



Steinbeis



Steinbeis Foundation (Ed.)

**CREATING MEANING,**  
**CREATING VALUE.**  
**STEINBEIS**  
**1983 – 2023**

## Imprint

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Steinbeis Foundation (ed.)

Creating meaning, creating value. Steinbeis 1983–2023

1st edition, 2024 | Steinbeis-Edition, Stuttgart

ISBN 978-3-95663-301-0

This publication is also available as a print copy and e-book in German:

ISBN 978-3-95663-299-0 | ISBN 978-3-95663-300-3

Editors: Prof. Dr. Michael Auer, Anja Reinhardt

Typesetting and layout: Susanne Scheurenbrand

Translation: deepL

Cover picture: iStockphoto.com | © SvetaZi

Illustrations/images: iStockphoto.com | © SvetaZi

Page 66: iStockphoto.com | © DrAfter123, Page 86: iStockphoto.com | © tatianazaets

Publisher: Steinbeis-Edition | Steinbeis-Stiftung, Adornostraße 8, 70599 Stuttgart, Germany

The platform provided by Steinbeis makes us a reliable partner for company startups and projects. We provide support to people and organizations, not only in science and academia, but also in business. Our aim is to leverage the know-how derived from research, development, consulting, and training projects and to transfer this knowledge into application—with a clear focus on entrepreneurial practice. Over 2,000 business enterprises have already been founded on the back of the Steinbeis platform. The outcome? A network spanning 5,200 experts in approximately 1,100 business enterprises—working on projects with more than 10,000 clients every year. Our network provides professional support to enterprises and employees in acquiring competence, thus securing success in the face of competition. Steinbeis-Edition publishes selected works mirroring the scope of the Steinbeis Network expertise.

223476-2024-11 | 227804-2024-11 | [www.steinbeis-edition.de](http://www.steinbeis-edition.de) | [edition@steinbeis.de](mailto:edition@steinbeis.de)

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**ENTRY**



## **DEAR READER,**

The modern era of the Steinbeis Foundation began forty years ago: In 1983, Johann Löhn laid the foundation for today's network of more than 1,100 Steinbeis companies with his system of entrepreneurial knowledge and technology transfer processes. He transformed the Steinbeis Foundation, named after Ferdinand von Steinbeis (1807 – 1893) and founded in 1971, into a framework for entrepreneurial knowledge and technology transfer.

Ferdinand von Steinbeis is considered the father of dual education in Württemberg. As a business promoter, he supported the transfer of knowledge and technology as well as the founding of technology-oriented companies. For some time now, we have been taking a closer look at Ferdinand von Steinbeis for various reasons and, in the course of the past forty years, at the history, origins and future of Steinbeis: because in a complex like Steinbeis, where, according to Heraclitus, nothing is more constant than change, everyday life is shaped by the present and the opportunities of the future – not really by looking back into the past. However, the challenges of this change make one thing clear: "The future needs origins" (Odo Marquard). This origin and our Steinbeis heritage in the sense of a cultural and entrepreneurial inheritance are increasingly important arguments for winning people over for joint, meaningful work, especially when it also serves to create and promote the common good.

## **FERDINAND VON STEINBEIS: "BUSINESS ANGEL" IN THE KINGDOM OF WÜRTTEMBERG**

So who was our namesake and what does the Steinbeis Network have to do with him today and tomorrow? Ferdinand von Steinbeis is known to many as the founder of dual industrial training in Württemberg from 1853. His concept of knowledge transfer is characterized by a double duality, which Johann Wolfgang von Goethe already described: "It is not enough to know – one must also apply it. It is not enough to want – one must also do it". Regardless of whether Ferdinand von Steinbeis was aware of these criteria for successful knowledge transfer, which are still essential today, he defined his criteria in the context of knowledge transfer in his time, which was also extended to technology transfer, in this way: "Whoever wishes to devote himself to higher industry should never lose sight of the fact that it is a craft wedded to science and requires knowledge and skill at the same time [...]".

In his role as business promoter in the "Central Office for Trade and Commerce" of the Kingdom of Württemberg (Stuttgart), which was founded in 1848, Ferdinand von Steinbeis was a mentor for "start-up" companies and helped future company founders. For example,





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