

Evaluation scheme designed for the project, based in the Logic Model of Evaluation.

Inputs	Activities	Outputs	Outcomes	Strategic impact
Funding	Production of outreach materials about stem cells	Dissemination of the outreach materials	Knowledge	Improvement of scientific literacy of the Portuguese population in the stem cells field
Researchers with great expertise in the stem cells field	and their applications: Comic book Newspaper illustrated chronicles	throughout the Portuguese population	Understanding	
Science communication strategies	Podcasts Animated videos	Quantitative evaluation to a sample from Portuguese population (n=206)	Engagement Attitude	