



Research at the HTW Berlin

Diversity with a clear profile

htw.

**Hochschule für Technik
und Wirtschaft Berlin**

University of Applied Sciences

International research with a regional basis

The University of Applied Sciences (HTW Berlin) has identified research and technology transfer as vital factors of economic and social development; and we are proud to have integrated them into our core activities. The strongly practice-oriented research conducted at the HTW is translated not only into developing innovative solutions for pressing problems, but developing products, procedures and services to meet the needs of the modern world. University lecturers conducting top-quality research also leads to top-quality qualifications for our students, thus enabling them to meet the demands of the modern employment market.

Our broad range of research interests reflects the diversity of specialism and the open and questioning research culture characteristic of the HTW. Our concept integrates both the lone researcher as well as dynamically networked teams. We place special emphasis on finding sustainable answers to cross-discipline problems requiring intensive interdisciplinary co-operation. Energy generation and environmental technology are just two branches requiring such modern research approaches. The HTW has acquired an international reputation in a number of areas and has developed strong links to the regional economic infrastructure. We also provide innovation support to the regional economy, providing services such as seconding research assistants to small and medium-sized enterprises. This translates into immediate and tangible economic development.

Our new campus Wilhelminenhof (concluded in October 2009), enabling us to concentrate all our technical, engineering and cultural science disciplines at one location, has provided us with new opportunities to conduct fully networked interdisciplinary research. The best example for this is the combination of Cultural Studies and IT, which sees media technologists working closely with restorers, museum curators and excavators.



Flexibility and achievement

The University of Applied Sciences Berlin has constantly improved the framework conditions for research. Extensions to our laboratories and research facilities and the development of fresh incentives for achievement as well as increased transparency through systematic evaluation of our results all ensure the best possible conditions for conducting ground-breaking research. The personal and professional development of our research staff has exhibited similar results, and members of staff participate regularly in regional, national, private and EU-funded programmes. This brings our staff into close contact with a range of firms and research institutions and ensures their embedding in a number of international scientific and commercial networks.

Our scientists and scholars process between 130-150 third-party funded projects per year in technical, engineering, and culture-related disciplines. Research contracts from industry play an important role alongside public programmes. The income from third-party sources of funding has undergone constant and ever-increasing growth, doubling between 2005-2009.

Research results from projects conducted at the HTW include prototype developments and more than 200 scientific publications per year. The results of these projects are presented to both the respective specialist communities as well as an interested public via trade exhibitions, exhibitions, conferences and conventions.



Quick answers to topical questions: the research database

What subjects have HTW professors published on? What are their areas of interest? Who is responsible for which third-party funded project? Who has a particular academic profile? This is just a selection of the questions exercising companies, journalists, scientists, students and others on a daily basis. The availability of the relevant research data in our central database makes answering these and other questions a matter of a few mouse clicks.

Access to the research database is possible via the HTW Berlin website (www.htw-berlin.de) under the menu item *Research* → *Catalogue of Researchers*. A number of free and pre-set search options (e.g. by research area or personal profile) enables the user to locate projects, publications, events and experts matching the key words/research areas.

The research database is a dynamic tool enabling all university members to update their profiles with information about their person and their research and teaching. Data entry is performed online via password protected access in an entry mask. Research data can also be added centrally e.g. through funding applications. This ensures that all the information in the database remains up-to-date; much of our research data is published in real time.

Foci of research

Our interdisciplinary competence fields as well as those at the various institutes and the so called An Institutes of the HTW Berlin provide companies from a variety of branches with a broad spectrum of research-based services. We at the HTW conduct research across an extremely broad spectrum, yet our main focus lies on future-oriented topics such

as information and communication technologies, renewable energy, environmental and climate protection, air pollution control, health and consumer rights, preservation of our cultural heritage, the creative economy, marketing and media and that pertaining to questions of the development economy and globalization.



Prof. Kai-Uwe Barthel explaining the potential of his image sorter.

Information and communications technologies

Our research into cultural and medial information technologies as well as serious games and e-learning secures the largest amount of third-party funds. Research into innovative radio applications has also reached a high profile as part of joint projects. Areas of research with a long tradition at the HTW include facility management, visual computing as well as environmental and business informatics. HTW researchers in these fields participate in a number of national and international projects.



Prof. Dr. Volker Quaschnig is a highly sought-after expert in the area of solar energy.

Energy and environmental research

Our current research includes a focus on regenerative energy systems and energy-efficient construction, environmental technologies, environmental informatics and air pollution control. The HTW is currently involved in establishing a competence centre in Berlin specializing in thin film and nano-technology for photovoltaics. Working with a government-funded project »World-class Research and Innovation in the New States of Germany« we are currently planning the establishment of a unique research and education structure and a technology transfer centre.



Technical cultural material is the speciality of Prof. Ruth Keller-Kempas.

