

# E<sup>3</sup>UDRES<sup>2</sup> Label: Concept, Criteria & Procedure

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## 1. Context

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E<sup>3</sup>UDRES<sup>2</sup> European university alliance runs a wide range of educational, learning, research, innovation and capacity development activities driven by its mission emphasising both European and regional aspect. This leads also to numerous joint or individual university activities linked to or inspired by those of the E<sup>3</sup>UDRES<sup>2</sup> alliance.

In this context, E<sup>3</sup>UDRES<sup>2</sup> Label indicates primarily any learning and development activity within the alliance community that corresponds to the E<sup>3</sup>UDRES<sup>2</sup> mission, profile and values and is planned and delivered with the engagement of several E<sup>3</sup>UDRES<sup>2</sup> partners and includes thus implicitly a glimpse of European dimension and cross-European cooperation. The purpose of the E<sup>3</sup>UDRES<sup>2</sup> Label is mainly to enhance attractiveness, visibility and emphasise the European, regional dimension and other aspects based on the E<sup>3</sup>UDRES<sup>2</sup> values. The prospective E<sup>3</sup>UDRES<sup>2</sup> Label badge holders may thus refer to undergoing through the cross-European experience, being part of cross-European collaboration and reaching beyond the merely national one.

The range of products and services is rather open. While the main attention is given to open, shared lectures, courses, modules and micro-credentials, it may include joint degrees, other education, training and capacity development formats. Based on a further strategy and development, attention may be given to research and innovation in the next stages, yet the added value of such recognition for those activities is a bit vaguer.

However, the absence of the E<sup>3</sup>UDRES<sup>2</sup> label does not indicate any opposite, any necessary lack of the international perspective.

Thus, it is important to recognise events and activities with different status as regards the E<sup>3</sup>UDRES<sup>2</sup> Label:

- **E<sup>3</sup>UDRES<sup>2</sup> labelled activities<sup>1</sup>** are those meeting a following simple set of criteria, mainly the number of involved full partners of the E<sup>3</sup>UDRES<sup>2</sup> university alliance<sup>2</sup> and reflection of its mission, e.g. shared lectures, shared micro-credentials organised and delivered by staff and for students from several E<sup>3</sup>UDRES<sup>2</sup> full partner institutions
- **E<sup>3</sup>UDRES<sup>2</sup> partner activities<sup>3</sup>** are those inspired or based on the E<sup>3</sup>UDRES<sup>2</sup> alliance basis, yet run primarily by one partner for its own students or local beneficiaries. There is no specific regulation, procedure and all E<sup>3</sup>UDRES<sup>2</sup> partners are welcome to promote the

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<sup>1</sup> Within this typology all activities planned or having been organised and reported within the E<sup>3</sup>UDRES<sup>2</sup> 2.0 project are from the very principle E<sup>3</sup>UDRES<sup>2</sup>-labelled as the project builds on collaboration of multiple full partners and activities aligned with the E<sup>3</sup>UDRES<sup>2</sup> alliance mission. The introduction of the E<sup>3</sup>UDRES<sup>2</sup> Label is intended to embrace other, non-project activities and those in the future, after the E<sup>3</sup>UDRES<sup>2</sup> 2.0 project will have finished.

<sup>2</sup> An issue for common agreement is a position of the Hungarian associate partner, MATE, who is a founding partner of the alliance, yet could not have been granted a full partner status within the E<sup>3</sup>UDRES<sup>2</sup> 2.0 project, while following the foreseen activities with the support of the national funding. The proposal is to accept this exemption and include the MATE activities within the prospectively labelled ones.

<sup>3</sup> The alternative terms might be “E<sup>3</sup>UDRES<sup>2</sup>-related”, “E<sup>3</sup>UDRES<sup>2</sup>-driven”, “E<sup>3</sup>UDRES<sup>2</sup>-inspired” or just simply “E<sup>3</sup>UDRES<sup>2</sup> activities”.

E<sup>3</sup>UDRES<sup>2</sup> alliance with their own activities. Example may be an event for local businesses, students' event, lectures inspired by the E<sup>3</sup>UDRES<sup>2</sup> activities yet not intended for international participants....

The introduction of the E<sup>3</sup>UDRES<sup>2</sup> Label should not diminish support and promotion of any other, "E<sup>3</sup>UDRES<sup>2</sup> related activities", reflecting the profile and the capacity of the E<sup>3</sup>UDRES<sup>2</sup> alliance and which may not meet the criteria.

## 2. E<sup>3</sup>UDRES<sup>2</sup> Label Benefits

Joint partner activities are essential for the E<sup>3</sup>UDRES<sup>2</sup> alliance, these should become a natural element of the alliance and individual institutions' agenda, as well as staff tasks. Still, the activities awarded with the E<sup>3</sup>UDRES<sup>2</sup> Label may lead to following benefits:

