



LEUPHANA
UNIVERSITY LÜNEBURG



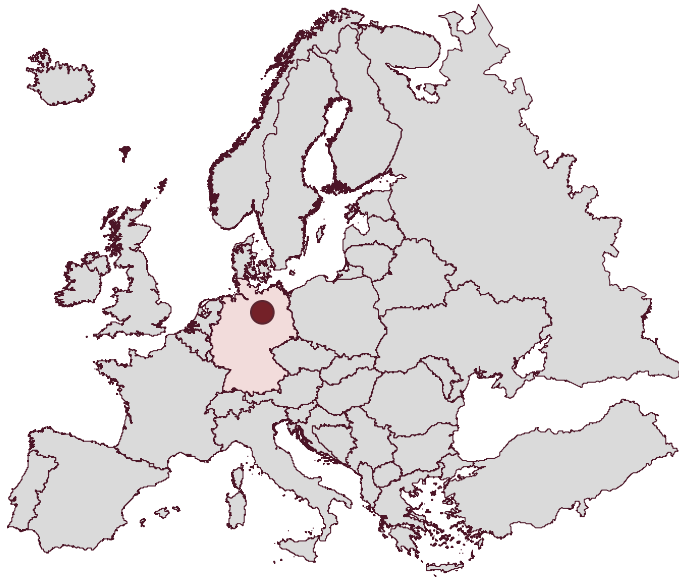
Universities and enterprises – A winning team?

March 28th, 2014



Leuphana University Lüneburg is a “small Excellence University” located in the vicinity of Hamburg and within two hours distance to Berlin.

General overview



- 7,400 students
- ca. 160 professors
- 100 doctoral scholarships
- 400 research fellows
- 300 lecturers
- 10 visiting professors
- 20 science managers
- Number of scientists increased by 35% since 2006
- External funds increased by 150% since 2006
- Relation: Professorship / Student 1:45 (+40% since 2006)





To sharpen the academic profile of Leuphana, the new university model is based on four science initiatives.

Science initiatives

Culture Sciences

What cultural values and practices define and change our society?

Transdisciplinary link between cultural and social sciences, further developing the “Kunstraum”

Integrative cultural research, art and visual culture, media culture and communication

29.5 professorships

Sustainability Research

How do we create a sustainable society?

Transdisciplinary link between human and natural science

Players: state, legal, corporate, social, individual
Topics: ecosystems, biodiversity, materials, space, information, design & infrastructure

30.5 professorships

Management & Entrepreneurship

How is business value created?

Referring to companies and combining different disciplines: economics, law, psychology, information technology, technology

Developing the transdisciplinary master’s program Management & Entrepreneurship

71 professorships

Education and Teacher Training

How can we create future opportunities for members of our society?

Heterogeneity as a central research topic in teaching methodology and educational science

Examples of new projects:
Summer academy for pupils of lower secondary schools (Hauptschule)
Cooperation with Teach First Deutschland

