FUNDING INITIATIVE

Additional Funding for Science Communication

Deadline for submission of "Draft proposals": Feb. 15, 2022

All disciplines

Funding area: Innovative measures for science communication

Up to 150,000 euros

The funding period need not necessarily be linked to the duration of the respective main project.

Prerequisite: Ongoing funding by the Volkswagen Foundation.
1 OBJECTIVES

The Corona pandemic has dramatically underscored the need for fact-based science communication oriented toward the common good – not least, because of the trust it creates among target groups. This is a major prerequisite for science to maintain its independence and fulfill its role in shaping the future, and its function is still largely unimpaired. But with the growing number of social transformation processes, the pressure on the science system to defend its relevance and legitimacy and to make itself heard in more and more arenas of discourse, including digital ones, is on the increase.

This poses enormous challenges for science communication – challenges that the Volkswagen Foundation also seeks to address. This funding program therefore aims to promote innovative projects that not only make science and research more comprehensible and generally accessible, but above all give selected target groups the opportunity to effectively enter into dialog with science and generate new impetus with their own ideas and suggestions. The goal is not simply to increase offers of science communication, but rather to advance a more innovative and interactive science communication.

At the same time, the funding offer supports competence development in the field of science communication. Applicants who make it to the pre-selection with their “draft proposals” will be invited to participate in a workshop on the conception and implementation of science communication projects.
All scientists and scholars currently funded by the Volkswagen Foundation are eligible to apply. In the case of synergies in terms of content, applications can also be submitted for collaborative projects involving different grantees who are/will be funded in different initiatives or with different projects.

Funding will be provided for innovative, especially dialogic and participatory science communication projects up to a maximum amount of 150,000 euros. The requested funding amount should be in relation to the total funding allocation of the main project. The Foundation encourages applicants to seek cooperation with private and institutional partners from civil society as well as with professional science communicators (e.g., press offices, specialized agencies, cultural institutions). The latter should be capable of enabling an exchange of experience and knowledge and thereby contribute to increasing the quality and sustainable success of science communication.

The Foundation also encourages its grantees to apply for the funding of science communication projects that address ethical issues in the research process.

Part of the funding offer is the implementation of a workshop to be held in cooperation with the National Institute for Science Communication (NaWik), where the following aspects of a science communication project are addressed:

- Conception and implementation of science communication projects;
- Involvement of practice partners in the conception, creation and dissemination of communication measures (project management);
- Planning of costs and capacities;
- Difficulties and risks of science communication projects: What causes science communication to fail?
- Development of criteria for measuring success/effectiveness.

Funding can be applied for:

- Personnel costs (N.B. not to include doctoral positions)
- Remuneration for the work of practice partners integrated in the project (in the case of funding approval, this is covered by work contracts or subcontracts).
- Ongoing non-personnel costs (travel expenses, all project-related costs for events)
• One-time material costs, such as purchase of equipment, development of apps, platforms, exhibitions, etc.

Please note that the following formats are excluded from funding:

• Research projects on science communication
• Children's and school universities
• Projects in the thematic areas of didactics and adult education/further education
• Lecture series
• Introduced science events (such as "Long Night of Science")
• Creation and maintenance of open access journals.

In addition, please see the general list of "What the Foundation does NOT support".
3 APPLICATION AND SELECTION PROCEDURE

The application procedure and the assessment are organized in two stages:

1. **Draft proposals**: In a first step, current grantees of the Foundation are invited to submit their draft proposals by the closing date. The received outlines are subject to an internal pre-selection based on the corresponding program criteria. The successful applicants will be invited to participate in the workshop with NaWik and to submit a full proposal. Applicants should make a note of the relevant workshop dates in case they are invited to submit a full proposal. The workshop will be held over two half days and on the following dates: April 7 & 8, 2022 and April 12 & 13, 2022.

2. **Full proposals**: After positive pre-selection, full proposals can be submitted by the notified deadline. Participation in the workshop is voluntary and is not a prerequisite for submitting a full proposal. In the case of synergies in content, different shortlisted candidates can also apply with a joint project. The workshops offer corresponding networking opportunities in the run-up to the full proposal submission. The final full proposals will be reviewed by an external, transdisciplinary panel consisting of researchers and practitioners according to the following criteria:
   - Quality and originality of the project
   - Congruence of measure(s) and selected target group
   - Relevance for the selected target group
   - Coherence of the intended approach in conception, implementation and dissemination of the measures
   - Plausibility of impact criteria
Please submit your Draft proposal online via the application portal of the Volkswagen Foundation and use the template linked under point 5.

The following information must be uploaded as attachments (pdf files) in the application portal:

- Draft proposals to be written in German or English (template "Draft Proposals", max. 4 pages)
- Budget plan
- Offers / calculations from external partners (optional)
- Miscellaneous (optional)

Upon successful pre-selection and invitation to submit a full proposal, you will be provided with further information and a template for the full proposal.

Before actually formulating your application, please first inform yourself about the application portal of the Volkswagen Foundation. Information can be found in the document "Electronic application made easy – instructions and tips" (see point 5). If you have any difficulty in using the portal, please contact support@volkswagenstiftung.de.
5 CONTACT AND FURTHER INFORMATION

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More information

- Website Additional funding for science communication
- Template "Draft proposals" (Download)
- FAQs about the application
- What the Foundation does NOT support
- Electronic application made easy – instructions and tips
- Application portal of the Volkswagen Foundation