



Fachhochschule
des Mittelstands



BIELEFELD OPEN INNOVATION CITY AND THE COMMUNITY INVOLVEMENT OF UNIVERSITIES AS ONE TOPIC OF THIRD MISSION

PROF. DR. RULF J. TREIDEL
09.01.25 / 11.00 – 13.00



Co-funded by
the European Union



Open
Innovation
Bielefeld



Open
Innovation
City **Bielefeld**



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COMMUNITY INVOLVEMENT OF UNIVERSITIES AS
ONE TOPIC OF THIRD MISSION
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Da für Bielefeld



Staatlich anerkannte, private
Fachhochschule des
Mittelstands (FHM)



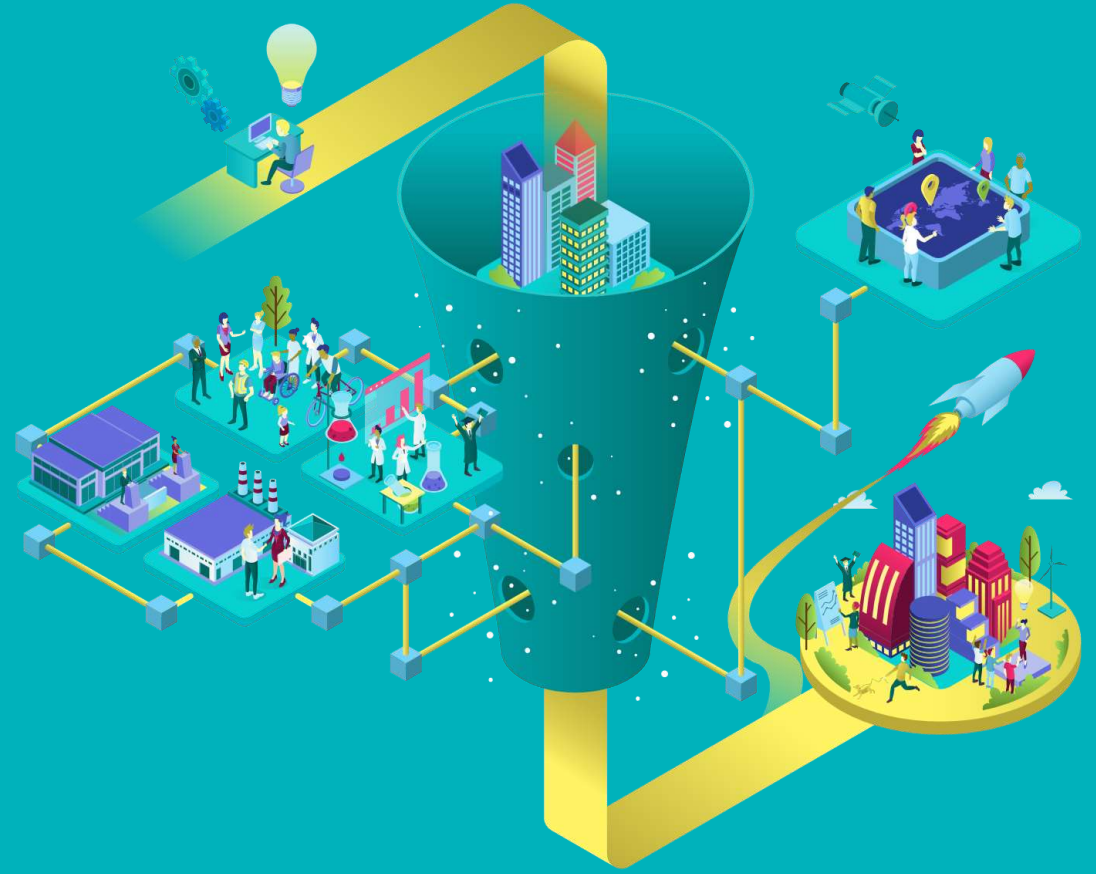
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Ministerium für Wirtschaft,
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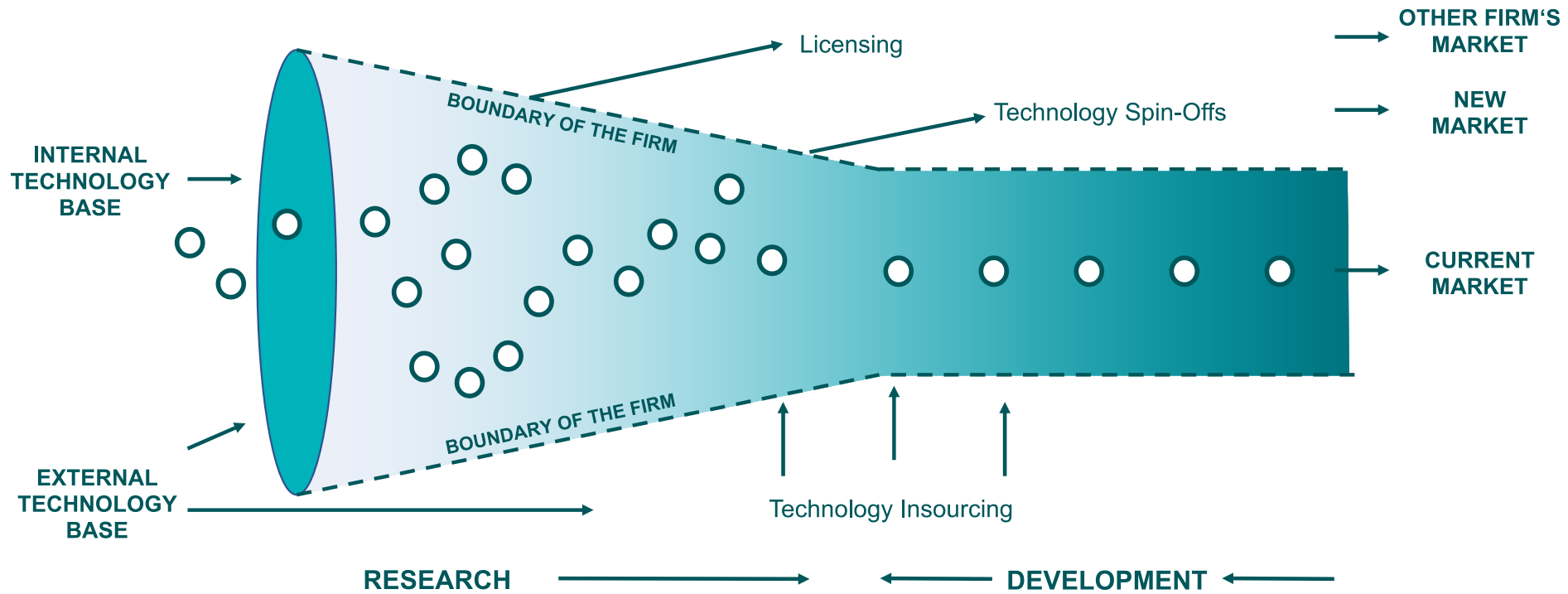


