E³UDRES²

Engaged and Entrepreneurial European University as Driver for European Smart and Sustainable Regions

6.2. 2nd Annual Report on Sustainability and Dissemination

December 2022

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Overview

Deliverable nr.	Deliverable name	Person responsible	Corresponding HEI
D 6.2	2nd Annual Report on Sustainability and Dissemination	WP10 Lead	STPUAS

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Brief summary

Public Report delivered in English providing a qualitative status report of the dissemination and sustainability activities performed in E³UDRES², as well as relevant performance indicators (web statistics, views/likes on social media, number of reports on campus media, media coverage etc.). The report covers project year 2 (M13-M24), October 2021 – September 2022.

Abbreviations

IPS	Polytechnic Institute of Setúbal
MATE	Hungarian University of Agriculture and Life Sciences
STPUAS	St. Pölten University of Applied Sciences
UCLL	UC Leuven-Limburg University of Applied Sciences
UPT	Politehnica University Timisoara
ViA	Vidzeme University of Applied Sciences
HFD	Fulda University of Applied Sciences
SAXION	Saxion University of Applied Sciences
JAMK	Jyväskylä University of Applied Sciences
WP	Work Package
UAS	University of Applied Sciences
PHE	Professional Higher Education

1 Background and description of the work package

During the first two years of its operation, E³UDRES² has been acting as an Engaged University by initiating a lively exchange with diverse social target groups of a broad public. This was achieved, during the first year, with the establishment and promotion of various activities for students of different levels of education, as well as participation opportunities for citizens and stakeholders. The learnings, good practices, and challenges faced during public outreach efforts were taken into consideration in the continuation of the communication and dissemination activities, as well as visibility of the alliance and its European values.

On the second year of operation of the E³UDRES² alliance, WP6 kept public engagement its highest priority, with the establishment and support of various new activities and opportunities for students, citizens, and stakeholders to participate in co-ideating and co-creating the future of European higher entrepreneurial education, as well as high quality research processes by means of citizen science. WP6 has continuously supported other WPs in the dissemination of activities and research results, while at the same time has made outstanding efforts on the sustainability of the alliance. This annual report outlines the achievements of E³UDRES² during the second project year (M13-M24).

The WP6 dissemination plan includes the following tasks:

- ■ T 6.1. Co-Creation of a knowledge exchange strategy
- ■ T 6.2. Science Engagement
- ■ T 6.3. Open Access - Open Science
- ■ T 6.4. E³UDRES² Campus Media
- ■ T 6.5. Annual Conferences and Workshops
- ■ T 6.6. Scientific Dissemination
- ■ T 6.7. Corporate Identity and Marketing
- ■ T 6.8. E³UDRES² Online
- ■ T 6.9. Public Relations
- ■ T 6.10. Internal Communication
- ■ T 6.11. Long-term strategy for sustainability of the alliance
- ■ T 6.12. Sustainable platform-oriented business models

2 Co-Creation of a knowledge exchange strategy (T 6.1)

During the second year, E³UDRES² has successfully approached and actively interacted with various target groups, including regional stakeholders, citizens, students, internal staff, and regional and European government. Those interactions were achieved through various online and onsite events, which are comprehensively listed below.

2.1 Europe-wide outreach

Meeting of French Minister with all European University Alliances

On 15 November 2021, the French Minister of Higher Education, Research, and Innovation, met with representatives from all 41 European University Alliances to discuss the further development of the European Higher Education Area. . *__Read more here__*

E³UDRES² @ Forum of Universities for the Future of Europe

On January 25 and 26, 2022, the "Forum of Universities for the Future of Europe" took place as a virtual event. The event brought together representatives of European Universities, the EU Commission, and various European higher education institutions. The participants had the opportunity to discuss and exchange ideas about the future role of higher education institutions in Europe, especially in the light of the European higher education strategy. *Read more here*

"Future of Work" discussion

On 27 January 2022, the GRASP Network hosted an online symposium on the "Future of Education". The event dealt with different questions concerning "The Future of Work, Life and Education" and discussed them by inviting various keynote speakers and roundtable guests. E³UDRES² was featured with CEO of St. Pölten UAS holding a keynote and staff member of Politehnica University Timisoara participating in a roundtable discussion. *Read more here*

Inspiring Meetings with the European Commission

In the beginning of February 2022, two meetings with representatives of the European Commission and the 41 European University Alliances took place. At a roundtable discussion with EU Commissioner, the topic of "Micro-Credentials" was debated. E³UDRES² was represented by a member of the E³UDRES² Executive Board and President of IPS (Portugal). *Read more here*

Inaugural Session of the European Student Assembly

On 3 and 4 March 2022, more than 250 students from all over Europe met in Strasbourg to finalize their work on policy recommendations for the Institutions of the European Union. All participating students came from institutions that are part of an of European University Alliances. The two-day event aimed to give a voice to the European students to express their opinions, as well as foster the participation of students within European University Alliances. Three E³UDRES² students from ViA and STPUAS worked on policy recommendations in two panel discussions. *Read more here*

E³UDRES² joins Rectors' Meeting with Commissioner

On the 10th of May, rectors of European Universities had the chance to discuss the Higher Education Package of the European Commission with Commissioner. This exchange proved to be very valuable for the rectors and for the Commission, which got direct feedback for what their work in higher education should focus on in the future. One of the speakers was E³UDRES² project lead, who emphasized the key role Universities of Applied Sciences, which unfortunately are under-represented in current set of Alliances. *Read more here*

E³UDRES² discussing STEAM at the Education & Innovation Summit

The 2022 Education & Innovation Summit organized in Brussels, brought together key actors from the world of Education and Innovation to share knowledge and inspiring experiences on innovative education practices. The summit was joined by E³UDRES² lead coordinator, who used the opportunity to give insights into enhancing the attractiveness of STEAM, as well as interdisciplinary elements of learning. *Read more here*

"Safeguarding Europe's Future" at Europa Forum Wachau 2022

From 23 to 25 June 2022, the Europa Forum Wachau took place under the motto "Safeguarding Europe's Future". The event aimed to be an international summit for the European future, having various political representatives and experts on board, but also involving citizens. The 26th edition of the Forum was joined by the lead coordinator of E³UDRES², as well as the director of the eLearning Center at UPT. *Read more here*

E³UDRES² joins Campus of European Universities

On 30 June 2022, E³UDRES² joined the "Campus of European Universities". The event offered all 41 European University Alliances the opportunity to learn more about each other in a fair-like setting and to exchange ideas, talk about successes as well as about possible challenges. At the same time, the event marked the end of the French Presidency of the Council of the EU. The E³UDRES² representatives present at the event made use of the opportunity to network E³UDRES² even better with other alliances. ***Read more here***

Meeting with guests from HAS Hogeschool, Netherlands

A collaborative meeting between representatives of MATE and guests form HAS Hogeschool, Netherlands, was held in the premises of MATE on the 4th of July, 2022. The meeting was held in order to establish an official collaboration between the two institutions in the near future. Part of the discussions included the activities of E³UDRES² and how Dutch schools could potentially collaborate on that. Further discussions were held online with 4 participants from Netherlands.

