



PADERBORN
UNIVERSITY

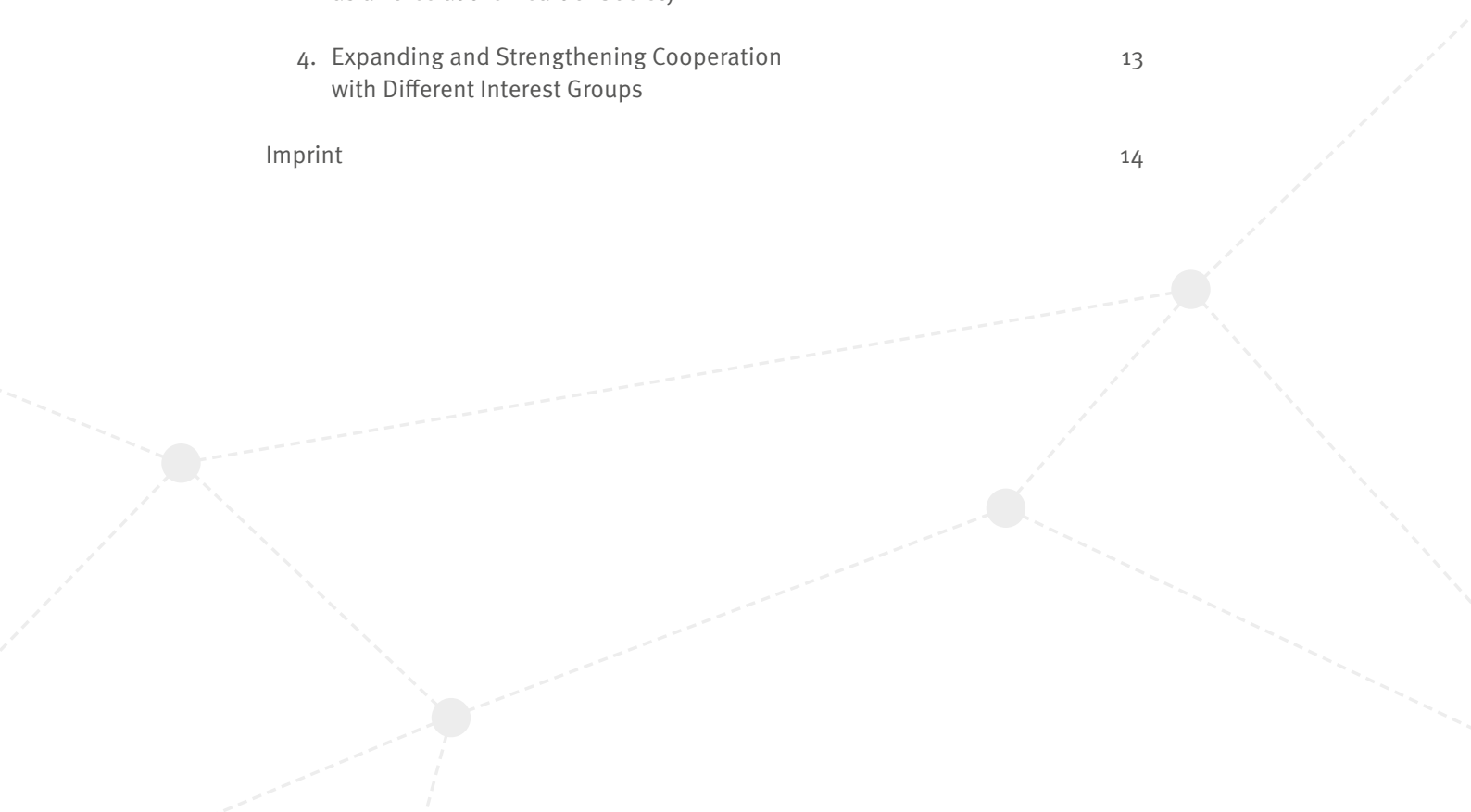
TRANSFER STRATEGY

of the Executive Board of Paderborn University 2023 – 2025



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CONNECTIONS

LEAD TO SOLUTIONS:

REFLECTING, INNOVATING, AND SHAPING THE FUTURE OF THE UNIVERSITY TOGETHER

We at Paderborn University are at the heart of society with our research and teaching activities and contribute to solving current and future challenges. We develop and reflect on our research findings in cooperation with different groups of social actors and interest groups in various forms of collaboration and communication.



HOW DO WE UNDERSTAND TRANSFER AND HOW DO WE LIVE IT AT THE MOMENT?

