

ANNOUNCEMENT AND CALL FOR APPLICATION

On behalf of the German Academic Exchange Service (DAAD)
the UP Transfer GmbH at the University of Potsdam are organizing the
International Germany Alumni Seminar 2022

The Future of Education – Overcoming educational inequality through innovation

15 - 22 November 2022 in Potsdam, Germany

followed by the participation in the
Global Conference Online Educa Berlin 2022

23 -26 November 2022 in Berlin, Germany



Seminar overview

Digital transformation is finding its way into all political, social and economic processes and continuously changes our existing, well-known structures and values. Especially with the Corona pandemic, the use and development of digital information and communication technology has gained additional importance, especially when it comes to education and new possibilities for development cooperation. Digitalization can improve the efficiency and effectiveness of projects in these areas, it increases transparency, simplifies communication and creates flexible structures that enable quick actions. Projects and processes can be designed in a participatory manner, information is equally and easily accessible for everyone, and new opportunities arise for the design of sustainable education models and the promotion of sustainable development.

The focus of the Alumni seminar “The Future of Education – Overcoming educational inequality through innovation” is on SDG number four: The guarantee of inclusive, equal and high-quality education and the promotion of lifelong learning opportunities for everyone. The Corona pandemic highlighted the importance of digital educational offers and technology-enabled learning and further training, especially in the Global South where digital transformation can be an even more influential "game changer" when it comes to battling educational inequality.

The project is planning for a six-day specialist seminar including a weekend programme followed by the participation in the Online Educa Berlin 2022, which is considered the most influential cross-sector conference and exhibition on digital learning and training.

Seminar aims

The seminar programme aims at specialized trainings in the following focus areas:

- **Digital Education in Emerging and Developing Countries:** This part is focusing on taking a closer look at the development of digital education in the light of the Corona pandemic, especially chances and challenges in emerging and developing countries. Also, it is going to provide some insights into learning psychology (the brain, memory, motivation, emotions and stress) in digital classrooms.
- **Immersive Technologies in Education:** For this part, the focus lies on immersive technologies in initial and continuing education as well as their contribution to achieving the sustainable development goals. Sample projects are going to include innovative GIZ projects in digital education.
- **Designing Online Trainings:** Here, the idea is for participants to design their own online training. Participants are supposed to get to know and mind different target groups, collaborative working techniques and networks, innovative technical equipment and tools as well as training and evaluation styles. The outcome is a transferrable sample project and deeper knowledge in the design and implementation of online trainings.

All seminar activities are linked to the Online Educa Berlin (OEB), the conference and its focus topics have been taken into consideration during the conceptualization of the programme so that all participants are well prepared for the conference and activities there.

The seminar and conference participation are offered by the German Academic Exchange Service (DAAD) as part of the SDG Alumni Projects (<https://www.daad.de/en/alumni/funding-programmes-for-alumni/sdg-alumni-projects/>). The Alumni Seminar is organized and hosted by the UP Transfer GmbH at the University of Potsdam. The costs will be mainly covered by funds from the DAAD provided by the German Federal Ministry for Economic Cooperation and Development (BMZ).

Tentative programme

The seminar programme in Potsdam will take place from 16th to 21st November 2022, with the participants arriving one day prior (15th November 2022).

The seminar is set out to be practice- and participant-oriented and therefore includes the following methods and components:

- Online exchange and preparation phase before the beginning of the seminar
- Peer exchange sessions and formats (e.g. gallery walks, fishbowl discussions, case clinic)
- Informational sessions and formats (research sessions and panel discussions)
- Networking opportunities and insights into practical sample projects (e.g. site visits, transfer sessions)
- Practice-oriented design module (conceptualization and design of your own training)

The learning process is documented by using a learning diary and the seminar programme also includes social events.

A tentative programme is attached for further reference and details. Please note that at this stage, the programme is subject to change.

Travel dates:

- 15th November 2022: Arrival in Berlin and travel to Potsdam
- 16th - 21st November 2022: Seminar in Potsdam
- 22nd November 2022: Travel from Potsdam to Berlin for the Online Educa Berlin (OEB)
- 23rd - 25th November 2022: Participation in the OEB
- 26th November 2022: Departure from Berlin

It is mandatory that you participate from the first day of the seminar in Potsdam to the last day of the conference Online Educa 2022 in Berlin.

A Special Note on an alternative programme: Given the world-wide pandemic and the current status of uncertainty of its development, DAAD and UP Transfer GmbH will decide in due course to replace the event in Germany by an online version. This will imply modifications of the programme which will be announced to the participants. The alternative programme will rely on more and extended active contributions by participants.

Eligibility criteria for participation

The seminar targets **Alumni of German Universities who come from emerging and developing countries (listed on the OECD DAC list)**. Participants should currently be working and living in their home countries or in another country listed by the OECD DAC list and should have carried out research or studied in Germany for at least 3 months.