E³UDRES² supports Startup Village Initiative

On 6 September 2022, E³UDRES² representatives attended the Startup OLÉ 2022 - a tech-event connecting startups. The event was an impressive showcase of European upcoming businesses and offered the opportunity to exchange ideas with EU-commissioner E³UDRES² together with five other European University Alliances (eut+, UNIgreen, EBU, EU Green, and Invest) delivered a Vision Statement to EU-Commissioner to express support for the Startup Village Initiative launched by the EU. ***Read more here***

E³UDRES² at the 32nd Annual EAIE Conference and Exhibition in Barcelona

The 32nd Annual EAIE – European Association for International Education Conference and Exhibition, took place between 13–16 September 2022 in Barcelona, Spain. During the Europe's largest international education event of the year, E³UDRES² was promoted by the participating partners STPUAS, UPT, UCLL, MATE, as well as two of Alliance's new associated partners HFD, and SAXION. All E³UDRES² alliance members had appointed meetings with academic and non-academic professionals with best practices and workable solutions to internationalization challenges. E³UDRES² was presented as a valuable alliance for the key stakeholder organizations and institutions, promoting the interests in advanced international higher education. ***Read more here***

2.2 Stakeholder engagement

Regional Stakeholder Workshops

During the second year, E³UDRES² has been very active with engaging and involving stakeholders in the alliance's educational and research processes. WP2 has conducted a series of Regional Stakeholder Workshops where external stakeholders shared their visions on the Future University. More information about this year's Regional Stakeholder Workshops can be found in deliverable D2.10 and D2.12. WP6 has assisted WP2 with disseminating the workshop within the institutions' staff.

Second E³UDRES² Research Living Labs

From May 2nd to 6th 2022, IPS hosted the 2nd edition of the Research Living Labs, dedicated to Research and Development (R&D). Promoted under the E³UDRES² alliance, the event, which involved representatives from all six E³UDRES² partner institutions, featured sessions open to the public and others in which researchers worked on developing R&D projects together with stakeholders, citizens and students. Research living labs are primarily developed and organized by WP4, and WP6 assisted with the dissemination and coverage of the event ***Read more here***.

International Engagement Circus

From April 26th to 28th 2022, the first E³UDRES² International Engagement Circus took place in Hasselt, in the premises of UCLL. The event was organized by WP3 and it aimed to bring staff from all different E³UDRES² Work Packages together with students and external stakeholders to nurture our E³UDRES² alliances, tackle the topic of on- and offboarding and strengthen the alliances with our external stakeholders in innovative cocreation spaces in the area of Hasselt. WP6 assisted with the dissemination and content creation of the event ***Read more here***.

2.3 Open Seminars

Shaping Together #6 - Micro-credentials and their importance for European Universities

On March 23rd 2022, the 6th edition of the webinar series #shapingtogether on the topic "Micro-credentials and their importance for European Universities" took place online, organized by UPT. This webinar was dedicated to open education and all actors in the field of education, with the main purpose of promoting the ideas of entrepreneurship and university innovation and the strategic planning of future universities. The webinar was moderated by a UPT Staff Member, while 2 STPUAS staff members participated as speakers ***Read more here***

Online Peer Consulting Sessions for Key Innovation Leaders at the Universities

On the 28th of March 2022, the online peer consulting sessions took place, with an objective to generate solutions for specific challenge-based activities and the experience of the participants involved, while also generating general ideas for entrepreneurial and innovative universities. This event was organized by UPT.

Entrepreneurship conference in medicine

On the 31st of March 2022, the entrepreneurial conference in medicine took place online. The objectives of this conference was to define the place, role and status of the University of the Future in the perspective of 2030, as well as to strengthen their role as a driving force for the development of Smart and Sustainable European Regions by promoting innovation in education, research, technology transfer and knowledge. The recorded sessions of the conference are available ***here***.

Let's Build Together #10 - Technical Universities in Romania - European Universities

On the 20th of April 2022, the webinar in the "Build Together" series took place and was dedicated to European University alliances with the involvement of the Romanian Alliance of Technical Universities. Rectors of institutions technical higher education, but also representatives from technical universities from Romania, discussed about European multi-campuses, global innovation, promotion of education, research and innovation at regional and European level. ***Read more here***

International Workshop on Digital Transformation

On 16 June 2022, UPT together with Erasmus + MODE-IT organized the first edition of the ***International workshop on Digital transformation - Experiences in digital education.*** The workshop was addressed to students from all levels of education, university staff, and the general public. ***Read more here***.

2.4 Communication strategy

On the 30th of September 2022 the first edition of a communication strategy for the E³UDRES² alliance was published and disseminated across the alliance. The document, entitled "E³UDRES² Handbook of Communication", is intended for every person involved in E³UDRES²

and its primary objective is to provide a general introduction to E³UDRES², its mission, structure, and function of various boards, WPs and groups. Most importantly, however, this handbook aims to define and visualize communication patterns and information flows within the alliance. In addition, it presents various tools for knowledge and technology transfer to all members of society, as well as the dissemination of not only the various events generated by E³UDRES², but also the overall structure and vision of the alliance, while highlighting the novelty and importance of European Universities. The E³UDRES² Handbook of Communication was created by the Communication Strategy task force, which consisted of members of WP6. ***Read more here***

3 Science Engagement (T 6.2)

During the second year of E³UDRES² a lot of science engagement activities were on-going aiming at students of all levels of education, as well as the general public. The Alliance has contributed to science communication and science engagement both as across-campus, as well as on a regional level.

3.1 Student-centred activities

I Living Labs

The E³UDRES² I Living Labs started with a first round in the winter semester of 2021/22. From October to December, 12 international teams of students were working for six weeks on challenges related to Artificial Intelligence, Circular Economy and Wellbeing. During this time, they are guided by Educational Entrepreneurs and stakeholders. On 15 December 2021 the Showdown of the first I Living Labs took place online where all teams presented their solutions in a short video pitch. In the summer semester of 2022, the I Living Labs went into the second round and grew bigger with 16 international teams engaging with solutions for our regions. The showdown of the second round took place online on 09 May 2022. This format is very popular with students and one of the flagships of E³UDRES² student activities. WP6 has supported the organization of the I Living Labs with establishing various promotional material (i.e. flyers, brochures, videos, posters, postcards), as well as a comprehensive coverage of the registration openings and showdowns through social media posts and/or press releases. All details to the E³UDRES² I Living Labs can be found **here**.

