



## Call for Proposals

### Ideas Competition: International Research Marketing

The Ideas Competition rewards international research marketing proposals developed by universities, universities of applied sciences and other (non-) university research institutions. The prizes of €25,000 and €100,000 will be presented for activities that seek to enhance the visibility and appeal of German research abroad and/or attract both highly qualified early career and established researchers to participate in collaborative projects or to visit Germany for research purposes.

The Ideas Competition is part of the governmental initiative “Research in Germany”, the central marketing for Germany as a place of research and innovation. The initiative is funded by the German Federal Ministry of Education and Research (BMBF) and carried out by the German Academic Exchange Service, the Deutsche Forschungsgemeinschaft (DFG, German Research Foundation), the Fraunhofer-Gesellschaft and the International Office of the BMBF.

## I. Aim of the Competition

The aim of the competition is to encourage German universities, universities of applied sciences and other (non-) university research institutions to develop international research marketing concepts. Activities should be oriented towards research needs with respect to advancing international visibility and facilitating the incoming mobility of researchers. These activities should be designed to enhance Germany's visibility as a strong, attractive research location and partner in the global research system.

The competition is not only open to German universities, universities of applied sciences and other (non-) university research institutions that are currently active in the field, but also intended to attract proposals by those engaging in international research marketing for the first time. We would also like to encourage proposals by universities of applied sciences (own proposals or proposals in cooperation with universities).

### **The competition is designed to encourage research marketing activities that**

- are aimed at international researchers: doctoral, postdoctoral or established researchers;
- raise the profile of core research areas, research institutions, research networks or excellent individual researchers at international level and/or attract highly qualified researchers to participate in collaborative projects with German researchers or visit Germany for research purposes;
- advance interdepartmental cooperation within the university/university of applied sciences/other (non-) university research institution with a focus on the development and/or implementation of joint activities, e.g. in communication and international affairs; with research funding departments, international offices as well as research institutes/groups/projects;
- at the outset relate to individual faculties or group projects, which can subsequently be transferred to other fields or the university/university of applied sciences/other (non-) university research institution.

A submission may include multiple activities.

The proposed activities must subsequently be implemented between April 2020 and March 2021 in regard to the prizes worth €25,000 and between April 2020 and September 2021 in regard to the prizes worth €100,000.

## II. Prizes

Three prizes worth €100,000 each and up to six prizes worth €25,000 each will be awarded, irrespective of the applicants experience within the field of international research marketing:

- The prize money of €100,000 is intended for the implementation of detailed project proposals within the field of international research marketing.
- The prize money of €25,000 is intended for the implementation of preparatory concepts and pilot projects on a smaller scale. The money may for instance be used for explorative projects or the development of a pilot idea to a detailed project proposal. Prizewinners, who use their prize money to develop a pilot idea to a detailed project proposal, are encouraged to follow up their pilot project with an application for the next round of the Ideas Competition in 2020.
- The applicants should indicate in their proposal whether they are competing for prizes worth €25,000 or prizes worth €100,000 and specify their proposal accordingly (see VI. Proposal Requirements).

The prizes will be provided through special funds from the German Federal Ministry of Education and Research (BMBF).

The prize money may be used for direct project costs and staff costs. No programme allowance for indirect project costs is offered. Note that funds may not be used to generate revenue subject to corporate income tax for the university or research institution.

## III. Eligibility

The following institutions are eligible:

- universities,
- universities of applied sciences with strong research profiles,
- other (non-) university research institutions operating with public funds, particularly those involved in collaborative projects with co-applicant universities.

Proposals by (regional) research networks may also be submitted. Collaboration with additional suitable cooperation partners, such as media and city (marketing)

representatives and other promoters from university spin-offs in applied research, research-based SMEs, and international partners, is welcome. Note that for-profit institutions must finance their contribution to joint activities themselves; they may not be funded through DFG award money.

For proposals which are submitted or developed jointly by two or more research institutions or a (regional) research network, one of the eligible institutions must act as the lead applicant for the proposal; for the DFG's own administrative purposes this institution is also considered the prizewinner.

Cooperation partners must be listed (cf. online application form).

A university, university of applied sciences or other (non-) university research institution may only submit a maximum of one proposal as lead applicant but can also participate in other activities as a cooperation partner.

#### IV. Evaluation Criteria

The proposal must cover the following points, which also serve as evaluation criteria:

- **Aims**  
Clearly formulated goals, target groups and/or countries, an outline of how the proposal fits in with the applicant's own internationalisation strategy and/or development plan
- **Idea and innovativeness**  
Originality of the proposed activities; advancement of established or standard research marketing activities
- **Structural development within the university/ university of applied sciences/ other (non-) university research institution**  
Development of internal networks and/or cooperation of stakeholders in research and administration who are involved in research marketing, e.g. bringing together research institutes/groups/projects with departments of communication/marketing, international affairs, research funding, as well as international offices or administration of an institution
- **Added value to the research institution/ region/ network through the proposed activities**

- **Enhancement of Germany's international visibility as a research location and the "Research in Germany" brand**  
Contribution to enhancing Germany's image as a strong, innovative and future-oriented research location and increasing the international visibility of the "Research in Germany" brand
- **Project description, schedule and cost plan**  
Outline of work packages, detailed description/implementation of activities, milestones, list of project-related costs, list of contributions from own (monetary) resources, where applicable
- **Networking**  
Cooperation with research institutions/partners; utilization of existing networks, e.g. industrial, urban, media, multipliers, international partners, foreign offices of German research organisations, German Houses for Research and Innovation, Goethe Institutes, international chambers of commerce
- **Sustainability of the activities**  
Anticipated impact, potential for further development
- **Quality assurance**  
Means of evaluating the quality of the implemented activities

## V. Exclusion Criteria

Marketing proposals aiming at students or at target groups outside of academia, e.g. industry or profit-oriented private institutions, are excluded. Activities that are already funded through other programmes or initiatives are also not eligible.