WHAT IS AN OPEN INNOVATION CITY?

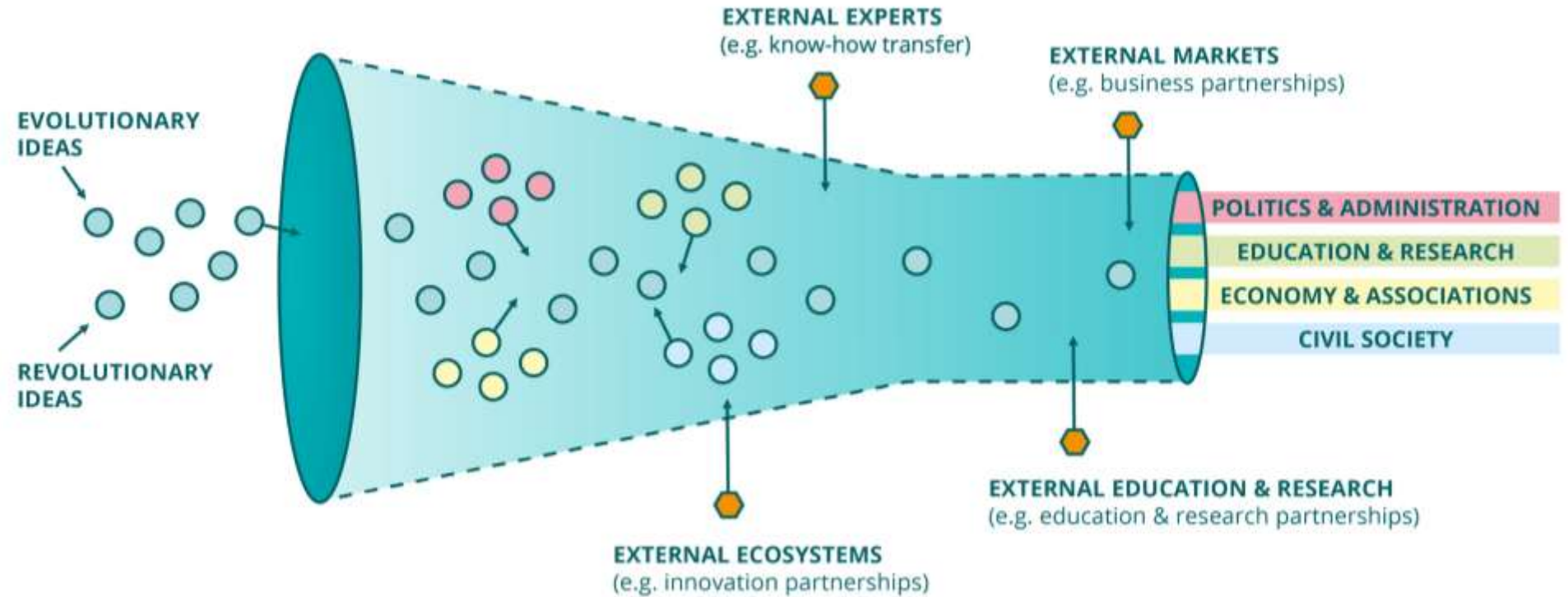
OPEN INNOVATION CITY AND FHM

“An Open Innovation City is a city that drives progress and questions answered with the involvement of urban society. Strategic access to external innovation potential creates an open culture of innovation.”

Source: Open Innovation City Bielefeld 2023: 13.



OPEN INNOVATION



OPEN INNOVATION CITY

OPEN INNOVATION CITY AND FHM

- The project *Open Innovation City* is central for understanding *FHM's* university / community relations.
- The basic idea is to support the city development by academic knowledge transfer.
- *FHM* was a leader in a project during the years 2019 until 2023. The project has been financed by governmental grants.
- After the official end of the project, the City of Bielefeld integrated concept and infrastructure into their own organization.

OPEN INNOVATION CITY AND FHM

Origin of the Idea - Central Questions:

- What is about Bielefeld's future viability?
- How must the city align itself in order to improve its economic strength and quality of life?
- These questions have been raised in the beginning of the project by the central partners.

OPEN INNOVATION CITY AND FHM

Project Partners:

- FHM with its expertise in the implementation of publicity-relevant research projects;
- Founders Foundation with their new approach to promoting entrepreneurship and founding
- Pioneers Club as innovation-promoting platform of the digitalized Mittelstand
- Maschinenbau e.V. as an industry network of mechanical and plant engineering

OPEN INNOVATION CITY AND FHM

Tasks of these partners:

- Enforcement of active networking, with the motivation and expertise to enable groundbreaking projects and solutions aimed to strengthen the innovation ecosystem the city.
- The four representatives of the organizations formed together with the head of the Innovation Office at the same time the project's steering committee.
- Invitation of companies, organizations and citizens to participate in Open Innovation City.

OPEN INNOVATION CITY AND FHM

Goal:

Creation of the largest possible network of citizen organizations that will shape the future of the city.

Source: Open Innovation City Bielefeld 2023: 18

OPEN INNOVATION CITY AND FHM

- At the starting point, Bielefeld was in the same position as many other cities: they face fundamental changes like mobility and climate change.
- Numerous technological innovations take place as well as new forms of networking, consumption and coexistence.
- These trends are raising the following questions:
 - How does a modern Administration work?
 - How does the local economy remain competitive?
 - How do we want to work and live?

