



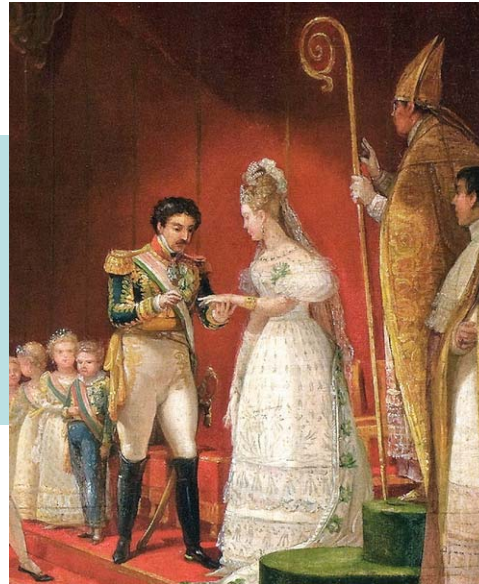
AWARE

Strategic partnership Germany-Brazil

AWARE

Applied NetWork on Automotive Research and Education

Learning from practice of a long-lasting marriage



13/10/2017

ACA European Policy Seminar

Quality in international university partnerships

„Multi-dimensional partnerships“ – Track 4

(Anne-Sophie Lohmeier / Fabio Reway)

DAAD



1. Strategic Concept of AWARE
2. What makes AWARE Innovative?
3. Best-Practice: eMobility Forum
4. Challenges, Lessons Learned & Success Factors



Strategic Concept of AWARE



Strategy

Strategic location



Strategic location



Bavaria

- Centre of innovation in the field of **automotive, aviation, logistics and mobility technologies**
- **More than 100 automotive suppliers in Ingolstadt**

Paraná / Santa Catarina

- one of Brazil's largest **automotive cluster**
- **Center of Mobility Engineering**



Brazilian Federal universities with excellent engineering courses and interest in automotive application

th
Technische Hochschule Ingolstadt

University of Applied Sciences, focussed on automotive industry



What makes AWARE Innovative?



