

Guidelines for applicants

**PROJECT GRANTS  
SUPPORTING  
SOCIETAL LEARNING  
FOR THE GREEN  
TRANSITION – 2024**



## **Facts about the call**

Total amount available for granting:

**Up to DKK 30 million**

Amount available per grant:

**Up to DKK 6 million**

Call opens:

**20 June 2024**

Call closes:

**5 September 2024 at 2 PM (CEST)**

Applicant notification:

**December 2024**

Earliest start date:

**1 January 2025**

Latest start date:

**31 December 2025**

### **Review committee:**

The Committee on Society in the Green Transition

### **Contact:**

Sofie Hoxer

Grant Specialist

E-mail: [sho@novo.dk](mailto:sho@novo.dk)



All Grant Recipients must comply with the 'General Terms and Conditions' for grants from the Novo Nordisk Foundation (the Foundation).

The Foundation will treat all applicant and application information confidentially. Read more about how the Foundation processes personal data under 'privacy & security' in the online application system, NORMA. See how to access NORMA in section 2 of these guidelines.

You can find more information about the Foundation's application and granting process at the NORMA Help Centre. Detailed information about the different parts of the application is available in NORMA.



# 1 Project grants supporting societal learning for the green transition – 2024

## 1.1 Purpose

The Novo Nordisk Foundations wishes to support societal learning to help accelerate the green transition of society. The purpose of this call is to support projects and initiatives that will innovate, implement and/or scale up more sustainable behaviour and practices among individuals, communities, and organisations in Denmark.

## 1.2 Areas of support

Applicants can apply for projects that will try out innovative ideas for how the green transition can be facilitated and accelerated in practice through social experimentation, knowledge generation and collective learning, ideally in ways that will inspire hope and enthusiasm for the green transition.

Projects can focus on developing and consolidating new social norms and practices, enhancing institutional capacity for sustainable change, or strengthen individual and collective incentives for green behaviour, and consequently stimulate still more people to change their ways of life in a sustainable direction.

Projects should ideally demonstrate in concrete ways how the urgent need for more sustainable lifestyles can be combined with perceptions of a good life and nurture public support for the necessary green transition.

Examples of approaches that can be funded include, but is not limited to:

- Living labs
- Citizen science projects
- Innovative and participatory public engagement formats
- ‘Proof-of-concept’ studies and social-experimental projects to prepare larger interventions
- Municipal development projects, involving local communities
- Partnerships connecting agents of change from civil society, industry, government and research

The Novo Nordisk Foundation has a particular strategic focus on promoting sustainability related to agriculture, food production and food consumption, as well as climate mitigation technologies. Priority will be given to projects that have a focus in these areas.

To be considered, projects involving research activities must have a significant practical component clearly aimed at producing behavioural change.

### 1.3 Eligibility

During the grant period, the applicant must be a leader or project responsible at the institution administering the project. Eligible institutions include public authorities, civil society organisations (e.g. associations, community organisations, non-governmental organisations, charities, advocacy groups, think tanks and grassroots movements), research institutions and private companies. Private companies may apply only for grants for non-commercial projects with non-profit aims.

Projects must be administered and have their primary focus within the Danish Realm ('Rigsfællesskabet').

The Foundation encourages collaborations between partners with complementary competences on the development and execution of the projects to catalyse collaborations and collective learning processes between different types of actors in Danish society and increase the reach of the projects.

Projects aimed primarily at educational activities are referred to the call '[Project grants for natural science education and informal learning environments – 2024](#)'.

Projects aimed primarily at general enlightenment and public debate are referred to the call '[Project grants for science communication and debate using novel communication platforms – 2024](#)'.

Projects aimed primarily at vocational education and training are referred to the call '[Project grants for Strengthening Vocational- and Profession-oriented Education within Technology, Sustainability and Health – 2024](#)'.

