



CALL FOR THE KNOWLEDGE EXCHANGE FUND 2025

Triple Transformation: Digital, Sustainable, Open!

Illustration: In Progress

The *Twin Transformation* is one of the strategic priorities of the University of Hamburg. This approach aims to advance sustainability goals using digital technologies and data while also ensuring that technologies, data resources, and (social) infrastructures are designed sustainably. Building on its transfer profile "Triple E: Expertise - Engagement - Entrepreneurship", Knowledge Exchange at the University of Hamburg means to pursue and strengthen Twin Transformation also through co-creation and co-innovation. It supports collaboration and innovation with stakeholders for sustainable development, promotes a broad understanding of sustainability in line with the 17 UN Sustainable Development Goals (ecological, economic, social, and ethical), thrives on the diversity of academic cultures, and is implemented across all faculties in a considerable variety of expressions. Therefore, the explicit goal of our Knowledge Exchange strategy is *Triple Transformation*: digital, sustainable, and open!

In light of the complexity of the tasks ahead regarding Triple Transformation, we invite submissions for the current call of the Knowledge Exchange Fund that undertake shared responsibility for sustainable development in partnership with various relevant stakeholders, utilizing digital technologies. Examples include:

- Approaches to participatory technology design (e.g., user-led design, real-world laboratories, test beds),
- Critical or experimental engagement with the interplay of sustainable development and digitalization (e.g., through critical making, participatory data design, hackathons or citizen sensing),
- Promotion of social participation in Twin Transformation and sustainability/data literacy (e.g., through promptathons or transdisciplinary data sprints).

Analog methods and formats (such as scenario workshops, performative methods, prototyping or data walks) are just as conceivable as is the use or development of digital tools to enhance sustainable development (e.g., gamification, sustainability by design), the visualization of public controversies regarding sustainability issues (e.g., through social media analysis or controversy mapping) and the support of digitally-assisted forms of collaboration focused on sustainable futures (e.g. collaborative platforms and apps). The most crucial aspect is: Let's now seize the opportunity to join forces with our diverse array of stakeholders!

Members of the University of Hamburg are invited to submit their ideas for Triple Transformation. In the spirit of the University of Hamburg's guiding principle, "innovating and cooperating for a sustainable future in a digital age," we look forward to a plethora of initiatives for collaboration between academic and non-academic actors in light of the current societal challenges. The local focus can be set in a broad spectrum ranging from the city to the Hamburg metropolitan region to international contexts. Whether in collaboration with companies, municipalities, associations, foundations, groups, or individuals – the idea is to jointly achieve Twin Transformation, which means: let's go together for Triple Transformation! We look forward to your application for funding through the Knowledge Exchange Fund 2025.



Funding, review procedure and application

In alignment with the implementation of its Excellence Strategy, funded by federal and state governments, the University of Hamburg has been supporting knowledge exchange projects since 2021 through a (start-up) financing of up to 30,000 EUR each, enriched by a support program provided by the Co-Creation & Engagement Center. This program consists of two internal workshops for strategic insights and mutual exchange (Kick-Off & Midway Workshops) and a closing session that is intended to be integrated into a larger and thematically relevant public event to highlight and discuss the results. In addition to active participation in the internal events and the public presentation of results, a brief report on the use of funds and knowledge exchange relevant outcomes are expected at the end of the project.

The allocation of funding from the Knowledge Exchange Fund occurs annually. For the upcoming funding period, applications can be submitted from April 1 to April 30, 2025. The funding period is set from October 1, 2025, to September 30, 2026.

Applicants must have an employment contract with the University of Hamburg that runs at least until the end of the funding period. Additional project members can be funded by the Knowledge Exchange Fund e.g. through augmentations, service contracts, or student assistant positions. However, new hires are not possible due to the short funding period. Besides personnel costs, material resources can also be applied for.

Please submit your application, including a 2-page project outline and a financial plan. The forms will be available here starting April 1, 2025. After a formal review, the submitted applications are first comparatively assessed by external scientists with knowledge exchange expertise and then evaluated by members of the university's Knowledge Exchange Advisory Board.

Your Contact Persons at the Knowledge Agency:

Project Coordination: Dr. Barbara Sutter – barbara.sutter@uni-hamburg.de