## VI. Proposal Requirements

The proposal must include:

|   | Proposal Content                                                                                                                                                                                                                                    | Maximum Length<br>Proposal for<br>€100,000 prize money | Maximum Length<br>Proposal for<br>€25,000 prize money |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------|
|   | <b>General data</b><br>To be entered electronically via the elan portal                                                                                                                                                                             |                                                        |                                                       |
| 1 | <b>Summary in German and English</b><br>The pitch to the jury                                                                                                                                                                                       | 3,000 characters incl.<br>spaces per language          | 3,000 characters incl.<br>spaces per language         |
| 2 | <b>Information about the university/<br/>university of applied sciences/other (non-<br/>university research institution with respect<br/>to international research marketing</b><br>Current situation, main activities,<br>future areas of activity | 1 page                                                 | 1 page                                                |
| 3 | <b>Detailed description of the activities</b>                                                                                                                                                                                                       | 8 pages                                                | 3 pages                                               |
| 4 | <b>Schedule and cost plan</b>                                                                                                                                                                                                                       | 2 pages                                                | 1 page                                                |
| 5 | <b>List of participating cooperation partners/<br/>institutions</b>                                                                                                                                                                                 |                                                        |                                                       |
|   | <b>Obligations of applicants/ prizewinners</b><br>To be confirmed electronically via the elan<br>portal                                                                                                                                             |                                                        |                                                       |

## VII. Proposal Submission

Proposals must be written in English and submitted online via elan, the DFG's electronic proposal processing system.

Additional information on the elan registration process and proposal submission process can be found on our website at [www.dfg.de/ideenwettbewerb-forschungsmarketing](http://www.dfg.de/ideenwettbewerb-forschungsmarketing).

Proposals must be signed and submitted by an authorised signatory of the management of the (lead) university, university of applied science or other (non-) university research institution.

## VIII. Prizewinner Selection

The selection will be carried out by an international jury appointed by the DFG consisting of experts from fields such as internationalisation, (research) marketing, media, public relations, research and research management.

## IX. Obligations of Applicants/ Prizewinners

In submitting a proposal to this competition, and in the event of an award, the lead applicant agrees to fulfil the following obligations:

- The lead applicant will ensure that the proposed international research marketing activities, which form the object of the submitted proposal, represent a further development of previously implemented activities at the institution and are not already funded from another source.
- The prizewinner(s) acknowledge(s) that the prize money, sponsored through special funds from the Federal Ministry of Education and Research, is earmarked and may only be used for the purpose as specified and outlined in the approved proposal. The DFG reserves the right to reclaim funds that have not been used in an appropriate manner.
- The lead applicant acknowledges that the jury's decision is final and no legal recourse may be taken.

- Implementation and final report:
  - €25,000 prize money: The approved activities will be implemented by the prizewinner(s) by 31 March 2021. A final report will be presented by 30 May 2021.
  - €100,000 prize money: The approved activities will be implemented by the prizewinner(s) by 30 September 2021. A final report will be presented by 30 November 2021.

The prize money may be claimed as of 1 April 2020, but no later than 30 May 2020 in both categories.

- The activities carried out will be visibly associated with the 'Research in Germany' brand, and the logo will appear on all publications, promotional material, PowerPoint presentations, banners, etc.
- The lead applicant agrees that, should a prize be awarded, the content of the proposal and the final report may be published (particularly in print and electronic form), edited and shared with third parties (along with the contact details of the coordinator: name, e-mail address and website) by the DFG.
- The prizewinner(s) acknowledge(s) that the approval is subject to usage guidelines. The prize money may be used for direct project costs and staff costs. It will be paid as a lump sum. Therefore, it is not necessary to submit a numerical breakdown of expenditure to the DFG. Additional conditions regarding the use of funds can be found in the programme's relevant usage guidelines. A copy of the binding and mandatory usage guidelines will be enclosed with the award letter and must be acknowledged when the prize money is claimed.

## X. Schedule

|                                         |                                                                                                                                                                     |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Deadline for submission of proposals    | 12 November 2019                                                                                                                                                    |
| Announcement of prizewinners            | March 2020                                                                                                                                                          |
| Claiming of prize money                 | As of 1 April 2020, but no later than 30 May 2020                                                                                                                   |
| Period of implementation                | Prizes worth €25,000:<br>Maximum 12 months<br>April 2020 through March 2021<br><br>Prizes worth €100,000:<br>Maximum 18 months<br>April 2020 through September 2021 |
| Deadline for submission of final report | Prizes worth €25,000:<br>30 May 2021<br><br>Prizes worth €100,000:<br>30 November 2021                                                                              |

## XI. Contact

For more information about the Ideas Competition, please contact:

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