LEAFLET

Procedures and guidelines for supporting University-Business-Partnerships between higher education institutions and business partners in Germany and in developing countries as part of the Special initiative “Training and Job Creation”

Funded by the Federal Ministry for Economic Cooperation and Development (BMZ)

Application deadline: 13 December 2019
Funding period: 1 April 2020–31 December 2023

Note:
These guidelines are published in German and English. Only the German version is legally binding; the English version is for information only.
University-Business-Partnerships between higher education institutions and business partners in Germany and in developing countries as part of the Special initiative “Training and Job Creation” – 2020–2023

The German Academic Exchange Service (DAAD) receives funding from the Federal Ministry for Economic Cooperation and Development (BMZ) to support the programme “University-Business-Partnerships between higher education institutions and business partners in Germany and in developing countries”.

Description of the goal:
In the context of the Special initiative “Training and Job Creation” launched by the BMZ, the programme “University-Business-Partnerships between higher education institutions and business partners in Germany and in developing countries” (hereinafter referred to as University-Business-Partnerships) contributes to making higher education more practice-oriented in selected fields and countries relevant for the special initiative. The goal of the special initiative is to improve the economic conditions along selected locations and economic sectors (clusters) and support sustainable investments leading to increased employment.

The programme focuses on supporting the transfer of knowledge between higher education institution and industry so as to contribute to the interlinking of higher education institution and industry and intensified dialogue. Closing the gap between more theoretical higher education and more practice-oriented industry offers the prospect of more well-qualified graduates available for the labour market, which will have a positive effect on the investment climate in the medium term. By producing a well-qualified workforce and reinforcing the transfer of knowledge between higher education institution and industry, this collaboration is thus an investment in strengthening the business location in general. In the medium term, the programme will thus contribute to ensuring higher education is better suited to needs and developments on the labour market and to counteracting the brain drain. The long-term goal of the programme is to contribute to the sustainable development and creation of high-quality, cosmopolitan higher education institutions in partner countries and to enhanced competence in development cooperation at German higher education institutions. A further aim of the programme is to contribute to economic cooperation between Germany and the partner countries. To achieve this, teaching and the labour market-oriented approach at the partner institutions of higher education is to be structurally reinforced and existing collaborative structures between the participating higher education institutions consolidated. The programme is also intended to help German higher education institutions become involved as partners in development cooperation and to support the higher education institutions’ internationalisation strategies.

Based on these long-term goals, the following programme objectives (outcomes) have been defined for the University-Business-Partnerships. These programme objectives were defined in the programme results framework (see Appendix 2).

**Programme objective 1:** Partner institutions of higher education offer degree programmes related to the labour market, including relevant research projects that are cutting-edge and correspond to the local context (in fields that are relevant for the special initiative)

**Programme objective 2:** Higher education institutions establish accompanying services related to the labour market, such as career fairs, transfer centres, or career centres
Programme objective 3: Practice-related research projects on relevant topics are initiated and implemented

Programme objective 4: German higher education institutions have acquired expertise in development cooperation

Programme objective 5: Development-related, subject-specific networks are established between participating institutions of higher education, institutions and partners in industry

Description of the purpose:
Based on the formulated programme objectives, the following results (outputs) are to be achieved within the scope of the project, which should last a maximum of three years and nine months, between higher education institutions in Germany and developing countries in cooperation with business partners:

- Practice-relevant curricula/teaching modules that reflect the current state of research have been developed jointly
- Lecturers at partner institutions of higher education are qualified in terms of the subject matter and didactics
- Structural prerequisites for study programmes and accompanying services have been established
- Individual contacts between participating higher education institutions and particularly to partners in industry have been extended and consolidated.

To achieve these outputs, human resources may be provided to implement partnerships in the form of pro-rata-financed positions, events (e.g. training sessions or workshops) or project-related visits may be organised and teaching and learning materials, consumables and other items may be financed as part of the University-Business-Partnerships programme at the input and activities level (see Appendix 1).

