



**"Knowledge and technology transfer of universities of applied sciences:
new directions based on proven concepts "**

Olten, University of Applied Sciences and Arts Northwestern Switzerland, 03.11.2021

For many years, universities of applied sciences (UAS) have been an important pillar in the research and innovation system of Switzerland, Germany and Austria. Knowledge and technology transfer (KTT) to business and society is part of their core mission. Today, UASs fulfil this mission by, among other things, carrying out R&D projects together with companies and other organisations, providing contract research and services on behalf of third parties, supporting start-ups, participating in - networks, clusters and other transfer organisations, "releasing" qualified graduates at Bachelor and Master level into the labour market, and much more.

The event analyses the state of KTT at the universities of applied sciences, presents transfer mechanisms, project examples and challenges, and sets impulses for its further development. It offers experts in KTT the opportunity to lead the discussion on the achievements and challenges of the UAS in this subject area.

Programme overview (22.09.2021)
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9.00-9.15 **Arrival of the participants**
Coffee and croissants

9.15-9.30 **Welcome**
Prof. Dr. Regula Altmann-Jöhl, Director School of Business, University of Applied Sciences and Arts Northwestern Switzerland, FHNW

9.30-10.00 **Keynote 1 “Transfer activities at Swiss universities of applied sciences: achievements and challenges”**
Prof. Dr Franz Barjak, School of Business, FHNW

10.00-10.45 **Keynote 2 “Shaping Social Innovation - Mission Statement of a University of Technology, Arts, and Sciences”**
Prof. Dr. ing. Klaus Becker, Vice President of the Technische Hochschule (TH) Köln

Q&A Keynotes 1 and 2

10.45-11.15 **Break**

11.15-12.30 **Parallel Sessions 1**

Session 1.1 (German)	Session 1.2 (English)	Session 1.3 (French)	Session 1.4 (German/English)	Session 1.5 (German)
UAS as an actor in knowledge and technology transfer	Empirical economic analyses of the KTT of UAS and the effects	Mechanisms and tools of cooperation between UAS and transfer partners 1	Success factors in research and continuing education	KTT through education of universities of applied sciences I

12.30-13.30 **Lunch**

13.30-14.45 **Parallel Sessions 2**

Session 2.1 (German/English)	Session 2.2 (French)	Session 2.3 (German/English)	Session 2.4 (German)
Mechanisms and tools of cooperation between UAS and transfer partners 2	KTT through education of universities of applied sciences II	Entrepreneurship and start-up projects at UAS	UAS and regional and municipal economic development

14.45-15.00 **Short coffee break**

15.00-16.00 **Panel discussion “Climate change, ageing population, technologisation and more – what do UASs need to meet the challenges of the 21st century?”**

Prof. Dr. Arie Hans Verkuil (moderation)
Prof. Dr. Regula Altmann-Jöhl, Director School of Business, University of Applied Sciences and Arts Northwestern Switzerland
Robert Rudolph, Head of Digitalisation and Innovation, Swissmem
Annalise Eggimann, CEO Innosuisse
Prof. Dr. Dominique Foray, EPFL Chair of Economics & Management of Innovation, Swiss Science Council

16.00-16.15 **Wrap-up and farewell**

Detailed programme of breakout sessions (21.09.2021)

11.15-12.30 Parallel Sessions 1**Session 1.1 (German): UAS as an actor in knowledge and technology transfer** (room tbd)

1. Wissens- und Technologietransfer in der schweizerischen Forschungs -und Hochschulpolitik:
Zur historischen Einordnung aktueller Chancen und Herausforderung
Christian Leder, CHES Kompetenzzentrum für Hochschul- und Wissenschaftsforschung, Universität Zürich
2. Die Dramaturgie der Veränderung: wie gelingt die Etablierung einer Transferkultur an einer University of Applied Sciences?
Uta Bronner & Christina Rehm, Hochschule für Technik Stuttgart, Innovation und Transfer
3. Disziplinäre und hochschulspezifische Differenzen im Wissen- und Technologietransfer. Eine Analyse anhand der Daten der Schweizer APiKS-Befragung.
Christian Wassmer, Katharina Sommer, & Carole Probst, ZHAW Zürcher Hochschule für Angewandte Wissenschaften, Rektorat

Session 1.2 (English): Empirical economic analyses of the KTT of UAS and the effects (room tbd)

1. Universities of Applied Sciences and Regional Firm Location: A Heterogeneity Analysis Across Study Fields and Industries
Tobias Schlegel, & Uschi Backes-Gellner, University of Zurich, Department of Business Administration, Chair for Business and Personnel Economics
2. Inside the black box of technology transfers: an empirical investigation of transfer mechanisms and firms' strategies in Switzerland
*Dominique Foray, EPFL, Chair of Economics and Management of Innovation
Florian Hulfeld & Martin Wörter, KOF ETH Zürich*
3. Higher Education Expansion and Regional Firm Development
Tobias Schlegel, Curdin Pfister, & Uschi Backes-Gellner, University of Zurich, Department of Business Administration, Chair for Business and Personnel Economics

