

**Information for  
Applicants 118**

## **Science Communication and Knowledge Transfer**

**Applications can be submitted any time**

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## **I. Objectives**

The Volkswagen Foundation considers science communication and knowledge transfer as distinct funding objectives. We want to promote both innovative science communication (especially dialogue formats) and research on science communication. Successful applications should not only aim at making science and scholarship more comprehensible. They should also enable the public to contribute with own ideas and suggestions as part of a reciprocal transfer. We want to encourage applicants to collaborate with private partners and institutions from civil society as well as with professional science communicators (e.g. press offices, specialized agencies, experienced professionals, lecturers of appropriate studies). This approach should help to facilitate the exchange of know-how between researchers and communication experts to pave the way for future collaborations.

## **II. Funding Opportunities**

The Volkswagen Foundations offers funding for science communication and knowledge transfer both for new proposals and for projects that currently receive funding from the Foundation. Many different conceivable forms of communication and dialogue are possible, which need to be developed with specific target groups in mind and should fit the specific frameworks of the respective funding initiative. Applicants should always contact the program director in charge before submitting their proposal.

## **III. General Conditions**

Funding can be applied for both simultaneously with a new proposal for another funding initiative or for a project that already receives funding from the Volkswagen Foundation. We fund:

- Innovative and creative ideas to strengthen science communication and knowledge transfer
- Formats that develop and advance methods of science communication in the framework of research projects and that take distribution avenues into account. These may include: participatory and dialogue-promoting formats such as labs, science slams, citizen science, exhibitions, learning materials, game development, blogs, and social media formats.

We also encourage our grantees to develop their own events and communication formats that can take place at Herrenhausen Palace in Hanover. Please first discuss your ideas with the respective program director.

Funding can be applied for:

- Personnel costs
- Operating costs (travel expenses, all project-relevant costs for events)
- One-time material costs, such as equipment, literature, app development, platforms etc.
- Translations of publications that are aimed at a broader public beyond the reach of the scientific community.

These are some projects that may not be eligible for funding within this call:

- Childrens' universities
- Didactic projects and projects in adult education and professional development
- Lecture series
- Existing science events (e.g. „A Night Out With Science“)
- Establishing and maintaining open access journals.

Please also read the Volkswagen Foundation's general list of "[Exclusion Criteria: What We Do NOT Fund](#)".

#### **IV. Application and Selection Procedure**

After consulting with the respective program director you will be asked to submit an outline proposal of up to five pages, explaining the objective of your project, implementation plan, people involved, target audience, dissemination strategy, and rough time and cost estimates. The selection procedure will be determined case by case, taking into account the specifics of the proposed project.

#### **V. Application Checklist**

Accordingly, applications should address the following points:

- What is the target group?
- What is the transfer goal?
- What is to be achieved?
- Which communication strategies will be employed to reach the goals?
- How will your target groups learn about your project?
- Why do you consider the proposed strategies to be promising?
- How do you measure the success of your proposed communication strategy (criteria must be defined before project implementation)?
- How will the interaction with the public feed back into the projects?

**Before submitting your application, please familiarize yourself with the Volkswagen Foundation's application portal, through which submissions take place. You will find information about the application portal at [Electronic Application System Instructions](#). If you already receive funding, please address any questions concerning the application process to the Program Director in charge.**

**For any further information, please contact your program director.**

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**More information at:**

- [Opus Primum – Förderpreis der VolkswagenStiftung für die beste Nachwuchspublikation des Jahres \(German Only\)](#)
- [Science and the Public \(German Only\)](#)
- [Exclusion Criteria: What We Do NOT Fund](#)
- [Electronic Application System - Instructions](#)
- [Application FAQs](#)
- [Information for Applicants from Abroad](#)