

## Transfer Fund 2021: Call for applications

### ***The New Normal: Sustainable Development During the Pandemic***

Ecological crises such as climate change or the loss of species diversity go hand-in-hand with socioeconomic crises. They exacerbate poverty and inequality. The corona pandemic has once again shown that crises hit vulnerable groups harder, intensifying social tensions and conflicts within the population and between countries—for example, over vaccine distribution. One thing is clear: to paraphrase Einstein, we cannot solve our problems with the same thinking we used when we created them. So the goal cannot be to go back to “normal.” Rather, we need a “new normal,” without contact restrictions, furloughs, and culture at an idle.

*And yet: What should the new normal look like? What tools or services help society, industry, politics, and culture to strike out in other directions? How do they contribute to sustainable development?*

Researchers and other members of Universität Hamburg are invited to submit their ideas for research-based transfer products and to apply for funding. In accordance with the University’s guiding principle of “innovating and cooperating for a sustainable future”, innovative knowledge exchanged between academic and nonacademic players can generate new solutions.

We welcome project ideas in the areas of innovation and entrepreneurship, social commitment, education, qualifications, and cocreative research that aims to develop transfer, such as tools for teaching, daily life, mobility, work, travel, etc., or specific consultation services for redesigning processes at universities or other organizations. We prefer projects that build upon inter- or transdisciplinary research and/or with a specific connection to Hamburg. We explicitly encourage the involvement of nonacademic partners at an early stage.

As of 2021, we will grant a maximum of €30,000 in seed financing to up to 12 projects. The capital comes from the Transfer Fund of Universität Hamburg. The purpose is to launch transfer projects and initiatives that are most likely to attract other subsequent funding sources.

## **Applying, selection procedure, funding**

Submit your application including a 2-page project outline (see the application form) to [transfer@uni-hamburg.de](mailto:transfer@uni-hamburg.de) by email. Following formal review, the submitted applications are first evaluated and compared by external researchers who are sufficiently familiar with the topic and who have experience with transfer. In a second step, external members of the University's transfer council evaluate the proposals. The Executive University Board bases its decision on this two-step evaluation.

The granting procedure takes place annually. For the upcoming funding period, applications can be submitted from 15 May to 15 June. Applicants will be notified by the end of July. The funding period runs from 1 September 2021 to 31 May 2022.

During the funding period, the Transfer Agency invites those responsible for the project to digital workshops (kick-off, interim workshop, retrospective) to facilitate synergies between the projects. In addition to actively participating in the internal events, recipients need to submit a short final report detailing their use of funds and transfer-relevant results (impact and scope) and to present this publicly.

## **Your contact at the Transfer Agency**

### **General questions**

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