



Call for Proposals

Ideas Competition: International Research Marketing

The Ideas Competition **rewards innovative international research marketing proposals** developed by German universities, universities of applied sciences and other (non-) university research institutions with prizes in two categories (€25,000 and €100,000). In addition an optional allowance of up to 50 percent of the desired prize money may be granted (a one-time digitalisation allowance).

The aim should be to

- enhance the visibility, connectivity and appeal of the applicants` core research area(s)
- develop and implement modes of collaboration that combine digital and non-digital elements of communication

- create a flexible response for collaboration under various conditions (such as the present pandemic)
- strengthen regional or local networks to promote the region/area as a research location
or to
- attract highly qualified researchers of all career levels to collaborate with German research institutes or visit Germany for research purposes

Applicants are encouraged to collaborate with internal and/or external partners as well as regional networks to realise the proposed research marketing activities.

The Ideas Competition is part of the “Research in Germany” initiative of the Federal Ministry of Education and Research. The initiative showcases Germany as a country of research and innovation and creates a forum for international exchange and cooperation.

The Federal Ministry of Education and Research launched “Research in Germany” in 2006. The initiative is jointly implemented by the German Academic Exchange Service, the DFG, the Fraunhofer-Gesellschaft and the DLR Project Management Agency.

I. Aim of the Competition

The Ideas Competition is designed to enhance Germany's visibility, connectivity and appeal as a strong, attractive research location and partner in the global research system. Therefore, we encourage German universities, universities of applied sciences and other (non-) university research institutions to develop innovative research marketing activities that strengthen their visibility at the international level. The proposed marketing activities should be based on the applicants' research needs and internationalisation efforts. The activities may include multiple elements and multifaceted formats. Proposals that focus on aspects such as transparency, accountability and the institution's ability to respond to exceptional circumstances and developments may be considered.

The competition is open to German universities, universities of applied sciences and other (non-) university research institutions, irrespective of the applicant's experience within the field of international research marketing.

We would like to especially encourage proposals by universities of applied sciences. Furthermore, we generally encourage proposals in cooperation with internal and/or external partners as well as regional networks (see also III. Eligibility).

The competition is designed to encourage original research marketing activities that

- raise the profile of core research areas, research institutions/networks, "research regions" or excellent individual researchers (all career levels) on an international scale
- enhance international cooperation by building, strengthening or expanding new or existing research networks
- attract international researchers for cooperation or research stays

- open new prospects for international collaboration under various conditions (e.g. the present pandemic)
- are developed and implemented jointly by internal cooperating units of the university/ university of applied sciences/ other (non-) university research institution, e.g. research institutes, international offices or communication and marketing departments, and, where applicable, external cooperation partners
- focus on aspects such as transparency, accountability and the institution's ability to respond to exceptional circumstances and developments

The proposed activities must be implemented between 3 May 2021 and 30 April 2022 for prizes of €25,000 and between 3 May 2021 and 30 September 2022 for prizes of €100,000.

II. Prizes

Up to three €100,000 prizes and up to six €25,000 prizes will be awarded. The prize amounts may be supplemented by an optional one-time digitalisation allowance of up to 50 percent of the prize money requested.

- 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.

- The one-time digitalisation allowance is intended to support activities or services for research marketing events in digital format.

Due to the ongoing pandemic, there has been a need to shift marketing activities to digital formats, which in turn has generated additional costs for supplementary services and technical solutions.

In response to this development, a maximum of 50 percent of the prize money requested may be granted (up to €12,500 for €25,000 prizes and up to €50,000 for €100,000 prizes) for this purpose. In their proposal, applicants must provide a separate statement and breakdown of the costs for the intended digitalisation activities. The jury of the "Ideas Competition - International Research Marketing" will decide on the amount of the digitalisation allowance.

Please note that these additional funds are earmarked; remaining funds need to be returned to the DFG.