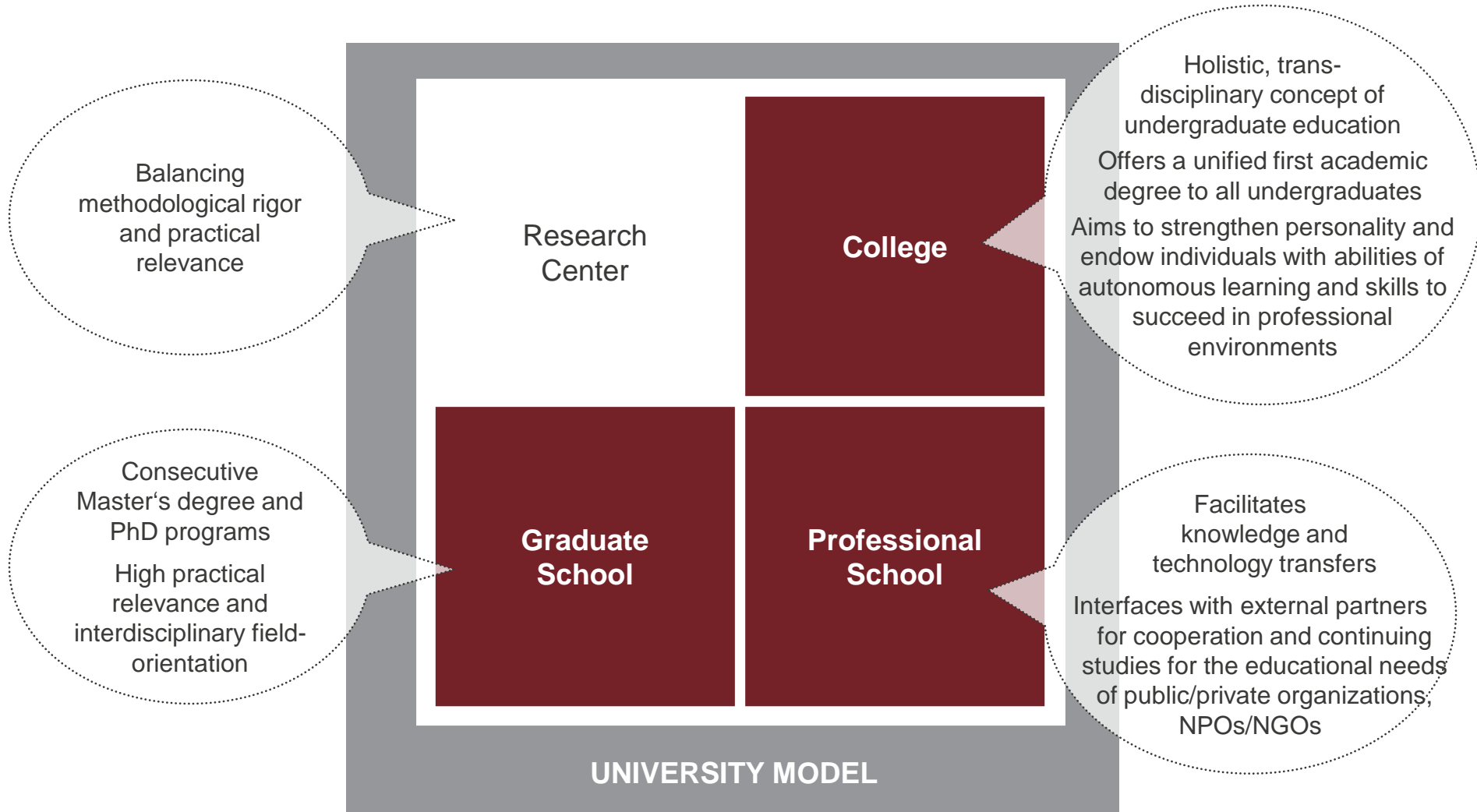
32 professorships

Center for methods
5 professorships



Unique to Germany, Leuphana's academic model is built around four main pillars with respect to target groups.