OPEN INNOVATION CITY AND FHM

- In Bielefeld the topic of open innovation is used for the development of the city.
- Open innovation means that companies recognize that appropriate information, knowledge and sources of technology may be provided not just internally but also outside of one's own organization.
- That is why they are looking for opportunities to their identification and involvement, in order to involve them in their own innovation process.
- This means for cities to use information outside of the traditional administrative and political entities to establish innovation

OPEN INNOVATION CITY AND FHM

Stakeholders:

- **POLITICS & ADMINISTRATION:** • Lord Mayor / • Departments / • Municipality / • Municipal companies and institutions / • Municipal companies/public utilities / • Transport services / • Regional development / • etc
- **EDUCATION & RESEARCH:** • Schools / • Universities / • University Research Institutes / • Institutes & Research Groups / • Science showrooms/ real-world laboratories / • Initiatives for the promotion of science / • etc.
- **BUSINESS & ASSOCIATIONS:** • Enterprises / • Service agencies / • Start-ups, start-up promotion & Co-Working Spaces / • Chambers / • Economic development / • Business associations and associations / • Industry networks / • etc.
- **CITIZENS & CIVIL SOCIETY:** • Citizens / • Civil society / • Organizations/ Foundations / • Social facilities / • Social associations / • Civic engagement / • Art, culture & sports / • etc.

OPEN INNOVATION CITY AND FHM

Five core principles of open innovation which are relevant for the city:

- Active shaping of the urban innovation and future viability,
- Promotion of interdisciplinary networking for community development of innovative solutions,
- Participation of the urban society on future-relevant issues,
- Establishment of a culture of innovation,
- Promotion transfer of knowledge to the city

WORKING TOGETHER ON IDEAS AND CHALLENGES FOR URBAN SOCIETY



FINDING SOLUTIONS BY INVOLVING ALL SECTORS OF URBAN SOCIETY





CONNECTING TALENT AND EXPERTISE FROM INTERNATIONAL PARTNER CITIES



CREATING AN OPEN CULTURE OF INNOVATION AND A FUTURE-READY PLACE TO LIVE

OR SHORT:

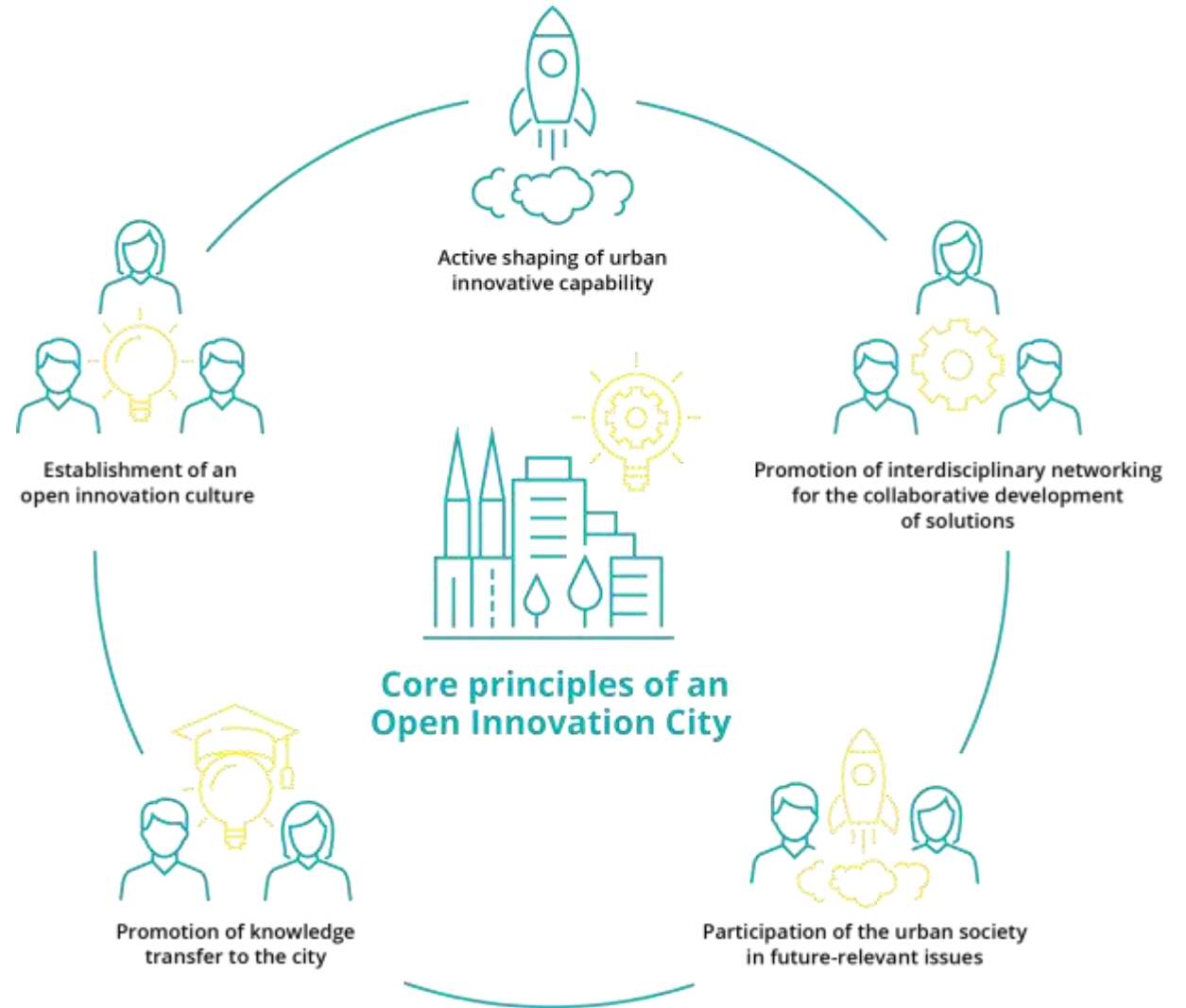
**EXTENDING THE PRINCIPLE OF
THE OPEN INNOVATION IDEA TO
ALL AREAS OF URBAN SOCIETY**

