**FHM Campus**

**2011** FHM Hannover

**2000** FHM Bielefeld

**2011** FHM Frechen

**2021** FHM Düren

**2022** FHM Waldshut

**2012** FHM Rostock

**2013** FHM Schwerin

**2016** FHM Berlin

**2006** FHM Köln

**2013** FHM Bamberg

**2011** FHM Online-University

NEU

We are the University for the SME Sector.

**Staatlich anerkannte, private**
**Fachhochschule des**
**Mittelstands (FHM)**

- **Networked with and for SMEs:**

  **More** than **5,000** business collaborations

- **Company formation and succession:**

  "Entrepreneurship and Business Plan

  Development" **module included** in all programmes

- **Applied SME research**

  For the future challenges in the SME sector

- Intensive cooperation with the regional economy
- The region of „Ostwestfalen – Lippe", the home of FHM is strongly characterized by SME's – very often „hidden champions" and very specialized in their market-niche
- Motivation to educate students highly aware of the certain needs of SME's
- Close contact to the entire set of regional stakeholders
  - Politics
  - Administration
  - Population
  - Enterprises
- Dealing with the local economy means developing the entire region
- Participation and devolopment of national and international projects

RESEARCH & DEVELOPMENT

# RESEARCH FOR THE SME SECTOR

| ENTREPRENEURSHIP | SUSTAINABILITY | URBAN-RURAL RELATIONS . MOBILITY | DIGITIZATION/ SECURITY | NEW AND EMERGING TECHNOLOGIES | EDUCATION/ COMPETENCES/HR | HEALTH/ CARE |
|---|---|---|---|---|---|---|

## RESEARCH TOPICS

| | | | | | | |
|---|---|---|---|---|---|---|
| Start-up | in municipal organisations | Economy and society in rural areas | Industry 4.0 | VR and AR in VET/HE | VET promotion | Sports |
| Corporate governance | Sustainable consumption | Location analyses for SME | Digitization in SME | VR in product design and prototyping | Digital education | Prevention |
| Succession management | Sustainable governance | Demographie | Working in the digital world | AI (Online Proctoring, Chatbots) | Employability | Health |
| Innovation | | | Cyber Security | | Retention of skilled workers/ diversity | Nutrition |

*nach Hightech-Strategie 2025 der Bundesregierung*

## Research & Stratety: Institutional Basis

- Institut für den Mittelstand (IfM):
- School of Start Ups and Succession
- Institut für Cybersicherheit und digitale Innovationen
- Center for Sustainable Governance (CSG)
- Nationales Zentrum für Bürokratiekostenabbau (NZBA)
- Institut für Gesundheit im Landkreis Waldshut
- Institut für Kultur- und Kreativwirtschaft (IKK)
- Institut für Sportkommunikation (IfS)
- Institut für Weiterbildung und Kompetenzentwicklung (IWK)
- Deutsch-Asiatisches Mittelstands-Institut (DAMI)
- Hanshin-FHM Mittelstandsinstitut in Korea (IMK)

# University & Community Development with Projects:

- Entrepreneurship
- Sustainability
- New Mobility in the City & Rural Areas
- Digitalization & Security
- Media & Virtual Reality
- Education & Human Resources
- Health & Care



### Projekte der Fachhochschule des Mittelstands (FHM)

Die folgenden Ausführungen stellen einen Ausschnitt der derzeit in Bearbeitung befindlichen Projekte der FHM dar und sollen die thematische Forschungsvielfalt der Hochschule verdeutlichen. Die Darstellung orientiert sich dabei an den Forschungsschwerpunkten: (1) Unternehmertum, (2) Nachhaltigkeit, (3) Stadt und Land & Mobilität, (4) Digitalisierung/Sicherheit, (5) Medien/Virtual Reality, (6) Bildung/Kompetenzen/Personal und (7) Gesundheit/Pflege.

- Unternehmertum
  Ab Seite 10
- Nachhaltigkeit
  Ab Seite 13
- Stadt und Land & Mobilität
  Ab Seite 19
- Digitalisierung/Sicherheit
  Ab Seite 22
- Medien/Virtual Reality
  Ab Seite 30
- Bildung/Kompetenzen/Personal
  Ab Seite 33
- Gesundheit/Pflege
  Ab Seite 42

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# National & International Partners achieving Community Inpact

## GITA – Growing Indonesia: a Triangular Approach

Co-funded by the
Erasmus+ Programme
of the European Union

**Projektkoordinator:**
University of Gloucestershire (Cheltenham, England)
**Projektpartner:** Fachhochschule des Mittelstands (Bielefeld, Deutschland), Dublin Institute of Technology (Dublin, Irland), University of Innsbruck (Innsbruck, Österreich), President University (Jakarta, Indonesien), University Padjadjaran (Bandung, Indonesien), Semarang State University (Semarang, Indonesien), Universitas Brawijaya (Malang, Indonesien), STIE Malangkucecwara (Malang, Indonesien), Universitas Ahmad Dahlan (Yogyakarta, Indonesien), Universitas Islam Indonesia (Yogyakarta, Indonesien)

