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)
Agenda

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

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

Paraná / Santa Catarina
- One of Brazil's largest automotive cluster
- Center of Mobility Engineering

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

University of Applied Sciences, focussed on automotive industry.

Technische Hochschule Ingolstadt
What makes AWARE Innovative?
Strategy
Cooperation in all 3 university missions

GOVERNANCE & MANAGEMENT PRACTICE

TEACHING

RESEARCH & TECHNOLOGY & TRANSFER

THIRD MISSION

GOVERNANCE & MANAGEMENT PRACTICE
Strategy
Multi-dimensional cooperation

Interdisciplinary

Intermediary

Interdivisional

Technology-oriented

Including all university levels
AWARE Best Practice: eMobility Forum
Best-Practice eMobility Forum

- INDUSTRY COOPERATION
- APPLIED TEACHING AND RESEARCH
- SPIN-OFF CREATION (STARTUPS)
- APPLIED STUDENT PROJECTS
- THIRD MISSION
- INTER-DISCIPLINARY/CULTURAL EXCHANGE
Challenges, Lessons Learned & Success Factors
<table>
<thead>
<tr>
<th><strong>Challenges, Lessons Learned &amp; Success Factors</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PARTNERSHIP MANAGER</strong></td>
</tr>
<tr>
<td><strong>LONG-TERM FUNDING &amp; FINANCIAL FLEXIBILITY</strong></td>
</tr>
<tr>
<td><strong>MIXTURE OF BOTTOM-UP &amp; TOP-DOWN APPROACH</strong></td>
</tr>
<tr>
<td><strong>INTERDIVISIONAL GOVERNANCE</strong></td>
</tr>
<tr>
<td><strong>INSTITUTIONAL &amp; FINANCIAL SUSTAINABILITY</strong></td>
</tr>
<tr>
<td><strong>SCIENTIFIC &amp; EMOTIONAL FRIENDSHIP</strong></td>
</tr>
<tr>
<td><strong>ORGANISATIONAL INNOVATION &amp; OPEN MINDSET of all partners</strong></td>
</tr>
<tr>
<td><strong>COMMUNICATION &amp; internal/ external MARKETING</strong></td>
</tr>
<tr>
<td><strong>QUALITY MANAGEMENT SYSTEMS &amp; EXTERNAL ADVICE</strong></td>
</tr>
</tbody>
</table>
Conclusion
Ingredients for a happy, long-lasting marriage?

- Create partner rituals
- Make your relationship a priority
- Share responsibilities
- Schedule time and money for your partnership
- Communicate open and trustfully
- Be loyal both in good times and in bad times
- Create financial stability and independency
- Don’t be afraid of cultural differences: Opposites attract!
- Respect your partners and their decisions and costumes
- Know your partners strengths and weaknesses
Thank you!