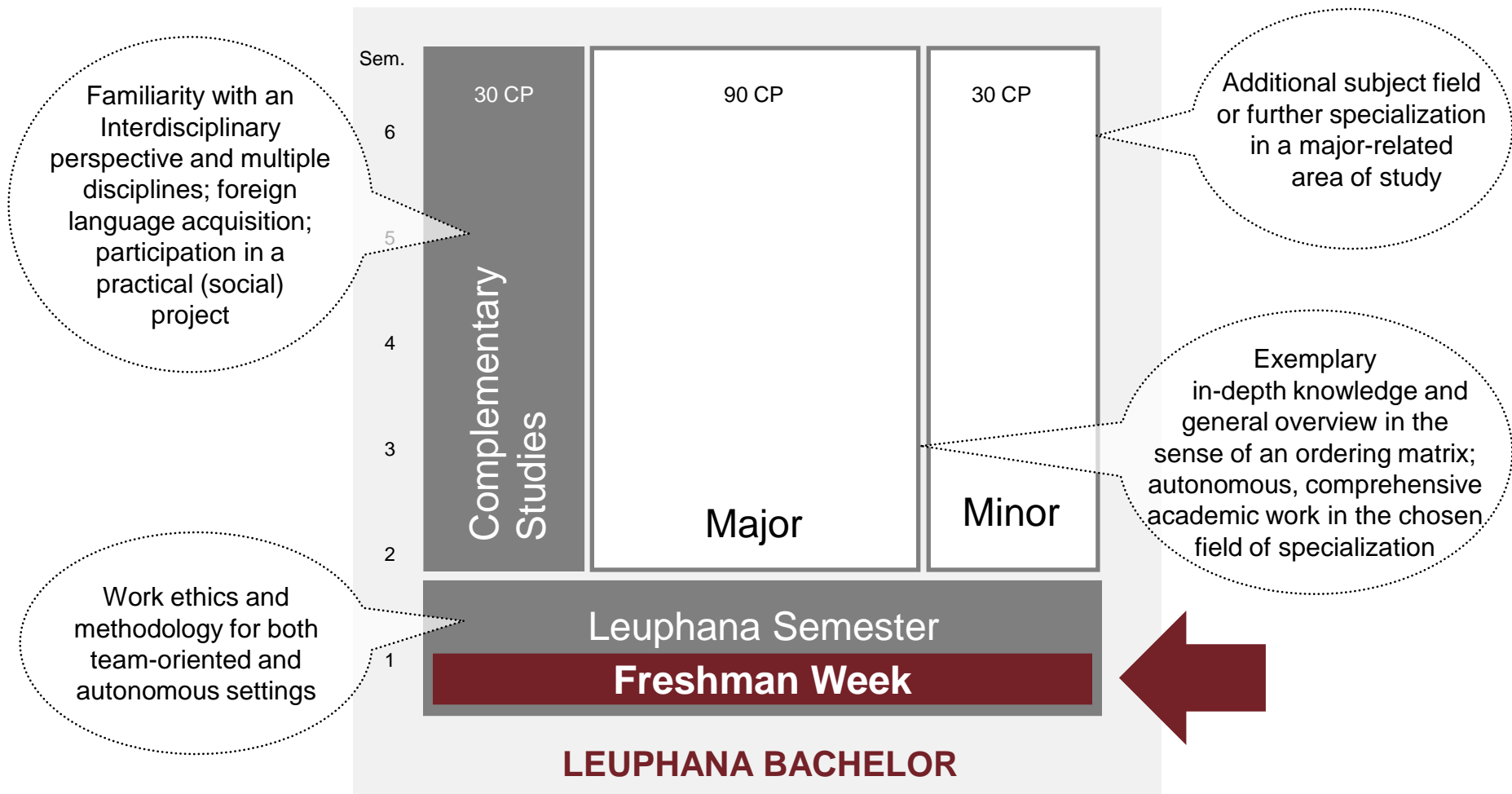
College, Graduate School and Professional School are all embedded in practical research





Kicking off with the Freshman Week, Leuphana College offers a joint model of study for all subjects.

College model: Leuphana Semester, Complementary Studies, Major and Minor



Familiarity with an Interdisciplinary perspective and multiple disciplines; foreign language acquisition; participation in a practical (social) project

Additional subject field or further specialization in a major-related area of study

Exemplary in-depth knowledge and general overview in the sense of an ordering matrix; autonomous, comprehensive academic work in the chosen field of specialization

Work ethics and methodology for both team-oriented and autonomous settings

CP = Credit Points



Former US-President Jimmy Carter and German Chancellor Dr. Angela Merkel visited Leuphana University Lüneburg to endorse the unique restructuring approach.



„...I come here this evening filled with gratitude, excitement and admiration for what has been accomplished in the last few months [...] in founding a new university that, in my opinion, will have an increasingly profound impact on the entire educational system of Germany and perhaps also of Europe.

This is a unique experiment that in my opinion is destined for complete success.

I congratulate all you students: you are making history by the initiation of your special study“

“...This university offers a variety of new developments and I believe that these were presented in a very convincing manner here today.

I return to Berlin with the firm impression that something exciting is happening here and that the State is supporting this project. It was a very interesting experience to see the great flexibility and tremendous interest in this university.

This is surely an enrichment for the German university landscape at large...”





The central campus building by Prof. Daniel Libeskind, currently under construction, symbolizes the development of Leuphana University.