## TheNova – Theater-based training for supporting innovations in enterprises

**Projektkoordinator:**
Fachhochschule des Mittelstands (FHM), Bielefeld, Deutschland
**Projektpartner:** Fachhochschule JOANNEUM (Graz, Österreich), Paiz Konsulting Sp. z o.o. (Lublin, Polen), AINTEK SYMVOULOI EPICHEIRISEON EFARMOGES YPSILIS TECHNOLOGIAS EKPAIDEFSI ANONYMI ETAIREIA (Piraeus, Griechenland), Bayenwerft Kunsthaus Rhenania e.V. (Köln, Deutschland), Energie Impuls OWL e.V. (Bielefeld, Deutschland)

THENOVA

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# National & International Partners achieving Community Inpact

Nachhaltigkeit und Qualität als Zukunftschance für touristische Unternehmen in der Eifel

Projektbericht Lift Wissen

Sustainability and Quality
as Opportunity for
Tourism SME'S

NORD RHEIN WEST FALEN
Tourismus NRW e.V.

EIFEL

Gefördert durch:

Bundesministerium
für Wirtschaft
und Klimaschutz

Nordeifel
Tourismus

# National & International Partners achieving Community Inpact

➢ Bringing Stakeholders together

➢ Enforcing the Development of the Future Shape of Cities

➢ Enabling the Participation of Citizens, Enterprises, Administration, Politics

**OPEN INNOVATION CITY BIELEFELD**
**The New Bielefeld** | OPEN, INNOVATIVE, ACTIVE

# THE HEART OF THE OPEN INNOVATION CITY
## THE INNOVATION OFFICE & THE OIC TEAM

The Innovation Office is the center of the Open Innovation City project. It is the first contact point for the open, innovative city of the future. It is the place from where the innovation culture of the city's society will be promoted and established, where innovative ideas can be tested both practically and easy, and from where the passion for innovation can be conveyed – centrally, open and culturally transforming.

"In the **Innovation Office** we bring science, economy and society together. By providing the infrastructure, we enable the active co-creation in **innovative projects**. This will make it a vital place, where people love to meet and **create something new together**."

### Prof. Dr. Ingo **Ballschmieter**
Dean of Economics Faculty FHM
Scientific Director, Open Innovation City

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**Fachhochschule des Mittelstands (FHM)**

## Innovation Office

The Innovation Office is the central place in Bielefeld that fosters innovation and encourages citizens to participate. In the Office, the Innovation Desk brings together all innovators of the city: citizens, companies, science, and the local government.

## Open Innovation City Process

The OIC Process is a novel approach that implements the major, future-oriented topics of a city (e.g. mobility, digitalisation or environmental protection) through innovation projects and with the largest possible participation of the urban society. In doing so, the city can benefit from the entire innovative potential of its society, in order to pursue the long-term goal of increasing the city's future-proofness.

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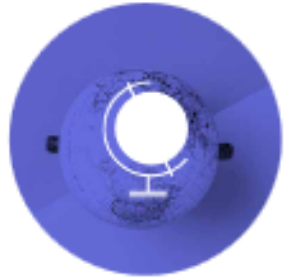
## Innovation Partnerships

Getting fit for the future will also be fostered by the specific opening to the outside. Therefore, innovations that are generated together with partners from outside of the city are encouraged intensively. So-called "Innovation Partnerships" with particularly innovative cities and regions in the world will foster the knowledge exchange and strengthen the competitiveness of the city of Bielefeld.

## Innovation Platform

The OIC Innovation Platform serves anyone interested as a medium for information and networking. Through crowdsourcing, citizens and experts develop innovations for their city together. Information on participative initiatives as well as on events & formats in the city will be shared. The OIC Platform, thus, strengthens the exchange of great ideas and the networking of all players.

# VR projects at the FHM

## VAMR*s – University Business Cooperation for Promoting Virtual, Augmented and Mixed Reality Applications within Small and Medium-sized Manufacturing Companies

| | | | |
|---|---|---|---|
| European Survey with SMEs | VR/AR/MR Technology Report | SME Skills Gap Detector | Training Gap Detector |
| University Business Cooperation | VAM Realities Challenge | European Network and Expert Panel | Community of EU projects |

- ✓ Erasmus+, Knowledge Alliance
- ✓ 01.01.2020 – 31.12.2022
- ✓ Coordinator: FHM
- ✓ 11 partners
- ✓ https://vam-realities.eu/

**Thank you for your attention!**