E³UDRES² Bootcamp

The first E³UDRES² bootcamp took place between 04-08 July 2022 in the Austrian Alps. 24 students from seven E³UDRES² partner institutions were selected to join the bootcamp and work in four different teams on challenges focussing on "The new sustainable future campus". During the intensive week, the students worked in small international and interdisciplinary groups on a challenge and were guided by mentors and experts. They met different stakeholders from the region and an interactive social program rounded off the experience of the bootcamp. WP6 established the entire coverage of the on the E³UDRES² social media channels and news articles. The event was also covered by regional media (newspaper article and radio shows). ***Read more here.***

Future Students Workshop

On 24 February 2022, the first Future Students Workshop took place online. 16 pupils from eight different schools in Latvia, Hungary, Austria, and Portugal expressed their opinion and expectations on Future Universities and discussed with experts. The event also included three round table discussions led by E³UDRES² researchers focussing on the three main research topics within E³UDRES²: circular economy, wellbeing and active aging and human contribution

to artificial intelligence. The students' ideas will be further incorporated into the mission of E³UDRES² to create a blueprint for Future Universities. The workshop was developed and organized by WP6 and WP2, in an attempt to reach students from various levels of education, promote E³UDRES² and the values of European University Alliances. ***Read more here.***

3.2 Science promotion and communication

E³UDRES² Science Pub Quiz

The second year of E³UDRES² was also marked by the initiation of the E³UDRES² Science Pub Quiz. This event was held for the first time on 02 December 2021 as an online event. It took place via a YouTube live stream. In total, 14 international teams were competing by answering questions about Artificial Intelligence, sustainability, the E³UDRES² European University Alliance and many more. The quiz was open to the public and was advertised on social media as well as on the E³UDRES² websites and campuses. It attracted E³UDRES² staff members, students and stakeholders, who participated in the 60-minute-long event. Due to the great success, a second online event took place on 03 February 2022 attracting 21 teams in total. The Pub Quiz is a great format to showcase science and research happening at the E³UDRES² institutions whilst entertaining at the same time. ***Read more here.***

Change cornEr seminars

Another science communication and outreach activity came from the Change cornEr, the internal E³UDRES² project of the circular economy research group. In an attempt to promote their research and to raise awareness on circular economy, the Change corner members organized lectures and seminars in the premises of IPS, STUPAS, UCLL, and UPT. In addition, a physical Change cornEr was set up in the campus of STPUAS, where students and staff can participate in polls and surveys. WP6 has continuously assisted the research group with the dissemination of the lectures and seminars, as well as with the content of the physical Change cornEr, which is updated regularly ***Read more here***.

3.3 Science outreach events

International Week at ViA

From 12 to 16 April 2022 ViA hosted the International Week with a special focus on the E³UDRES² alliance. Members from all E³UDRES² partner institutions travelled to Latvia to participate in the event where students, educators and researchers were working on the "Future University. Connecting Learners, Educators, Researchers and Innovators". The week was a great opportunity to build up new collaborations, network with partners from different universities and exchange on the newest research results. The event was covered on social media and a press release was published. At the same time the scientific conference "Society. Technology. Solutions." also took place in the premises of ViA, which aimed to contribute to the synergy between society, technologies, and security by looking deeper in thematic fields related to future knowledge-society, knowledge sharing and innovation, sustainable development, and security related to digital transformation. For conference recordings click ***here***.

Lange Nacht der Forschung (Long Night of Research)

On 20 May 2022 the "Long Night of Research" took place on-site for the first time after the beginning of the pandemic. During this Austrian-wide event, universities and research institutions open their doors to the public to showcase their research and facilities. At STPUAS this event was combined with the opening of the new campus. The general public experienced research activities at 25 hands-on stations spread over the entire campus and in the research

labs. The program was completed by 6 lectures, a podium discussion and guided tours, and rounded off by an evening program. E³UDRES² was represented with an interactive booth with activities for all age-groups. In total, over 700 visitors came to the campus to learn more about the research at STPUAS. The event was promoted nationally and E³UDRES² activities were covered on social media channels and on the E³UDRES² website. ***Read more here.***

European Researchers' Night

Three E³UDRES² partners applied for the funding of the European Researchers' Night 2022&2023. IPS applied in collaboration with 3 HEIs, 1 City Council, 2 Research Organisations, 1 company and 11 Non-Governmental Organisations (Title: SOUTHSIDE OF SCIENCE). ViA applied in collaboration with other universities and institutes from Latvia (Acronym: NaktsLV). STPUAS applied in collaboration with a research institute (acronym: LiS-Dig).

The application of STPUAS was successful. Together with their partner acib (Austrian Centre for Industrial Biotechnology) they organised the outreach event around the topic of "Life is Science in a Digital World" (LiS-Dig). The main location of LiS-Dig was the campus of STPUAS with a few activities happening in the city of Graz. The event was divided in two parts. In the morning, eight different school workshops were offered for school classes upon registration. In the afternoon and evening, 41 activities (hands-on stations, lectures, quizzes, live shows, etc.) took place. One of the highlights of the event was the "Spotlight on Europe" corner presenting projects from MSCA researchers and from the E³UDRES² alliance. In total, 5 hands-on stations gave an insight into the European University itself, as well as their research projects. In the evening, the first E³UDRES² pub quiz took place on site at the premises of STPUAS. ***Read more here***.

Even though the applications of IPS and ViA were not successful, both universities organised outreach events on the date of the European Researchers' Night to participate in the European-wide day of science and to showcase E³UDRES². MATE also joined the European-wide event and showcased E³UDRES² on all participating MATE campuses during an event on the day of the European Researchers' Night.

4 Open Access - Open Science (T6.3)

During the second year, WP6 has taken action to establish an Open Science Strategy. In March 2022, a task force, including researchers, communication specialists, and librarians from all partner institutions came together in order to develop a E³UDRES² wide document on Open Access and Open Science strategies. The working document will be soon presented to the Board of Coordinators and will be distributed across the alliance within the third year of E³UDRES².

5 E³UDRES² Campus Media (T 6.4)

During the second year, E³UDRES² has continued to utilize the media facilities of their institutions. As a result, the alliance generated a variety of content for the promotion of E³UDRES² activities and vision.

5.1 Promotion of I Living Labs

UCLL has produced a podcast on the development and content of the I Living Labs, as well as four video interviews with stakeholders who are involved in the I Living Labs as challenge owners. ***You can listen to the podcast here***
You can watch the videos here: ***Video 1***/***Video 2***/***Video 3***/***Video 4***

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UPT promoted the I Living Labs concept during regional news at Romanian Television Channel TVR. Videos of the broadcasts can be found below:

- I_Living_Labs_TVR_REGIONAL_NEWS (min 19:49)
- I_Living_Labs_TVR_REGIONAL_LIVE_INTERVIEW (min 57:37)

5.2 International Engagement Circus content

The success of the first International Engagement Circus, which took places in the premises of UCLL was documented in a series of videos which highlighted both stakeholders and students. All video content can be found below:
IEC – Stakeholders/IEC – Students/IEC – Aftermovie/IEC – Experiences

5.3 Zinātne tuvplānā (Science in close-up)

For the second year, ViA is creating the "Science in close-up" series, which is being broadcasted on the Latvian national television (ReTV channel). The programme is about community-based research and topics and has so far covered different aspects of E³UDRES² in 6 episodes. Zinātne tuvplānā has promoted E³UDRES² activities, such as the I Living Labs, but also the research, as well as the vision of the alliance for the university of the future. The original programme is in Latvian, but subtitles are available in English. The 6 episodes can be found below:

- S02E02: mazo apdzīvoto vietu nākotne
- S02E05 - dzīvās laboratorijas
- S02E07 - mākslīgais intelekts un matemātikas mācīšana
- S02E08 - tehnoloģijas fiziskai un mentālai veselībai
- S02E11 - inovācijas un izglītības process
- S02E12 - aprites ekonomika

6 Annual Conferences and Workshops (T 6.5)

After the successful organization of the E³UDRES² Opening Conference, which took place in the first year of the E³UDRES² (see deliverable D6.1), the alliance has maintained the high level of involvement of all colleagues and WPs.