Session 1.3 (English/French): Mechanisms and tools of cooperation between UAS and transfer partners 1 (room tbd)

1. Fostering technology transfer and regional innovation through collaborative projects: learnings from a decade-long endeavour in the canton of Fribourg
Claire Casteran, INNOSQUARE, & Céline Schelker, Tech Transfer HEIA-FR
2. Hands-on et acculturation réciproque comme sources potentialisatrices au transfert de savoir et de technologie en santé.
Dominique Truchot-Cardot, Source Innovation Lab SILAB, Haute École de la Santé La Source, Lausanne

Session 1.4 (German): Success factors in research and continuing education (room tbd)

1. Mit Schweinen an Schnittstellen
Martin Scheeder & Martina Müller Richli, Berner Fachhochschule, Hochschule für Agrar-, Forst- und Lebensmittelwissenschaften
2. Wissens- und Technologietransfer durch Weiterbildung in der additiven Fertigung
Andreas Kirchheim, ZHAW Zürcher Hochschule für Angewandte Wissenschaften, ZPP Zentrum für Produkt- und Prozessentwicklung

Session 1.5 (German): KTT through education of universities of applied sciences I (room tbd)

1. Hackathon als Ausbildungsmodul
Tim Weingärtner, Hochschule Luzern – Informatik
2. Diversity & Cultural Fit – Erfolgsfaktoren des Wissenstransfers durch internationale, studentische Beratungsprojekte
Ronald Ivancic, Claudia Brönimann & Martina Bechter, OST – Ostschweizer Fachhochschule, Wissenstransferstelle Wirtschaft
3. Wissens- und Technologietransfer im Bachelorstudiengang Ergotherapie
Adrian Fassbind & Verena Klamroth, ZHAW Zürcher Hochschule für Angewandte Wissenschaften, Zentrum für Produkt- und Prozess-entwicklung ZPP

13.30-14.45 Parallel Sessions 2

Session 2.1 (English) Mechanisms and tools of cooperation between UAS and transfer partners 2 (room tbd)

1. Transfer Portal at HFT Stuttgart - Digital Knowledge Transfer and Lessons Learned
Janto Skowronek, Rosanny Sihombing, Wolfgang Knopki, Rushikesh Padsala, Patrick Wuerstle, Muddsair Sharif, Athanasios Koukofikis, Hochschule für Technik Stuttgart
2. From knowledge take-up to social innovation: translating social research into action
Pascal Maeder, LIVES social innovation, HES-SO
3. Innovation Projects with different sizes companies: Challenges and Opportunities
Beatrice Paoli, Fernfachhochschule Schweiz (FFHS), Laboratory for Web Science (LWS)

Session 2.2 (French) KTT through education of universities of applied sciences II (room tbd)

1. Le transfert de savoir et de technologie comme moyen de maintenir et optimiser des connaissances issues de recherches appliquées à la conservation-restauration des métaux patrimoniaux
Christian Degrigny, Haute Ecole Arc Conservation-restauration
2. Le transfert de technologies par la création de startups : apprentissages de 15 ans de soutien à l'entrepreneuriat de la HEIG-VD et perspectives futures
Nathalie Nyffeler & Noémie Délèze, Haute Ecole d'Ingénierie et de Gestion du Canton de Vaud (HEIG-VD), HES-SO
3. Idea to practice : un exemple de projet pédagogique intragénérationnel et pluridisciplinaire dans l'éducation dans la transition verte.
Emilie Simon, HES-SO Valais-Wallis, Institut Energie et Environnement, Energy Management Lab

Session 2.3 (German/English) Entrepreneurship and start-up projects at UAS (room tbd)

1. Timber Startup Incubator – wirksam zur Bioökonomie
Andreas Eigenheer, Timber Startup Incubator, KTT@BFH, & Frédéric Pichelin, Berner Fachhochschule, Architektur, Holz und Bau
2. #bettertogether – wie wir an der HFT Stuttgart ein Gründungs- und Innovationsökosystem zum Thema „Stadt der Zukunft“ aufbauen
Elena Schön & Matthias Schöttler, Hochschule für Technik Stuttgart
3. Real challenges as driver for successful collaboration among UAS students and SMEs
Daina Matisa Schubiger & Leandro Bitetti, Scuola universitaria professionale della Svizzera italiana, Centro competenza management e imprenditorialità (CMI)

Session 2.4 (German) UAS and regional and municipal economic development (room tbd)

1. Die Hochschule als Treiber wirtschaftlicher Nachhaltigkeit: Ein Praxisprojekt für Masterstudierende zur Einführung der Gemeinwohlökonomie im Allgäu,
Sabrina Beckmann, Hochschule für angewandte Wissenschaften Kempten
2. Wissenstransfer im Regionalentwicklungsprogramm Black Forest Diamond
Hansjörg Drewello, Hochschule Kehl
3. Modelle der Diffusion von Innovation und Implikationen für den Wissens- und Technologietransfer
Joël Berger, Kalaidos Fachhochschule, Departement Wirtschaft, und Universität Bern, Institut für Soziologie