



## FUNDING FRAMEWORK

# University-Business-Partnerships between Higher Education Institutions and Businesses in Germany and in Africa within the framework of the special initiative 'Training and Job Creation' (2023-2026)

## GOALS OF THE PROGRAMME

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The German Academic Exchange Service (DAAD) supports the programme 'University-Business-Partnerships between Higher Education Institutions and Businesses in Germany and in Africa' (hereinafter University-Business-Partnerships) with funds from the Federal Ministry for Economic Cooperation and Development (BMZ).

In the context of the BMZ special initiative "Training and Job Creation", the programme University-Business-Partnerships contributes to a stronger practice orientation of higher education in selected thematic areas and countries relevant to the special initiative. The aim of the special initiative is to improve economic conditions along selected locations and economic sectors (clusters) and to promote sustainable investments that lead to more employment ([Special Initiative Training and Job Creation | BMZ](#)).

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. By closing the gap between the more theoretically oriented higher education and the practice-oriented economy, more well-qualified graduates are available for the labour market, which has a positive effect on the investment climate in the medium term. Thus, this cooperation ultimately pays off in strengthening the business location in general by producing well-qualified employees on the one hand and strengthening the knowledge transfer between universities and businesses on the other.

In the medium term, the programme thus contributes to ensuring that university education better meets the requirements and developments of the labour market and counteracts the "brain drain".

The long-term goal of the programme is to contribute to sustainable development and the establishment of efficient and cosmopolitan universities in the partner countries as well as to the development cooperation competence of German universities. In addition, the programme is intended to contribute to economic cooperation between Germany and the partner countries. In order to achieve this, teaching and labour market orientation at the partner universities are to be structurally strengthened and existing cooperation structures between the participating universities are to be consolidated. At the same time, the programme aims to help German higher education institutions to become involved as partners in development cooperation, to support the higher education institutions in their internationalisation strategies and, in

addition, to establish structures at the higher education institutions to promote gender equality.

The programme contributes in the long term (impact) to

- *Impact 1:* The programme contributes to the structural strengthening of teaching and labour market orientation at the partner universities
- *Impact 2:* The programme contributes to strengthening the employability of graduates in local labour markets
- *Impact 3:* The programme contributes to the active involvement of German higher education institutions as partners in development cooperation
- *Impact 4:* The programme contributes to the internationalisation of the participating universities
- *Impact 5:* The programme contributes to the consolidation of the cooperation structures between the participating universities and institutions
- *Impact 6:* The programme contributes to the consolidation of the cooperation structures between the participating universities and institutions
- *Impact 7:* The programme contributes to sustainable development
- *Impact 8:* The programme contributes to building efficient and cosmopolitan universities
- *Impact 9:* The programme contributes to cooperation between universities and business

In order to achieve these long-term effects (impacts), the programme pursues the following programme objectives (outcomes):

- Programme Objective 1 (Outcome 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 (outcome 2): Higher education institutions establish accompanying services related to the labour market, such as career fairs, transfer centres, or career centres.
- Programme objective 3 (outcome 3): Practice-related research projects on relevant topics are initiated and implemented.
- Programme objective 4 (outcome 4): German higher education institutions have acquired expertise in development cooperation.
- Programme objective 5 (outcome 5): Development-related, subject-specific networks are established between participating institutions of higher education, institutions and partners in industry.

These programme objectives are to be achieved through the following direct results (outputs) of the measures / activities:

- Practically relevant curricula / teaching modules that correspond to the state of the art in science are jointly developed

- Teaching staff at the partner universities are professionally and didactically qualified
- Structural prerequisites for study programmes and study-related offerings have been created
- The existing individual contacts between the participating universities and especially with business partners have been expanded and consolidated.

**Particularly worthy of support** are, on the one hand, partnerships that contribute to both the goals of the Marshall Plan with Africa and the SDG agenda, namely Goals 4 (Education) and 9 (Innovation). A sustainable investment in the education of future professionals and leaders 'for the economy' must focus on both, the consistent orientation of university education towards practice and a consistent orientation of content and formats towards the concept of the Green Economy. **Green economy**' is understood here as an ecologically, economically and socially sustainable way of doing business ([Green economy | UNEP - UN Environment Programme](#)).

Therefore, partnerships that consistently orient the contents and formats of their curricula/teaching modules to the concept of the Green Economy are particularly worthy of support.

Furthermore, applications that contribute to the **promotion of gender equality** at the partner university as well as the **empowerment of women in business** ([The BMZ | BMZ Gender Approach](#)) are classified as particularly worthy of support.

Within the framework of the special initiative as well as the G20 "Compact with Africa Initiative", preference is given to relevant developing countries, taking country-specific clusters into account (see point 8 "Fields of expertise").

In addition, the funding aims to establish longer-term institutional ties and to strengthen South-South contacts, dialogue and understanding. In this context, the use of other funding instruments for higher education cooperation with developing countries (e.g. alumni and material resources programme) makes sense and is desirable to create synergies.