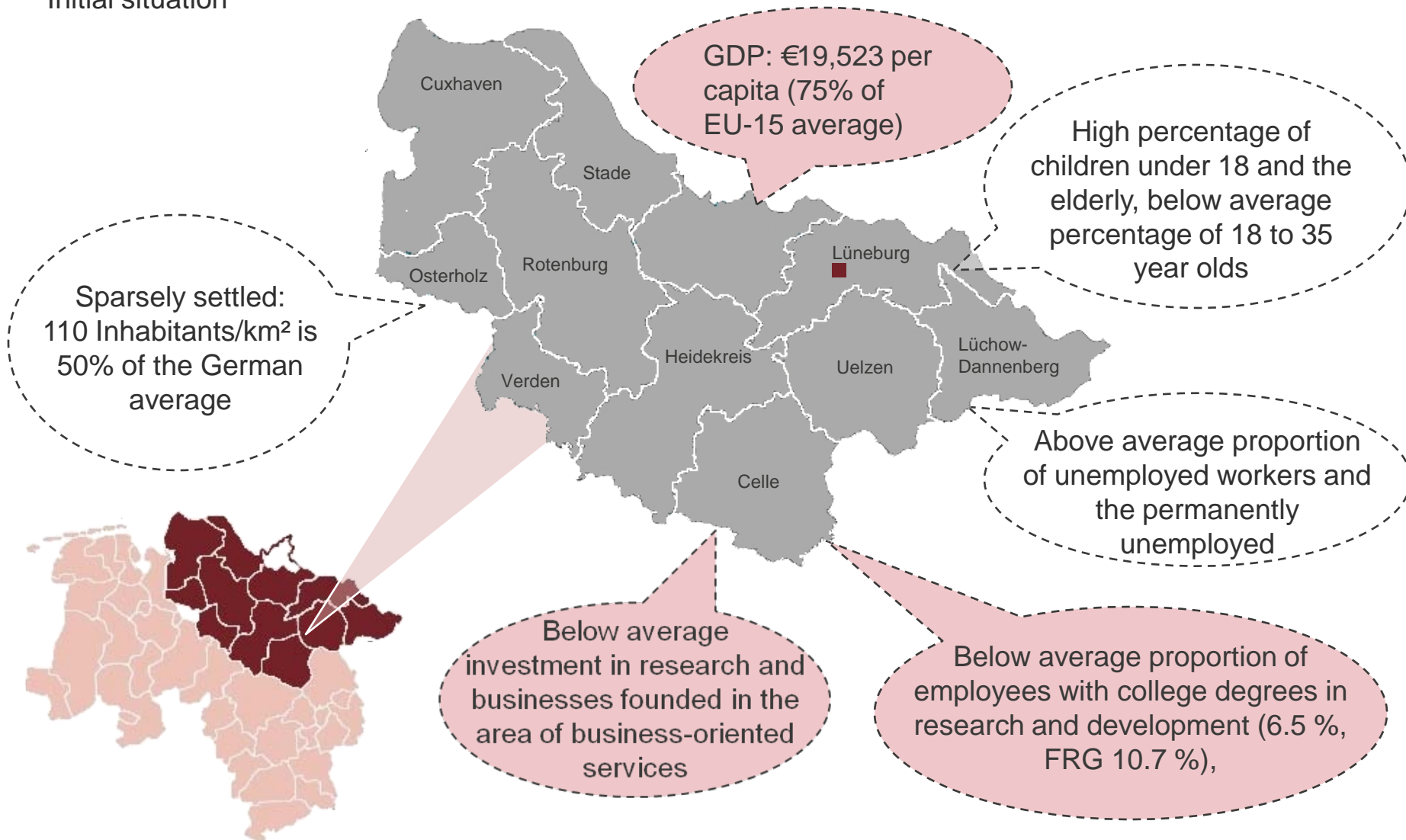


- ... is a major European project for regional business development.
- ... is predominantly funded by the European Fund for Regional Development (EFRE).
- ... has a total investment volume of €98 million.
- ... comprises 16 individual measures.
- ... integrates all areas of Leuphana University of Lüneburg.
- ... offers a wide range of cooperation options between universities, regional players and companies.
- ... scheduled from 2009-2015.



The Lüneburg district (Convergence Region) is mired in low economic production, demographic problems and below average start-up rates.

