



**Deutsche Gesellschaft
für Luft- und Raumfahrt
Lilienthal-Oberth e.V.**

DGLR-Abend 2020 bei “Bier und Brezel”

Vortrag:

Wissenschaft und Forschung am ZAL

Referent:

**Herr Dip.-Ing. Roland Gerhards,
Geschäftsführer/CEO,
ZAL Zentrum für Angewandte Luftfahrtforschung GmbH, Hamburg**



Termin und Ort:

**Montag 24.02.2020, 18:00h
TU-Berlin, Hörsaal C130 im Chemiegebäude,
Straße des 17. Juni Nr. 115, 10587 Berlin**

Achtung geänderter Hörsaal

Nobody is an Island - Science and research – how cooperation and open innovation is changing our way of research and which environment is needed to amplify the future of research. Why do we need new ways of cooperation and innovation? There is the term VUCA all around, it stands for Volatile, Uncertain, Complex and Ambiguous. This terminology is resonating with an increasing number of CEOs as we try to make sense of the constantly changing challenges brought on by politics, economics, society and the environment. We seem to be shifting from an approach based around problem solving and planning aimed at reducing uncertainty, to a world where progress is made by actively engaging with uncertainty, requiring higher levels of cooperation and networks.

And how is Hamburg prepared for those challenges? The Aviation Industry players in Hamburg formed a powerful alliance of business, science and politics called Hamburg Aviation. Together, they launch initiatives and projects, for example in the research field and in securing a long-term supply of specialist personnel. Their goals are to network the companies, organizations and institutions of Hamburg Aviation, to promote the development of specialist personnel, to expand knowledge transfer, and to improve the commercial and economic environment. A further aim is to identify and fill gaps in the process chain, to produce innovations and to open up new areas of competency. In this environment the ZAL is the technological research and development network. It functions as an interface between academic & research institutions, the aviation sector, and the City of Hamburg, aimed at securing and continually expanding the world's third-largest civil aviation site. And how is cooperation and open innovation helping us? Open Innovation at the ZAL TechCenter - is the practice of sourcing ideas from the network as well as internal ones. Sharing knowledge and information about problems and looking to people outside the business for solutions and suggestions. Instead of the secrecy and silo mentality of traditional business R&D, open innovation invites a wider group of people to participate in problem-solving and product development.

Der Vortrag findet auf Deutsch statt.



Ausstellung im Foyer:

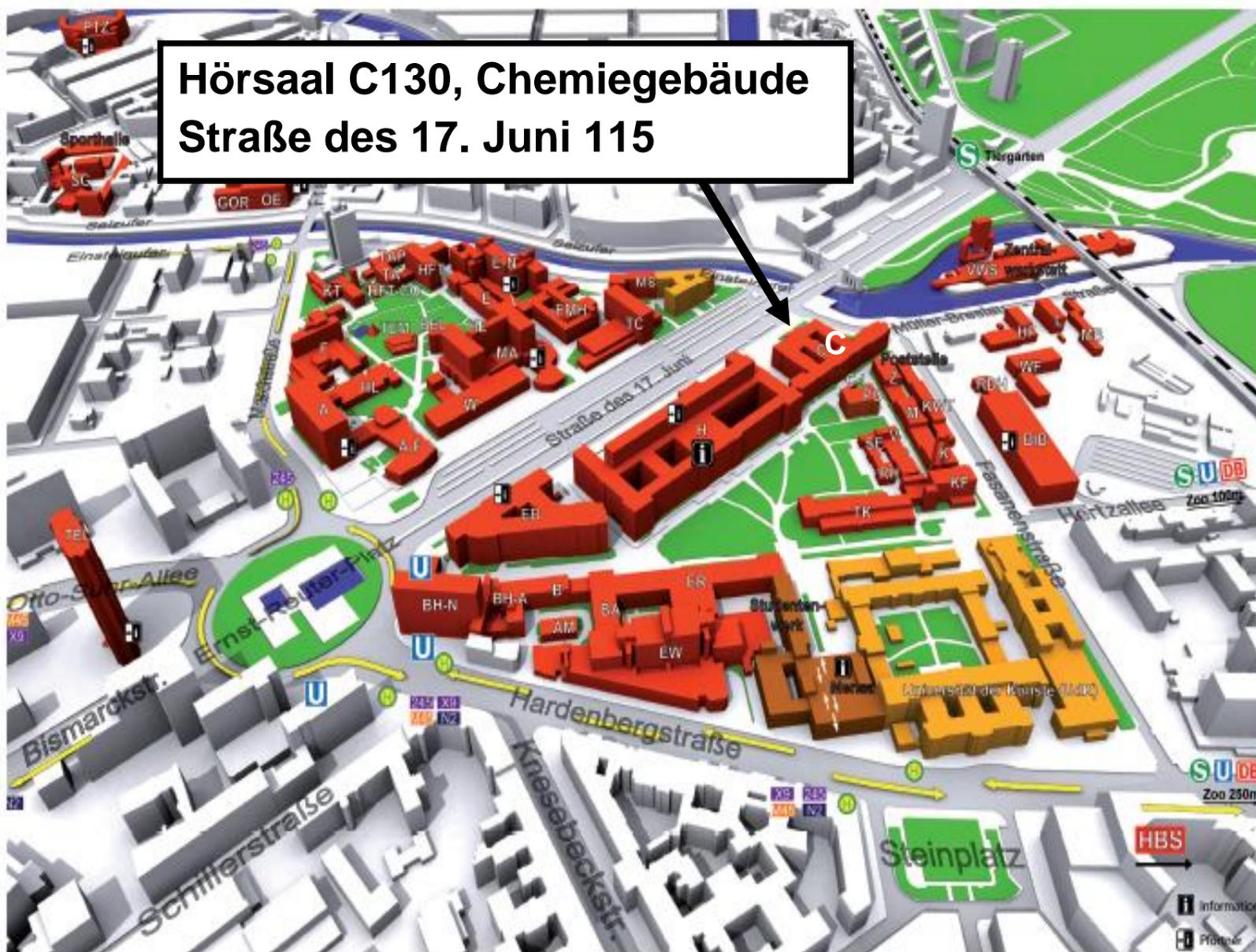
**Das Forschungsprojekt SALSAT -
Spectrum AnaLysis SATellite mit
Demonstration und
die Arbeiten der Nachwuchsgruppen des ILR.**



Kontakte:

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[TU-Berlin Campusplan](#)

Zum Hörsaal C130: Haupteingang des Chemie-Gebäudes, Treppe hoch (direkt geradezu)