


Siemens University Relations

OECD Knowledge Transfer Workshop
Paris, 14 March 2018

Innovation – that's how Siemens shapes the future



5.2 billion €
R&D expenditures¹



38,000
R&D employees¹

Inventions and patents



7,400
Inventions¹




3,600
Patent applications¹

Cooperation with universities



>1,200
Collaborative projects¹



8
CKI universities²



¹ In FY 2017

² Centers of Knowledge Interchange

Drivers of university collaboration

R&D/ Innovation



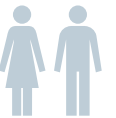
- Access to latest academic trends and cutting edge research
- Source for Open Innovation
- Strengthening of Siemens innovative power

Training on Siemens products

- Training of next generation engineers
- Positive product branding



HR/Talent Acquisition



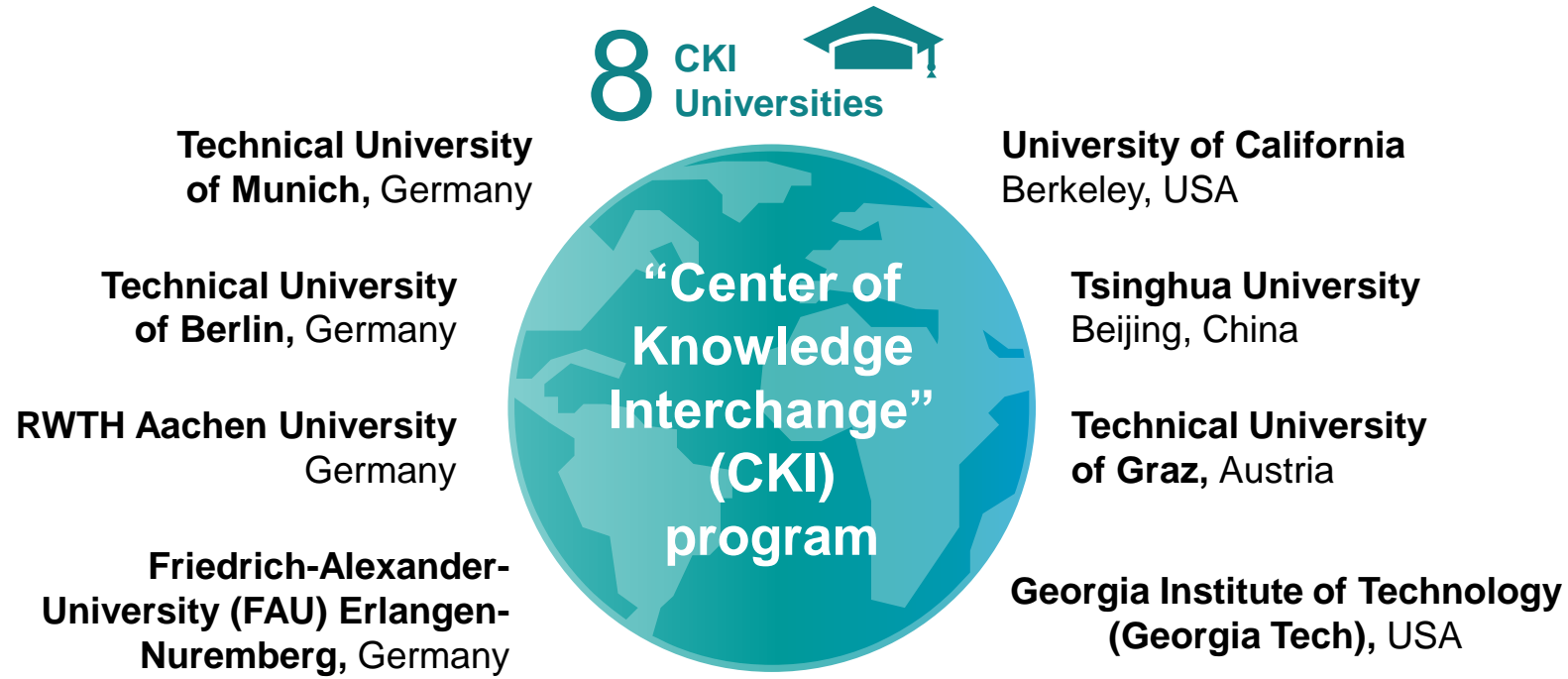
- Positive employer branding on campus
- Build up a talent pipeline
- Hire the right fresh outs
- Co-creation of curricula



