DAAD HAW.International
Deutscher Akademischer Austauschdienst
German Academic Exchange Service

Technische Hochschule Brandenburg
University of Applied Sciences

TecnoCampus
Centre universitari adscrit a la
upf. Universitat Pompeu Fabra Barcelona

From Start to Strategic Partnership

Building sustainable international collaboration through incremental pilot activities and strategic development with the support of HAW.International

INCREMENTAL PILOT ACTIVITIES

STRATEGIC DEVELOPMENT

EXPLORATION

MAR
Initial meeting at TecnoCampus attended by 3 THB professors and staff from the Department of Computer Science & Media

MAR-OCT
The **fist blended mobility project** International Media Camp is conceptualized and piloted: in October 2022, the 1. Workshop Week takes place at TecnoCampus

2022



NOV
Supported by the first HAW.International project Inter³DNA THB hosts a **networking meeting** for partner universities. 2 representatives of TecnoCampus attend

RELATIONSHIP BUILDING

MAY
The **International Media Camp** takes place as a two-way exchange with students from THB and students from TecnoCampus visiting each other and collaborating virtually in the summer term 2023

SEP-DEC
THB Professor for Entrepreneurship Martin Wrobel spends a **research semester** at TecnoCampus

2023



OCT
Following a participatory process in 2022-2023, THB publishes its **new Internationalisation strategy**; strategic partnerships are one of the university's central development goals

2022-2023: HAW.International Project 1
Inter³DNA: InterDisciplinary, InterNational, InterActive

EXPANSION

MAR-DEC
2 new interdisciplinary blended mobility projects are conceptualized and piloted:

International Entrepreneurship: students co-develop startup ideas in hybrid, interdisciplinary tandems

International Cybersecurity Week: Following online seminars, students meet in Mataró for a cybersecurity Capture-the-Flag challenge

2024



JAN-DEC
with the new HAW.International Project ELI-Incubator, THB encourages **English-language teaching** in existing modules, including COILs and blended mobilities

INSTITUTIONALISATION

MAR-JUL
THB Professor for IT security Michael Pilgermann spends a **research semester** at TecnoCampus

DEC
The International Cybersecurity Week evolves into an **Erasmus+ Blended Intensive Programme** with The Hague University of Applied Sciences – a shared partner university – joining the project

2025



DEC
THB and TecnoCampus sign a **strategic partnership agreement** – the first of its kind for both universities, all 3 interdisciplinary blended mobility projects are core increments of the partnership

2024-2025: HAW.International Project 2
ELI-Inkubator

What made it work?

Eye-level	Similar profile and challenges and parallel internationalisation work
Organic Growth	Gradual development via pilots, involving more staff
Trust	Regular (personal) meetings and joint co-design of pilots
Shared Goals	Internationalisation as driver for teaching innovation and transfer
Sustainability	Long-term funding via Erasmus+ (e.g. Short Term Mobilities, BIPs)
Ownership	Broad engagement across departments and staff
Institutional Commitment	Long-term prioritisation and resource allocation

What's coming next?

2026

MAY | the **International Media Camp** takes place as a blended short-term mobility

MAY | **7 representatives from TecnoCampus visit THB** to discuss next steps in the strategic partnership.

JUL | THB plans to submit a **HAW.International project proposal with TecnoCampus as project partner**

DEC | THBhosts the **International Cybersecurity Week**



MID-TERM PERSPECTIVES

COIL Development
Development of COIL formats in Business Administration, Computer Science and BIS

Degree Pathway Integration
Linking programmes to enable smooth transition from TecnoCampus Bachelor to THB Master

Cybersecurity Profile Strengthening
Expanding joint activities and thematic focus in cybersecurity

Staff Mobility
Encouraging exchanges for administrative and service unit staff

From Bilateral to Networked Partnership
Expanding collaboration towards a wider international network



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Read our Internationalisation Strategy

Learn more about our strategic partnership

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