

# 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: 08/09/2020**

**Funding period: 01/01/2021–31/12/2024**

Note:

These guidelines are published in German and English. Only the German version is legally binding; the English version is for information only.

With financial support from the



Federal Ministry  
for Economic Cooperation  
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## 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” – 2021–2024

### Goals of the programme

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 four years, 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).

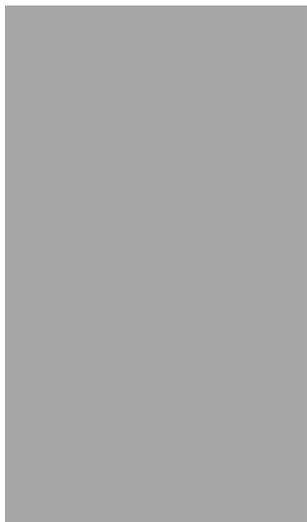
Partnerships that contribute to the goals of the Marshall Plan with Africa and the Sustainable Development Goals agenda, notably goals 4 (education) and 9 (innovation) are particularly deserving of funding. In the context of the special initiative and the G20 “Compact with Africa” initiative, priority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

<b>Ethiopia</b>	Textile industry
	Food processing industry
<b>Ivory Coast</b>	Information and communication technology/ technology (incl. renewable energies and energy efficiency)
	Biotechnology
	<a href="#">Agricultural sciences</a>
	<a href="#">Engineering</a>
<b>Ghana</b>	Agribusiness/Food processing industry
	Automotive industry
	<a href="#">Renewable energies</a>
	<a href="#">Governance/Law</a>

<b>Morocco</b>	Automotive industry
	Agro-food industry
	Renewable energies
	Information and communication technology
	Logistics
	Water management
<b>Ruanda</b>	Economics
	Information and communication technology
	Tourism
	Sustainable urban development, mobility concepts (incl. electromobility)
	Creative industry/film
	Economics/statistics
<b>Senegal</b>	Agribusiness/Food processing industry
	Information and communication technology/ digital economy
<b>Tunisia</b>	Automotive industry
	Aviation
	Digital economy
	Tourism
	Textile
	Renewable energies

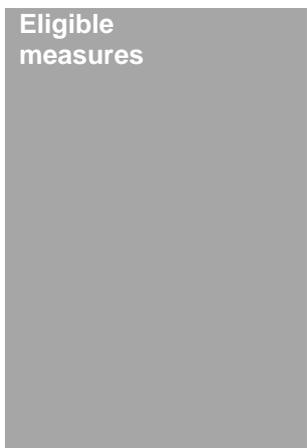
Depending on the interest of the local higher education institutions, topics that belong in the broader context of the special initiative's clusters may be included in the projects.

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.

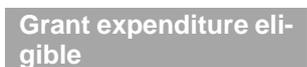
The University-Business-Partnerships programme is supported by indicator-based and outcome-oriented monitoring in coordination with the funding organisation. The participating universities are expected to participate in future monitoring activities. The indicators listed in Appendix 2 will be subject 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.



**Eligible measures**

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 with a maximum of 20 participants, see Appendix 1 "Grant expenditure eligible")
  - 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



**Grant expenditure eligible**

See Appendix "Grant expenditure eligible"



**Type of financing**

Funding will be provided as deficit financing.



**Funding period**

The funding period begins on 01/01/2021 at the earliest and ends on 31/12/2024 at the latest.



**Grant level**

The DAAD grant is limited to a maximum of 720,000 euros.

- 2021: 180,000 euros; a minimum of 30,000 euros
- 2022: 180,000 euros; a minimum of 30,000 euros
- 2023: 180,000 euros; a minimum of 30,000 euros
- 2024: 180,000 euros; a minimum of 30,000 euros



**Subject area(s)**

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

<b>Ethiopia</b>	Textile industry
	Food processing industry
<b>Ivory Coast</b>	Information and communication technology/ technology (incl. renewable energies and energy efficiency)
	Biotechnology

<b>Ghana</b>	Agribusiness/Food processing industry
	Automotive industry
<b>Morocco</b>	Automotive industry
	Agro-food industry
<b>Ruanda</b>	Economics
<b>Senegal</b>	Agribusiness/Food processing industry
	Information and communication technology/ digital economy
<b>Tunisia</b>	Automotive industry
	Aviation
	Digital economy

**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:

<b>Ivory Coast</b>	Agricultural sciences
	Engineering
<b>Ghana</b>	Renewable energies
	Governance/Law
<b>Morocco</b>	Renewable energies
	Information and communication technology
	Logistics
	Water management
<b>Ruanda</b>	Information and communication technology
	Tourism
	Sustainable urban development, mobility concepts (incl. electromobility)
	Creative industry/film
	Economics/statistics
<b>Tunisia</b>	Tourism
	Textile

	Renewable energies
Target group	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: <b>Ethiopia, Morocco, Tunisia, Ghana, Ivory Coast, Ruanda and Senegal.</b>
Eligible applicants	German higher education institutions are eligible for application
Submission of applications	Applications must be <b>completed in full</b> and <b>submitted by the stipulated deadline</b> exclusively via the <b>DAAD online portal</b> in German or English ( <a href="http://www.mydaad.de">www.mydaad.de</a> ).
Application requirements	<p><b><u>Application documents relevant for selection:</u></b></p> <ul style="list-style-type: none"> <li>• Project application (please enter an informative project title (in DAAD portal))</li> <li>• Financing plan (in DAAD portal; fill-in assistance see Appendix)</li> <li>• Letter from the business partners confirming form/content and financial participation (accountable and non-accountable income) (appendix type: programme-specific details)</li> <li>• Project description in close cooperation with potential cooperation partners (higher education institution/business/industry) (max. 10 DIN A4 pages, in German or English) (appendix type: project description).</li> </ul> <p>In addition to a concrete description of the project and measures, this should include the following points:</p> <ul style="list-style-type: none"> <li>- Initial situation</li> <li>- 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, <i>Details of the previous project</i> should be given here)</li> <li>- Direct and indirect target groups, if applicable</li> <li>- Project objectives: Short description of the intended direct effects (outcomes) of the project</li> <li>- 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 (see Appendix). There, one or two informative indicators suitable for specifying and measuring project outcomes and outputs must be given (see Appendix 2)</li> <li>- 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</li> <li>- 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.</li> <li>- If necessary, a calculation/estimate of non-accountable income and expenditure (appendix type: additional financial information)</li> </ul> <ul style="list-style-type: none"> <li>• Project description (short version) (see Important information and templates) (appendix type: project description)</li> </ul>

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 neither request any documents nor 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 **08 September 2020**.

**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 together 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 beyond 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 education 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 business partners;
- applicants' and project partners' experience of working with business partners and cooperating with higher education institutions in developing countries;
- the integration and exchange of students and young academics in the project from Germany and outside Germany.

#### Contact

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#### Appendices

1. Grant expenditure eligible
2. Guide to results-oriented monitoring
3. Per diems and overnight allowances abroad according to ARVVwV/BRKG

#### Important information and forms

- Project planning overview
- OECD DAC list
- Project description (short version)
- Endorsement of application by German university management
- BMZ concept "Special initiative on training and job creation"
- Information concerning mobility with handicap and chronic disease
- Aid for completing the financial plan

With financial support from the