Partnerships that contribute to the goals of the Marshall Plan with Africa and the Sustainable Development Goals agenda, notably goals 4 (education) and 9 (innovation) are particularly deserving of funding. In the context of the special initiative and the G20 “Compact with Africa” initiative, priority will be given to relevant developing countries, taking country-specific clusters into account. For the present call, they are as follows:

<table>
<thead>
<tr>
<th>Country</th>
<th>Subject Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethiopia</td>
<td>Textile industry</td>
</tr>
<tr>
<td></td>
<td>Food processing industry</td>
</tr>
<tr>
<td>Ivory Coast</td>
<td>Information and communication technology/technology (incl. renewable energies and energy efficiency)</td>
</tr>
<tr>
<td></td>
<td>Biotechnology</td>
</tr>
<tr>
<td></td>
<td>Agricultural sciences</td>
</tr>
<tr>
<td></td>
<td>Engineering</td>
</tr>
<tr>
<td>Ghana</td>
<td>Agribusiness/Food processing industry</td>
</tr>
<tr>
<td></td>
<td>Renewable energies</td>
</tr>
<tr>
<td></td>
<td>Governance/Law</td>
</tr>
</tbody>
</table>
Morocco

- Automotive industry
- Agro-food industry
- Renewable energies
- Information and communication technology
- Logistics
- Water management

Ruanda

- Economics
- Information and communication technology
- Tourism
- Sustainable urban development, mobility concepts (incl. electromobility)
- Creative industry/film
- Economics/statistics

Senegal

- Agribusiness/Food processing industry
- Information and communication technology/digital economy

Tunisia

- Automotive industry
- Aviation
- Digital economy
- Tourism
- Textile
- Renewable energies

Depending on the interest of the local higher education institutions, topics that belong in the broader context of the special initiative’s clusters may be included in the projects.

A further aim of the support programme is to achieve long-term institutional ties and lasting South–South contacts, dialogue and understanding. In this connection, it is desirable and useful to make use of additional funding instruments for cooperating with higher education institutions in developing countries (e.g. alumni and material support programmes) in order to create synergies.

Individual partnerships can focus on different areas within the programme’s objective system. It is not necessary for every partnership to contribute to all the programme objectives; however, they must contribute to making degree programmes at partner universities more labour market-oriented and to strengthening collaboration between academics and industry. The partnerships have flexibility in how they formulate their objectives and how they achieve them; however, the project objectives should be consistent with the programme objectives. Accordingly, the higher education institutions are
encouraged to formulate their own measurable objectives and indicators based on the results framework and the indicators provided by the DAAD (see Appendix 2) as well as the programme objectives given here. They must be described in the application. A guide to formulating project-specific indicators can be found in Appendix 2.

The University-Business-Partnerships programme is supported by indicator-based and outcome-oriented monitoring in coordination with the funding organisation. The participating universities are expected to participate in future monitoring activities. The indicators listed in Appendix 2 will be subject to annual reports enabling the DAAD to monitor the whole programme. As some of the programme objectives can only be achieved after several years, indicators at activity, output and outcome levels are relevant for programme monitoring. In addition to this, the annual reports should describe how the funded partnerships contribute to the programme objectives and the programme’s results framework. The approved projects will receive an annotated guide and other documents as necessary on conclusion of the grant agreement.

Measures eligible for funding are:

- Costs for travel and visits undertaken by German and international university teachers, academic scholars, students, graduates, PhD students and alumni
- Organisation of events (e.g. workshops and conferences)
  - Here, expense claims may be made for a *fixed sum of 50 euros per day and participant*. The lump sum serves to cover expenditure on food and drink and rental of premises. (See Appendix “Grant expenditure eligible”)
- Research and teaching
- Field trips
- Measures to develop digital teaching and learning materials, including the corresponding technical infrastructure

See Appendix “Grant expenditure eligible”

### Eligible measures

### Grant expenditure eligible

### Type of financing

Funding will be provided as deficit financing.

The funding period begins on 01/04/2020 at the earliest and ends on 31/12/2023 at the latest.

The DAAD grant is limited to a maximum of 630,000 euros.