Specifically, from 18 - 20 October 2021, several staff members from the partner universities of E³UDRES² visited STPUAS for the very first on-site meeting. In addition to many personal meetings and informal conversations, the new STPUAS campus was presented to the international guests. This long-awaited meeting offered the various E³UDRES² Boards and working groups ideal conditions to review the already completed first year of the Alliance and to make long-term plans. *Read more here*.

In addition, from 6-8 July 2022, STPUAS hosted the very first E³UDRES² Strategy Forum, also on-site. The event offered networking sessions and discussions on the E³UDRES² achievements and various challenges. All participants were also introduced to the main E³UDRES² priorities for the upcoming months - an essential step for the participants to be prepared for the tasks waiting for them. The success of the E³UDRES² Strategy Forum depicted the necessity to organize more similar events in the near future. *Read more here*.

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7 Scientific Dissemination (T 6.6)

To ensure that knowledge and experience are disseminated, E³UDRES² is regularly presented at annual meetings and conferences for Higher education. During the second year, E³UDRES² partners have held 13 oral and poster presentations and 2 workshop in 11 different conferences and meetings, were present at 2 exhibitions and invited to 1 panel discussion:

- **Digital Skills for Education & Culture. 03 December 2021 (*link*)**
  E³UDRES² was presented by colleagues of UPT
- **IV Jornadas Científico-Pedagógicas de Inovação e Sustentabilidade. 11 January 2022 (*link*)**
  E³UDRES² I Living Labs and scientific projects were presented by colleagues of IPS
- **EDUCATIO International Education Expo. 13-15 January 2022 (*link*)**
  E³UDRES² was presented by colleagues of MATE
- **Open Education Week #09. 11 March 2022 (*link*)**
  E³UDRES² was presented by colleagues of UPT
- **IEEE Global Engineering Education Conference. 28-31 March 2022 (*link*)**
  E³UDRES² I Living Labs were presented by colleagues of UPT
- **International Scientific Conference. 08 April 2022 (*link*)**
  E³UDRES² project "Change Corner" was presented by ViA Colleagues
- **31ˢᵗ EURASHE Annual Conference. 23-24 May 2022 (*link*)**
  E³UDRES² was presented by two STPUAS colleagues and ViA colleague
- **Nachhaltig wirken – Reallabore in der Transformation. 02-03 June 2022 (*link*)**
  E³UDRES² I Living Labs were presented by two STPUAS staff members
- **4ᵗʰ FoodConf (Conference on Food Science and Technology). 10-11. June 2022 (*link*)**
  E³UDRES² project "Virtual Gym"was presented by MATE staff members
- **European Institute of Innovation and Technology seminar. 05-06 July 2022**
  E³UDRES² was presented by STPUAS and ViA staff member.
- **8° Congresso Nacional de Praticas Pedagogicas no Ensino Superior. 14-15 July 2022 (*link*)**
  E³UDRES² I Living Labs were presented by colleagues of IPS
- **Higher Education Summit. 06-08 September 2022 (*link*)**
  E³UDRES² I Living Labs were presented by 2 UCLL staff members.
- **European Association for International Education Conference and Exhibition. 13-16 September 2022 (*link*)**
  E³UDRES² was presented by colleagues of STPUAS, UPT, UCLL, MATE, HFD & SAXION
- **9ᵗʰ Responsible Management Education Research Conference. 27-29 September 2022 (*link*)**
  E³UDRES² I Living Labs were presented by colleagues of STPUAS staff members.
- **15ᵗʰ annual International Conference of Education, Research and Innovation. 07-09 November 2022 (*link*)**
  E³UDRES² I Living Labs were presented by IPS staff members
- **11ᵗʰ International Scientific Conference of the DOBA Business School. 16 November 2022 (*link*)**
  E³UDRES² I Living Labs were presented by colleagues of UCLL

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WP6 has continuously presented the results of the above-mentioned events by actively publishing social media posts and articles on the E³UDRES² website, as well as the websites of all partner institutions.

Several of these conference contributions were also published in conference proceedings or as full papers:

- Bin Zulkarnain, A. H., Totorean, A.; Gere, A.; Cruz, E.; Horsak, B.; Lancere, L.; Schöffer, L.; Simonlehner, M.; Crișan-Vida, M.; Fernandes, R.; Sterck, Y. (2022). Development of a social inclusive immersive virtual reality exergame to promote physical activity. 4th FoodConf - International Conference on Food Science and Technology – Book of Abstracts, p84. ISBN 978-615-01-5422-0
- De Coninck, S.; Leščevica, M. (2022). "CHANGE is Just Around the CORNER": Engaging Stakeholders for a Circular Future. SOCIETY. TECHNOLOGY. SOLUTIONS. Proceedings of the International Scientific Conference, pp:24-25. https://doi.org/10.35363/ViA.sts.2022.65
- De Coninck, S.; Gilissen, S.; Reulens A. (2022). Interdisciplinary and international co-creation to transform the higher education landscape and practice-based research for sustainable and smart regions. Sustainable Entrepreneurship – Driver for Growth (Lessons from Economic and Applied Business and Social Studies), p 34. ISBN 978-961-7061-12-3
- Freisleben-Teutscher, C. F.; Tanzer, C.; Blumenstein, K. (2022). I Living Labs – Interdisziplinäre und internationale Reallabore der European University E³UDRES². Nachhaltig wirken: Reallabore in der Transformation – Book of Abstracts, p 105-106.
- Moreira, S. B., Varga-Tóth, A. (2022) The Co-creation Method from a Wellbeing Experiment on Healthy Lifestyles. Livro de Atas das IV Jornadas Científico Pedagógicas de Inovação e Sustentabilidade Mobilidade e Circularidade: Territórios Inteligentes e Sustentáveis, pp 417-420. ISBN: 978-989-53236-5-4
- De Coninck, S.; Anderluh, A. (2022) "CHANGE is just around the CORNER": transformative spaces for multistakeholder engagement in a circular economy. Livro de Atas das IV Jornadas Científico Pedagógicas de Inovação e Sustentabilidade Mobilidade e Circularidade: Territórios Inteligentes e Sustentáveis, pp 473-479. ISBN: 978-989-53236-5-4
- Gealapu, A.; Fernández, P.; Zimmermann, P.; Baleti, A. (2022) Case Study: Egg.tually – A Healthy Lifestyle Guide for Youngsters. Livro de Atas das IV Jornadas Científico Pedagógicas de Inovação e Sustentabilidade Mobilidade e Circularidade: Territórios Inteligentes e Sustentáveis, pp 368-381. ISBN: 978-989-53236-5-4

Several members of the research network Circular Economy composed a book chapter entitled "The contribution of urban domestic waste management to the circular economy: The perspective of six European countries" in the book "Solving Societal Challenges Through Sustainability-Oriented Innovation" (DOI:10.4018/978-1-6684-6123-5), which will be released in March 2023.

