

DIZH Innovation Program: Outreach Call

In this first Outreach Call of the Innovation Program, the Innovation Program is looking for projects that increase the visibility of DIZH activities within and outside the partner universities and advance the networking of involved and interested persons and practice partners. For this purpose, the Innovation Program with this call type supports the communication of market-, society- or culture-related innovations in the context of the digital transformation as they are supported by DIZH and the partner universities. The call is intended to contribute to explaining the benefits of such innovations to the public, to amplifying and making visible the impact of the innovative work already done at various levels, or to strengthening knowledge and critical reflection on socially relevant effects of the digital transformation in defined areas outside the academic spectrum.

The basic idea of the Outreach Call is both to make the impact of digital innovations visible within the framework of DIZH and to promote an engaged and critical discourse on the effects of this impact in the sense of networking across different stakeholder groups. On the one hand, this includes, for example, opening up new ways of exploiting such innovations or linking developed products, services or practices with the activities of other organizations, specific target groups or the public. On the other hand, this includes promoting dialog and knowledge transfer between society, culture, politics, administration and business on topics of digital transformation.

Formats such as live events, panels, workshops, work with communities, festivals or exhibitions, or other outreach formats are funded. Activities that are primarily aimed at creating new innovations, for example in the form of scientific publications or patents, do not fall within the scope of the Outreach Call. The same applies to submissions that have the character of a pure project extension.

The subject of the Outreach Call are innovations that have already been created within the framework of other DIZH projects or that focus on DIZH topics. It is essential that the call entries correspond to the basic objective of DIZH - i.e., to bring research findings closer to practice and make them available for utilization. Networking through collaboration of applicant teams with researchers who have already created innovations within the framework of DIZH projects is highly desirable. Collaboration between applicants from different DIZH universities is also welcome, but not mandatory.

For projects with a maximum duration of 18 months, up to CHF 50,000 in funds from the DIZH special credit can be claimed. The projects are to start within 3 months after approval.

Conditions for the DIZH Outreach Call

Project Application - Content and Structure: an application consists of a maximum of three pages describing the intended outreach and target audience. The application must address the following items (a Word template for submission is available on the DIZH website):

- **Key content points:** The application text specifies which innovation is the subject of the outreach activity or which digital transformation aspect is to be addressed by means of dialog and/or reflection, in which target group an impact is to be achieved, and which formats will be used to achieve this. Connections to ongoing or completed DIZH projects must be indicated. If the submission is made in cooperation with third parties (organizations, companies, etc.; so-called "practice partners"), the role and function of these third parties must be described. The public outreach effect should primarily be achieved in the Canton of Zurich.
- **Impact measurement:** The application text indicates which parameters (e.g. intended visitor numbers, media coverage, new customer groups, etc.) should be used to gauge the outreach effect and defines realistic target values.
- **Budget and financing:** DIZH funds of up to CHF 50,000 may be requested (without co-financing). The DIZH funds may be used for personnel and material costs (including salaries of the applicants), for the procurement of equipment and facilities (as long as they are below the threshold value¹) and for third parties (subcontracting²). Expenses of any practice partners may not be financed by DIZH funds. As in other DIZH calls, the applicants must provide own contributions in the same amount as the requested funds ("matching funds"). In this context, the applicant's advance contributions relevant for the submitted project may also be reported as matching funds (as in-kind contributions of the DIZH universities). Such advance contributions may be claimed up to 12 months before the project is submitted. If practice partners provide cash contributions, corresponding letters (signed by authorized persons) must be enclosed. In-kind contributions by practice partners cannot be reported as counter-financing. Within the scope of own contributions, the partner universities may charge overhead costs on the total project costs (consisting of the special credit and the own contributions including overhead surcharge) in the amount of 20 percent³. In the budget calculation table (available

¹ Procurement of equipment, facilities and infrastructure that are indispensable for the project and have a useful life of at least one year. The following thresholds apply per acquisition: UZH: 10 TCHF / PHZH, ZHAW, ZHdK: 50 TCHF. Acquisitions exceeding these thresholds are classified as "investments" and must be procured internally by the university. These cannot be financed with DIZH Special Credit funds. On the other hand, purchases of equipment and facilities below this threshold may be reported for DIZH credit. Examples: Laboratory equipment, machinery, instruments, tools, hardware (including operating software), printers, vehicles, furniture, software, licenses, patents, etc.

² No more than 20% of the total project amount may be used for "subcontracting".

³ The overhead surcharge applies at the level of the individual project, i.e. it is a fixed imputed surcharge per project. In total 25% overhead on primary funds and 20% of total project costs (including overhead) are incurred in a project and this is independent of the funding split.

on the DIZH website), applicants must indicate the specific form of their own contribution. Funds from other DIZH programs may not be used as own contributions, and funds that have already been used for approved DIZH projects as counterpart funding may not be used again.