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>90,000 euros; a minimum of 30,000 euros</td>
</tr>
<tr>
<td>2021</td>
<td>180,000 euros; a minimum of 30,000 euros</td>
</tr>
<tr>
<td>2022</td>
<td>180,000 euros; a minimum of 30,000 euros</td>
</tr>
<tr>
<td>2023</td>
<td>180,000 euros; a minimum of 30,000 euros</td>
</tr>
</tbody>
</table>

In the context of the special initiative, priority will be given to the following clusters:

<table>
<thead>
<tr>
<th>Subject area(s)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ethiopia</strong></td>
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</tr>
<tr>
<td></td>
<td>Food processing industry</td>
</tr>
<tr>
<td><strong>Ivory Coast</strong></td>
<td>Information and communication technology/technology (incl. renewable energies and energy efficiency)</td>
</tr>
<tr>
<td></td>
<td>Biotechnology</td>
</tr>
<tr>
<td><strong>Ghana</strong></td>
<td>Agribusiness/Food processing industry</td>
</tr>
</tbody>
</table>
### Other departments (marked in blue) may, however, be taken into consideration if the clusters listed cannot be covered and the higher education institutions, together with the participating companies, formulate other needs with reference to the special initiative (see Appendix 4).

These are the following clusters:

<table>
<thead>
<tr>
<th>Country</th>
<th>Clusters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morocco</td>
<td>Automotive industry, Agro-food industry</td>
</tr>
<tr>
<td>Ruanda</td>
<td>Economics</td>
</tr>
<tr>
<td>Senegal</td>
<td>Agribusiness/Food processing industry, Information and communication technology/digital economy</td>
</tr>
<tr>
<td>Tunisia</td>
<td>Automotive industry, Aviation, Digital economy</td>
</tr>
<tr>
<td>Ivory Coast</td>
<td>Agricultural sciences, Engineering</td>
</tr>
<tr>
<td>Ghana</td>
<td>Renewable energies, Governance/Law</td>
</tr>
<tr>
<td>Morocco</td>
<td>Renewable energies, Information and communication technology, Logistics, Water management</td>
</tr>
<tr>
<td>Ruanda</td>
<td>Information and communication technology, Tourism, Sustainable urban development, mobility concepts (incl. electromobility), Creative industry/film, Economics/statistics</td>
</tr>
<tr>
<td>Tunisia</td>
<td>Tourism, Textile, Renewable energies</td>
</tr>
</tbody>
</table>
University teachers, non-professorial teaching staff, graduates (e.g. PhD students) and students from Germany and developing countries in the special initiative as well as in the G20 Compact with Africa initiative, in this case: Ethiopia, Morocco, Tunisia, Ghana, Ivory Coast, Ruanda and Senegal.

German higher education institutions are eligible for application at institute or department level, represented by university teachers.

Applications must be completed in full and submitted by the stipulated deadline exclusively via the DAAD online portal in German or English (https://portal.daad.de/irj/portal).

**Application documents relevant for selection:**

- Project application (please enter an informative project title (in DAAD portal)
- Financing plan (in DAAD portal; fill-in assistance see Appendix 7)
- Letter from the business partners confirming form/content and financial participation (accountable and non-accountable income) (appendix type: programme-specific details)
- Project description drawn up and signed by potential cooperation partners (higher education institution/business/industry) (max. 10 DIN A4 pages, in German or English) (appendix type: project description).

  In addition to a concrete description of the project and measures, this should include the following points:
  
