

## Press Release

**10 November 2015****Prize for Higher Education Communication 2015: "Our university – our town":  
Award presented to TU Dortmund University and Fachhochschule Dortmund -  
University of Applied Sciences and Arts**

The Technical University and the University of Applied Sciences and Arts in Dortmund have received the Prize for Higher Education 2015, which is worth €25 000. It was presented yesterday evening before the HRK General Meeting in Kiel.

The Goethe University in Frankfurt am Main and the htw saar, University of Applied Sciences, Saarbrücken were also nominated for the award. The jury reserved special praise for the Hildesheim/Holzminden/Göttingen University for Applied Sciences and Arts for its project StreetPong.

The jury commended the communication activities of the Technical University and the University of Applied Sciences and Arts in Dortmund within the framework of the "Dortmund Science Masterplan". The two institutions joined forces to communicate their importance to the town and its region through an outstanding campaign. Their communication efforts promoted links between science, the town and the region "through strategically developed, location-appropriate, audience-focused and long-term communication measures," as the appraisal explained. The jury praised the close collaboration with a wide range of local partners and the long-term nature of the strategy.

In his speech, Michael Dreier, mayor of Paderborn and a member of the jury, also underlined the fact that both of the other nominated institutions had responded very effectively to the local situation in their respective projects. "They clearly defined their own role, their objectives and their responsibility and on the basis of these developed strategies which are designed to have long-term impact and have the potential to achieve exactly that.

"No matter the type of institution or the size of a university or its town, being an integral part of the community is an important task for every university, and communication always plays an essential role in this respect," said Prof. Dr. Horst Hippler, President of the German Rectors' Conference. "With this year's award the aim of the three organisers was to find out how universities today make their status in the region visible and reinforce it through communication. The impression we got was one of a diverse range of well thought-out, creative projects."

The Prize for Higher Education Communication is presented by the German Rectors' Conference (HRK) and publishing group ZEIT Verlagsgruppe in partnership with the Robert Bosch Foundation.

The prize for university communication is endowed by the **Robert Bosch Stiftung**