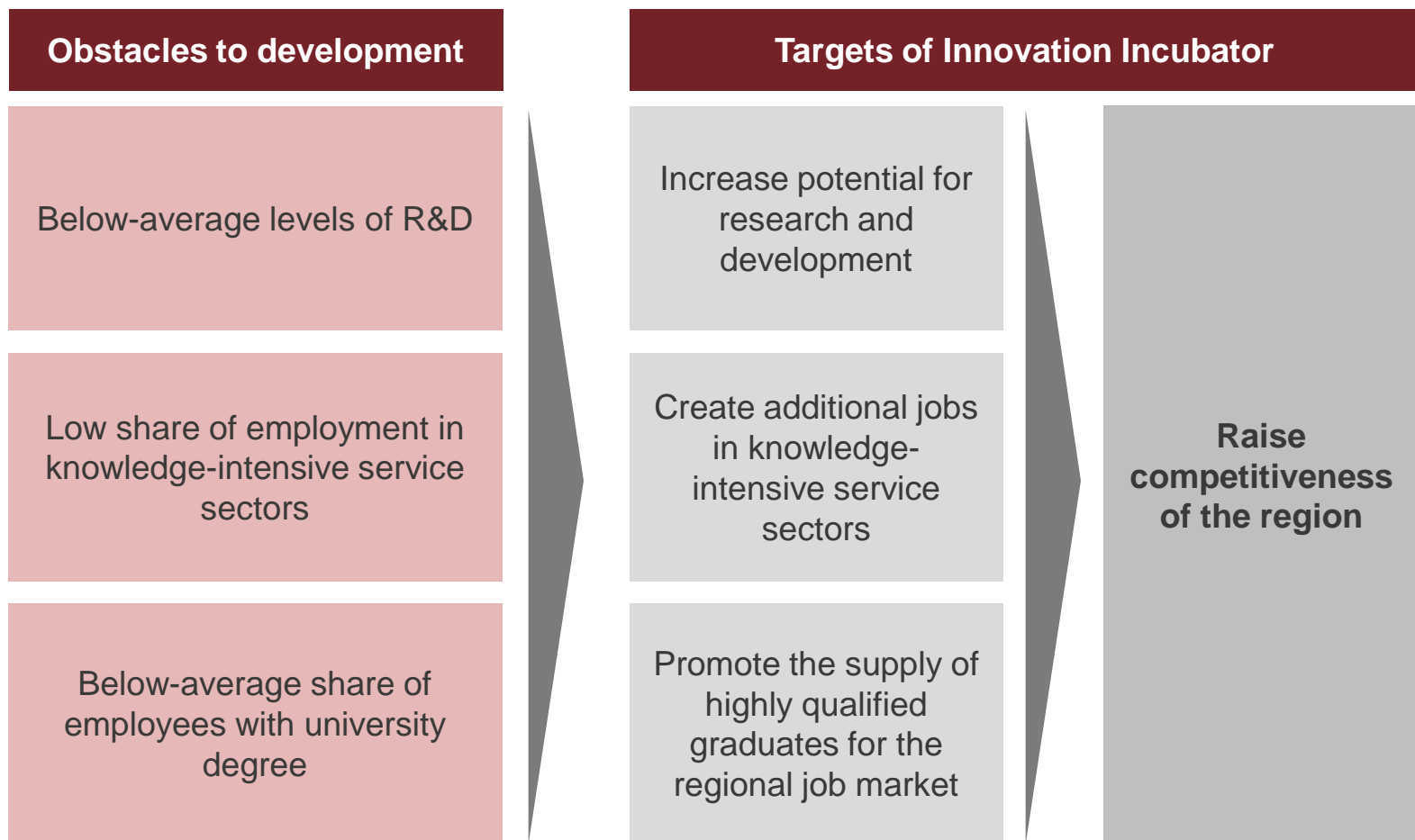
Initial situation





The central task of the Innovation Incubator is to raise the competitiveness of the convergence region of Lüneburg.

Background and objectives





The Innovation Incubator offers cooperation opportunities for regional enterprises at various levels.

Project Scope

Competence Tandems	Research and Development Projects	Innovation and Transfer Networks	Research Projects with Visiting Professors	Master's and Doctoral Stipends	Practical Projects for Students
<ul style="list-style-type: none">▪ Up to 14 internationally staffed research cooperations with business ideas▪ Focus on creating new innovative jobs▪ Several partners in practice available for each CT▪ Duration of up to 3 years	<ul style="list-style-type: none">▪ Up to 16 projects, each having minimum 1 enterprise partner▪ Focus on short-term applicability of project results▪ Duration of 1-2 years	<ul style="list-style-type: none">▪ 2-3 innovation and transfer networks▪ Topics: sustainability and personnel management▪ 20 companies per network▪ Collaboration between companies and university on specific topics	<ul style="list-style-type: none">▪ International recruitment of 12 visiting professors for a period of 2 years each▪ 12 research projects and 36 consulting projects▪ Flexible project arrangements	<ul style="list-style-type: none">▪ 50 stipends granted for theses and dissertations with research issues relevant to regional businesses▪ 2-year stipends▪ Period for Master's thesis: 5 months▪ Period for doctoral studies: 3 years	<ul style="list-style-type: none">▪ Practical projects for students of different disciplines in regional small and medium-sized enterprises (SMEs)▪ 2-3 Leuphana College students per project will concentrate on a specific topic relevant to business▪ Project period of 4-6 months