Ideally, participants have

- (1) Studied in the Master of Public Management (MPM) programme at the University of Potsdam or a programme with a special focus related to the seminar topics
- (2) Professional experience and personal interest in the areas covered by the seminar programme: Digital transformation process, especially in education and training / development cooperation and assistance; learning psychology and the design of trainings; stakeholders and projects in the above-mentioned fields in development assistance

- (3) The opportunity to act as a potential agent of change (multiplier) who will present and use the results and concepts learned during the seminar programme in their home country for regional implementation
- (4) Adequate English language proficiency, which is essential to actively participate in the workshops, discussion and conference

Eligibility for repeated attendances at SDG Alumni Projects:

Participations in SDG Alumni Projects are limited to a maximum of 2 participations within 4 years. The year of participation, not the year of application, is decisive for the calculation. (This rule does not apply for attendance in a completely digital SDG Alumni Project).

Cost coverage

- International return ticket from and to Berlin Brandenburg Airport (BER) – lowest possible economy class airfare (up to 950 Euro from East, South-East and South Asia, South and Latin America; up to 700 Euro from Sub-Saharan Africa, up to 500 Euro from Arabian/Mediterranean countries) **against receipt**. Please provide tickets and boarding pass upon arrival.
- Train tickets: Airport to Potsdam Central Station*
- Travel health insurance (max. 30 Euro) and visa costs (up to 50€) **against receipt**
- Accommodation and partial living expenses during the stay in Potsdam for the seminar**
- Transport on excursions
- Transport from Potsdam to Berlin
- Accommodation and partial living expenses during the conference stay in Berlin***
- Entrance fees at the conference in Berlin
- Transport from the hotel in Berlin back to Berlin Brandenburg Airport (BER)

* Please be aware that transport via taxi is not refundable.

** Partial living expenses in Potsdam: You will be provided breakfast and lunch during the seminar. Dinner is not included and has to be taken care of by the participants themselves.

*** Partial living expenses in Berlin: You will be provided breakfast and lunch during the conference, at some but not all days also dinner.

Please note:

Any other costs must be covered by yourself, such as transport costs between your place of residence and the airport of departure/arrival in your home country, and travel costs for the visa application in your country of residence.

Extensions of stays before the seminar/after the OEB 2022 are only possible for up to 5 working days and upon submission of a comparison of flight ticket prices before you start your travel. You will have to pay any difference between the flight ticket prices for the official arrival/return date (see below) and your actual date of travel. You must also cover any additional travel costs, subsistence costs and other additional costs of your extension by yourself.

Extensions beyond 5 days must be of official nature justified accordingly, e.g. through confirmed visits to other universities, organizations, institutions, companies etc. and with details about the contact persons and a detailed programme of activities. Such extensions have to be approved by DAAD before the start of your travel. Decisions by DAAD are made on an individual basis and depending on the provided information (programme, justification etc.).

For any extension, accommodation needs to be organized individually. Furthermore, and very importantly, participants need to ensure a valid health insurance coverage for the extension themselves.

Application procedure

Your application (in English language) should emphasize your motivation, eligibility and personal/professional benefit for your participation. Applicants should illustrate that they are academically and professionally suited to contribute to the seminar in a meaningful manner and how they are planning to apply the gained knowledge in their position back home.

In order to illustrate these criteria, **applications have to include the following documents:**

- A filled-out [application form](#)
- A **letter of motivation** (Arial font, font size 11, 1.5 line spacing, max. 2 pages) that elaborates further on your experience and special interest in the seminar topic and why participating in the seminar with UP Transfer GmbH at the University of Potsdam would be of a benefit to your professional and personal situation. Furthermore, please describe how you are planning to use and present the results and concepts learned during the seminar programme in your home country for regional implementation
- An up-to-date **CV**
- An **abstract** (Arial font, font size 11, 1.5 line spacing, max. 2 pages) on an educational scenario and challenge that according to your opinion would benefit from being addressed with creative and technology-enabled approaches such as described in the seminar. Such scenarios might stem from your professional context, the society you live in, or global politics – whatever you choose to put forward please try and be as precise as possible about the needs and problems at stake.

Please relate to the topics discussed at the OEB 2022 and the seminar topics (the future of education, educational inequality etc.).

All documents should be compiled into **one single PDF file, named** “last name_first name_country” (e.g. Hecht_Laura_Germany). All documents have to be in English.

Please send your complete application by **2nd May 2022** via e-mail to events@mpm-potsdam.de.

After the review by the local organizing committee and DAAD, the invited participants will be notified end of May, 2022.

For further questions, please contact Laura Hecht (lhecht@uni-potsdam.de / +49 331 9774417).

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German Academic Exchange Service

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