

## Why DFG2020?

The DFG2020 – Because Research Matters campaign highlights the DFG's commitment to free and knowledge-driven research. Its timing was selected to coincide with the 100th anniversary of the founding of the DFG's predecessor organisation, the Notgemeinschaft der Deutschen Wissenschaft. We believe that we can meet global challenges such as climate change, digitisation and demographic change only if we recognise that research matters.

DFG2020 invites researchers and the general public in Germany to take part in various events and activities designed to showcase the importance of independent research. The campaign provides opportunities for discourse and exchange among and across communities using a variety of interactive formats, from a dialogue-based travelling research expedition to marketplace discussions to science slams.

The DFG2020 – Because Research Matters campaign is about communicating and underscoring the importance of research-driven knowledge. It opens up a wide range of opportunities to speak up and ask questions. It raises debates and shows what answers researchers have to offer. For those of you who are located outside Germany, it gives you the opportunity to connect with us online and share your experiences, comments and questions.

[www.dfg2020.de/en](http://www.dfg2020.de/en)