JOINING FORCES FOR WELL-BEING OF CHILDREN AND YOUNG PEOPLE

MISSION IMPROVING THE WELL-BEING OF CHILDREN & YOUTH

CALL FOR APPLICATIONS: SEED MONEY OPPORTUNITY 2027



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PURPOSE OF SEED MONEY OPPORTUNITY 2027

- The purpose of the seed funding opportunity is to support maturation and funding of mission projects that clearly addresses the goal and one or more of the challenges of the mission.
- The goal of the mission is to improve the physical, mental and social well-being of children and youth through targeted interdisciplinary research and innovation projects conducted in collaborative partnerships with actors in society, including children and youth (cf. mission website for further information).
- More specifically, the purpose is to support research teams and partners in developing an innovative and robust project description and proposal for a larger-scale funding opportunity. Seed money can be used for exploring innovative ideas, conducting preliminary research and for developing partnership and should lead to one or more applications for funding.



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Assessment Criteria (Scored 1-5, equally weighed):

- **Quality of the Idea**
  Is the concept innovative and original, or merely an extension of existing operations? Does it present a clear scientific hypothesis or a unique methodological approach?
- **Potential Impact**
  Does the project address significant societal challenges? Does the project aim to increase the TRL & SRL levels, and is it clearly described how this achieved?, see MiREL model for inspiration.
- **Research and Partner team**
  Is the team interdisciplinary (e.g., demonstrating an understanding of the need for cross-departmental collaboration)? Are relevant external partners or industrial collaborations mentioned?
- **Use of Seed Funding**
  Is there a well-defined budget, and is it clear how the activities will strengthen the long-term goal? Is it realistic that this project will lead to a substantial external funding application? Have specific calls or a strategy for future project applications been identified?
- **Fit to Mission Roadmap and Impact Framework**
  Does the project align with the tipping points for the mission? Does it support the mission's overall strategy and roadmap?



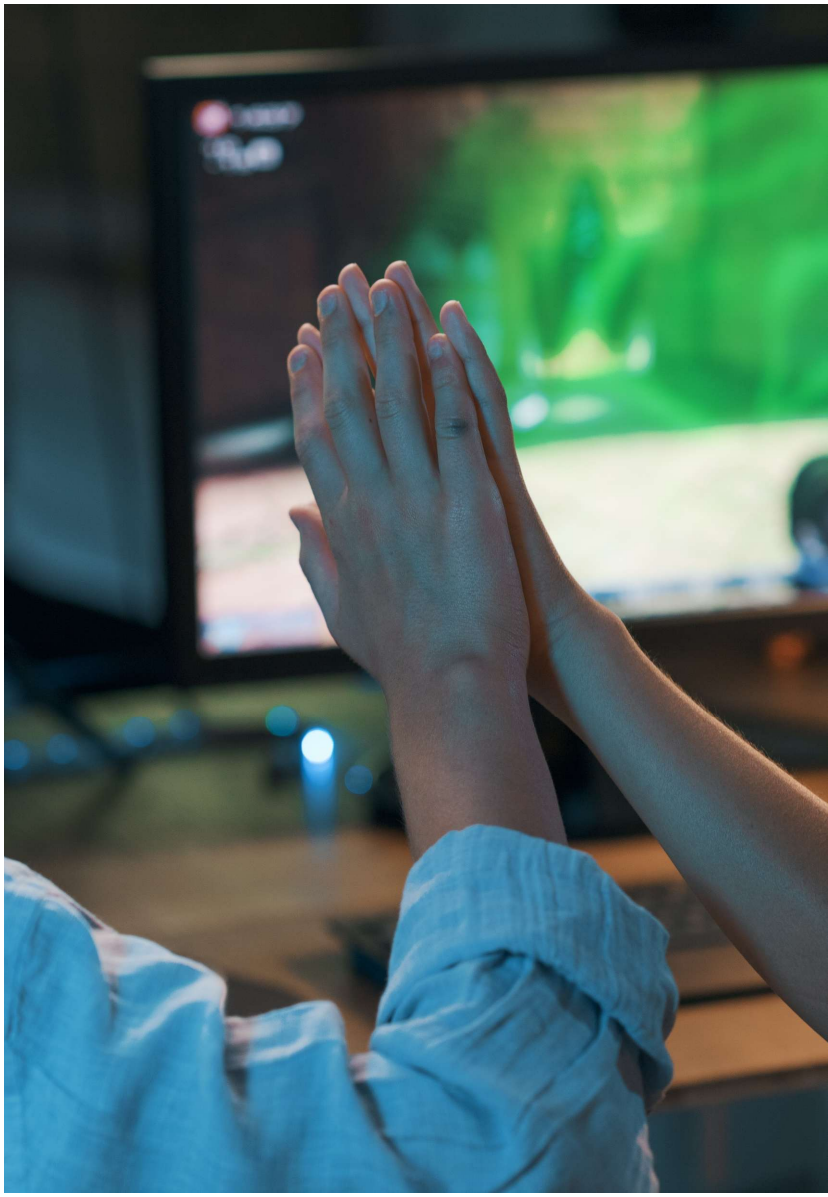
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THE WELL-BEING MISSION'S TIPPING POINTS

