



**TOWARDS A FAIR AND  
SUSTAINABLE ECONOMY WITH THE**

# **CENTRE FOR ECONOMIC TRANSFORMATION**

**TRANSFORMING TO CO-OWNERSHIP • FAIR ECONOMIC ECOSYSTEMS  
GOOD WORK AND CRAFTSMANSHIP • NEW BUSINESS MODELS**



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Creating Tomorrow

Call for proposals 2024:  
Identifying Pioneers in Economic  
Transformation



Dear HvA colleagues,

## **About CET**

The Centre for Economic Transformation (CET) is a platform where researchers, teachers and students' team up with companies and organizations that want to accelerate towards sustainable, just and future-proof business practices.

We research and test new knowledge for the transformation towards a fair and sustainable economy, focusing on four themes:

1. Transformation to new business models
2. Transformation towards new forms of ownership
3. Transformation towards fair economic ecosystems
4. Transformation towards good work and craftsmanship

In 2024, our research and education focus will be on identifying and collaboratively researching with 'pioneers' in the field of economic transformation. These pioneers can be: individuals, SMEs, NGOs, public organisations, platforms or partnerships that are leading the way in driving profound changes in the economy. Pioneering changes can include: technological innovations, business models, policy measures financing structures and other forces that help mitigate climate change, restoring biodiversity and countering social inequality. These pioneers can operate locally or globally. They inspire others through innovation, risk-taking and the promoting new economic ideas and models.

The pioneers we look to work with do not necessarily need to be successful. We are interested in the boldness of these pioneers, not just their recognized achievements. Failures also provide valuable lessons to help us to learn more quickly what works and what doesn't to create a more sustainable and fairer economy.

## **Seed funds**

To this end, the CET has seed funds available for researchers, faculty and community managers from all faculties and departments to collaborate with pioneering practitioners to develop new initiatives in research and education towards economic transformation. There will be two funding rounds in 2024. A total of €100,000 is available per round.

Funds (up to €25,000 per proposal) can be used for:

- Setting up a small-scale experiment
- Writing a grant application (or having it written)
- Hosting costs of an external expert or precursor within your department
- Replacement funds for a collaborative project with a forerunner/pioneers



- International working visits and/or international fieldwork with a pioneer in the field of economic transformation (possibly also for students involved in research projects)
- Organisation of workshops and round-table sessions
- Wildcard: if you have an innovative idea that does not fit any of the above, please contact the scientific director of the CET, [Ingrid Wakkee](#), to test potential feasibility.

### Submit

Please submit your one-page proposal application, in PDF format, before the deadline (see below) via: [CET@hva.nl](mailto:CET@hva.nl).

### Deadline

- Submission of proposal application: either **12 March, 2024** or **16 September, 2024** before 5 p.m.
- Verbal consultation rounds (in person!): on 18 March 2024 or 23 September 2024, between 9 a.m. and 5 p.m. at the CTH (Business Campus). Awarding of project moneys will be announced within a week of the consultation rounds.
- Completion of project: not later than **31 December 2024**.

### The one-page proposal application should contain the following information

- Main applicant (name and position, department)
- Description of the initiative
- Relevance to CET (relation to one or more of the four themes mentioned)
- Objective and planning of the project
- Involved in and external parties
- Output (measurable and noticeable results).
- Expected impact and expected follow-up steps
- Opportunities to scale up

In addition to the one-page proposal, please provide a budget as the table below:

Funding Request: Project Title			
	Amount (€)	In kind amount (€)	Requested amount (€)
<b>Personnel costs: HvA wage table plus 43% HvA overhead</b>			
Name			
Name			
<b>External salary cost, inclusive of BTW</b>			
Name of organization			
Name of organization			
<b>Material/Resource costs</b>			
Description			
Description			
<b>Total</b>			
<b>Requested funding</b>			



## Assessment

The assessment of the application and oral explanations will be done on the basis of alignment with the theme and the conditions set out below. The assessment panel consists of at least two lecturers involved in CET, at least two CET theme leads, and the scientific director of the CET.

NB: All requested funds must be spent in 2024. It is not possible to carry seed money over to 2025. Lecturer/researchers involved in a research group are encouraged to provide some (in-kind) co-financing.

## Conditions

### 1. Purpose and Scope:

- The proposal targets 'pioneers' in the field of economic transformation.
- The project proposal is in line with the ambitions of the CET and has an innovative character.

### 2. Involvement and Collaboration:

- At least one practitioner pioneer is involved in the project.
- Involvement of HvA colleagues and students from different faculties is an advantage.
- Own contribution from a lectorate, study programme and any external party is a plus.

### 3. Finance and Budget:

- The amount of the budget to be applied for can be freely determined, with a maximum of € 25,000 per project application. In case of acceptance, the total amount requested will be transferred to the applicant's cost centre. The applicant is responsible for the further distribution of the funds within the application consortium.
- Budgeting of personnel costs is done on the basis of the rates as mentioned in the budget template, e.g. HvA wage table plus 43% HvA overhead.
- Partial funding of external parties from seed money is allowed to encourage collaboration.

### 4. Procedure and Timelines:

- Any HvA employee can submit a proposal, after consultation with and agreement from his/her supervisor on possible substitution possibilities.
- The proposal covers a maximum of two A4 pages (including budget).
- Applicants are available for an (in person) short oral pitch and Q&A session following their proposal on 18 March / 23 September. This consultation round will take place at the CTH.
- Funds should be spent by 2024.
- A brief content and financial report should be delivered within 6 weeks of completion.

### 5. Communication and Recognition:



- Placement of CET logo and name recognition when communicating about the project.
- Awarded projects are published on the CET website, among others.

### **Possibility to scale up**

The CET wants to accelerate and scale up great initiatives to grow even after the project ends. All project teams will therefore be invited for one or more exploratory and advisory discussions on scaling-up opportunities during the duration of the project. Think of potential grant applications or seeking external financing.