### 1.4 Funding

A total of up to DKK 30 million is available for grants between DKK 200,000 and DKK 6,000,000 for projects lasting up to 3 years.

The project may be an independent, delimited project or a part of a larger project that is also supported by other partners. If part of a larger initiative, the expected impact from the part funded by the Novo Nordisk Foundation should be clearly delineated.

The project can also be a pre-project of up to six months and up to DKK 500,000 to mature a larger project to follow. Please note that support of a pre-project does not guarantee support for the following project.

**Applicants may apply for funding for the following types of expenses directly related to the project:**

- Salary for employees or project personnel at all staffing levels, including project management
- Researchers in permanent positions may apply for funds for salaries for research employees to be hired in connection with the project (e.g. research assistants, PhD students and Postdocs) but may not apply for funds for their own salaries
- Operating expenses: Direct expenses for developing, implementing, and operating the project, including materials and equipment
- Travel expenses in relation to the project, e.g. conference and workshop participation and presentation of results derived from the project
- Communication and outreach in the form of conferences, books, articles, and other dissemination directly related to the project
- External auditing costs if the administering institution is not subject to public audit. Institutions that are not subject to audit by public authorities can include expenses for this in the project's last budget year
- Bench fee (not applicable to Danish universities), up to DKK 8,000 per month per scientific FTE working on the project
- Project supplement for research grants (Danish universities only)
- Administrative expenses (not applicable to Danish universities) (up to 5% of the applicant's overall budget and included in the budget) to cover administrative expenses directly related to the project

#### **Full-time equivalents (FTEs)**

For each salary entry, please specify the FTE in years within the designated FTE field. This will indicate the proportion of a full-time position that the project funding will support for each year of the grant period. One full-time employee for one year equals 1.0 FTE.

#### **Bench fee** (not applicable to Danish universities)

Bench fee can be included in the budget for support of individual researchers to cover expenses needed to conduct the proposed research.

Bench fee is calculated per academic employee actively working on the project eligible to apply for salary. It may only be used for expenses related to the research project which cannot be included within another individual budget category. Bench fee may account for a maximum of DKK 8,000 per month per FTE. The budget must specify the expenses covered by the bench fee, which may include:

- Common or shared laboratory expenses and consumables
- Laboratory utilities (electricity, gas, water)
- Maintenance of essential equipment
- Service contracts
- Technical and IT support

**PLEASE NOTE** that bench fee cannot cover rent, administrative support, representation, social contributions etc. A valid bench fee policy in line with the Foundation's

requirements must be available at the time of application, and this official documentation from the administrating/co-applicant's institution must be provided upon request.

**Project supplement for research grants:** (Danish universities only)

The project supplement contributes to the coverage of indirect costs at Danish universities, and replaces budget posts such as administrative costs, bench fee and parental leave.

More information on the joint model for project supplement is found at [Universities Denmark's website](#). Questions related to the project supplement should be directed to the research support units at your university.

**Administrative support** (not applicable to Danish universities)

Administrative support may account for a maximum of 5% of the total budget and must be included therein. The administrative support:

- can cover expenses such as for accounting, payment of salaries, purchasing, hiring, as well as auditing and financial reporting on the project
- cannot cover administrative expenses that are not directly related to the project
- can via the host institution be shared between the institutions of the main- and co-applicant(s), as detailed in the application budget
- is not automatically included in the grant and must be stated/applied for in the application budget but should not be specified in detail

**The Foundation will not award funding for:**

- Commercial activities
- Buildings
- Overhead/indirect costs (such as rent, electricity, water and maintenance)
- Double funding of projects:
  - If the applicant has received funding for the proposed project from other sources, in part or in full, this must be accounted for in the budget, as no budgetary overlaps are allowed
  - If an identical or overlapping project proposal has been submitted to other funding institutions than the Foundation, it must be noted in the application
  - If the applicant receives funding for the project, or parts of the project, from other sources following submission of the application to the Foundation, the Foundation must be informed immediately

## 1.5 Language

The application and all additional materials must be submitted in English.