Preserving our cultural heritage

Working together with a number of regional, national and international partners, we are currently conducting a number of projects focussing on the history of industry and technology, the preservation of photographic, film and data carrier material and research into earlier civilizations.



Prof. Katrin Hinz and students present packaging designs at *Interpack*.

The regional creative industry

Research projects from the areas of communication design, fashion design and clothing technology investigate design-related questions, provide consultation services and develop sustainable design strategies, especially for small and medium-sized enterprises. In doing so, we provide valuable development impulses for the regional creative economy.



Prof. Brigitte Clemens-Ziegler and Prof. Rudolf Swat evaluating a market survey.

Economic themes

The interests of our economists range over such diverse subjects as public management, banking and regional development and health management. Classical foci include business law, regional development, innovation studies and medium-sized business studies as well as start-up support. Our research has an international orientation, focussing on the global finance markets and socio-economic research in developing countries. Comparative studies of selected topics range from business and consumer law to the development of the labour market in various EU member-states.

Academic Events

The HTW Berlin provides information and early results from current projects to interested parties, users, operators and co-operation partners and seeks to include them in further developments. This process takes place predominantly through publications and events.

The HTW presents current projects, new skills and research results within the framework of regular conferences, symposia and conventions. In this way, we give impulses for research and practical application through innovative approaches and procedures.

A feature unique to the HTW is our annual presentation of a selected profile focus in the form of a research journal and events. In doing so, the HTW makes a contribution to developing a constructive academic discourse and at the same time, recommends itself as a co-operation partner for the economy, trade associations and administrative bodies. Participants at these events are drawn from small and medium-sized enterprises as well as management consultants, trade associations and confederations, foundations and public organizations from the region of Berlin Brandenburg, Germany and our international neighbours.

Past topics

Knowledge for the Economy (2008)

To mark both the project launch and the reopening of the Auditorium Maximum, the HTW Berlin presented selected projects and provided information regarding their range of service provision and co-operations.

Planning, Constructing, Managing (2008)

The research areas facility management, building management, real estate management and civil engineering presented innovative and holistic concepts and solutions.

Energy and Environment (2007)

Climate change and the increasing significance and economic potential of renewable energies assumed the focus of attention.

Impulses for the regions (2006)

This event presented approaches to and case studies of, regional development projects as well as examples of co-operation between academia and the regional economy.

e-LearningForum (2005)

The event examined the issue of computer and network-supported learning.



Research and technology transfer service-provision: The Co-operation Centre for Applied Sciences

Projects and joint ventures in research and innovation undertaken at the HTW are managed and co-ordinated by the Co-operation Centre *Wissenschaft-Praxis (KONTAKT)*. The services provided by the team include a number of components:

- Information regarding the spectrum of service offered by the HTW Berlin with its 240 researchers as well as research groups from all our areas of competence and so called An-Institutes, research institutes and over 100 research laboratories
- Procurement of scientific and academic services (commissioned research, measurements and inspections, expert opinions and market research)
- Initiating joint venture contracts and joint research projects
- The provision of information and advisory services for regional, national and EU grants
- Innovation support via transfer services from the university to companies, especially projects with regional small and medium-sized enterprises
- Staging academic events (conference, conventions and workshops)
- The procurement of research and development results, patent and invention advisory services in co-operation with ipal GmbH



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»We are always pleased when an idea is developed into a project with tangible practical benefits and provide comprehensive support in all phases of such projects. We at the HTW are very fortunate to be able to combine our expertise in the technical sciences, IT, Economics, Cultural Studies and Design in ever-new constellations. This makes our work interesting and creative«

Bärbel Sulzbacher





www.htw-berlin.de

Innovation with diversity – the HTW Berlin

Diverse and innovative – these attributes characterize the University of Applied Sciences Berlin (HTW). With almost 10,000 students, we are a medium-sized university in Germany. Providing our students with around 60 bachelor's and master's degrees in technology, informatics, economics, cultural studies and design, our teaching covers a remarkably wide spectrum. It ranges from the classical disciplines of engineering, automotive engineering and management sciences but also includes newer, innovative courses such as facility management, real estate management and environmental technologies/regenerative energies.

The breadth of our teaching is also matched by our research activities. Co-operating with medium-sized businesses, unions, administrations, trade associations, research and education

institutions as well as individuals in Berlin, Germany and abroad, we also maintain research institutes working on applied informatics, banking, real estate management, co-operative law and continuing education. Our research profile has a strongly interdisciplinary character.

The HTW Berlin enjoys an excellent reputation and has received many prizes for exceptional innovation in the university sector: for our internal management reforms, for the comprehensive education which we provide, the consultation and service packages offered to small and medium-sized enterprises and start-ups as well as for our commitment to gender equality and barrier freedom.

Imprint

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