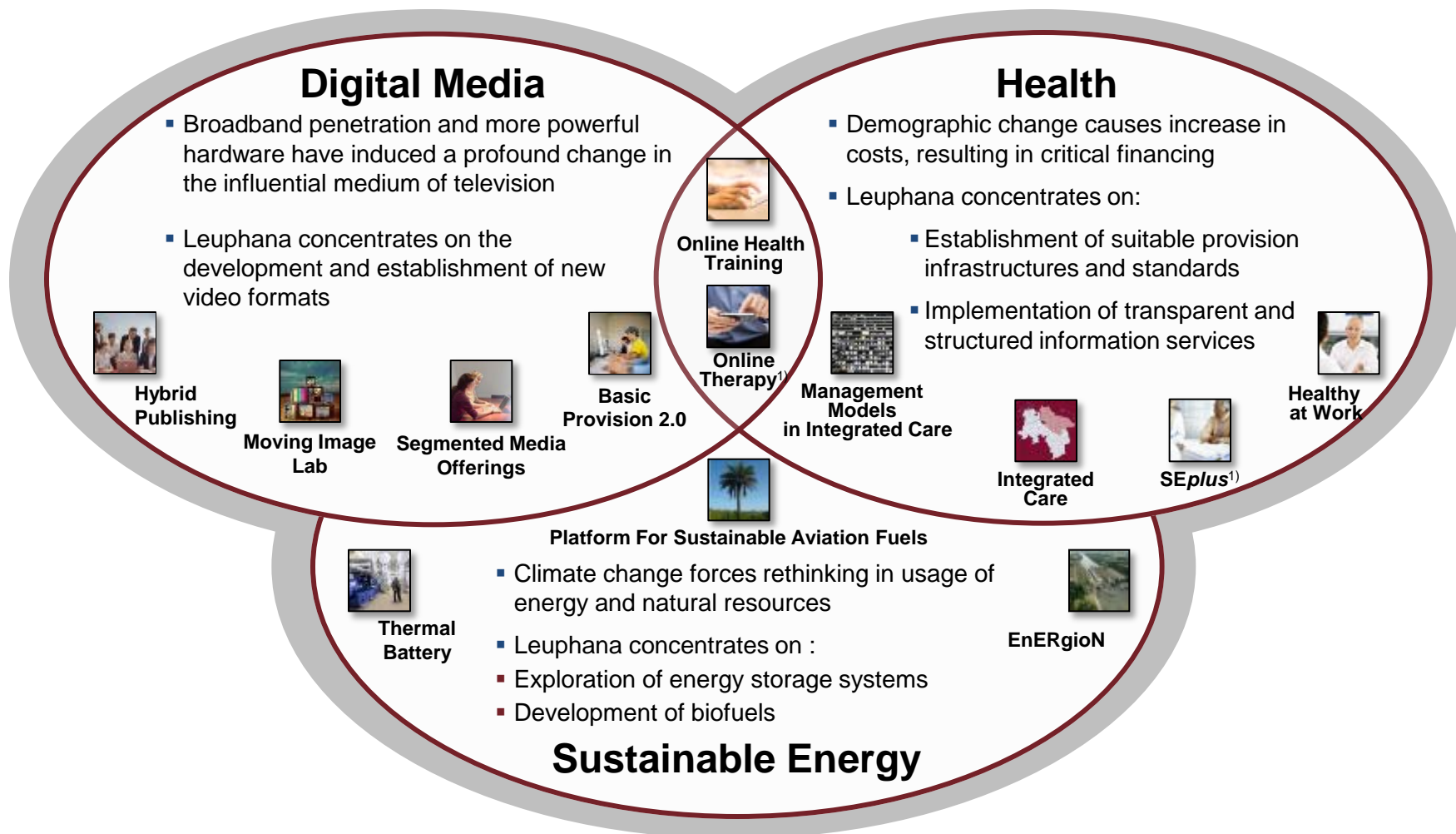
Regional Networking

- Connects Leuphana scientists with network and cooperation partners, primarily SMEs
- Organizes regional conferences, matching workshops, praxis dialogues, fairs, cultural events, etc.



The main focus areas of the Lüneburg Innovation Incubator are Digital Media, Health and Sustainable Energy.

Overview of the main focus areas and Competence Tandems



2) additional project to Competence Tandem Integrated Care
Source: Team Innovation Incubator

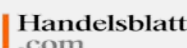


The enterprise „explainity“ is the first business start-up from the Innovation Incubator's competence tandem „Moving Image Lab“.

