



# Knowledge and Technology Transfer with Steinbeis

Prof. Dr. Hartmut Schröder, Director  
Steinbeis-Transfer-Institute

Therapeutic Communication and integrative Health Promotion

Berlin, 26.03.2018



## Ferdinand von Steinbeis (1807 – 1893)

**“Industrial workers of the future depend upon theoretical knowledge combined with practical skills.”**

- Technical advisor, director, and chairman of the Chamber of Trade and Commerce (1848-1880) in the Kingdom of Württemberg (Stuttgart)
- Promoter of technology transfer
- Founder of **vocational schools** as well as weaving and women’s schools
- Promoter of development in Württemberg
- Initiator of the **dual education model**



- 1971** The Steinbeis **foundation** is established
- 1983** Johann Löhn becomes chairman of the Steinbeis Foundation (until 2004) and **Government Commissioner for technology transfer in Baden-Württemberg** (until 2006); the first “Steinbeis Transfer Center” is founded.
- 1998** The Steinbeis GmbH & Co. KG für Technologietransfer and **Steinbeis University Berlin** (SHB) are established. Further subsidiaries are founded in the years that follow.
- 2010** Founding of the Steinbeis **Enterprise SU-1424** “Therapeutic Communication and integrative Health Promotion” under the directorship of Prof. Dr. Hartmut Schröder
- 2018** More than 30 years have passed since the Steinbeis Network was established. The **network has grown to include more than 1,000 enterprises worldwide.**



## Basic Elements

- Applying research findings
- Making specialist knowledge available
- Expanding competences
- Operating as a network





## Transfer with Steinbeis...

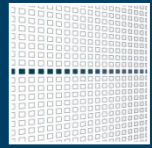
- is competitive, market-oriented knowledge and technology transfer that taps into a wide spectrum of up-to-date technologies and management competences.
- is carried out by Steinbeis enterprises and Steinbeis partners that work for and with their customers to develop comprehensive solutions to meet existing needs.
- gives customers and partners access to up-to-date research results and scientific findings.
- is as **decentralized as possible**, only as centralized as absolutely necessary.





## Key Figures

- 1,064 enterprises and Steinbeis partners form the Steinbeis network worldwide
- Total revenues of 157.1 million euros were earned through commercially recognized transfer activities
- 700 professors; 1,764 employees; 3,581 freelancers make this success possible

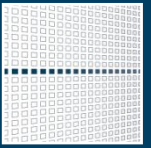


## ...Developed from Steinbeis Transfer Centers as a special type of Steinbeis Enterprise (SE) at Steinbeis University Berlin (SHB)

- SHB: **State-approved since 1998**, it is a private university which does not receive subsidies and which sets itself apart with its “Project Competence Concept”
- Teaching and research: Transfer- and project-oriented in management, technology and business

### Organization

- Founded: 1998 | Headquarters: Berlin
- President: Prof. Dr. Dr. h. c. mult. Johann Löhn  
Managing Director: Prof. Dr. Jürgen Abendschein
- Legal Entity: State Accreditation: State of Berlin (1998)  
Sponsor: Steinbeis-Hochschule-Berlin GmbH | 100% Steinbeis subsidiary



## Services

- Degree program
  - Based on the Project Competence Concept
  - Bachelor's and master's degree
- Certification courses
  - Based on examination results
  - Culminates in university certification
- Research
  - Based on Project Competence Doctorate
  - Based on transfer-oriented research contracts