Furthermore, research activities from the E³UDRES² research network about circular economy were also disseminated in lectures and seminars. UCLL organised a **ChangeCornEr Lunchlecture** series from 26 October 2021 to 17 Mai 2022 about the topic of Circular Economy containing 5 lectures in total. IPS organised an open lecture on Circular Economy which is now available **online** and a seminar of Circular Economy in the Setubal region on 11 January 2022.

8 Corporate Identity and Marketing (T 6.7)

The establishment of a recognizable corporate identity constitutes an already fulfilled task, with the establishment of a brand book, logo, and various graphics already reported in deliverable D6.1.

During the second year, E³UDRES² has continuously attempted to strengthen the alliance's corporate identity with the creation of posters and merchandize. Furthermore, with the addition of three more associated-partner-HEIs (i.e., HFD, SAXION, and JAMK), which will be full partners in the second round of E³UDRES², WP6 has updated some original graphs (i.e. the map and connecting network of partner institutions below, which now includes the three new associated partners as well).


Organic lines representing the new network of member-institutions of the E³UDRES² alliance. The diamond-shaped graphic element is formed by connecting the location of all E³UDRES² partners, including the three new associated partners, with each other on the European map.

9 E³UDRES² Online (T 6.6)

9.1 Website

Launched back in February 2021, the E³UDRES² website (→ ***www.eudres.eu***) has continued to be the main source of information for internal and external parties concerning E³UDRES². As planned, the content of the website is extended continuously, also turning the website more and more into a digital platform for sharing information, interaction, and initiating collaboration. The E³UDRES² website is also the main point of contact for students (and others interested in participating in E³UDRES² activities) to get information about upcoming E³UDRES² events, participation requirements and registration.

In the period of time from October 2021 to September 2022, the E³UDRES² website was visited by 4.800 users worldwide with an average interaction time on the site of 3 minutes. The website accumulated 95.000 views in this time period.
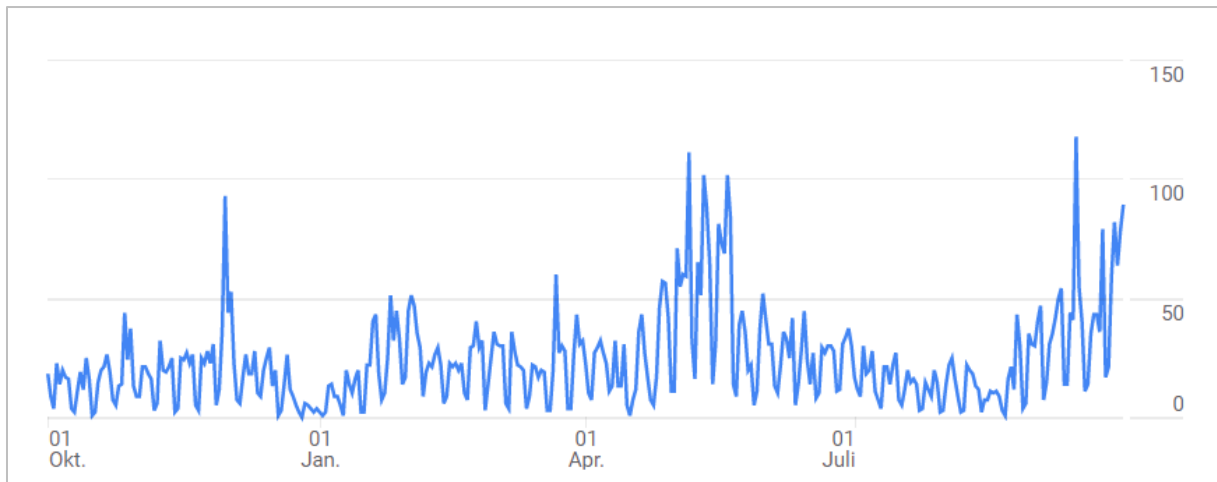
Page visits of eudres.eu from October 2021 to September 2022 (Data: Google Analytics)

In 2022, the E³UDRES² website has received various important updates, which include among others:

E³UDRES² Bank of Challenges

A database of real-life challenges that were submitted by (local) stakeholders, such as business owners, regional authorities, or university staff. These challenges can be picked up by E³UDRES² to be used in formats such as Hackathons or Bootcamps to be solved by the participating teams. The form for submitting challenges is open at all times.

→ *eudres.eu/challenges*

E³UDRES² Bank of Researchers

A database of researchers based at one of the six E³UDRES² partnering higher education institutions. Researchers that signed up for this bank either already collaborate with E³UDRES² in one of the three research networks (i.e., Circular Economy, Wellbeing & Active Ageing, Human Contribution to Artificial Intelligence), or would like to be contacted by the existing research teams to work on future research projects together in E³UDRES².

→ *eudres.eu/researchers*

E³UDRES² Bank of Students

A database of students based at one of the six E³UDRES² partnering higher education institutions. Students that signed up for this bank are either already in close contact with E³UDRES² through, for example, the E³UDRES² Board of Student Representatives or various E³UDRES² events and activities or are eligible to be contacted by E³UDRES² for future opportunities for collaboration.

→ *eudres.eu/students*

E³UDRES² Bank of Classes

A database of classes/courses held at one of the six E³UDRES² partnering higher education institutions that either already collaborate with E³UDRES² or are open for collaboration in the future. This bank features classes on undergraduate, graduate and doctoral level. The classes are allocated to one of the three E³UDRES² research networks (Circular Economy, Wellbeing & Active Ageing, Human Contribution to Artificial Intelligence).

→ *eudres.eu/classes*

"Get connected" Button (Navigation Bar)

By clicking this eye-catching button, visitors to the website will find an overview of participation options in E³UDRES², according to different target groups. This site provides opportunities for

students, university staff, institutions & businesses, researchers, citizens, as well as opportunities open to all, making it easy for them to navigate the various formats and events E³UDRES² offers.

→ *eudres.eu/get-connected*

Overview of other projects in the "E³UDRES² Universe"

The E³UDRES² website also provides basic information about other projects that emerged through the E³UDRES² Alliance, such as the following:

- o **E.I.N.S.**

E.I.N.S., the *E³UDRES² Entrepreneurship and Innovation Network for Smart and Sustainable European Regions*, focuses strongly on entrepreneurship in higher education. It aims to co-ideate novel pathways for entrepreneurial universities, co-create advanced support for innovation and business creation, and enhance collaboration across the knowledge triangle beyond the state of the art.

→ *eins.eudres.eu*

- o **Ent-r-e-novators**

E³UDRES² Ent-r-e-novators (combining <u>ent</u>repreneurs, <u>r</u>esearchers, <u>e</u>ducators, and in<u>novators</u>) aims to drop the either-or-thinking pattern and advocate a strong interconnection between education, research, innovation, and entrepreneurship.