Profile „explainity GmbH“



- **Founded:** March 2012, Lueneburg
- **Founder:** Andreas Ebert
- **Viral:** more than 26.000 subscribers and ca. 2,5 Mio. video clicks by broad target group (14-55y). Series focussing on the following themes:
 - Society
 - Economy and Politics
 - Financial terms und stock exchange
- **Marketing/PR:** The business idea has won several competition prizes. Their videos are integrated in the CNN TV news and online media of Spiegel, ZEIT, NDR, Handelsblatt, the blog of chancellor Merkel, etc.



Explainity's business purpose is both social and commercial:

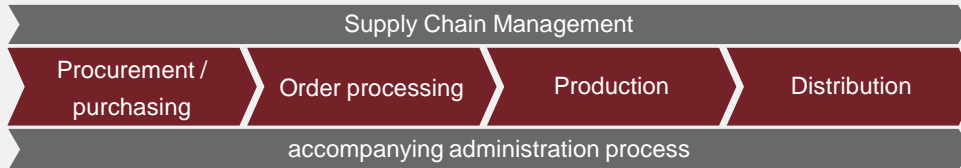
- Socially relevant themes are explained by edutaining short films on Youtube for the general public
- Companies can order video productions explaining their complex products or services to clients (e.g. banking sector)





Example of a concluded R&D project „Operations Excellence for SME“ (Prof. Dr.-Ing. Schleich) for the optimization of manufacturing processes.

- Research aim: Development of a standardised model, which allows manufacturing SME to analyse, benchmark and optimize their current cost structure and potential cost-cutting in the areas of procurement, production, distribution, Supply Chain Management as well as administration and sales.



- Participating companies:
 - LAP GmbH (laser applications; 240 employees)
 - SIEB & MEYER AG (drive & feed-in technology; 220 employees)
- Benefits:
 - Increase in efficiency at processes adding value, prevention of dissipation (e.g. overproduction, needless processes, dead times, under-utilised employee potential) at the companies
 - Cost reduction of 0.5 to 2 Mio. EUR per year at the companies
 - Established the „Competence Center Medium-sized Industries“ and created employment for scientists and graduates





The Innovation Incubator permits direct implementation in the field. Impressions from exemplary projects

Abfall ist Wertstoff - Kreislaufwirtschaft (02/24 / 18/19)

LEUPHANA
Professional School

Prof. Dr. Thomas Schomerus

Abfallhierarchie

Modell der Kreislaufwirtschaft

1. Abfall-Vermeidung
z. B. durch Verlängerung der Produktlebensdauer oder durch Wiederverwendung nach Reparatur

2. Vorbereitung zur Wiederverwendung
z. B. durch Reparatur

3. Recycling
z. B. stoffliche Verwertung Rohstoffrückgewinnung

4. sonstige Verwertung
z. B. energetische Verwertung durch Verbrennung zum Zweck der Energiegewinnung

5. Abfall-Beseitigung
z. B. Beseitigung auf einer Deponie

Prävention

Primär-Beimstoffe

Sekundär-Beimstoffe
z.B. aus Recycling

FOLES VON 14 WIEDERGABE LÄUFT 00:00 / 06:03

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UNIVERSITÄT SOKRING

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GET.ON GesundheitsTraining.Online

An der Leuphana Universität Lüneburg entwickeln wir Internet-basierte Gesundheitsprogramme. Diese Trainings werden in wissenschaftlichen Studien auf ihre Wirksamkeit hin überprüft. Auf den folgenden Seiten erfahren Sie mehr und können sich für eine kostenlose Teilnahme vormerken lassen.

Beruf & Gesundheit

- Stressbewältigung
(gefördert durch: BARMER GEK)
- Regeneration für besseren Schlaf
(gefördert durch: Unfallkasse NHH)

Video 1: [Was sind Online-Trainings?](#) (1min)
Video 2: [Was sind die Vorteile dieser Trainings?](#) (1:28min)
Video 3: [Welche Themen behandeln sie?](#) (1:12min)
Video 4: [Was kostet mich ein Training?](#) (1:28min)





Leuphana's annual business event „Night of the Start-Ups!“ enables networking of young entrepreneurs and business angels in the region.

NIGHT OF THE START-UPS!

