

EDITORIAL

Dear Alumni of the University of Bremen,



this is our second newsletter in 2016. Our series 'Networking of, for and with alumni' had a successful start with fascinating events at Werder Bremen and the Bremen Council for Integration. We were again able to gain great insights and encounter interesting people. Read more about it in the reports section of this newsletter. As a new section, we are initiating the 'Campus Story', in which we will henceforth take a look at exciting events and topics at the university.

I am particularly happy that our association continues to grow. We recently welcomed our 2500th member! I hope you enjoy our newsletter and hope to be able to meet you in person at one of our upcoming events – perhaps our second Alumni Summer Fête in May. I wish you a joyful Easter season!

With best wishes from campus,



Derk Schönfeld

Excellence Initiative: Bremen University Welcomes Suggestions by the Imboden Commission

The international panel of experts around the Swiss environmental physicist Dieter Imboden concludes that the Excellence Initiative propelled forward the German scientific system significantly. Therefore, the commission recommends an extension of the initiative under adjusted conditions. They also recommend an extension of the Excellence Initiative's current program phase until 2019. University Rector Bernd Scholz-Reiter hopes that the university's accomplishments are assessed in consideration of the size and distribution of the disciplines if in summer 2016 the decision is made for the suggested 'excellence premium' on the basis of past achievements instead of an application-based procedure of future concepts. Overall, he welcomed the commission's suggestions: "It would bring more calm into the process and enable us to further strengthen the excellent research areas." The University of Bremen hopes to carry its present success into the Excellence Initiative's next phase from 2017 onwards. According to Bernd Scholz-Reiter, the university is equipped to continue developing its future concept for a renewal proposal until the fall of this year. "As rector I am looking forward to the continuing competition as well as to working on the University of Bremen's positioning in the Excellence Initiative also in the coming years. Along with all members of the University of Bremen, we will bring the university forward."/WB

Successful Start of 'Networking of, for and with Alumni' in 2016

Our series 'Networking of, for and with alumni' has started into 2016 with great success. It began with a visit to the Weser Stadium and to the Bremen Council for Integration. The upcoming events in our series are introduced on page three of this newsletter.

Visit to the Weser Stadium

A visit to the Weser Stadium on January 27 started our series this year. About thirty alumni met at the Bremen stadium for a look behind the scenes of this traditional club. It began with the talk 'WERDER BEWEGT – CSR at the SV Werder Bremen'. As part of its Corporate Social Responsibility brand (CSR) 'WERDER BEWEGT – LEBENSLANG' (roughly: Werder moves – for life), the club together with its members and partners implements, organizes and actively advances social commitment and responsibility. Anne-Kathrin Laufmann is the director of CSR and fan and member support at Werder Bremen as well as an alumna of Bremen University. It was her who presented the brand's different subject areas and projects.

The ensuing stadium tour was the event's highlight for many alumni. After a visit to the VIP boxes, the tour continued towards the soccer field, through the entrance tunnel, into the press room, and into the opposing team's locker room. "The mysterious atmosphere of seeing the lighting system 'at work' in the empty stadium – a unique experience," stated Manuela Brocksieper enthusiastically, an alumna of the geosciences who has become a regular at the alumni events.

The traditional get together took place back in the VIP area with currywurst and vegetable lasagna. An ideal opportunity to "further develop the network and esta-

blish new contacts. What great networking efforts of the Alumni Bremen," Manuela Brocksieper said praisingly.



The Alumni at the press room of SV Werder Bremen
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Cerna, chairwoman of the council, introduced herself and the Council for Integration and gave a detailed overview on the main work and the different projects of the association.

In the ensuing discussion, the alumni engaged in a lively discussion on personal experiences with the issue of integration and on the current situation and development in the debate on refugees. The get together afterwards was used by many to continue the conversation and to exchange viewpoints.

We would like to thank our alumni Anne-Kathrin Laufmann and Libuse Cerna as well as all participants of the eventful evenings and are looking forward to the upcoming events together in 2016.

You can find more detailed reports as well as some photos on our website by clicking [THIS](#) link.

/YA&WB

Visiting the Bremen Council for Integration

On February 15, we were hosted by the Bremen Council for Integration. Libuse



Alumna and chairwoman of the Council for Integration Libuse Cerna is gaining an insight into her working field.
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6 QUESTIONS FOR...

In every newsletter, we ask a member six questions about his or her time in Bremen. For this issue, we interviewed Dr. Tobias Recke. If you would also like to appear in this section, please contact Jacqueline Sprindt at the office at alumni@uni-bremen.de.