→ *eudres.eu/entrenovators*

In summer 2022, the E³UDRES² website received a visual update, which also included the introduction of a calendar showcasing upcoming events, a simpler, more intuitive structure of the news section, and more visually strong page headers. This was again implemented in collaboration with the Austrian agency *dryven* (formerly known as DDM), which has maintained the technical side of the website since the beginning, and also created the original E³UDRES² brand book.
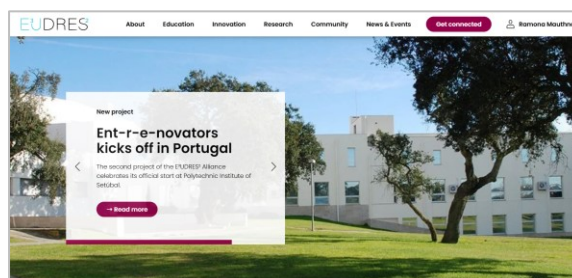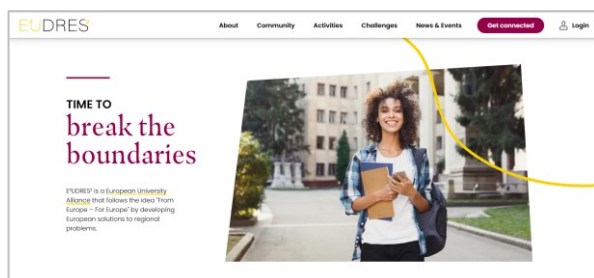
The new headers of the E³UDRES² homepage: A static header image on the left (old) vs. a full-sized image slideshow on the right (new), giving the opportunity to quickly draw attention to latest news and event announcements.

In the report timeframe (Oct 2021 – Sept 2022), 42 news articles were published on the E³UDRES² website, showcasing not only the engagement and activities of the alliance, but also highlighting the growing impact E³UDRES² has on institutional events and activities.

9.2 Social Media

After launching E³UDRES² profiles on *Instagram*, *Facebook*, *LinkedIn*, *YouTube* in early 2021 (see deliverable D6.1), the alliance has continued to systemize its content scheme, making sure followers are able to not only get insights into general E³UDRES² topics, such as events, milestones and new activities, but also institutional information. While for example 69 posts were published on the E³UDRES² Instagram page from January to September 2021, it was possible to increase the amount of content significantly in the period from October 2021 to September 2022, with a total of 110 posts being published. This increased focus and activity on social media not only led to a wider knowledge about E³UDRES², but also increased the follower count of E³UDRES² significantly. In addition, and in an effort to reach out to the scientific community more efficiently, E³UDRES² also created a profile on Twitter.

As the E³UDRES² Alliance consists of several partnering institutions, and this shall also be represented on the E³UDRES² social media channels, all profiles are maintained by admins from each partnering institution, enabling E³UDRES² to showcase real insights into also institutional activities. In addition, through frequently tagging the individual partnering institutions, the E³UDRES² content also gets reposted on institutional channels, further improving the reach of the E³UDRES² content, especially to the local student communities.

The Vidzeme UAS institutional Facebook page reposting E³UDRES² content, enabling the local VIA community to get informed about E³UDRES² events and other content.

At present, E³UDRES² publishes content on Facebook, Instagram, and LinkedIn very frequently (at least 2x/week), with the quantity of content increasing around important events. Activities such as the E³UDRES² Bootcamp, the celebratory event welcoming HFD and SAXION to the E³UDRES² alliance, or the E³UDRES² Hackathon were thoroughly covered on social media, especially via Instagram and Facebook Stories. Collectively, E³UDRES² has created 110 Instagram posts, 128 Facebook posts, 36 Tweets (starting from March 2022), and 77 LinkedIn posts, including shared posts/retweets, in the timeframe of October 2021 to September 2022, as well as multiple stories to promote upcoming and ongoing events during the second year. E³UDRES² has also uploaded 18 publicly available YouTube videos in that timeframe.
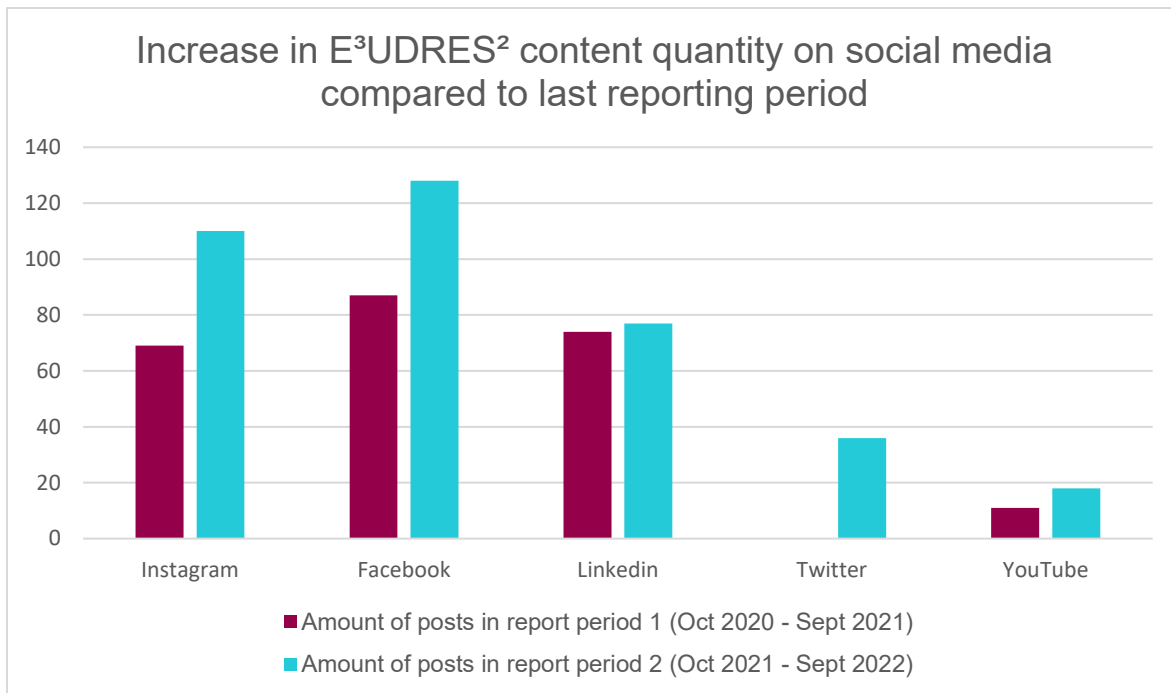
Graph comparing the quantity of content posted on the E³UDRES² Social Media Channels in reporting period 1 and 2.