North Star: Improving the mental, physical and social well-being of children and youth (C&Y) in Denmark by 2040: 95 % of all children are in and experience well-being in their everyday life

- **Tipping point I, Cultural change:** By 2030, more than 10% of Danish municipalities, working with national NGOs, companies and funders, have applied a shared bio-psycho-social approach to well-being in strategic partnerships and action plans and coordinated cross-sectorial action across children's and young people's everyday arenas
- **Tipping point II, Knowledge:** By 2030, a shared, cross-disciplinary model for understanding and measuring children's and young people's well-being is developed and 10 Danish municipalities have agreed to test if the model can guide the prioritization, design and evaluation of inventions across sectors and everyday arenas
- **Tipping point III, Policy Policy, legislation & investment:** By 2030, key national, regional and municipal actors use a shared knowledge base on children's and young people's well-being to align policy priorities, funding and joint public, private and civil-society investments

A project contributes to a tipping point when its results can change how an external actor plans, invests, implements or operates, documented in a real-world, operational or partner-based setting. Laboratory results alone do not count as evidence of a shift. The full description and the evidence the mission tracks are on the mission website.



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SEED FUNDING 2027

Requirements:

- For a project to be eligible it must be included as a mission project under the Mission improving the well-being of children and youth. If a project is not included in the Mission before sending an application, the application should include an application for inclusion to the Mission. See template at Wellbeing Mission Webpage
- The mission project for which seed money is applied must be based on an innovative research and innovation problem that clearly addresses the goal and one or more challenges of the mission. Thus, the specific problem/challenge of the project as well as how it will contribute to improving the physical, mental and/or social wellbeing of children and youth must be stated clearly in research questions and design/work packages. It is also required that the mission project has a clear funding plan with substantial funding opportunities and leads to one or more applications in 2027-2028 (cf. Application form).



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SEED FUNDING 2027

FUNDING:

- It is possible to apply for three different pools of funding with different expectations to project maturity.
  - **IGNITE**: Apply for **up to DKK 200,000 per project**. This pool is to initiate new ideas and establish early-stage collaborations with external partners. This pool has a higher level of acceptable risk but further emphasis on the novelty of the idea.
  - **CULTIVATE**: Apply for **up to DKK 400,000 per project**. This pool is to expand and strengthen existing and committed partnerships. The partnerships should already have demonstrated collaboration and have a clear plan for further development and funding.
  - **ELEVATE**: Apply for **up to DKK 600,000 per project**. This pool is to advance mature projects with global reach and interdisciplinary and intersectoral networks. The partnerships should be consolidated, and specific calls should be identified and targeted explicitly.

  If the project is targeting calls with deadline after 31/12-2027, then the application should include how this is expected to be executed by the project team without the project funding.



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SEED FUNDING 2027

FUNDING (Continued):

- The funding can be used for buy out of staff or research assistance, expenses for meetings, travel, workshops and other infrastructures needed to enhance the project.
- The funding can not be used to pay for expenses for external partners (State Aid Rules).
- The awarded researchers must adhere to evaluation criteria in a final evaluation.
- The awarded projects must be submitted to VBN/Pure and connected to the mission VBN page Well-being Mission. If the project is already submitted and connected, the seed funding should be included under "Funding" for the project