In 2010, Dr. Tobias Recke received his doctorate at the Chair of innovative Brand Management (LiM®). Until founding the business 'smart insights', he was the director of various market research and branding projects in the automotive, telecommunications, electronics, insurance, and logistics industries. Next to his current position as director of 'smart insights', Tobias Recke also lectures at Bremen University.



© Tobias Recke

1. When did you study/work at the University of Bremen and what were your reasons to study here?

In the year 2000, I had to ask myself the big question of what in the world I was going to do after school. An apprenticeship or go to university after all? The question was quickly answered! Just what and where? Those who are not ready for a decision are generally known to study business administration. However, those who were unable to let go of Lego and Märklin (a German toy company known for their model railroads), should also turn towards the engineering sciences. Hence, industrial engineering! Just where? I then very quickly picked Bremen – a university with a range of disciplines that were a perfect fit for me and with a great soccer club. And since Bremen and the university are excellent, I extended being there right away and obtained my doctorate at the Chair of innovative Brand Management after completing my studies.

„You should make use of the freedoms offered to you.“

2. What is your most important memory of the University of Bremen?

The best memories are those that are remembered only vaguely. Due to the immense social cohesion within our degree program, we took legendary trips together. Pertaining to the contents, I will never forget the math and mechanics lectures even if their contents have faded a bit by now.

3. Who or what has influenced your career the most?

Two people within the field come to my mind.

For one, Professor Hülsmann, now Managing Director of Jacobs University. A great professor, who gave structure to our thinking. Secondly, my doctoral supervisor Professor Burmann, who guided my thinking onto the right career path. And then there are of course those people who made studying worthwhile: the friends I found and kept until today.

4. What advice would you like to give the students of the University of Bremen?

As founder and director of 'smart insights GmbH', I am now on the other side of the table in job interviews. One thing I hear time and again: I studied quickly, memorized everything, received best grades, and did not lose any time in my studies. And I always think: great mistake! Studying means just so much more than that. You should make use of the freedoms offered to you. Go abroad, do internships, and learn for life!

5. What do you associate with the University of Bremen? Please complete the following sentence: "The University of Bremen is..."

... a place to which I love to come back.

6. What does Alumni of the University of Bremen e.V. stand for in your eyes? Please complete the following sentence: „In my eyes, Alumni of the University of Bremen e.V. is..."

... a great opportunity to stay close to the happenings at the university.

/YA

Research Project "DETHIS" Seeks to Improve Innovation Capabilities for Mid-tiers

For the next three years, the research project 'DETHIS – Design Thinking for Industrial Services' will bring together several researchers of the University of Bremen in a team with other universities and companies from the science and economic sectors. The goal of the joint project of the Federal Ministry of Education and Research (BMBF) and the German Aerospace Center (DLR) is to improve the innovation capabilities of small and medium-sized enterprises. The focus lies on those companies offering industrial services. The project develops, tests and evaluates a design-thinking approach, which has been designed specifically for the innovation of industrial services, and a supportive electronic platform. Under the leadership of Professor Jens Pöppelbuß, the Uni Bremen scientists conduct research on how, in practice, service innovation processes can be used by implementing and testing methods of the design thinking method toolkit and improved by using the DETHIS platform. You can find further information [HERE](#).

/WB

Success for the State and University Library Bremen

The State and University Library Bremen (SuUB) has been commissioned by the German Research Foundation to establish the Specialized Information System for political science. In order to do that, the library will receive 1.3 million euros over the next four years. The SuUB will thus reach an outstanding position in the national supply of political science literature and information. It thereby supports not only Bremen University as a University of Excellence but also high-quality research in political sciences nationwide. Together with the project partner GESIS – Leibniz-Institute for the Social Sciences, it will develop customized services which will then be available to all researchers in political science in Germany. "The project enables the library to take up the scientists' current needs in the fields of publishing, digitalization, and the processing of scientific data in order to establish sustainable services and make them available for national use," rejoiced SuUB director Maria Elisabeth Müller.

/WB

„Networking from, for and with Alumni“ Upcoming Events

Alumni Summer Fête

In the evening of May 27, following the International Day (see page 5), Alumni of the University of Bremen will host



Nice conversations with sunshine: At our first Alumni Summer Fete in 2015. © Alumni of the University of Bremen e.V.

its second summer fête. Like last year, we want to get together on campus in a relaxed summer atmosphere and engage in casual conversations while enjoying grilled delicacies and good music. Registration for the summer fête is now open on our website.

Location: University of Bremen (Café Unique, Enrique-Schmidt-Str. 7, 28359 Bremen)

Time: 6 to 10 p.m.

Cost: 15 euros per person, which includes drinks and a barbecue buffet (also vegetarian)!

Participants: Alumni, members of the university, and friends

Please register yourself and your plus-one via our [web-site](#).