Strategy
Cooperaton in all 3 university missions



TEACHING

**RESEARCH &
TECHNOLOGY &
TRANSFER**

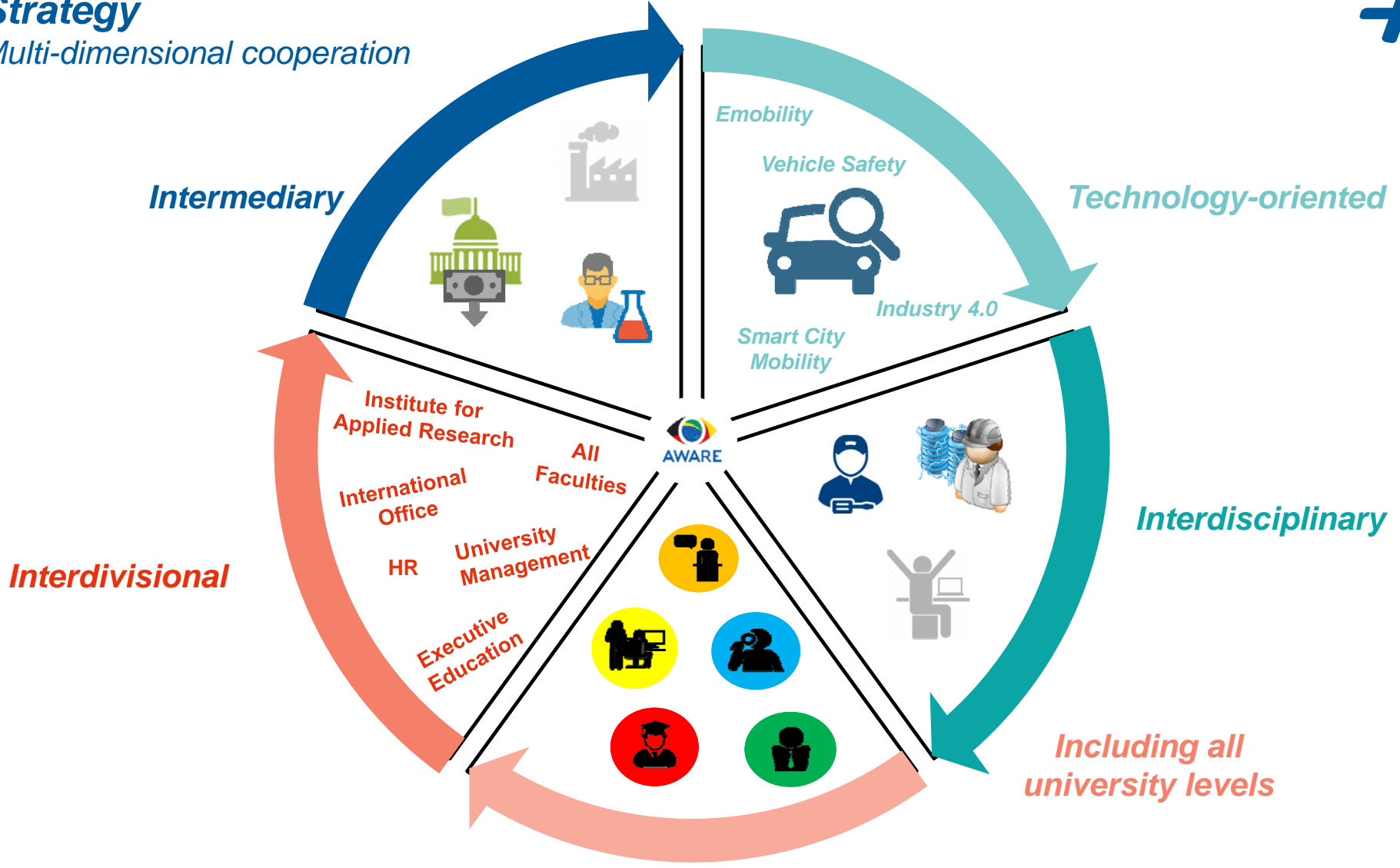
**THIRD
MISSION**

GOVERNANCE & MANAGEMENT PRACTICE



Strategy

Multi-dimensional cooperation





AWARE Best Practice: eMobility Forum



A photograph of four people in business attire engaged in a conversation. In the background, a banner features the AWARE logo (a colorful eye-like shape) and the TH Ingolstadt logo (a blue 'tj' symbol). The text 'Technische Hochschule Ingolstadt' is partially visible. A large blue semi-transparent banner is overlaid across the middle of the image, containing the title text.

Challenges, Lessons Learned & Success Factors



PARTNERSHIP MANAGER

Cross-functional, interculturally sensitized, “marriage counsellor”, ...



LONG-TERM FUNDING & FINANCIAL FLEXIBILITY

For long-term planning horizon



MIXTURE OF BOTTOM-UP & TOP-DOWN APPROACH

Integrating all individual initiatives into one strategy & business plan



INTERDIVISIONAL GOVERNANCE

Mixed teams of academic & administrative staff



INSTITUTIONAL & FINANCIAL SUSTAINABILITY

Involvement of all departments, international & regional fundraising



SCIENTIFIC & EMOTIONAL FRIENDSHIP

Not only scientific but also personal relationship



ORGANISATIONAL INNOVATION & OPEN MINDSET of all partners

Learning institution, open for new ways & projects, finding new solutions, ...



COMMUNICATION & internal/ external MARKETING

Internal / external / direct / trustful communication



QUALITY MANAGEMENT SYSTEMS & EXTERNAL ADVICE

Constant monitoring, Advisory Boards, ...



Conclusion

Ingredients for a happy, long-lasting marriage?





Thank you!