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Potsdam e.V.



Apply now for the Better World Award UP 2025!

As of now, Master's students and doctoral candidates from all disciplines represented at the University of Potsdam can apply for the Better World Award UP, which will be awarded this year for the sixth time. The prize, endowed with €3,333, is awarded to young academics whose scholarly work makes a decisive contribution to the advancement of society. Final theses to be submitted by 10 July 2025 should offer compelling responses to current societal challenges, with reference to the UN's Sustainable Development Goals. The research should present practically applicable solutions in relation to the following focus areas:

- ⇒ Sustainability, particularly in economic growth, production and consumption, and urban and community development
- ⇒ Nutrition
- ⇒ Climate protection
- ⇒ Digitalisation
- ⇒ New forms of work
- ⇒ Mobility

Importantly, it should be evident what positive changes the findings could bring about for individuals and for society as a whole.

The Universitätsgesellschaft Potsdam e.V. presents the award under the patronage of LAND BRANDENBURG LOTTO GmbH, which also provides the prize money. The competition is supported and accompanied by the „Transferbereich“ of the University of Potsdam. “Together, we want to demonstrate how creative yet concrete our young researchers are in tackling current issues,” says Dr. Barbara Obst-Hantel, Chair of the Board of the Universitätsgesellschaft Potsdam e.V.

The **pitching** of the best applications will take place on **26 September 2025**, where the proposals' potential for societal impact will be compared and evaluated to determine the winner. The **award ceremony** is planned for **Thursday, 23 October 2025**. The jury lead by the Universitätsgesellschaft Potsdam e.V. includes: Former Vice President for International Affairs at University Potsdam, Prof. Dr. Florian J. Schweigert, Prof. Dr. Ilko Bald (Physical Chemistry), Prof. Dr. Nina Brendel (Didactics of Geography), the managing directors of Potsdam Transfer, Sascha Thormann, and UP Transfer GmbH, Wolfgang Hadlich, as well as former award winners Dr. Anna Heidenreich and Rohan Sawahn.

Lotto Managing Director Anja Bohms is looking forward to “groundbreaking ideas with the potential to make the world a better place.” The competition aims to make such ideas both visible and accessible to the public.

Application Requirements include a copy of your Master's or Doctoral diploma, the abstract of your thesis, and first and foremost, a statement of 3–5 pages explaining how the findings of your work

would contribute to a “better world” in the sense described above, through suitable knowledge transfer activities

Application deadline is 10 July 2025

Further information can be found at <https://www.uni-potsdam.de/de/uniges/foerderungen-preise/better-world-award-bwa>

For enquiries, please contact the administrative office of the Universitätsgesellschaft Potsdam e.V. via E-Mail: unigesellschaft@uni-potsdam.de or Tel.: +49 (0)331 977 5089; alternatively, contact Prof. Dr. Dieter Wagner via E-Mail: wagner@uni-potsdam.de or Tel.: +49 (0)175 2043399

We look forward to receiving exciting applications, which should be submitted via email to: unigesellschaft@uni-potsdam.de

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