Due to our diversity of subjects and disciplines, we have a broad understanding of transfer. We practise knowledge and technology transfer with society and business in three dimensions: through **collaborative reflection** in lectures, panel discussions and workshops; through **collaborative innovation** in research projects and real-world laboratories; through the **shaping of the future** in committees, the cooperation with various schools, and through networking. These ties connect all areas of society, economy, and politics. As a result of our many years of transfer experience, we look back on a large, trust-based, and successful network. Thanks to these connections, we can create common perspectives.



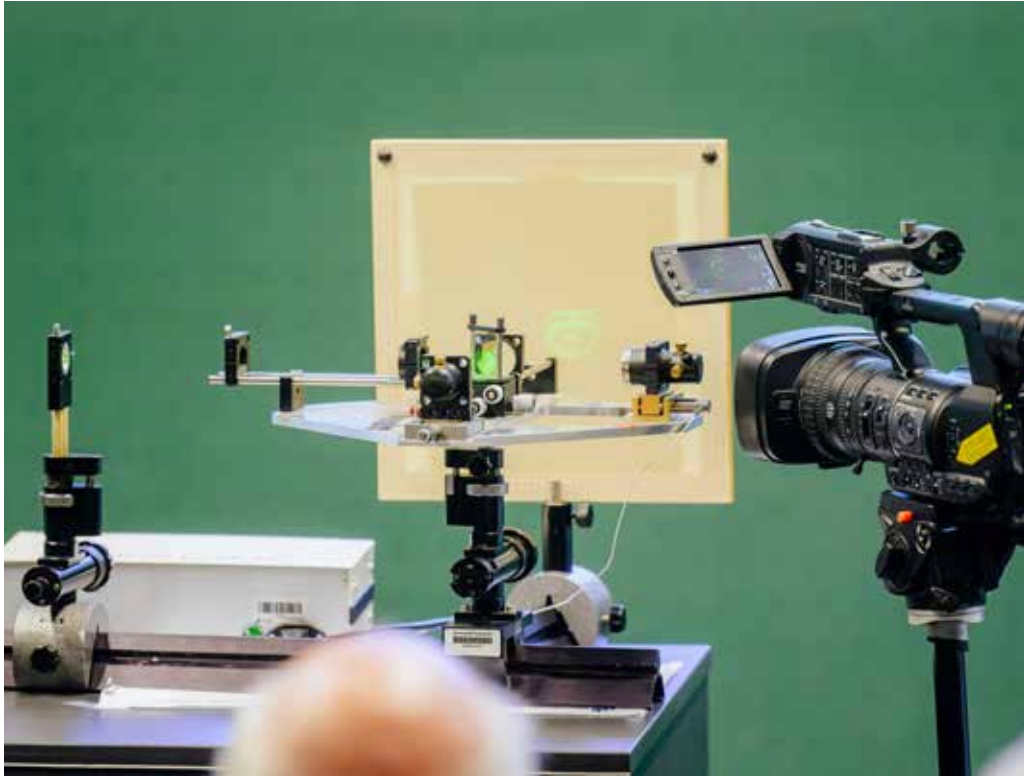
In order to identify relevant topics, impulses, and discourses for the research and transfer process and to evaluate potential research ideas, we involve social and business representatives as well as other research institutions and higher education institutions in various exchange and cooperation formats at an early stage of the process.

For the purpose of increasing the transferability and applicability of innovations for both society and the economy, we are committed to transferring findings from fundamental research into application as fast as possible. Our advantage here is that we cover the entire innovation chain, from fundamental research to explorative and applied innovation projects and processes, to contract research.

In addition to research, we particularly emphasise a balanced relationship between theory and practice in the study programmes we offer in order to prepare our students in the best possible way for future professional challenges, both inside and outside of the University. Our aim here is not only to simply provide students with sufficient knowledge, but to educate them on how to become responsible and independent members of society, who can contribute in a critical, constructive, and committed manner.

Our connections in society, economy, and politics allow us to offer first-class as well as relevant research and teaching, thus providing students and staff with the best possible opportunities and prospects for their development.





WHY IS TRANSFER IMPORTANT TO US?

For us, excellence in research is inextricably linked to the responsibility of ensuring that our research findings are relevant to society. At Paderborn University, we advocate both for the transmission and the preservation of liberal, democratic, and social values. Current societal challenges, such as demographic change, resource scarcity, and the ecological transformation of the economy and society are not only entirely changing our frameworks and concepts of life, but are also encroaching on our democratic value system. Overcoming these challenges poses a number of risks, yet also offers many opportunities. We are convinced that invention, exchange, and the will to innovate can foster social, ecological, economic, and technological innovations that turn challenges into opportunities.