## 1.6 Application process

Applications must be submitted using the Novo Nordisk Foundation's online application system, NORMA.



Application system opens	<b>20 June 2024</b>
Application deadline	<b>5 September 2024 at 2 PM (CEST)</b>
Evaluation of applications	<b>September-December 2024</b>
Applicant notification	<b>December 2024</b>
Earliest possible start date	<b>1 January 2025</b>

When all applications have been assessed, applicants will be notified about whether they have been awarded a grant. The notification e-mail will be sent from [norma-noreply@novo.dk](mailto:norma-noreply@novo.dk) to the e-mail address used when creating a profile in NORMA.

**PLEASE NOTE:** The Foundation does not provide feedback in case an application is declined.



## 1.7 Assessment criteria

Project proposals will be evaluated by the Novo Nordisk Foundation's [Committee on Society in the Green Transition](#).

The overall selection criteria for projects are their expected potential to propel the green transition forward. More specifically, the committee will evaluate applications based on the following criteria (non-prioritised):

- The novelty, originality and/or scalability of the project
- The urgency of the proposed activities and the potential to markedly impact Denmark's green transition within a relatively short timeframe, for instance through clear CO2 reduction targets
- The project's capacity to instil optimism and excitement about the green transition as well as a sense of efficacy for change in various segments of the population
- A convincing account of how and why the proposed activities will produce the desired outcomes in terms of sustainable behavioural change (e.g. a convincing theory-of-change)
- The project's expected potential to create lasting change beyond the project period
- The qualifications of the participating applicants
- The overall feasibility of the project, including consistency between timeline, budget and expected outcomes
- The project's plan for impact documentation and dissemination of experiences in ways that will inspire and produce change beyond the project
- If relevant, the research environment and research excellence involved in the project

Additionally, the committee will consider the diversity of activities and target groups of the total portfolio of projects.

If you have an active grant from the Foundation, this may be taken into consideration in the evaluation of your application for a new grant. In general, it is recommended that the main applicant has delivered results on the active grant(s) before submission of a new application to the Foundation. If you apply while having an active grant from the Foundation, you must describe how the project you propose in this application is different from and/or coherent with the project(s) already funded and briefly describe the progress of the already funded project(s). This information should be included in the **Project Description**.



## 2 The application and grant management system NORMA

### 2.1 Creating and submitting an application

The Foundation uses the application and grant management system NORMA:

<https://norma.novonordiskfonden.dk>

If you do not have a user profile in NORMA, you can create one by clicking **Register** on the login page. The main applicant should only have one user profile. Please use your work e-mail address for registration.

The registered user who submits an application will be legally responsible for the truthfulness of the content of the application.

You can find guidance on how to create and submit an application at: [NORMA Help Centre](#).

If you experience technical problems and cannot find a solution in the NORMA Help Centre, please contact NORMA Support: [norma-support@novo.dk](mailto:norma-support@novo.dk).



## 3 Application content

This section provides guidelines on the content required in the sections of the online application form for this call. Detailed information about the different parts of the application is available in NORMA.

### 3.1 Applicant

The **Applicant** tab pertains to information about all those involved in an application, meaning the main applicant or contact person applying on behalf of an organisation/institution as well as any co-applicants.

### 3.2 Co-applicant(s)

For this call, co-applicants are allowed for the application. Co-applicants are expected to actively participate in organising and implementing the project and should, consequently, be allocated a share of the grant. The project description should clearly describe the role of all co-applicants, and the budget should clearly indicate the co-applicants' allocation of the total budget. Co-applicants must be invited through NORMA and subsequently enter their details in the system. Please follow the instructions in NORMA on how to invite co-applicants to your application.

Please note that co-applicants can read, edit and upload information into the application portal, **but only the main applicant is able to submit the final application.**



#### **Inviting co-applicants can be time-consuming.**

Please invite any co-applicant(s) as soon as possible and well in advance of the submission deadline.