The main aim of the E³UDRES² Social media channels is to increase visibility of the alliance and of its activities, inform anyone interested about participation opportunities, attract users to join future E³UDRES² events, and showcase the achievements of the alliance. Until September 2022, E³UDRES² managed to organically acquire a total of 461 followers on LinkedIn (+312 compared to last report period), 404 followers (+254 compared to last report period) on Instagram, and 405 followers (+265 compared to last report period) on Facebook. After the launch of the E³UDRES² Twitter profile in March 2022, @eudres_alliance was followed by 120 users up until September 2022.

Compared to the last reporting period, the visibility of E³UDRES² content across Facebook and Instagram has improved significantly. Again, the E³UDRES² Facebook page seems to have reached the largest audience, with a total of 33.839 people having seen content published by E³UDRES². This is an increase of 15.873 compared to the last reporting period. The same is true for the E³UDRES² Instagram presence, where the increase amounted to an additional 4.575 individual users.

Reach of the E³UDRES² content posted on Facebook (left) and Instagram (right).

For the upcoming reporting period, E³UDRES² will continue to follow a consistent content scheme, with a focus on a unified, clearly recognizable design image and branding.

10 Public Relations (T 6.9)

E³UDRES² has been strongly focusing on public relations on a regional, as well as international level. Within the second year the alliance has been presented in 15 press releases and 15 articles. These publications highlighted all important events that took place within the second year such as the I Living Labs, the E³UDRES² Bootcamp and the welcoming of new associate partners. An analytical table with links to every article and press release can be found in the *Appendix*.

STPUAS concluded a service contract with an external PR agency (PR&D) to prepare international press releases. In the second year of E³UDRES², a total of 4 press releases were published by the agency, which were spread on Austrian and European Level to communicate the E³UDRES² idea on a broader level.

11 Internal Communication (T 6.10)

To guarantee that E³UDRES² and its activities are well-known and visible across the alliance's mega-campus, E³UDRES² ensured that all actions and related issues are communicated through the individual channels of all partner institutions. Precisely, all alliance members have continuously presented E³UDRES² and its activities via their institutions' websites, as well as their newsletters and social media platforms. The visibility of the alliance has been strengthening across the campuses of all partners with the creations of posters and panels, which are placed in distinct areas of each campus, as well as the establishment of various kinds of merchandizing, always following the sustainable vision of the alliance.

In order to communicate E³UDRES² within their community some partner institutions have created various dissemination events. In October 2021 IPS disseminated E³UDRES² in their internal conference entitled "Ciência à Conversa" where the scientific work developed in the three E³UDRES² research networks was presented. The event was organized by UAIIDE, IPS's innovation and research office, in collaboration with WP6 and WP4, demonstrating a gradual presence of the theme within the offices and channels of the institution itself (*link*). MATE has disseminated E³UDRES² among their international students during their orientation week, as well as larger events such as the International Dinner and the National Poetry Day. Similarly, UCLL also made E³UDRES² known to their new students during their campus tours and various introductory seminars. IPS made available an E³UDRES² website, in Portuguese, which intends to locally reinforce the communication already presented through the E³UDRES² website.

The communication within E³UDRES² is constantly being optimized. During the second year, new channels have been introduced in MS Teams for announcements that regard the entire alliance. In addition, WP6 established an internal newsletter entitled "The E³UDRES² Times", which is disseminated to all members of the alliance, including the executive and advisory board. In the third year, the E³UDRES² Newsletter will be open for everyone. Lastly, this year E³UDRES² established big town hall meetings, entitled "E³UDRES² Update" where the big strategic news and developments of the alliance are announced and discussed. So far, two E³UDRES² update events have been organized, and they will be more frequent in the third year of the project.

12 Long-term strategy for sustainability of the alliance (T 6.11)

This first three years of E³UDRES² Erasmus+ funding is the kick-off for establishing a long-term intensive collaboration between the participating partners. Jointly with other WPs, a long-term strategy for the sustainability of the alliance will be developed. However, the main focus

in the first year of collaboration was to establish current network, the internal processes and collaboration culture, first successful proposals for further funding were handed in.

In the second year, E³UDRES² made already quite good progress in broadening and consolidating the E³UDRES² network. Additional proposals for European funded project were handed in, three new proposals were approved, and one additional project has started within the reporting period.

12.1 Active projects

E³UDRES² Entrepreneurship and Innovation Network for Smart and Sustainable European Regions (E.I.N.S.)

- Funding Scheme: EIT HEI Initiative
- Funding Agency: EIT
- Funding Rate: 100%
- Funding Total: appr. € 2 Mio
- Project Duration: 1 October 2021 – 30 November 2023
- Project Partners: **STPUAS, IPS, MATE, VIA, UCLL, UPT**, UIIN
- Lead: STPUAS

This project is funded by the EIT HEI Initiative as one of the first pilot projects. Within this project E³UDRES² join forces with UIIN (University Industry Interaction Network) to co-ideate novel pathways for entrepreneurial universities, drive the development of entrepreneurial education, co-create advanced support for innovation and business creation, and enhance collaboration across the knowledge triangle beyond the state of the art. (*eins.eudres.eu*)

E.I.N.S had defined the following long-term strategic priorities:

- Empower and support "Ent-r-e-novators" to bridge the gaps within the knowledge-triangle
- Enhance entrepreneurial education to enable learner-driven innovation
- Link smart specialisation and open innovation to connect regional ecosystems with Pan-European networks
- Provide expertise and resources to turn ideas into value for smart and sustainable European regions

E.I.N.S is supported by EIT InnoEnergy, coordinated by RawMaterials and Co-funded by the European Union. The project has started on 1 October 2021. Phase 1 (after 6 months) was successfully approved and the project was able to enter phase 2. The funding for both phases (24 months) consists of approximately 2 Mio €. ***Visit the E.I.N.S. website.***

UASHome – DIGIHealth UASHome Incubators Boost Programme

- Funding Scheme: Erasmus+ Cooperation Partnership
- Funding Agency: OeAD
- Funding Rate: appr. 70%
- Funding Total: € 400.000
- Project Duration: 1 September 2022 – 30 August 2024
- Project Partners: **STPUAS, JAMK**, **UCLL**, UIIN, CrazyTown
- Lead: STPUAS

This project is funded by the Erasmus+ programme. Within this project current E³UDRES² members (STPUAS, UCLL) join forces with new E³UDRES² member JAMK as well as networking partner UIIN and CrazyTown. The aim of the project is support UASs in becoming a central driver in promoting Digital Health Innovations. ***Visit the UASHome page.***

12.2 Approved projects:

E³UDRES² Ent-R-E-Novators – Cooperating for Excellence and Impact in Research and Innovation

- Funding Scheme: Horizon Europe – Widening Participation
- Funding Agency: REA
- Funding Rate: 100%
- Funding Total: € 1,9 Mio
- Project Duration: 1 October 2022 – 30 September 2025
- Project Partners: **STPUAS, IPS, MATE, UCLL, UPT, VIA**
- Lead: IPS

This project is funded within the Horizon Europe programme. The aim is to drop the either-or-thinking pattern and advocate a strong interconnection between education, research, innovation and entrepreneurship. Its expected results consist of the development of joint strategies for the Research, Development and Innovation (RD&I) dimension of E³UDRES² associated with the following modules:

- RD&I activies, lines, groups and networks
- Sharing and gaining access to research infrastructure
- Science, education and open innovation
- Involvement of society and citizens in RD&I
- Human Resources for research and RD&I ecosystems

Visit the Enr-R-E-Novators page.