FINDINGS & TRANSFER

**Compendium for Open Innovation at city level,
which puts the involvement of urban society at the
centre of major issues of our time**



FINDINGS & TRANSFER



FINDINGS & TRANSFER

How we bring Open Innovation to schools, universities, companies and the city administration



OPEN INNOVATION CITY SCHOOL

FUTURE LITERACY (FL)

FL is the capability to understand and use the future in the present. (UNESCO)

FL refers to the competence of being able to consciously understand the role that thinking about the future has in the present.

It is considered by UNESCO as one of the most important competencies for the 21st century.

FOSTER FL AT SCHOOL – WHY?

Need for:

- FL and vocational orientation at secondary schools
- Project-based, agile learning with topics close to the young people's lives
- Learning at alternative learning locations
- Introducing young people to political institutions and democratic processes → participation
- Young people's understanding of the city administration as an actor
- Understanding between young people and the city administration
- Young people as potential manpower for the administration

TRANSFER: FL & OI IN SCHOOLS



oic-school.de



Mehr Infos

Modulare Unterrichtsmaterialien zum Thema Offene Innovation auf Stadtebene

FÜR ALLE WEITERFÜHREN- DEN SCHULEN AB KLASSE 9



Gefördert durch:



FOUNDERS FOUNDATION



PIIONEERS

Das Material in der Übersicht

Innen stehen insgesamt zehn Module zur Verfügung, die Sie je nach Belieben, Schwerpunkt und gewünschtem Unterrichts-umfang kombinieren können. Wir empfehlen, aus jeder Phase mindestens ein Modul auszuwählen. Im Idealfall nehmen Sie sich genug Zeit, um die Grundlagenmodule 1 bis 3 in den Unterricht zu integrieren und durch weiterführende Module in die Tiefe zu gehen. Modul 4 und/oder 5 sollte(n) immer dabei sein, weil hier Kernaspekte einer Open Innovation City vermittelt werden.

