# New building for Sensor Intelligence Academy in the park of Schloss Buchholz

SICK AG promotes innovative learning and paves the way for a digital future

Waldkirch, 10 December 2021. The Sensor Intelligence Academy (SIA: SICK AG’s skills development institution) was officially given the key to the new Academy building in the park at Schloss Buchholz during a small ceremony. The modern building was financed by Sick Glaser GmbH – and by Renate Sick-Glaser as Managing Director – with an investment amounting to about EUR 19 m. and will now be rented to the SIA. Commissioning is planned to take place from February 2022. With the new possibilities offered here, the Academy simultaneously modernizes its range of activities and orients itself towards a digital future. SICK thus consolidates its position as an attractive employer in the region.

The new building in the Buchholz Palace gardens provides SICK AG with a modern and innovative learning environment. On the one hand, the further education opportunities will continue to be offered to SICK employees to expand their specialist, methodological and social competences. On the other hand, the new customer center offers the possibility of providing customers with practical training. In addition, companies outside SICK’s customer base are welcome to exploit the highly varied possibilities offered by the new premises. SICK thus reflects its open solution-oriented approach on an international campus.

The new building not only impresses with its modern architecture – the SIA will also implement modern learning concepts, particularly regarding digitalization. In future, the individual modularity of all the training courses will enable flexible adaptation to customer or employee needs. The focus will be on ‘co-creation’: Customers bring their technical requirements to the SIA event. Together with SICK’s experts, they can develop individual solutions here, directly with and on the product. This will take place, for example, by simulating device sections and retrofits on plants for process, factory and logistics automation. The methods follow the approach of *design thinking* and were specially developed by the Sensor Intelligence Academy for specific learning requirements. Unique spatial variants and philosophies support innovative learning with appropriate media technology and furnishing concepts.

There is also an emphasis on preparatory and follow-up e-learning courses for the training sessions to further increase learning success. All courses can also be internationally communicated via video conference from all rooms at the SIA campus, whereby special media technologies, such as speaker tracking cameras, are used. The interplay between digital and analog forms of learning and collaboration creates a holistic concept that conforms to SICK’s mission statement ‘Independence. Innovation. Leadership.’

*Quotations*

**Dr. Martin Krämer, SICK AG Executive Board member with responsibility for HR and Legal:** “Today’s handover of the key represents the start of a new era of modern learning for the Sensor Intelligence Academy. We want to use the new space and innovative learning concepts to offer exceptional stimuli and learning experiences. We particularly aspire to enabling lifelong learning and securing our future technical and digital progress. Our employees’ competences and knowledge are fundamental pillars for our corporate success.”

**Dr. Mats Gökstorp, SICK AG CEO, with responsibility for Products & Marketing:** “Dr. Erwin Sick’s ability in his day to “*see today’s world as it will be tomorrow*” has made us successful worldwide. He understood the needs of customers and employees, developing many innovative solutions. This DNA and philosophy still characterizes SICK. The numerous initiatives by his daughter Renate Sick-Glaser have made a major contribution towards us fulfilling our social and entrepreneurial responsibilities. The Sensor Intelligence Academy and SICK AG are very grateful for this fantastic commitment.”

**Renate Sick-Glaser, Managing Director of Sick Glaser GmbH:** “In the tradition of my parents, I have been supporting training and further education in our family company for more than 20 years. Implementation of the new SIA campus was a matter of great concern for me. This forward-looking project continues my many years of commitment for the employees of SICK AG. I am delighted that I can hand over the new Academy building at the heart of these historic palace grounds to the Executive Board of SICK AG. The SIA will become an international figurehead for SICK AG.”

 **Contact:**

Joanna Hahn │PR Manager │joanna.hahn@sick.de

+49 7681 202-5747 │+49 170 2269 888

SICK is one of the world’s leading producers of sensors and sensor solutions for industrial applications. The company, founded by Dr. Erwin Sick in 1946 and based in Waldkirch-im-Breisgau near Freiburg, is a technology and market leader. It has a worldwide presence with more than 50 subsidiaries and associated companies, as well as numerous sales offices. SICK achieved Group sales of about EUR 1.7 bn. during the 2020 fiscal year with more than 10,000 employees worldwide. More information on SICK is available at [www.sick.com](http://www.sick.com/)