Accelerate_FutureHEI – Entrepreneurial & Innovative Universities Acceleration Programme

- Funding Scheme: Horizon Europe- Widening Participation
- Funding Agency: REA
- Funding Rate: 100%
- Funding Total: € 3,19
- Project Duration: 1 January 2023 – 31 December 2026
- Lead: UIIN

Project Partners: **STPUAS, MATE, UCLL, UPT, VIA,** UIIN, CrazyTown, UNESCO IESALC, TUM International, Momentum Consulting, Instituto Superior Técnico, Unviersité de La Reunion, Universidad Europea de Canarias, Universidade da Madeira

This project is funded within the Horizon Europe programme. The aim is to develop and set up an Entrepreneurial and Innovative Universities Acceleration Programme.

12.3 New E³UDRES² partners

In project year 2, the E³UDRES³ alliance also started to expand its network by select candidates which will join the alliance in the next phase as full partners.

After a competitive selection process, including presentations, hearings and benchmarking the following three higher education institutions were selected as candidates for full partners:

- SAXION: Saxion University of Applied Sciences (The Netherlands)
- HFD: Fulda University of Applied Science (Germany)
- JAMK: Jyväskylä University of Applied Sciences (Finland)

The expansion of the E³UDRES² alliance is part of the long-term strategy for sustainability of the alliance. Including new (full) partners will lead to a broadening of the experience, developing of a critical mass of experts and a wider variety of offers and opportunities for students and staff.

13 Sustainable platform-oriented business models

In project year 2, the alliance started to discuss further opportunities of collaboration beyond the initial Erasmus+ funding phase. Beside first discussions on future governance model and legal entity opportunities, the discussion also included ideas on a sustainable business model.

As already described in 12, since the start of the alliance in October 2020, several additional third party funded project were successfully approved. This is one major step towards a sustainable platform-oriented business model. Those additionally funded projects not only include the existing full partners of the E³UDRES² alliance, but also new partners (academic and non-academic) to not only broaden the alliances network but also to broaden the alliances' expertise. This supports the idea of a platform-oriented business model, which focusses on including non-alliance partners, various stakeholders, manage their relationships and enable direct interactions.

14 Conclusions and Future objectives

Within the second project year of E³UDRES², WP6 has continued its achievements in the areas of dissemination, internal communication, and public engagement but also in the sustainability of the alliance. E³UDRES² is continuing to be constantly presented in articles and press releases. The presence of E³UDRES² on social media has also been strengthened and with the rising numbers of followers/subscribers and the ever-growing engagement. WP6 has kept the dissemination of the alliance's activities in close collaboration with other WPs and with their assistance the internal communication of the alliance is constantly being optimized.

The goals of WP6 the third year is to optimize the visibility of E³UDRES² in all partner institutions, with the development of common promotional materials and merchandize. In addition, WP6 is seeking to create a more regularly published external Newsletter, as well as more frequent town-hall meetings. Even though there have already been attempts for promotion of multilingualism (see chapter 5), WP6 will strengthen this part of our international collaboration and further promote the values of a European collaboration. In addition, stronger actions towards citizens science will be attempted, in collaboration with WP4, and as more and more scientific results are being published, WP6 is seeking to strengthen the overall science communication of the alliance.

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Appendix

Table of all press releases and articles that were published by E³UDRES² and the partner-institutions during the second project year. All elements are sorted by date from the most recent to the oldest.

No.	Institution	Type of publication	Title and link	Date of publication
1	STPUAS	Article	**The Ecosystem: European Universities alliances put start-ups on the curriculum**	30.08.2022
2	UPT	Press release	**E³UDRES² INTERNATIONAL ENGAGEMENT CIRCUS**	19.10.2022
3	STPUAS	Press release	**United Startups of Europe For Smart & Sustainable Regions**	10.08.2022
4	STPUAS	Article	**In St. Jakob wuchsen Ideen für einen nachhaltigen Campus**	09.07.2022
5	STPUAS	Article	**Uni der Zukunft wird in St. Jakob in Defereggen erdacht**	07.07.2022
6	IPS	Article	**Estudantes do IPS projetam campus do futuro com colegas europeus**	05.07.2022
7	IPS	Article	**IPSetúbal na Áustria**	04.07.2022
8	IPS	Press release	**Um Politécnico em expansão para o país e para a Europa**	03.07.2022
9	IPS	Press release	**IPS reúne parceiros no Barreiro**	01.06.2022
10	IPS	Press release	**IPS debate Economia Circular no Barreiro**	26.05.2022
11	IPS	Press release	**Alemanha e Países Baixos presentes**	19.05.2022
12	IPS	Article	**Instituições da Alemanha e Países Baixos juntam-se ao consórcio**	16.05.2022
13	IPS	Article	**IPS junta academia para nova edição dos Research Living Labs**	29.04.2022
14	IPS	Article	**Comunidades academicas e regioes desenham projetos em conjunto**	29.04.2022
15	IPS	Article	**IPS dinamiza 2ª edição dos Research Living Labs da Universidade Europeia E³UDRES²**	29.04.2022
16	STPUAS	Press release	**Side by Side into a Smart & Sustainable Future**	29.04.2022
17	IPS	Press release	**Comunidades academicas e regioes desenham projetos em conjunto**	28.04.2022
18	IPS	Press release	**E³UDRES² | 2ª edição dos Research Living Labs**	28.04.2022
19	IPS	Article	**Politécnico de Setúbal recolhe bens para a Ucrânia**	04.03.2022
20	IPS	Article	**Politécnico de Setúbal solidário com o povo ucraniano**	03.03.2022
21	IPS	Article	**Comunidade academica mobiliza se para recolha de bens essenciais**	02.03.2022
22	IPS	Article	**Politécnico de Setúbal recolhe bens para a Ucrânia**	02.03.2022
23	IPS	Press release	**Apresentadas num seminario sobre economia circular**	21.01.2022
24	IPS	Press release	**Politécnico de Setúbal promoveu 1º seminário sobre economia circular da região**	20.01.2022

25	IPS	Press release	**Escola de Tecnologia acolhe seminário sobre economia circular na região**	18.01.2022
26	UPT	Press release	**I_Living_Labs_Showdown**	29.12.2021
27	IPS	Article	**ENTRA NUM GRANDE CAMPUS EUROPEU COM O POLITÉCNICO DE SETÚBAL**	10.12.2021
28	STPUAS	Press release	**Teach, Learn & Transfer – I Living Labs Allow Students to Develop Their Top-Assets in Future Jobs**	10.12.2021
29	UPT	Article	**The first E³UDRES² meeting face to face**	28.10.2021
30	STPUAS	Press release	**Artificial Intelligence for Human Resources – Hack2Change Delivers Fresh Ideas for Talent Matching, Sharing & Retention**	27.10.2021

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