Due to our self-image regarding transfer and our diverse activities in this area, we support society, the economy, and politics in making informed, reflective, and sustainable decisions based on scientific findings. By doing this, we strive to pass on a free, democratic, social, and peaceful world to future generations.

WHAT ARE OUR LONG-TERM GOALS IN TRANSFER?

1. TRANSFER AS A CORE COMPONENT OF OUR UNIVERSITY'S ACTIONS

In many research and teaching projects, we pose the question of how they might contribute to solving current and future challenges. In doing so, we are committed to upholding good scientific practice and the University's Basic Regulations.

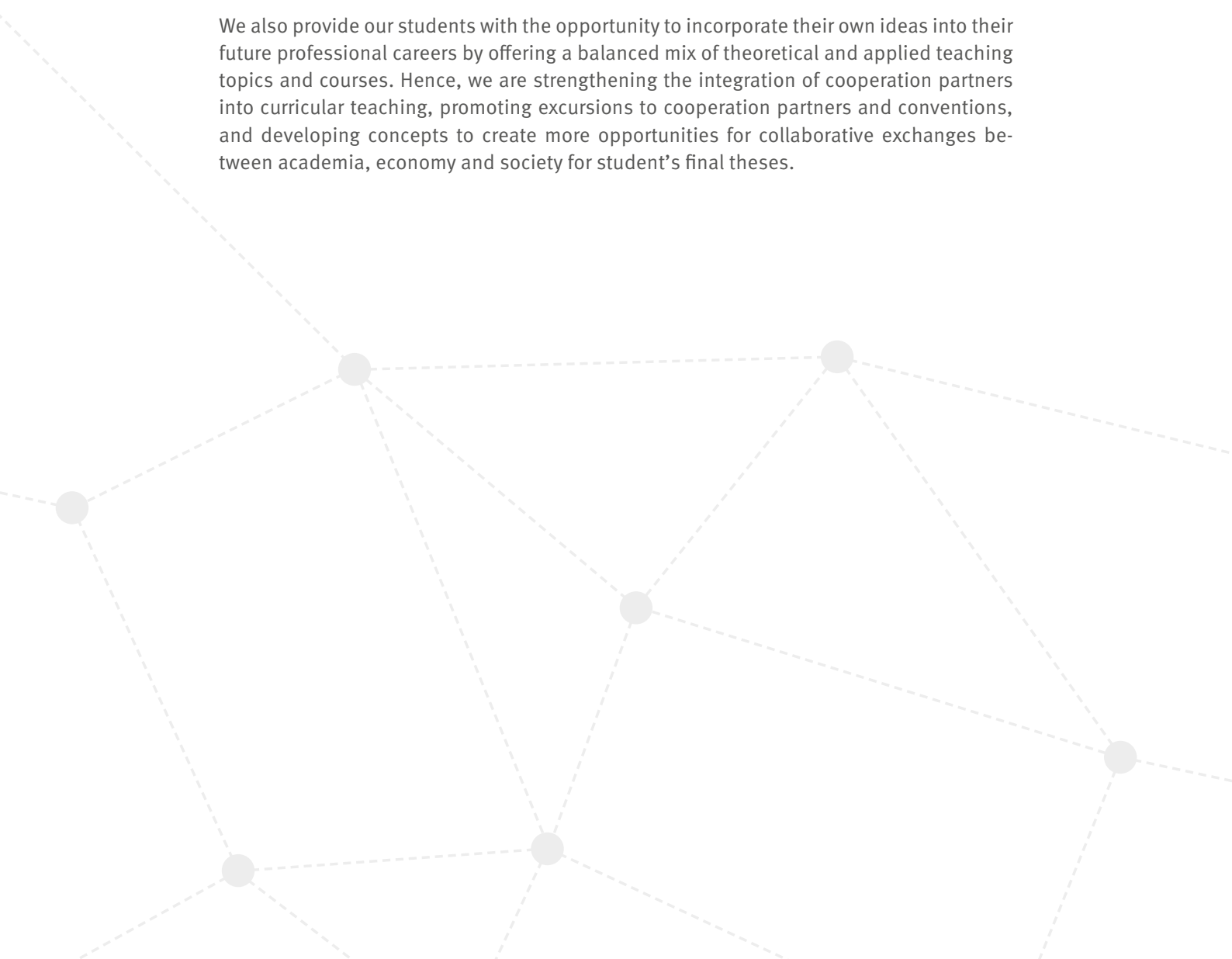
It is important to us to raise awareness and involve all status groups at Paderborn University in the ongoing development of the understanding of transfer and the corresponding transfer strategy as well as in further education and training in the area of transfer-relevant topics. At Paderborn University, the further development of the transfer-related exchange, interaction, and cooperation process is supported by a transfer working group, which critically reflects on the process and advises the Executive Board of our University. One particular issue we want to consider, is how we can facilitate appreciation for transfer activities. The aim is to enable the impulses of non-university members to be integrated into the transfer working group, so that non-university trends and impulses can be adopted as soon as possible.