- **Timetable and milestones:** Projects in this call should not exceed a duration of 18 months. The application should briefly outline the beginning and end of the outreach work as well as the most important intermediate steps.

Evaluation Criteria: The Innovation Program bases its selection of projects to be funded on the following criteria, which are based on the "Regulations for the DIZH 2020-2029 Innovation Program" and have been adapted for the specifics of the outreach call:

- 1) The project aims to popularize an innovation, increases its level of awareness, leads to more intensive networking with the relevant communities, positions the input team as experts and contact persons for the topic area, opens up new markets, leads to increased interaction with (social) media or helps to establish and cultivate new contacts (e.g. with partners or multipliers).
- 2) The target groups or the communities to be addressed are clearly defined.
- 3) The project defines the outreach goals in a measurable way.
- 4) Through its inter-, trans- or multidisciplinary character, the project contributes to the networking of the partner universities among each other and with society, culture, politics, administration and/or economy.
- 5) The project helps DIZH to build trust and reputation in the public and positively influences the external perception of DIZH. Outreach activities on innovations already created in other DIZH projects are particularly welcomed.
- 6) The planned approach is suitable to achieve the set goals. If several instruments are used, they are effectively orchestrated.

Eligible Applicants: Both academic staff and students of all DIZH universities whose employment extends over the duration of the project are eligible to apply for this call. If such employment does not exist (especially in the case of students or doctoral candidates), applicants must provide proof of employment at an organizational unit of a DIZH university in order to be successful. For each application, a person is named who is responsible for the application and who serves as the contact person. If practice partners are involved, they must be financially and personally independent of the university partners⁴.

Intellectual Property (IP): With the submission of an application, it is assured that possible rights of third parties have been clarified and, if applicable, that the necessary rights of use are available. With practice partners, the rights are regulated in a case-specific agreement before the start of the project. The right of use of the partner universities involved in the project to use the results free of charge for research and teaching in all areas of

⁴ Independence is guaranteed if the natural persons involved on the part of a DIZH-related university: - do not work for a practice partner at the same time; - have no economic interests in the business activities of a practice partner and do not financially support a practice partner for other reasons. Legal entities working together as university members and practice partners are considered independent of each other if none of the parties holds 20% or more of the participation rights of the other partner.

application must be ensured. In the case of acceptance, IP issues are handled in accordance with the regulations for the DIZH 2020-2029 innovation program (§7).

Submission and duration: For the submission of applications, the template and for the calculation of the budget, the table must be used, both of which can be downloaded from www.dizh.ch/innovationsprogramm (expected mid-June 2023). Further information on submission modalities can be found at the same address.

Submissions for the DIZH Innovation Program Outreach Call will be processed according to the following procedure:

- The submission portal will be available in **mid-July 2023**;
- Deadline for application submission is **October 4, 2023 at 12:00 p.m.**;
- A decision on the grant will be made in **December 2023**;
- a formal start of projects is expected from **January 2024**;
- projects must officially start no later than **April 2024**.

Background

Digitalization Initiative of the Zurich Higher Education Institutions (DIZH)

Digitalization places great demands on the economic, technological and social innovative strength of the Canton of Zurich. Society is undergoing a fundamental transformation as a result of digitalization. This process offers great opportunities in all areas of society, but also requires new skills and poses new challenges for society, culture, business and science. It is a joint task of all these players to meet the opportunities and challenges and to generate innovations.

DIZH wants to strengthen the Canton of Zurich's competitiveness as a hub for research and development. The initiative aims to help industry and society take advantage of the opportunities offered by digitalization and use them to benefit the greater Zurich area.

The mission of Digitalization Initiative of the Zurich Higher Education Institutions (DIZH) is to promote cooperation on digitalization issues between higher education institutions in Zurich. The University of Zurich (UZH), Zurich University of Applied Sciences (ZHAW), Zurich University of the Arts (ZHdK) and Zurich University of Teacher Education (PHZH) are part of the DIZH network, which aims to advance research, innovation and education on digitalization by using interdisciplinary approaches.

Innovation program

DIZH's innovation program is one of the initiative's core components. Our partner universities are running various types of innovative digitalization projects with the private and public sector. This is intended to bring research findings closer in line with practical real-world applications and also allows researchers to consider the needs and experiences of their partners in industry and government. Here the following characteristics of innovation play an important role: being open to taking risks, incorporating a variety of disciplines, creating value and working together.

Funding from the innovation program will be distributed in a transparent and competitive process. The focus is on funding projects that generate innovations that enable the new possibilities of digital transformation in the first place or expand these possibilities. To this end, different calls are launched each year. The calls launched as part of the DIZH Innovation Program are explained in the "Concept for the Innovation Program".

The "Concept for the Innovation Program" and the "Regulations for the DIZH Innovation Program 2020-2029" are available at dizh.ch/innovationprogram