Introduction

The focus area Sport & Society promotes innovative, interdisciplinary and transdisciplinary research that studies the meaning of sport for a healthy, inclusive and secure society. In order to reach its goals (see www.uu.nl/sportandsociety), Sport & Society offers the opportunity to researchers and lecturers from UU and UMCU to apply for seed money.

Sport & Society seed money primarily serves as a 'plus' for already planned or covered activities. This 'plus' should focus on more embedding of the Sport & Society themes within education and research at Utrecht University. For example: an existing research program that adds a 'sports' component; an educational program that invites an external, sport-oriented guest lecturer; a researcher who needs time to submit an application to NWO or EU; researchers who, after a contract study, need time to turn their findings into a scientific article or conference paper; a research group that wants to organize a colloquium or symposium to present their research results.

Applicants must demonstrate that their proposal contributes to the desired embedding of Sport & Society and that they use an interdisciplinary approach. Preferably the different disciplines are visible in the group of applicants. The total amount of the call is €300,000 including matching. The requested matching is 67% (€200,000) and must come from the first stream funding - in kind (research or education time) or in cash - or from third stream funding (for example contract research).

Proposals can be submitted from 1 January 2019 until 1 July 2019. The Call is based on the 'first come, first serve' principle: proposals will be treated in order of entry. If the proposal is judged to be satisfactory and the budget is sufficient, seed money will be awarded. The jury consists of independent representatives from the faculties that are involved in Sport & Society. All granted

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1 We realize that the meaning of sport is ambiguous and changes over time. In everyday language, sport can refer to a wide range of activities, varying from practicing elite sport to being physically active, and from equestrian sports, winter sports, mind sports to air sports. In Utrecht University’s Focus area Sport & Society focus, we do not consider that ambiguity and changeability of the term sport as an obstacle to research, but rather as an object of research. This does not release us, however, from the obligation to set the goal posts of our research domain. Thus, without wanting to draw stricter boundaries than the historical changeability and cultural variation allow us, we therefore understand sport as follows: an activity that people engage in with the aim of health improvement, playtime or competition, in which the body is charged voluntarily and purposefully and barriers and rules are created that are meant to make the activity possible and to give meaning to it.
projects must be carried out before December 31, 2019 (including the expenditure of all funds and a final report).

**Categories**

The 2018-2019 Call for Seed Money focuses on two different categories, each described below.

1) **Capacity building**
   The applicants can apply for two types of capacity building activities. First, the grant is meant to add capacity to existing research and education programs to enable the inclusion of Sport & Society issues into the research and education. We especially encourage to include talented researchers, who can be hired temporarily in order to educate students or write a research proposal in the area of Sport & Society. Second, this category is meant for current employees of UU and UMC, who need time to apply for an external grant, f.e. NOW and EU.

2) **Academic visibility**
   The applicants can apply for two types of academic visibility activities. First, activities that contribute to the academic visibility of research projects. For example by organizing symposia, colloquia or lectures by (international) researchers. Second, researchers who need additional funding to turn the findings from a contract research project into a scientific article or conference paper can apply for seed money.

**Criteria**

*Category 1 ‘Capacity building’*

The following criteria are applicable for all proposals for the category 1 ‘Capacity building’:

- The proposal must contribute to the ambitions and focus of Sport & Society. See [www.uu.nl/sportandsociety](http://www.uu.nl/sportandsociety);
- The proposal must demonstrate that the activities will contribute to the embedding of the Sport & Society themes within education and/or research at Utrecht University.
- The proposal must demonstrate that it uses an interdisciplinary approach. Preferably the different disciplines are visible in the group of applicants.
- Only researchers and lecturers of UU and UMCU can apply for seed money;
- The money can be invested in employees of UU, UMCU and external talented academic researchers only;
- The proposal must contribute (in time, facilities, expertise) to the submission of a concrete proposal to an external call or to a realistic opportunity for contract research and/or must be spend on temporarily hiring of academic staff that contributes to education and/or research related to Sport & Society.
- The faculties or departments of applicants jointly match 67% of required funds;
- The proposal consists of a brief overview of the added value of the project for Sport & Society, concrete objectives, approach, activities, budget and planning. In addition, the proposal provides insight into the degree of interdisciplinarity and academic and societal relevance;
- The maximum grant per project is €40,000,-, i.e. €13,000 funded by S&S and €27,000 matching by the faculty or faculties involved.
- The proposal covers a maximum of 4 A4;
- The project must be carried out before December 31, 2019 (including the expenditure of all funds and a final report).
Category 2 ‘Academic visibility’

The following criteria are applicable for all proposals for the category 2 'Academic visibility':

- The proposal must contribute to the ambitions and focus of Sport & Society. See www.uu.nl/sportandsociety;
- The proposal must demonstrate that the activities will contribute to the embedding of the Sport & Society themes within education and/or research at Utrecht University.
- The proposal must demonstrate that it uses an interdisciplinary approach. Preferably the different disciplines are visible in the group of applicants.
- Only researchers and lecturers of UU and UMCU can apply for seed money;
- The proposal must contribute to the academic visibility of Sport & Society. For example by organizing symposia, colloquia or lectures by international researchers, or turning the findings from a contract research project into a scientific article or conference paper.
- The faculties or departments of applicants jointly match 67% of required funds;
- The proposal consists of a brief overview of the added value of the project for Sport & Society, concrete objectives, explanation of the communication towards the academic world and students, approach, activities, budget and planning. In addition, the proposal provides insight into the degree of interdisciplinarity and academic and societal relevance;
- The maximum grant per project is €40.000, i.e. €13.000 funded by S&S and €27.000 matching by the faculty or faculties involved.
- The proposal covers a maximum of 4 A4;
- The project must be carried out before December 31, 2019 (including the expenditure of all funds and a final report).

Assessment criteria

- Eligibility;
- Connection to the main goal of Sport & Society;
- Interdisciplinary cooperation or approach;
- Feasibility of the project;
- Concrete and visible output;
- Value for money.

Additional conditions

- The Call is based on the 'first come, first serve' principle: proposals will be treated in order of entry. If the proposal is judged to be satisfactory and the budget is sufficient, seed money will be awarded. The jury consists of independent representatives from the faculties that are involved in Sport & Society.
- The REBO, GEO and UMCU faculty can apply to a maximum contribution by Sport & Society of €25.000 (excluding their own matching). The Humanities, Social Sciences and Veterinary faculty can jointly apply to a maximum of €25.000 (excluding their own matching). Based on the proposals, the Executive team can diverge from this principle in consultation with the faculty in concern. Applicants can contact Frank van Eekeren (f.j.a.vaneekeren@uu.nl) about the money that is still available per faculty before applying.
The financial contribution by Sport & Society will be directly available after the decision by the Jury.

**Timeline**

- The proposal can be submitted to the Jury from 1 January 2019 9h00 to 1 July 2019 9h00 (attn. Frank van Eekeren, f.j.a.vaneekeren@uu.nl).
- The decision by the Jury will ultimately be published 4 weeks after submission.