### 3.3 Institution

Please provide information about the institution where the grant will be administered. This institution is where the main applicant will be employed during the grant period, and the institution that will ultimately be responsible for administering and allocating the grant, including budgeting, financial reporting and staff supported by the grant.



**It can take up to five working days to register a new administrating institution in NORMA.**

The application cannot be submitted before the institution has been registered.

### 3.4 Proposal

Describe the project using the fields in the **Proposal** tab.

#### **PROJECT TITLE**

Please provide a short title for the project (maximum 150 characters, including spaces). If the project receives a grant, the title will be used to name the project in the grant agreement and for publication.

#### **BRIEF PROJECT DESCRIPTION**

Please provide a brief stand-alone summary of the project describing its purpose, target group and activities. (maximum 2,000 characters, including spaces, line breaks and special characters).

#### **PROJECT DESCRIPTION**

Describe the project in detail here. Applicants can structure their project description under headings that best describe their project. The project description can include information under the following headings:

- **Purpose**  
Describe the purpose of the project and its relevance to the purpose of the call.  
*For consideration: What is the purpose? Which need or challenge will the project address? Why is it important to address this need? Who is the target group? Does the project have a local or national aim?*
- **Background**  
Describe the existing knowledge on which the project is based and to which the new project will contribute.  
*For consideration: Is the project idea new or is it a development of existing initiatives? How does this project differ from existing initiatives?*

- **Methods and design**

Describe what you intend to do and how – including a description of the individual activities and how these will be incorporated into an overall plan related to the purpose of the project.

*For consideration: Which activities exist in the project? How are the activities connected to the purpose? Is there a clear timeline, division of tasks and description of the management of the project?*

- **Evaluation**

Describe the expected outcome of the project in the long and the short run, and how this will be evaluated. The outcome could, for example, be listed as criteria for success.

*For consideration: What is the outcome of the project in the long and the short run? What is the expected output for the project's target group? What is the expected outcome related to developing knowledge and experience and to introduce new practices? How are is learning/knowledge/experience collected, used and shared during the project? How will the outcome and/or effect of the project be evaluated?*

- **Knowledge-sharing and its foundation**

Describe how to ensure that the knowledge and experience accumulated are shared with others and applied.

*For consideration: What will happen to the project when the project period ends? Will the project lead to a permanent change of practice? How is knowledge and experience from the project consolidated? How are positive and negative experiences from the project shared with others? What possibilities are there to disseminate ideas and results from the project?*

(maximum 20,000 characters, including spaces, line breaks and special characters).

### **ILLUSTRATION UPLOADS**

A maximum of four illustrations can be uploaded here.

The following file formats for illustrations are accepted in the system: JPG, JPEG, PNG and BMP. The maximum accepted size for each illustration is 50 MB and 1050\*1650 pixels.

### **LITERATURE REFERENCES**

Please provide the reference information for the literature cited in the project description (maximum 8,000 characters, including spaces, line breaks and special characters).

### **LAY PROJECT DESCRIPTION**

Please provide a brief summary for non-experts in lay language. If the application is awarded a grant, the text may be used for publication (maximum 1,000 characters, including spaces, line breaks and special characters).

### 3.5 Budget

Enter the project grant period, and the budget template will become available. Only budget information submitted via the **Budget** tab will be considered in the review process. Any additional budget information attached under **Appendices** (or any other tabs) will not be considered.

You can find additional information on how you fill out the budget in [NORMA Help Centre](#).

### 3.6 Appendices

It is possible to upload supplementary information to the application. The information may include confirmation of hosting by an institution or external declarations of support. Please limit the page length and amount of supplementary information. Supplemental project descriptions, budgets or other non-relevant attachments must not be uploaded. These will not be considered in the evaluation.

**All uploads must be in PDF format.** NORMA automatically places these uploads at the end of the application.