

Bielefeld UAS received a new name in April 2023: Hochschule Bielefeld – University of Applied Sciences and Arts (HSBI). This document will remain valid, unless an updated version is published.

Strategy for Knowledge and Technology Transfer

Bielefeld University of Applied Sciences



FH Bielefeld
University of
Applied Sciences



Strategy for Knowledge and Technology Transfer at Bielefeld UAS

1 Objectives

Building upon already existing capabilities, this strategy, which consists of objectives, profile development and areas of activity, was developed and approved by the university and its regional partners. It was written under the leadership of the Executive Board and discussed with faculties, deans, organisational units and the University Council.

Bielefeld UAS has set ambitious objectives and formulated the following guiding **principles**:

- Aside from teaching and research, the transfer of ideas, knowledge and technologies is one of the core tasks of the university.
- Bielefeld UAS understands innovation transfer as an interactive process between researchers and society. Ideas and knowledge are exchanged, joint projects initiated and carried out, experiences shared and new findings put to the test.
- The university strongly supports the practical application and commercialisation of research results wherever applicable.
- Activities supporting the transfer of ideas, knowledge and technology are also highlighted in the university's mission statement: "Technology transfer and further education are oriented towards the region's requirements."¹
- Bielefeld UAS proactively approaches partners from society, culture, business and politics and contributes to research-based social development.

¹ <https://www.fh-bielefeld.de/ueber-uns> (as of 12/01/2017).

Within the area of transfer of ideas, knowledge and technology, Bielefeld UAS pursues the following **objectives**:

Bielefeld UAS intends to increase its innovative capability and to evolve into a central player within the regional innovation system.

**Increasing
innovative
capability**

In order to increase our innovative capability, professors will cooperate with industry experts in an interdisciplinary and transdisciplinary way in order to implement innovations in social and business contexts. Diversity and equal opportunities are at the core of the university's value system and form the basis for achieving its objectives. In order to facilitate disruptive innovation, Bielefeld UAS intends to create additional opportunities for encounters between people from different professional and cultural backgrounds. By offering a wide range of different events and facilities, the university inspires people to contribute to solving technical and social problems in a sustainable manner and with great commitment.

Through *Sustainable Solutions*, Bielefeld UAS will develop a distinct and attractive profile that secures and communicates the sustainability of its projects and processes. The aim is to develop sustainable solutions that meet the requirements of a working and living environment oriented towards technology and digitalisation. This focus ties in with the sustainability strategy that the university has previously formulated together with the Ministry of Culture and Science of North Rhine-Westphalia in its agreement on objectives. Special emphasis is put on cooperation with small and medium-sized businesses of the region.

**Developing
a profile**

Based on the Federal Government's high-tech strategy, the university's research as well as its knowledge and technology transfer activities focus on the following five key fields:

- 1 | Innovative Technologies, Climate and Energy Systems
- 2 | Social and Health-Related Aspects
- 3 | Mobility and Society
- 4 | Design and Communication
- 5 | Digital Economy and Education

Within the scope of this strategy, the reputation of the transfer of ideas, knowledge and technology shall be strengthened by the clear recognition of transfer activities alongside the increased visibility of the achievements of individuals and the university as a whole. At the same time, the freedom of research and teaching is not to be affected by any activities in this area.

**Promoting
recognition**

2 Fields of Action

Concrete measures are formulated for the following fields of action in order to achieve the objectives set out in section 3:

Professionalising the structure supporting knowledge and technology transfer at our university:

We intend to create a **cooperation platform** for university members, university governance and heads of companies, institutions and other facilities to use for regular exchange. In this way, industry expertise will be utilised for the university's strategic realignment on a sustained basis.

Furthermore, we intend to expand the existing **structures** by establishing a team that takes action internally and externally, establishing new contacts as well as accompanying and expanding existing cooperation. Professional marketing supports these activities, enhancing the university's mission and objectives.

A **research and knowledge/technology transfer database** comprising information on researchers, industry partners and their respective research topics should enable a continuous maintenance of contacts inside and outside the university. The system should allow for the easy identification of potential partners for cooperation. Similar to a CRM system, this database should also support marketing activities.

Clear objectives for the transfer of ideas, knowledge and technology will be defined and structures for reviewing the achievement of these objectives will be established. On this basis, a systematic and continuous **quality assurance** and permanent review of the efficiency of resource utilisation should be assured. For this, the model developed within the FIFTH (Facetten von und Indikatoren für Forschung und Third Mission an Hochschulen für angewandte Wissenschaften) project should serve as a blue print.²

Aside from knowledge and technology transfer, activities in the areas of further education, regional involvement and social commitment will also be included.

The range of tasks for this field of action is completed by strengthening an overarching **culture of recognition and acknowledgement**. This includes making activities visible, taking into account the transfer of ideas, knowledge and technology in appointment procedures for open positions, creating opportunities to reduce the teaching load and establishing an internal university fund for the promotion of projects in the area of knowledge and technology transfer.

Organising interdisciplinary cross-faculty research and teaching:

Students are the university's biggest asset! With more than 10,000 students, Bielefeld UAS has a large number of highly motivated future graduates. We intend to intensify interdisciplinary and cross-faculty student projects that enable students to put the knowledge obtained in their studies to practice and to enhance it through further research. By integrating project and work-related modules into its curricula, the university has already laid excellent foundations for this. Cross-faculty cooperation will be strengthened and contacts with partners from the industry will be continuously expanded.

Promoting the development of research results and establishing solid cooperations:

It is vital to solidify and expand existing cooperations that professors have already established during their professional careers in industry. Additionally, cooperations that have developed in the realm of research and teaching, e.g. in the context of individual research projects or supervising BA and MA work, should also be supported and further developed. In addition, all activities that help establish new contacts and cooperations will be supported. For this, professionalising the underlying structure for knowledge and technology transfer is an important basis. Furthermore, research results will be published and reassessed in terms of their potential for practical application and/or commercialisation.

²Hachmeister, Möllenkamp, Roessler, Scholz (2016): Katalog von Facetten von und Indikatoren für Forschung und Third Mission an Hochschulen für angewandte Wissenschaften, CHE Arbeitspapier Nr. 189, Gütersloh.

Communicating activities internally and externally:

Cooperation requires transparency. For this, we intend to develop new and innovative communication formats both within the university and towards external partners. It is necessary to communicate the possibilities of the transfer of ideas, knowledge and technology in a clear and accessible manner. Ongoing activities must be made visible. Eventually, we intend to position Bielefeld UAS within the regional innovation system. Science communication must be expanded through traditional and digital channels, while innovative event formats that are adapted to specific target groups must be designed. At the same time, project results will remain confidential wherever required.

Strengthening the university's social commitment:

“In teaching and research, Bielefeld University of Applied Sciences shall make a responsible contribution towards social development. It has a particular obligation to its regional surroundings.”³ Following this statement, we intend to create opportunities for a sustainable application of research results for the benefit of society.

³ <https://www.fh-bielefeld.de/ueber-uns> (accessed 12/01/2017).

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