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

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

III. Eligibility

The following institutions are eligible:

- German universities
- German universities of applied sciences with strong research profiles
- other German (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:

- **Idea**

Originality of the proposed activities:

We encourage you to explore new approaches and activities outside of established practices

- **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

- **Internal structural development**

Development or strengthening of internal networks and/or cooperation of stakeholders in research and administration to implement research marketing activities, e.g. bringing together research institutes/groups/projects with international affairs, research funding, as well as international offices, institutional administrations and communication/marketing departments

- **Networking and cooperation with external partners**

Cooperation with research institutions/partners; utilisation 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

- **Added value**

Added value to the research institution, region or network through the proposed activities

- **Sustainability of the activities**
Anticipated impact, potential for further development and/or implementation of 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
- **Quality assurance**
Means of evaluating the quality of the implemented activities

V. Exclusion Criteria

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

For questions on eligibility, please contact us.

VI. Proposal Requirements

The proposal must include:

	Proposal Content	Maximum Length Proposal for €100,000 prize money	Maximum Length Proposal for €25,000 prize money
	General data To be entered electronically via the elan portal		
1	Summary in German and English The pitch to the jury	3,000 characters incl. spaces per language	3,000 characters incl. spaces per language
2	Information about the university/ university of applied sciences/ other (non-) university research institution with respect to international research marketing Current situation, main activities, future areas of activity	1 page	1 page
3	Detailed description of the activities	8 pages	3 pages
4	Schedule and cost plan	2 pages	1 page
5	List of participating cooperation partners/ institutions		
6	Optional: Information on digitalisation allowance Statement and cost plan about the desired amount (maximum €12,500 with regard to €25,000 prize money and maximum €50,000 with regard to €100,000 prize money)	3 pages	3 pages
	Obligations of applicants/ prizewinners To be confirmed electronically via the elan portal		

VII. Proposal Submission

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

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

Please note that the registration process and proposal submission on the DFG's online elan portal are two different processes and that the deadline for the registration process ends on **4 November 2020**, three weeks prior to the deadline for proposal submission.

Additional information on the elan registration process and proposal submission process can be found in the proposal instructions, which are downloadable from our website at www.dfg.de/ideenwettbewerb-forschungsmarketing.

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 must be implemented by the prizewinner(s) by 30 April 2022. Note that applicants are required to submit two final reports: one providing an account on the use of the prize money and the second detailing the use of the digitalisation allowance. Both reports must be submitted by 30 June 2022
 - €100,000 prize money:
The approved activities must be implemented by the prizewinner(s) by 30 September 2022. Note that applicants are required to submit two final reports: one providing an account on the use of the prize money and the second detailing the use of the digitalisation allowance. Both reports must be submitted by 30 November 2022

- The prize money and one-time digitalization allowance have to be claimed in two separate instalments (this applies to both prize categories):
 - 50 percent of the total sum of the prize money and digitalisation allowance (if applicable) between 3 May 2021 and 30 September 2021
 - 50 percent of the total sum of the prize money and digitalisation allowance (if applicable) between 10 January and 31 March 2022
- 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 as well as the digitalisation allowance may be used for direct project costs and staff costs. Additional conditions regarding the use of funds can be found in the programme's [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 registration on the elan online portal	4 November 2020
Deadline for submission of proposals	25 November 2020
Announcement of prizewinners	March 2021
Request for disbursement of prize money and digitalisation allowance (if applicable)	First instalment between 3 May 2021 and 30 September 2021 (50 percent of the total sum) and second instalment between 10 January 2022 and 31 March 2022 (50 percent of the total sum)
Period of implementation	Prizes of €25,000: 3 May 2021 through 30 April 2022 Prizes of €100,000: 3 May 2021 through 30 September 2022
Deadline for submission of final report	Prizes of €25,000: 30 June 2022 Prizes of €100,000: 30 November 2022

XI. Contact

For more information about the Ideas Competition, please contact:

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