Award for Bremen University Media Scientist

Dr. Erik Koenen, Center for Media, Communication and Information Research (ZeMKI) at the University of Bremen, was awarded the 2016 junior researcher award for communication from the expert group communication history of the German Communication Association (DGPK) and the junior researcher forum Communication History. He was awarded a premium of 2,000 euros for his dissertation 'Erich Everth. Wissenstransformationen zwischen Journalismus und Zeitungskunde. Biographische und Fachhistorische Untersuchung' (Erich Everth. Knowledge transformation between journalism and 'Zeitungskunde'. Biographical and historical study). Koenen's dissertation filled a research gap in the early disciplinary history of communication science. /WB

IWT of Bremen University Receives Award for Being Particularly Family-friendly

Satisfying the demands of the job and the family simultaneously is no difficulty at the Institute of Materials Science (IWT) Bremen. For two years, the management of the IWT Bremen has been investing in supporting a family-friendly workplace and does so by cooperating closely with its employees. For this commitment, the IWT Bremen has been awarded the seal of approval 'Ausgezeichnet familienfreundlich – Unternehmen im Land Bremen' (Approved as family-friendly – Businesses in the State of Bremen), which has been given out by the association 'Impulsgeber Zukunft' since 2014. The festive award ceremony took place at the Bremen City Hall. "More and more women and men want a

workplace that allows them to combine family and work effectively. However, it still is the case that women are more often in charge of family responsibilities than men, and thus make sacrifices in the job or give up their career entirely. Businesses cannot afford losing so many qualified employees," Claudia Sobich, women's officer at the IWT, explains the current situation. Positioning yourself as a family-friendly business opens new opportunities of hiring and retaining female professionals and giving them career perspectives, she adds. It is important to the managing director, Professor Hans-Werner Zoch, that "for both men and women, we want to be a company that is appealing to work for." /WB

Quality Seal for Bremen University's Virtual Academy

The Virtual Academy of Sustainability of the University of Bremen has been awarded the quality seal 'Werkstatt N' by the German Council for Sustainable Development. It is given for trend-setting ideas and projects that promote thinking and acting sustainably in everyday life. The Virtual Academy of Sustainability has been a part of the University of Bremen since 2011 and offers online courses for students from all over Germany on the topic of sustainability. More than thirty universities in Germany currently take advantage of these courses. /YA

Visiting the Bundestag

Our visit to Berlin last year has been a great success. This is why we again want to go to Berlin together this year as part of the series 'Networking of, for and with alumni'. Our association will visit the German Bundestag at the invitation of Marieluise Beck, member of the Alliance '90/The Greens. Beck has been a member of the Bundestag and the speaker for Eastern European Politics of her party for the majority of the time since 1983.

We will be taking the train to Berlin in the morning. Once there, we will be expected for lunch at the Paul-Löbe-Haus in the government district, after which we have the opportunity to attend a plenary session of the Bundestag. At 2 p.m., Marieluise Beck will be available to us at the Reichstag Building for a conversation. Following that, we will again be able to vi-

sit the famous dome of the Reichstag. Weather permitting, we plan to round off the event at the Spree river before returning to Bremen together.



The Alumni in Berlin in 2015 – a complete success. That's why we like to do it again this year. © Alumni of the University of Bremen e.V.

Since participation is limited to 25 people, we would like to ask you to **register via our [online form](#)**.

As the trip is subsidized by the German Bundestag, we can go to Berlin together for only 20 euros per person (for travel and food).

Date: Friday, June 10, 2016

Time: approximately 7 a.m. to 10 p.m.

Place: Berlin

Project Launch at the Bremen 'Stadtforscher'

How do newcomers to Bremen find their way around the city? The project 'Stadtforscher' continues to a new round at the University of Bremen. Its motto: 'People new to Bremen'. For the sixth time already, school students between grades 9 and 12 independently conduct research on their own city's developments. They may

Bremen; how do they find their way around the city? Klee divides the auditorium into two groups. The members in one group develop their own ideas together with the project supervisors, while the other group goes to the 'Market of Ideas', where twenty different institutions and organizations from the city present themselves in a

constructed market situation, including museums, political parties, and university representatives. There, the researchers start collecting information for their topic and build up contacts.

#alumni
#campusstory

Julia Neuhof and Christine Barp take us to one of the seminar rooms. Both group supervisors will be the contact persons for the ninth grade of the Kippenberg Gymnasium for the coming months. Two tutors, who will support the project

interpret the topic freely and align their research contents accordingly. This year again, several participating schools are from the Bremen region, among them are Kippenberg Gymnasium, Altes Gymnasium, and Oberschule am Leibnizplatz. For our new section 'Campus Story', we take a look behind the scenes.