PHASE 1: WISSEN	AUFGABE/METHODEN	MATERIAL
Modul 01: Infos über Textlektüre erarbeiten	Verständnisfragen zu einem Brau-erungstext zu Open Innovation City	Infotext und Fragen
Modul 02: Welche Trends zeigen sich in unserer Stadt und welche Herausforderungen hängen damit zusammen?	Umfragen in der Schule, auf der Straße oder im privaten Umfeld durchführen und auswerten	Allgemeiner Fragebogen und Fragebogen zu sieben Mikro-trends
Modul 03: Akteur:innen ermitteln	Herausfinden, welche Akteur:innen aus der Stadtgesellschaft an der Planung und Umsetzung innovativer Stadtentwicklungsprojekte beteiligt sind, und ihre Rollen verstehen	Ökosystem-Karte zur Visualisierung und Zuordnung verschiedener Akteur:innen
PHASE 2: IDEEN		
Modul 04: Verbesserungsvorschläge für die Stadt entwickeln	Mittels verschiedener Kreativ-metho-den Ansätze für Innovationen entwickeln, mit eigenen Herausforderungen in der eigenen Stadt gelöst werden können	Erläuterung Web-Olney-Methode und 25/10 Crowdsourcing, Vorlagen zu Innovations-ABC und Innovations-Wings
Modul 05: Eine Idee ausarbeiten	Reife Person anwerben, die eine ausgewählte Idee nutzt und von ihr profitiert. Anschließend Konkretisierung und Ausarbeitung der Idee mittels Product Vision Board	Vorlagen zu Persona-Erstellung und Product Vision Board
Modul 06: Verschiedene Perspektiven einnehmen	Round-Table-Diskussion, in der die Schüler:innen die Rolle ver-schiedener zuvor mittels Persona-Erstellung definierter Akteur:innen der Stadtgesellschaft einnehmen	Stückle-Vorlage und Kurz-beschreibungen zu sechs Beispielsakteur:innen
PHASE 3: EVALUIERUNG UND REALISATION	<i>(erfordert die Durchführung mindestens eines Moduls aus Phase 2)</i>	
Modul 07: Unsere beste Idee ermitteln	Zu maximal acht Ideen Kurz-präsentationen im Stil eines Elevator-Pitchs ausarbeiten und abhören. Ermittlung der besten Idee in Turnierform, bei der immer zwei Pitchteams gegeneinander antreten	
Modul 08: Expert:innengespräch organisieren und durchführen	Auswahl der Expert:in bzw. des Expert:innen und Kontaktaufnahme, Erarbeitung eines Gesprächs-erfahrens, Durchführung und Auswertung des Gesprächs	Planungs- und Auswertungs-bogen
Modul 09: Social-Media-Kampagne	Initiierung und Begleitung eines Social-Media-Auftritts, um eine oder mehrere Ideen zu bewerben und zur Diskussion zu stellen	
PHASE 4: REFLEXION		
Modul 10: Reflexionsfragen beantworten	Mittels zufällig auf der Website ausgespielter Fragen das Thema Open Innovation City samt Auf-bereitung im Unterricht bewerten	Formulierte Fragen in quiz-ähnlicher Aufmachung als Webformat

OIC SCHOOL – PILOTING

Carl-Severing-Berufskolleg für Wirtschaft und Verwaltung - Klasse 11



OIC SCHOOL – PILOTING – DAY 1

INNOVATION OFFICE



OIC SCHOOL – PILOTING – DAY 2 AT CSBWV



OIC SCHOOL – PILOTING – DAY 3 INNOVATION OFFICE



FUTURE OF OIC SCHOOL IN BIELEFELD

AIM:

- **Establish OIC School as a mechanism for youth participation in Bielefeld#**
- **Political/institutional commitment to develop the ideas further (mechanism)**
- **Get more secondary schools to use OIC School materials**
- **Participants gain Open Educational Badges in the future**

NEXT STEPS:

- **Put OIC School on the agenda of the municipal school committee**

OPEN INNOVATION CITY CAMPUS

TRANSFER: OI IN HEI



oic-campus.de



Mehr Infos



Gefördert durch:
Ministerium für Wirtschaft,
Industrie, Klimaschutz und Energie
des Landes Nordrhein-Westfalen



Technische Universität
Fachhochschule des
Mittelstands (FHMF)

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owil maschinenbau
Network for Companies

PIONEERS
CLUB

<https://iversity.org/de/courses/open-innovation-city-campus>

OPEN INNOVATION MANAGER

TRANSFER: OI IN COMPANIES



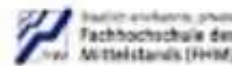
oi-managerin.de



Mehr Infos



Gefördert durch:
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des Landes Nordrhein-Westfalen



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<https://iversity.org/en/courses/open-innovation-manager-in>