In order to encourage new professors and employees to enthusiastically engage in transfer activities at an early stage, we want to offer all new professors and employees an onboarding programme concerning the area of transfer, thus making transfer an integral part of the University along with research and teaching. Oftentimes, an interdisciplinary approach is essential when it comes to finding creative solutions and innovative answers to current and future challenges. Consequently, we support opportunities for interdisciplinary cooperation both within the University and beyond, through targeted exchange and informational outreach.

As a university, we have the advantage of being able to map the entire chain of innovation from fundamental research to contract research, thus facilitating the rapid transfer of innovation into application. Therefore, it is important to us to consider how we can exploit and transfer research findings at an early stage. To this end, we offer central support structures and promote marketing via ProVendis GmbH.

We also provide our students with the opportunity to incorporate their own ideas into their future professional careers by offering a balanced mix of theoretical and applied teaching topics and courses. Hence, we are strengthening the integration of cooperation partners into curricular teaching, promoting excursions to cooperation partners and conventions, and developing concepts to create more opportunities for collaborative exchanges between academia, economy and society for student's final theses.



2. PROMOTING START-UP ACTIVITIES

Paderborn University views itself as a start-up-friendly university. Innovative business ideas can have a lasting impact on the development of society and the economy. We do our best to support founders in their business projects and raise their awareness for responsible entrepreneurial behaviour.

The Start-Up Campus OWL constitutes the anchor point for start-up activities at Paderborn University. It serves as an infrastructural element, so that founders and students and alumni interested in founding a company can network and interact with companies, as well as with society as a whole. The integrated garage33 and the associated Maker Space not only create an environment for exchange and the sharing of new ideas, but also enable their immediate implementation.

Our outstanding work in the field of start-ups is widely visible, especially through the state-funded ESC.OWL, of which Paderborn University is the consortium leader. The structures and activities created in this Excellence Start-up Center will be consolidated, continuously developed, and integrated into the Start-up Campus OWL in order to provide future generations with the best tools for founding their own start-ups.





3. STRENGTHENING PADERBORN UNIVERSITY AS A FORCE AT THE HEART OF SOCIETY

In order to strengthen the University as a place for encounters and discourse, we would like to promote the transfer of knowledge through regular exchange formats, both internally and with external partners. We will develop and implement creative formats that are appropriate for the respective target groups and which enable us to communicate the content of our research and teaching activities to third parties interested in transfer. This should also lead to an increase in the appreciation of transfer-oriented activities and networking within Paderborn University by all its members. We develop processes for alumni, external partners, and sponsors in order to establish sustainable transparent, and appreciative relationships. To this end, we are increasingly professionalising our structures, in order to maintain relations with these various groups.

We want to play an active and sustainable role in the shaping of our environment. For this reason, we promote brain transfer, e.g., by encouraging members of the University to share their critical and constructive scientific expertise in advisory bodies, think tanks, statements, and the like.

In order to visualise and explain the relevance of our research results for social-, as well as for economic issues and make them accessible, we are increasingly expanding our science communication structures. This includes the strategic and central support of members of the University, e.g., by preparing their research results for public presentation and making them comprehensible for a broader audience or through further education and specific training.

4. EXPANDING AND STRENGTHENING COOPERATION WITH DIFFERENT INTEREST GROUPS

In order to find answers to the key challenges facing society, we are already working on many collaborative projects with various external interest groups. Thus, the Software Innovation Campus Paderborn (SCIP) implements trust-based networking, interdisciplinary and intersectoral research, as well as the distribution of the most recent findings for the shaping of digital transformation as a strategic cooperation model.

All of our (research) collaborations are designed to ensure that knowledge, technologies, novel methods and approaches spread from Paderborn University into society, the economy, and vice versa. This allows us to accelerate innovative processes and ideas. With this in mind, we will promote cooperation in transfer-oriented, collaborative projects and review calls for proposals more consistently and strategically, in order to identify opportunities for Paderborn University's research institutions to participate in them.

We also share and expand our knowledge through further education opportunities for external stakeholders. The Paderborn PLAZ Professional School is already a renowned example of a flagship for initial and continued teacher training. At present, further education programmes in other disciplines tend to be organised in a decentralised manner. However, our aim is to make these further education opportunities more visible in the short term and more structured in the long term.



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