

# Winners of the 2014 Research Alumni Strategies competition

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Alexander von Humboldt  
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**Overview of the winners from all three categories and the core ideas behind their concepts:**

## Research Alumni Strategies:

- **University of Bonn:** Use research alumni work to foster young researchers
- **University of Bremen:** Use structured “friend-raising” activities from Welcome Day to Farewell Day to recruit international “ambassadors” at various career levels
- **Technische Universität Dresden:** Bundle and link research alumni work with an eye to specific target groups; incorporate research alumni into future tasks
- **Friedrich-Alexander-Universität Erlangen-Nürnberg:** View guest researchers as future research alumni from the very first day and establish a diversified system of research alumni positions
- **Leibniz Universität Hannover:** Use mobility grants as an incentive for building networks between research alumni and Leibniz Research Centres
- **University of Hohenheim:** Set up a virtual Kolleg and issue re- invitations to initiate research cooperation with a particular focus on bio-economics
- **Karlsruhe Institute of Technology (KIT):** Using personal meetings and online networking, support research alumni when translating research into applications
- **University of Mannheim:** Make research alumni work a part of the university’s internationalisation strategy; actively incorporate research alumni work into each and every phase of the life cycle of the alumni relationship
- **Max Delbrück Center for Molecular Medicine (MDC), Berlin:** Build an alumni network with the help of a core group of active research alumni
- **Leibniz Center for Tropical Marine Ecology (ZMT), Bremen:** Establish the basis for research alumni work: appoint an alumni advisor and set up a database
- **Max Planck Institute for the Study of Societies, Cologne:** Establish the association of friends and former guest researchers as a platform for future alumni activities.

## Research Alumni Meetings Abroad:

- **Technische Universität Dresden:** Extend university partnership – conduct research into and help preserve biodiversity in Angola
- **Kiel University:** Three-day meeting with junior researchers and CAU Kiel research alumni on the subject of oceanography
- **University of Konstanz:** Reunion of University of Konstanz research alumni and the establishment of an alumni club in Prague.

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### **Sustainability Strategies:**

- **RWTH Aachen University:** Roll-out of the idea of research alumni work and strengthening of collaboration with the Welcome Centre, public relations work, research alumni work as part of the “research life cycle”
- **University of Bayreuth:** Strengthen the networks in the university’s focus countries and help research alumni tap funding sources
- **Freie Universität Berlin:** Create incentives for integrating research alumni into the university’s activities and structures on a long-term basis
- **Heidelberg University:** Integrate guest researchers during their first stay and, in the process, recruit suitable research alumni to be “research ambassadors”
- **University of Cologne:** Support Reunion Grants to foster the continuation of the collaborative research activities and alumni activities pursued by the field offices
- **Technische Universität München:** Get to know alumni better; establish a virtual network between them; publicly recognise and commend them.

### **The Research Alumni Strategies competition**

The Research Alumni Strategies competition is part of the International Research Marketing project that is being jointly conducted by the Alexander von Humboldt Foundation, the German Academic Exchange Service, the German Research Foundation and the Fraunhofer-Gesellschaft. The project is funded by the Federal Ministry of Education and Research and is part of the Research in Germany initiative. For further information, please see: [www.forscher-alumni.de](http://www.forscher-alumni.de)

### **The Alexander von Humboldt Foundation**

Every year, the Alexander von Humboldt Foundation enables more than 2,000 researchers from all over the world to spend time researching in Germany. The Foundation maintains a network of well over 26,000 Humboldtians from all disciplines in more than 140 countries worldwide – including 50 Nobel Prize winners.