Idea Development and 'Market of Ideas'

After presenting this year's topic, Andreas Klee, director of the 'Stadtforscher' and university lecturer for political science and its didactics, outlines the course of the project in the fully occupied auditorium of the university. His suggestion: Against the background of the current events, 'People new to Bremen' mainly brings refugees to mind. How do they experience

on-site at the Kippenberg Gymnasium, are also present. For the round of introductions, they have come up with something new: Every student is supposed to describe him or herself by means of two hashtags. After that, methodology is next: What is research-based learning, and how does it work? The group collectively works out each step from finding a topic to the presentation of the results. The school students decide on the topic 'Refugees in Bremen'. Following that, the group heads for the 'Market of Ideas' to start their research.



At the „Market of Ideas“ the students started their researches.
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Free, Creative Research

The teenagers will continue the project until summer. The main work will take place at Kippen-

berg Gymnasium with a teacher of the school, who will be supported by the Uni Bremen tutors. However, different from the familiar class-setting, the school students develop the lesson themselves and determine their own learning material. They are supposed to research freely and creatively, without following rigid instructions. Motivation is generated by their personal interest and the high topicality. During their research, the students can participate in specific workshops offered at the university if needed. When they have questions or concerns, Julia Neuhof and Christine Barp are always there to help. Finally, all participating schools have the goal of presenting their results to the public at the 'Stadtforscher' congress that will take place at the University of Bremen.

We are eager to see the results and will report about the Bremen 'Stadtforscher' when the congress takes place.

/WB



Director of the project Andreas Klee (upper picture) and the students finished the first day of the project „Stadtforscher“ by presenting their own impressions.

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International Day at the University of Bremen

On Friday, May 27, 2016, fifteen international student communities will present themselves and offer information, culture-specific snacks, calligraphy, and henna tattoos; the motto: 'Go Global!'. The university's International Office and the language institutes of Bremen will present themselves and their projects in the Glass Hall as well. The versatile stage program will create a festive atmosphere: music, dance, and the 'Future Fusion Fashion', where students from all over the world will present traditional fashion as well as modern fashion experiments. On this year's International Day, the International Office celebrates the tenth anniversary of kompass, the University of Bremen's network for international and German students.

/IO

New Board Member at Xenos

Xenos, the non-profit organization supporting foreign students in distress, has a new board member. On March 3, 2016, Dr. Heike Trauerschmidt, director of the International Office at the University of Applied Sciences Bremen, took over the position of vice chairwoman, underlining that Xenos seeks to support students from all public universities in the state of Bremen.

/IO

„From Damascus to Welcome Centre“

Adonis Alkhaled fled from Syria in 2015. The journalist interned at the International Office in January 2016 and has since been affiliated with various projects. The following is a report of his impressions.

My internship experience

„Since I have arrived in Bremen, everyday I'm more sure that doors are always opening to everyone, especially to those who are looking for a new start and opportunities to improve themselves. Taking into consideration the fact that we were always taught in Syria, since we were children, that university is the only way for us to reshape our minds and enrich our knowledge, also through it you can introduce yourself to any society. So I immediately started to plan that when I would reach the required level in German language,

I would do my best to join the University in Bremen. But I never knew that someone from this university will call me and offer me an internship and say „welcome“ to me to a place in which I felt as warm and welcoming as in my office back home in Syria. Moreover I really felt the way, the names “Welcome Centre” and “Diversity Management” suggest. It was really interesting because it was full of activities and always in a state of preparing new things, and easily you can feel the energy in this office.

Through this experience I knew more about the academic scene in Bremen. I also had the chance to visit many interesting places. For example, the Universum, which was a new experience for me. On the other hand I came across much useful and essential information to become accustomed to life in Bremen as quickly as possible, which can also be



Adonis Alkhaled at the University of Bremen's International Office.
© International Office

found easily on the website.

One more thing I would like to talk about is the idea of „diversity“ which you can feel that it is real in the office I mean sometimes they talk about it in many places just to show off, but the Welcome Centre and the International Office are places where it's applied „action not only words“, you can feel the efforts of the University to be a good learning and working place for diverse people. Furthermore, I was so happy to have the chance to make a presentation about my country and how Syria gave the humanity many things like the first alphabet and first musical note since Damascus is the oldest city and capital in history.

In short, I hope I can have the chance again to be part of this office and to be more active. I'm really grateful for this opportunity.“

/IO

Shorthand symbol:

YA:
Yvonne Asendorf
WB:
Wiebke Bolle
IO:
International Office

All of the used pictures in the Newsletter are taken from the University of Bremen's press office, if not marked differently.

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