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SEED FUNDING 2027

PROCESS

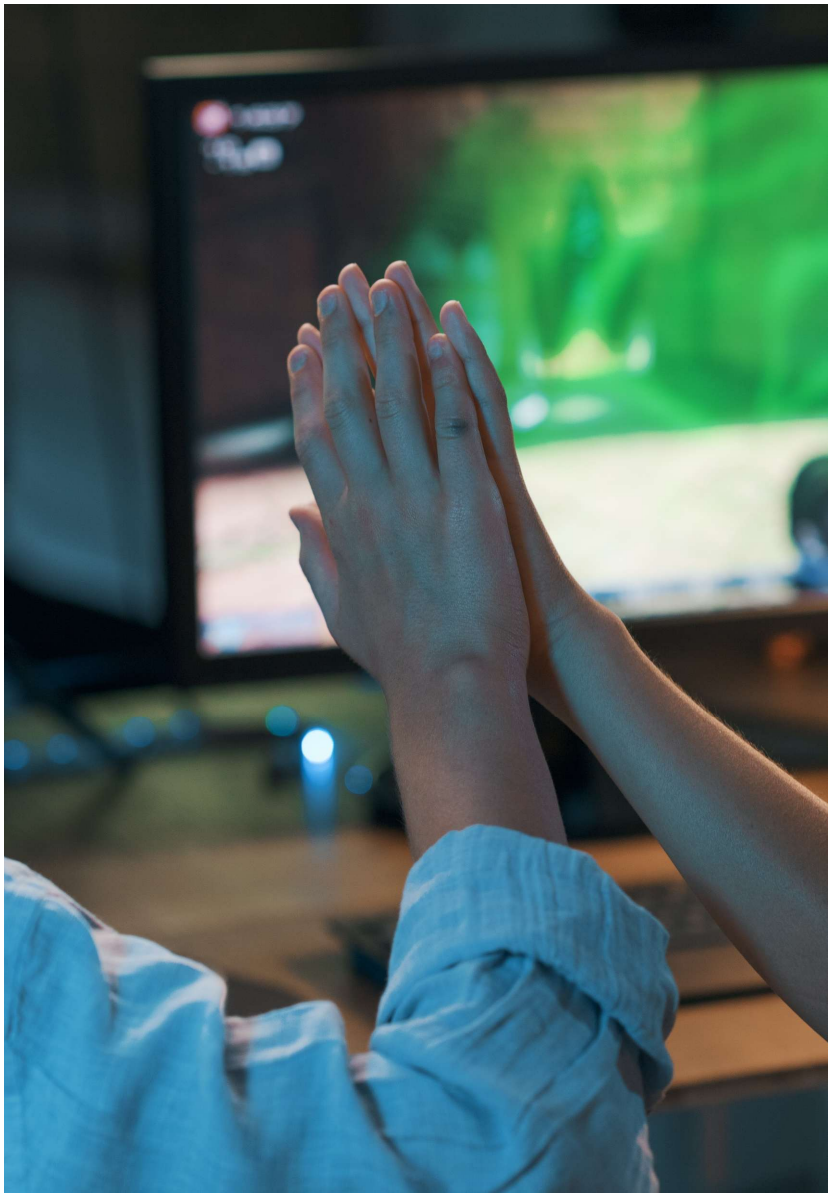
- Launch of the seed money opportunity October 9th, 2026:
- Application deadline: November 22nd, 2026, at the end of the day
- Notification no later than December 11th, 2026.
- Project start: January 1st, 2027
- The funding must be spent before 31.12.2027. This cannot be exceeded or postponed.

APPLICATION

- Fill out and send the application form to seedfunding@aau.dk
- Assessment of applications by Mission management Maria Appel Nissen, Ali Adjorlu and Anne Kathrine Frandsen and Pro-deans for research and innovation Søren Kristiansen and Ole Kæseler Andersen.
- The title and participants of the awarded project will be published on the mission webpage

QUESTIONS

- Reach out to Mission officer René Bang Madsen renebm@adm.aau.dk for questions concerning the seed money and application.



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APPLICATION FORM OVERVIEW

- Full name of main applicants (PI)
- VBN links of applicants (PI)
- Project title (max 250 characters)
- Names of all researchers in the research team and their affiliation and names of external actors and organizations in the partnership and maturity level of the partnership (max 1000 characters)
- Related projects and grants
- Project description - background, idea, problem and how it addresses the goal and one or more challenges of the mission, objectives, tentative research questions and brief outline of design/work packages (max 4000 characters)
- Expected impact of the project, both during the project period, but also the societal impact the project aim for. (max 2000 characters)
- Funding plan with specific funding outlets and deadlines 2027 and 2028 (max 1000 characters)
- A tentative budget with total amount applied for and a description of how the funding will be spent (max 2000 characters)