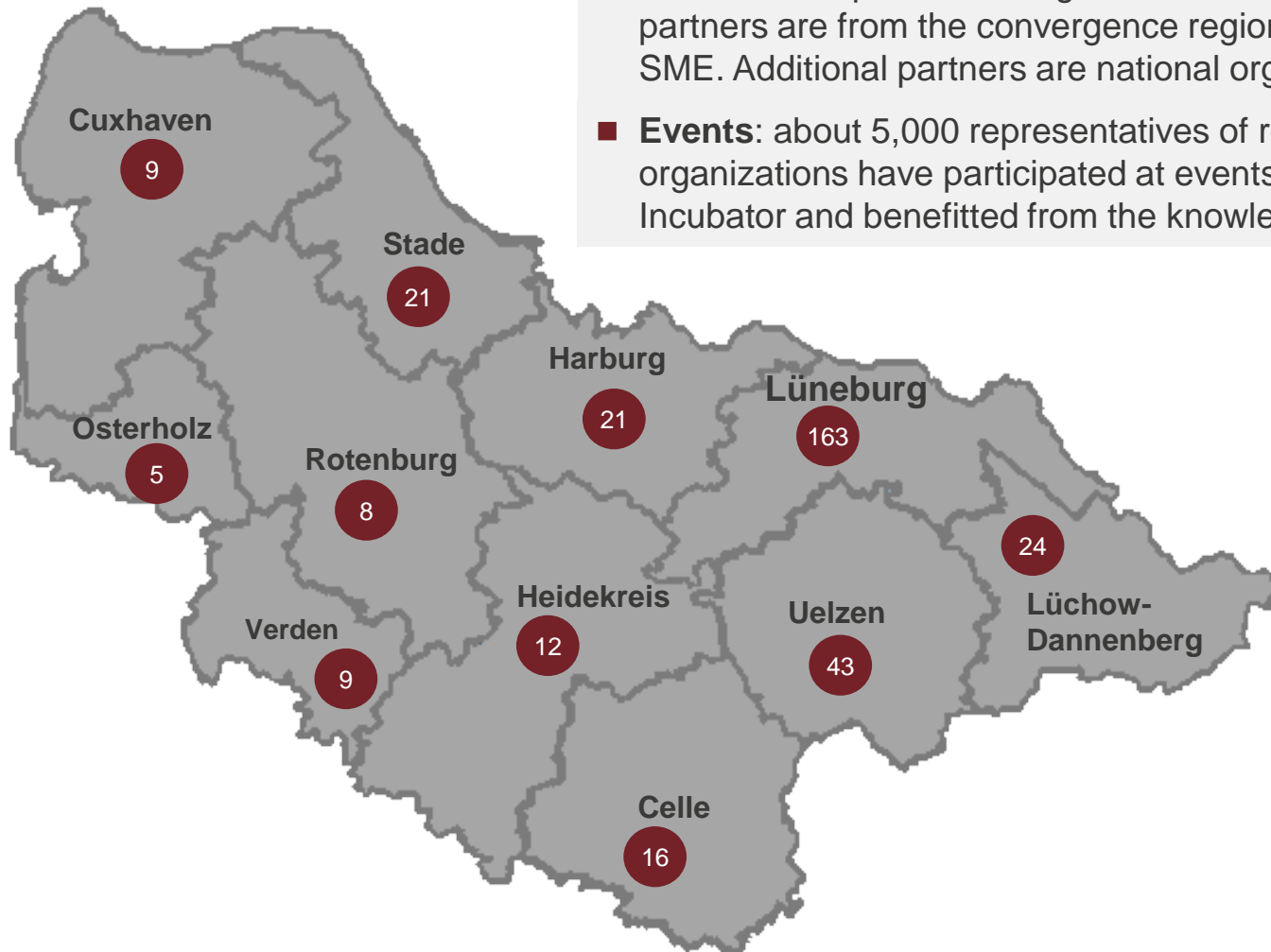




More than 400 partners are cooperating with the Innovation Incubator.

Status: 31. December 2013

- **Cooperations:** 507 cooperation contracts with 411 regional and national enterprises and organizations are fixed so far. 331 partners are from the convergence region itself, therefrom 219 SME. Additional partners are national organisations & institutions.
- **Events:** about 5,000 representatives of regional enterprises and organizations have participated at events of the Innovation Incubator and benefitted from the knowledge transfer.



Region Lüneburg:

- Low population density: 110 citizen per km² (= 50% of the national average)
- per-capita income: <75% of the EU-15 average
- Dramatic below average share of employees with university degree (6,5 %, vs. Germany 10,7 %)
- Brain drain and movement of labour, notably 18-35y
- below average SME's innovation activities and foundation start-ups



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