Different priorities can be set in each project. Not every partnership has to contribute to all programme objectives, as long as a contribution to the labour market orientation of the study programmes at the partner universities and to the strengthening of the cooperation between business and science is ensured. Partnerships have flexibility in the formulation of their objectives and in the ways of achieving them, but project objectives should be consistent with the programme's objectives.

The higher education institutions are requested to develop their projects on the basis of the programme impact structure and the programme indicators and to formulate measurable project objectives and associated indicators. These must be presented in the application and in the project planning overview; the project objectives must be consistent with the programme objectives (see **Appendix 1** "RoM handout" with instructions on impact-oriented project planning, the impact structure and the catalogue of indicators).

### Ecological sustainability

The DAAD has set itself the goal of further reducing its ecological footprint as an organisation and funding body. Within the framework of project funding, the DAAD should strive to plan and implement projects in a way that conserves resources, the climate and the environment. This applies in particular to mobility/travel and, depending on the type and scope of the project, may also relate to procurement and awarding, event management or marketing and public relations. (Information on this is voluntary and not yet relevant for selection).

## ELIGIBLE MEASURES / ACTIVITIES

2

Eligible measures / activities are:

- Trips and short stays by German and foreign university teachers, researchers, students, graduates, doctoral candidates and alumni
- Organisation of events (workshops and conferences, etc.): 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 **Annex 2** "Eligible expenses").
- 
- Research and teaching
- Field trips
- Measures to develop digital teaching and learning materials, including the corresponding technical infrastructure

## ELIGIBLE EXPENDITURE ELIGIBLE EXPENDITURE

3

see **appendix 2**

## FORWARDING

4

It is possible to forward the grant for project funding (in whole or in part) if this is necessary to achieve the purpose of the grant.

The expenditure items that are to be forwarded must be marked accordingly in the budget of the application for project funding to the DAAD.

If, at the time of the application for project funding (before conclusion of the contract), the intended onward transfer is not yet known in concrete terms, the expenditure which is to be passed on, if applicable, can initially be shown in the budget as separate expenditure. In the event that the forwarding of the grant only becomes concrete after the contract has been concluded, the DAAD's approval must be obtained by means of an amendment application (adjustment of the project description and the financing plan).

The funding is forwarded on the basis of a forwarding contract.

The forwarding recipient's proof of use and the corresponding audit certificate must be enclosed with the proof of use submitted to the DAAD

**FINANCING TYPE**

**5**

Funding is provided by way of shortfall financing.

**FUNDING PERIOD**

**6**

The funding period begins on 01 June 2023 at the earliest and ends on 31 December 2026 at the latest.

**GRANT AMOUNT**

**7**

A grant of up to 645,000 euros can be applied for, divided among the financial years in the grant period as follows:

2023: 105,000 EUR, minimum 30,000 EUR

2024: 180,000 EUR, minimum 30,000 EUR

2025: 180,000 EUR, minimum 30,000 EUR

2026: 180,000 EUR, minimum 30,000 EUR

**FIELDS OF STUDY**

**8**

The special initiative gives priority to the following clusters:

<b>Egypt</b>	Industry 4.0
	Agribusiness
	Renewable energies
	Logistics
	Mechanical Engineering
	Sustainable urban development
	Water management
<b>Ethiopia</b>	Agribusiness
	Renewable energies
	Food processing industry
	Logistics
	Mechanical Engineering

	Textile industry
	Water management
<b>Côte d'Ivoire</b>	Biotechnology
	Information and communication technology/technology (incl. renewable energies and energy efficiency)
	Logistics
	Mechanical Engineering
	Water management
<b>Ghana</b>	Agrobusiness/food processing industry
	Waste sector
	Automotive industry
	Renewable energies
	Logistics
	Mechanical Engineering
	Water management
<b>Morocco</b>	Automotive industry
	Agriculture and food industry
	Renewable energies
	Logistics
	Mechanical Engineering
	Water management
<b>Rwanda</b>	Economics
	Renewable energies
	Logistics
	Mechanical Engineering
	Water management

<b>Senegal</b>	Agrobusiness/food processing industry
	Information and Communication Technology/Digital Economy
	Renewable energies
	Logistics
	Mechanical Engineering
	Water management
<b>Tunisia</b>	Automotive industry
	Digital economy
	Renewable energies
	Logistics
	Aviation industry
	Mechanical Engineering
	Water management

***Other subject areas (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.***

These are in the following:

<b>Côte d'Ivoire</b>	Agricultural Sciences
<b>Ghana</b>	Governance/Law
<b>Morocco</b>	Information and communication technology
<b>Rwanda</b>	Information and communication technology
	Creative Industries/Film
	Sustainable urban development, mobility concepts (incl. electric mobility)

	Economy/ Statistics
	Tourism
<b>Tunisia</b>	Textile
	Tourism

## TARGET GROUP

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University teachers, members of the mid-level faculty, graduates (e.g. doctoral candidates) and students from Germany and the developing countries of the special initiative and the G20 Compact with Africa initiative, here: **Egypt, Ethiopia, Morocco, Tunisia, Ghana, Côte d'Ivoire, Rwanda and Senegal.**

## APPLICATION-ELIGIBLE

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Eligible to apply are state and state-recognised German higher education institutions.