  - Initial situation
  - The problem and justification in terms of development policy, including a description of the situation to date, where appropriate, and the current status of the partnership (in the case of follow-up DAAD applications, Details of the previous project should be given here)
  - Direct and indirect target groups, if applicable
  - Project objectives: Short description of the intended direct effects (outcomes) of the project
  - Project concept: The description should explain how the project contributes to achieving the objectives of the DAAD University-Business-Partnerships programme. This should also include an explanation of which project-specific outputs are designed to lead to which outcomes. An explanation of who is to realise which project activities and when, in order to achieve the outputs. The outcomes, outputs and activities must be transferred to the project planning overview (Appendix 3). There, one or two informative indicators suitable for specifying and measuring project outcomes and outputs must be given (Appendix 2)
  - Involvement of German and international academic scholars: description of the collaboration between participating German and international academic scholars, including a description of how support for young academics and student exchange is to be implemented
  - Risks to project success: description of the framework conditions that support and hinder the project as well as risks that could have an influence on the success of the project.
  - If necessary, a calculation/estimate of non-accountable income and expenditure (appendix type: additional financial information)
- Project description (short version) (see Appendix 7) (appendix type: project description)

The application documents relevant for selection (mandatory documents) must be named in accordance with the specifications and submitted by the deadline in the form of the specified appendix type.
After the application deadline, the DAAD will not request these documents and will not take into account any additionally supplied documents or changes, including changes to the financing plan. Incomplete applications will be excluded from the selection procedure.

**Application documents which can be submitted later:**

- Partnership agreement (cooperation agreement) between the participating German and international higher education institutions (appendix type: contracts/agreements)

**Note:**

At least one of the economic stakeholders should come from Germany and at least one local business partner must be integrated in the project. Funding is possible not only for bilateral partnerships but also for projects involving several partners/countries, if the goal of the project meets the programme criteria and the benefits of the project are clear in terms of development policy.

These documents must be submitted prior to conclusion of the contract at the latest.

**Application deadline**

The application deadline is **13 December 2019**.

**Selection procedure**

The decision which of the applications for project funding to select will be taken by an independent **selection committee**, consisting of academics with the relevant specialisation and specific experience of cooperation with developing countries and business partners, while taking into account the criteria specified below and the available funding resources.

Applications are assessed according to form- and content-related criteria, with special consideration of relevance to development policy and effect orientation. **Content-related criteria are derived from the programme aims and indicators described in the results framework.** The involvement of local partners (higher education institutions and industry/local authorities) and communication with them as equal partners plays a central role, enabling local interests to be suitably considered from the start, both when developing concrete partnership projects and when designing measures. This applies to the clusters favoured by the initiative (in terms of content and location) and other needs formulated jointly by the higher education institutions and participating companies.

**In particular, the assessment takes the following criteria into consideration:**

- the **academic quality** of the projects and measures specified in the application, with a focus on the quality and relevance of planned study programmes for the labour world in the developing country;
- the **relevance in terms of development policy**. The University-Business-Partnerships that are particularly relevant in terms of development policy are those
  - that establish a clear link to the programme objectives and indicators in the results framework;
  - that can explain how the involvement of business partners will contribute to the higher education institution taking a more labour-market-oriented approach;
  - that can give a plausible justification of how the project can generally contribute to the development of the higher education sector and/or partner country as a result of its subject-specific and regional focus;
that do their planning, development, implementation and evaluation to-
gether with their international partners and focus on their partners’
needs;
• that focus on the transfer of knowledge, technology and innovation to
strengthen their international partner’s institutional structures;
• that establish sustainable cooperation structures that will remain be-
yond the funding period;
• that involve practice-related research projects which, in their turn, will
yield results that can be integrated into the training of students.

• the innovative impact and sustainable structural improvement of teaching
conditions to be achieved at the international partner institution of higher
education by the proposed measures, with a view to making higher educa-
tion more practice-oriented; quality and relevance of the business partner’s
contribution;
• the balance of cooperation measures;
• the size of the contribution made by higher education institutions and busi-
ness partners;
• applicants’ and project partners’ experience of working with business part-
ers and cooperating with higher education institutions in developing coun-
tries;
• the integration and exchange of students and young academics in the pro-
ject from Germany and outside Germany.

Contact

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Appendices

1. Grant expenditure eligible
2. Guide to results-oriented monitoring
3. Project planning overview
4. BMZ concept “Special initiative on training and job creation”
5. Endorsement of application by German administration
6. Project description template (short version)
7. Fill-in assistance financing plan
8. International per diems and accommodation allowance

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