**Connection of industry and academy
and promotion of research and recruiting activities**

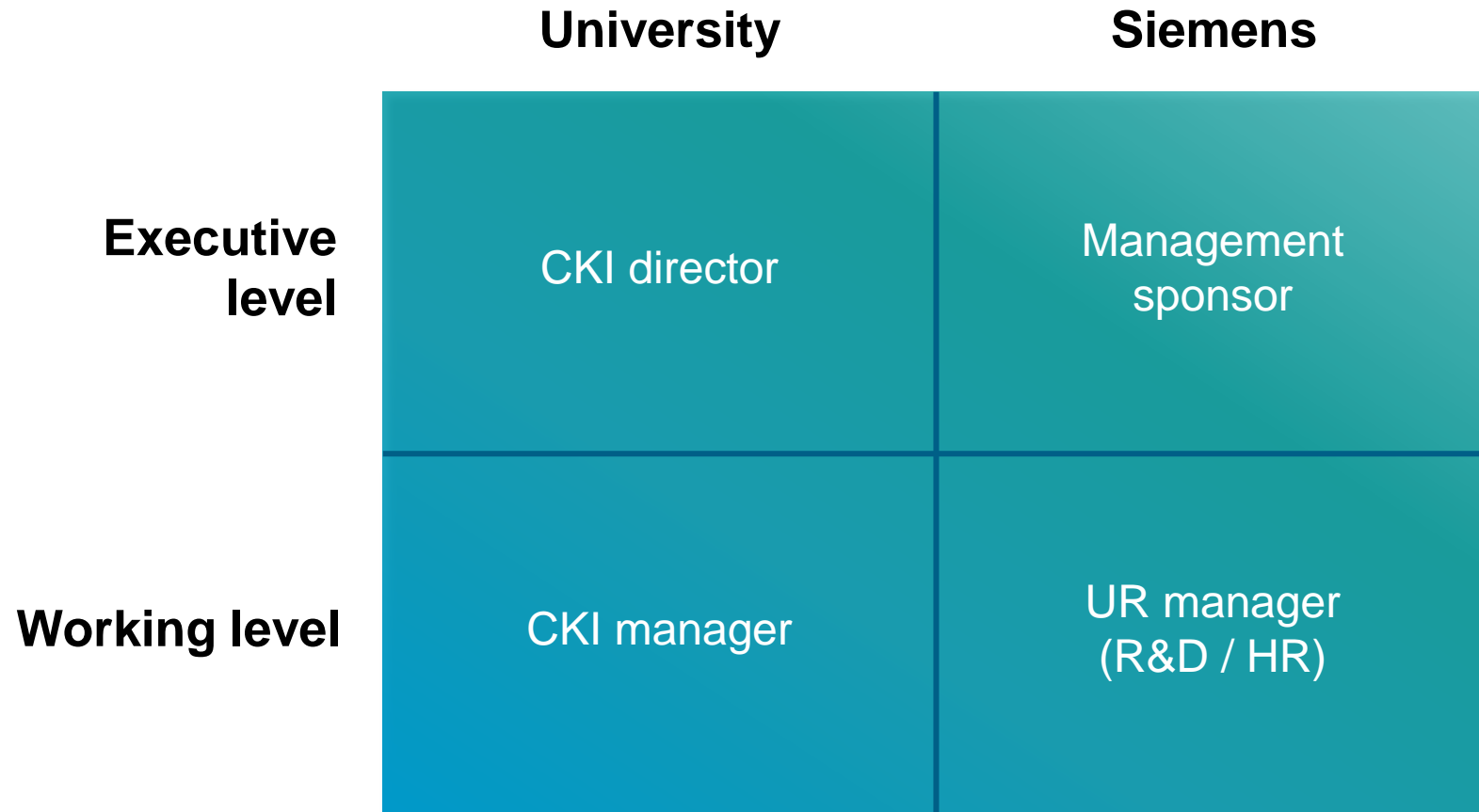


Our global network of strategic partner universities

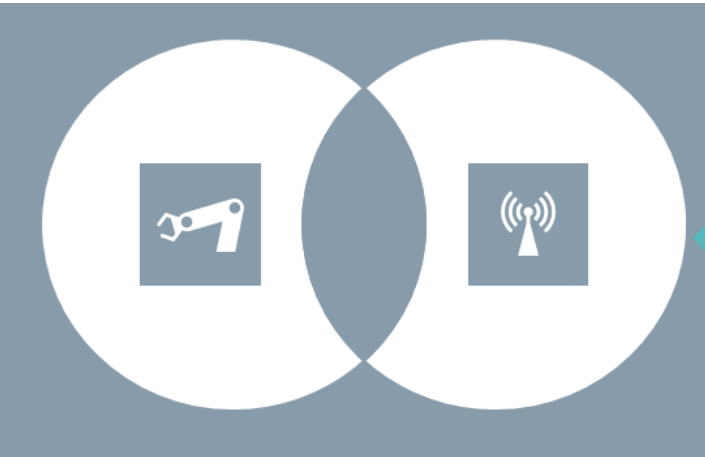


+ 17 Principal Partner Universities

Four intermediaries in a CKI partnership



Innovative approaches to tap the university innovation ecosystem

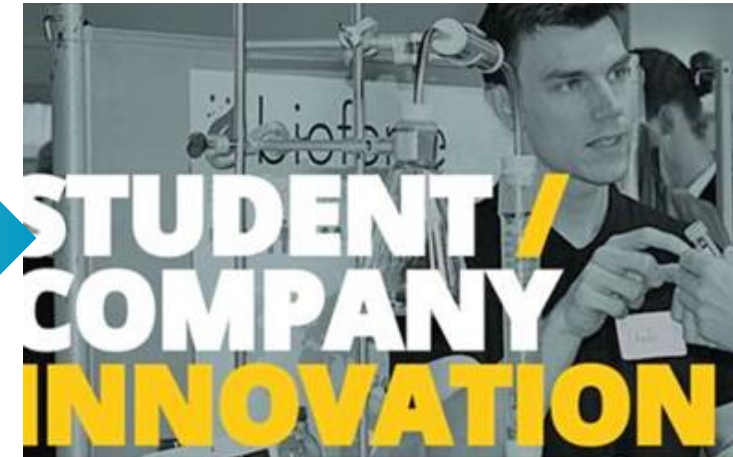


Global University Challenge
“Automation meets Edge”

Starting May 2018

Hardtech Entrepreneurship Course at DTU Copenhagen

February 2018



Siemens-Class at TU Graz

2017-2018

Industrial Cyber Security Hackathon at RWTH Aachen

October 2017



Key challenges to university-industry cooperation and some policy suggestions

Challenges

- Still high level of misunderstanding and mistrust
- Different incentive systems
- Different time scales
- High bureaucratic overhead (partner selection, proposal writing, contract negotiations, reporting)
- IP considerations often hinder collaboration
- Universities often lack “unique selling proposition”

Policy suggestions

- Establish professional cooperation facilitators
- Make non-scientific achievements part of the evaluation for new academic positions
- Support secondments from U to I *and vice-versa*
- Two-stage proposals for funding programs (e.g. BMBF)
- Introduce innovation challenges (similar to DARPA challenge)
- Support feasibility studies with short evaluation, short runtime, little overhead (e.g. Innovate UK)
- Do not make patents a general KPI for universities
- Higher basic funding of research institutes and stronger role of management