## APPLICATION

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The application for project funding must be submitted in full and by the deadline exclusively via the DAAD portal ([www.mydaad.de](http://www.mydaad.de)).

- Project application with a meaningful project title (in the DAAD portal)
- Financing Plan, see Financing Plan Completion Guide under Important Information (in the DAAD Portal).
- Project description, see **form template** (attachment type: project description)
- Project planning overview, see **form template** (attachment type: project description)
- In the case of onward transmission (if known): Project description and financing plan of the on-lending recipient(s) (attachment type: Supplementary financial information) (see point "On-lending")
- Cooperation agreement of the university(ies) and business partners involved or justification that the cooperation agreement will be submitted by the time the contract is concluded (attachment type: contracts/agreements)
- Endorsement by the university management, see **form template** (attachment type: programme-specific attachments).
- Confirmation letters from the economic partners on form/content and on financial participation (income to be documented as well as income not to be documented) (type of annex: programme-specific annexes)

After the application deadline, changes to the financing plan, to the project description as well as subsequently submitted or amended documents can no longer be considered. Incomplete applications will be excluded from the selection procedure.



In deviation from this, the cooperation agreement between the participating German and foreign higher education institutions as well as the business partners can be submitted later until the contract is concluded, but this must be justified in the timely application (attachment type: contracts/agreements).

Hint:

At least one of the economic actors should come from Germany and at least one local economic partner must be involved in the project. In addition to bilateral partnerships, funding is also available for projects with several partners/countries if the objective of the project meets the programme criteria and the developmental benefit is clearly evident.

**APPLICATION  
DEADLINE**

**12**

The deadline for applications is 10 February 2023.

**SELECTION  
PROCEDURE**

**13**

**Selection of applications for project funding**

The DAAD decides on funding on the basis of the evaluation of the applications by a selection committee.

The applications are evaluated according to formal and substantive criteria, with particular emphasis on developmental relevance and impact orientation. **The substantive criteria are derived from the programme's objective described in the impact structure and the indicators.** The inclusion of local partners (universities as well as business/municipalities) and equal communication with them also play a special role, so that local interests can be adequately taken into account from the outset both in the conception of the concrete partnership projects and in the design of the measures. This refers to the clusters favoured by the initiative (in terms of content as well as space) as well as to further needs jointly formulated by the universities and the participating companies.

**SELECTION CRITERIA**

- (1) Relation of the project to the programme objectives (according to the impact structure) as well as impact-oriented planning with indicators that fulfil the SMART criteria (see RoM handout) (weighting 10%).
- (2) Necessity of expenditure for the implementation of the measures (you deal with this selection criterion under the heading "Planning of measures/activities") (weighting 10%)
- (3) the **academic quality of** the projects and measures mentioned in the application, with a focus on the quality and relevance of the study programmes to be developed for the world of work in the developing country (weighting 20%)

- (4) the **developmental relevance**. Practical partnerships are particularly relevant in terms of development policy (weighting 20%).
  - which establish a clear link to the programme objectives presented in the impact structure as well as to the indicators
  - Who can demonstrate how the involvement of business partners contributes to the labour market orientation of higher education institutions.
  - who can plausibly justify how the project contributes to the development of the higher education sector and/or the partner country in general through its professional and regional orientation;
  - whose planning, conception, implementation and evaluation are carried out together with the foreign partners and are oriented towards their needs;
  - which focus on knowledge, technology and innovation transfer to strengthen institutional structures in the foreign partner;
  - in the course of which sustainable cooperation structures are created that last beyond the funding period;
  - which include practice-relevant research projects, the results of which can in turn also be integrated into the training of students.
- (5) the innovative effect and sustainable structural improvement of the teaching conditions at the foreign partner university to be achieved by the proposed measures with regard to a stronger practical orientation of the studies; quality and relevance of the contribution of the business partner(s) (weighting 20%)
- (6) the balance of cooperation measures (weighting 15%)
- (7) the amount of the own contribution of the higher education institutions and business partners as well as the experience of the applicants and project partners in cooperation with business partners as well as in cooperation with higher education institutions in developing countries (weighting 5%)

## ATTACHMENTS

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1. RoM handout (incl. impact structure, indicator catalogue)
2. Eligible expenditure

## FORM-TEMPLATES

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- Project description
- Project planning overview
- Endorsement by university management

## IMPORTANT INFORMATION

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- Information on mobility with disability and chronic illness
- OECD DAC list
- Financing plan completion guide



## CONTACT

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