instance, a webpage accessible through a link that you or others can share.
- **Make the conditions of your scheme as clear as possible** to avoid participants having to cancel after selection:
 - *For instance, if you can offer reimbursement only but did not communicate it, some scheme awardees might have to cancel if they cannot secure prepayment.*





Selecting your scheme participants

- **Set up clear selection criteria** and make sure that the questions or evidence you ask in your application process allow you to evaluate each criterion.
 - *For example, some selection criteria could be around the relevance of the event for the applicant, and the degree to which they need the scheme to be able to participate.*
- For the sake of impartiality, **setting up a selection committee** to review applications independently based on the agreed selection criteria can help.
 - *Ideally, this committee is composed of members from different organisations and covers different expertise relevant to the activity and the scheme. Having a member with expertise in diversity & inclusion is also good practice.*
- If applicable, you can make the organisations to which your participants are affiliated **sign a pledge** to send a member of their institution should the participant have to cancel. This helps avoid dropouts and loss of budget.

Designing the logistics of your scheme

- **What are the framework conditions around your budget?** Are you free to spend it in any way you want or are there rules you need to respect (e.g. EU project or governmental financing, organisational rules...)? This could impact how you offer support, what you are allowed to cover, and as a result, the target audience you can reach:
 - *For instance, offering a stipend, or paying for accommodation and travel is more effective than offering reimbursement of costs, but it is not always possible or allowed based on your funding source.*
 - *Are there certain goods or services you are not allowed to cover due to a condition of your funding source? For instance, if you cannot cover visa fees for international activities, participants from certain countries might find it more difficult to attend.*
- **Keep in mind your target audience's background and needs:** how can you best invest your budget to help them attend your activity?
 - *Does your activity have a registration fee? Can it be discounted or waived for your scheme participants?*





GlobalSCAPE training for academics

- *Do participants need to travel to attend your activity? In this case, you could support them with travel fees, accommodation, and subsistence, but also resources to relieve them from their caring responsibilities for the duration of the trip (e.g. childcare, or care for a relative)*
- *If there is international travel involved, do your participants need a visa? This means they could welcome help with visa fees.*
- *Does your activity take place online? Some people might still need support to access the necessary equipment and stable internet connection to attend (e.g. travel to a suitable location, rent a space and equipment)*
- *Do all participants speak the same language? If not, can you offer interpretation and translation of the material? Are you able to communicate in those languages ahead of and after the activity?*

Monitoring, evaluating and learning

- **Think about your objectives in advance**, set up relevant quantitative and qualitative indicators, aligned with your participant selection criteria, and make sure to collect the relevant data:
 - *Have you helped as many people as you wanted to? Have you reached the target audience you wanted to help? What are indicators that could help you assess this (e.g. demographics, personal characteristics...)?*
 - *Are the participants satisfied with the activity, what have they taken away from it? How has their perception of the topic of your activity evolved? How have they been integrating their learning into their lives moving forward?*
 - *How did the implementation of the scheme go for your participants? And for you? What would you do similarly or differently?*
- If applicable, **try to organise your activities close to another larger event**. This can help attract a wider audience and, in case of cancellation, it makes it easier to find a replacement and lower your dropout rate.