OPEN INNOVATION CITY MANAGER

TRANSFER: OI IN PUBLIC ADMINISTRATION



oic-managerin.de



Mehr Infos



Open Innovation City **Manager:in**

www.oic-managerin.de

Gefördert durch:

Ministerium für Wirtschaft, Industrie, Klimaschutz und Energie des Landes Nordrhein-Westfalen

Technische Universität Mittelhessen (THM)

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owi maschinenbau

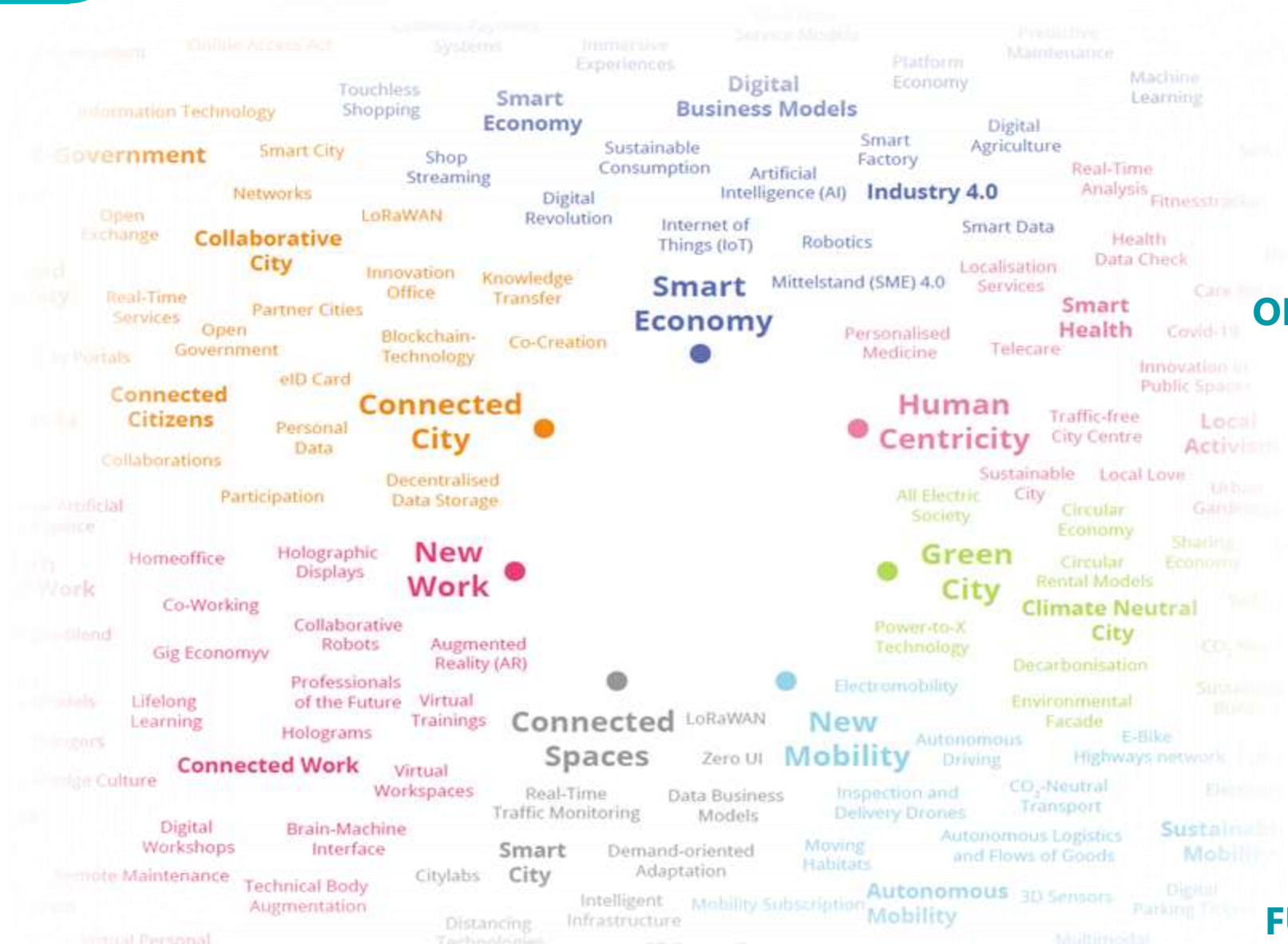
PIONEERS CLUB

<https://iversity.org/en/courses/open-innovation-city-manager-in>



OPEN INNOVATION CITY BIELEFELD

FROM TRENDS TO LIGHTHOUSES



OPEN INDUSTRY



SMART CITY



FUTURE OF WORK



GREEN CITY



FUTURE CARE



FUTURE MOBILITY

IMPLEMENTING LIGHTHOUSES

FUTURE CARE



SMART CITY



GREEN CITY



IMPLEMENTING LIGHTHOUSES

FUTURE MOBILITY



OPEN INDUSTRY



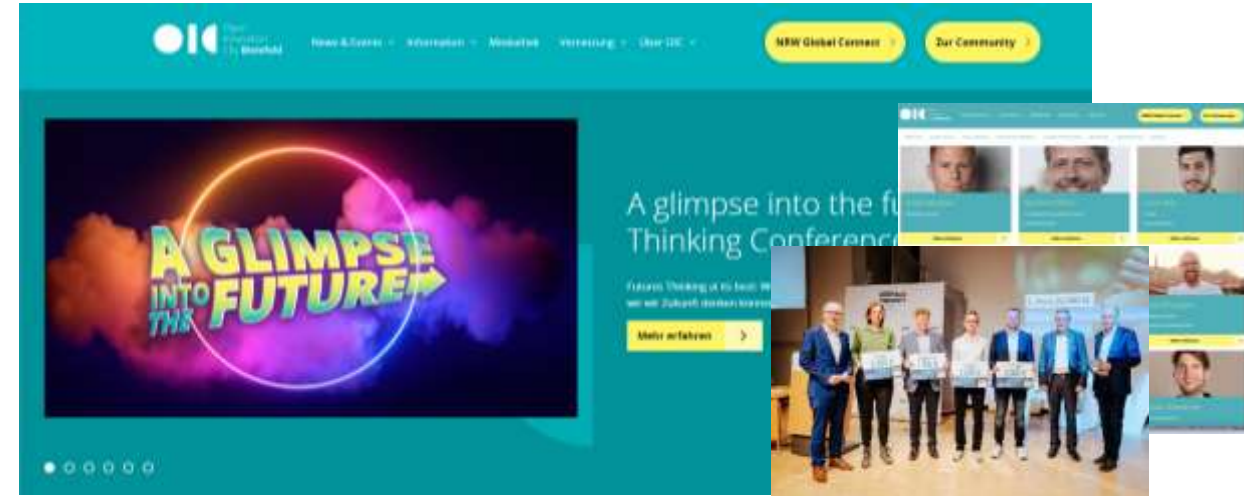
FUTURE OF WORK



INSTRUMENTS (selection)



Innovation Office



Digital Platform



Meetups



Innovation Gym



Podcast



Innovation Partnerships



Citizens' dialogue



Round Table



- Comprehensive preparation of the case study on the pilot city of Bielefeld
- Learning effects and indications for adaptation in other cities
- Incl. evaluation of the most relevant measures and the overall project
- Publication: December 2023



“

**WITH AN OPEN MINDSET
AND THE EFFECTIVE USE OF
DIGITAL TECHNOLOGIES, WE
HAVE THE OPPORTUNITY TO
WRITE A NEW CHAPTER WITH
OPEN INNNOVATION CITIES.**

PROF. DR. HENRY CHESBROUGH

OPEN INNOVATION CITY: **BENEFITS**

Exploiting the potential for innovation

Joint discussion of topics relevant to the future

Strengthening the attractiveness for talents

Strengthening the location & urban focal points

Improved external perception and visibility

Knowledge transfer to the city

Improved innovativeness and competitiveness

Improved future viability

Sources:



ΦΙΛΟΣΟΦΙΑ
oebimui

PHILOSOPHY
of Education

HOME ABOUT CURRENT ARCHIVES

HOME ARCHIVES VOL. 30 NO. 1 (2024) Articles

Implementation of the Third Mission of the University: case of Bielefeld University of Applied Sciences

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Keywords: Third Mission of the University, Bielefeld University of Applied Sciences, universities, communitie, UNICOM project

ABSTRACT



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Thank you very much!