BENEFICIARY	POSSIBLE BENEFITS
<b>Target group of the activity</b> <ul style="list-style-type: none"> <li>• Students</li> <li>• Learners</li> <li>• Participants.</li> </ul>	<ul style="list-style-type: none"> <li>• Focused, relevant learning opportunity with an international dimension</li> <li>• Relevant recognition of the achievements – ECTS credits (where relevant), certificate or badge referring to E<sup>3</sup>UDRES<sup>2</sup> alliance. In case of ECTS these have to be recognised throughout the E<sup>3</sup>UDRES<sup>2</sup> alliance partnership according to the Joint Learning Provisions and quality assurance principles – based on institutional procedures.</li> <li>• Enhanced portfolio of international experience</li> <li>• Indication of the experience by a badge (once finalised)</li> </ul>
<b>Service / product as such</b>	<ul style="list-style-type: none"> <li>• Visibility within the portfolio of products and study offer</li> <li>• Visibility at international level</li> <li>• Opportunity to use the E<sup>3</sup>UDRES<sup>2</sup> logo and branding for promotion</li> <li>• Opportunity to use E<sup>3</sup>UDRES<sup>2</sup> communication channels</li> </ul>
<b>Key staff involved in development or delivery</b>	<ul style="list-style-type: none"> <li>• Contributing to the key European initiative in higher education</li> <li>• Recognition of personal international experience at institutional and E<sup>3</sup>UDRES<sup>2</sup> alliance level (system of badges to be considered)</li> <li>• Enhanced visibility at international scene, enhanced network</li> <li>• Possible step to further, more systematic activities and co-operation</li> </ul>
<b>Other</b>	Other benefits may be brought by other than educational and training formats
<b>E<sup>3</sup>UDRES<sup>2</sup> alliance / project</b>	<ul style="list-style-type: none"> <li>• Another impulse for broader engagement</li> <li>• Better evidence of activities, results and achievements</li> </ul>

Unless agreed with the E<sup>3</sup>UDRES<sup>2</sup> 2.0 project institutional coordinator at your institution or offered within some specific scheme, the E<sup>3</sup>UDRES<sup>2</sup> Label can't imply any support from the E<sup>3</sup>UDRES<sup>2</sup> 2.0 project.

### 3. E<sup>3</sup>UDRES<sup>2</sup> Label Criteria

For a service/product to be granted a E<sup>3</sup>UDRES<sup>2</sup> alliance Label, it must:

CRITERIA	EXPLANATION
<b>1. Involve several E<sup>3</sup>UDRES<sup>2</sup> PARTNERS</b>	Meeting a min number of E <sup>3</sup> UDRES <sup>2</sup> partner universities committed: <ul style="list-style-type: none"> <li>- Min. 1 E<sup>3</sup>UDRES<sup>2</sup> partner organizing and ....</li> <li>- Min. 1 other E<sup>3</sup>UDRES<sup>2</sup> partner committed to participate and promoting it, declared prior to the E<sup>3</sup>UDRES<sup>2</sup> Label granting</li> </ul> An activity is expected to build upon concept and organisation which enhance likelihood of international involvement, both on side of content and beneficiaries of the activity.
<b>2. Fit into the E<sup>3</sup>UDRES<sup>2</sup> FOCUS AREAS or development</b>	The objective & content correspond to one of the E <sup>3</sup> UDRES <sup>2</sup> focus areas <ul style="list-style-type: none"> <li>- Health, Wellbeing and Social Inclusion for Regions</li> <li>- Digital Solutions and (Applied) Deep Tech for Regions</li> <li>- Resilient Economy and Innovation for Regions</li> <li>- Creative Industries for Region's Identity</li> </ul> and/or contribute to the E <sup>3</sup> UDRES <sup>2</sup> capacity development.
<b>3. Offer clear REGIONAL or EUROPEAN ADDED VALUE</b>	The event builds on regional stakeholders' involvement, reflects on regional challenges and/or addresses the regional or European dimension of the activity. Optionally, the learning activity is a part of a study programme meeting the required regional or European aspects.
<b>4. Be in line with the E<sup>3</sup>UDRES<sup>2</sup> MISSION</b>	The activity corresponds to the <a href="#">E<sup>3</sup>UDRES<sup>2</sup> mission and vision document</a> <sup>4</sup> , yet basically to a shortened, simplified statement: <p><i>"E<sup>3</sup>UDRES<sup>2</sup> inspires open-minded people to co-create solutions for environmental, societal and economic challenges, support individual learners to unleash their talents and develop future-oriented skills, empower creative ent-r-e-novators (entrepreneurs, researchers, educators and innovators) and act as an inclusive and engaged platform for collaborative innovation that strengthens a smart and sustainable society."</i></p>
<b>5. Get REGISTERED in the E<sup>3</sup>UDRES<sup>2</sup> evidence</b>	The activity is registered through a simple online form <sup>5</sup> in order to keep evidence. A brief report on results and key indicators (e.g. no of participants...) is expected after the delivery.
<b>6. Contribute to E<sup>3</sup>UDRES<sup>2</sup> QUALITY</b>	Each E <sup>3</sup> UDRES <sup>2</sup> labelled service/ product will be reviewed, at least after its delivery and the result shared with the E <sup>3</sup> UDRES <sup>2</sup> alliance office. The event coordinator commits to do so while, The E <sup>3</sup> UDRES <sup>2</sup> quality assurance principles respecting the relevant university approach and tools for collecting, analysing and learning from the feedback should be applied accordingly.

#### Specific requirements for products leading to granting ECTS credits

<sup>4</sup> [https://eudres.eu/assets/files/eudres\\_2.0\\_vision\\_mission\\_statement.pdf](https://eudres.eu/assets/files/eudres_2.0_vision_mission_statement.pdf)

<sup>5</sup> The relevant form for the E<sup>3</sup>UDRES<sup>2</sup> Calendar within the E<sup>3</sup>UDRES<sup>2</sup> ARENA or Learning hub

In addition to the afore stated criteria 1-6, an **educational product/service leading to awarding ECTS** must meet the following requirements (excluding joint programmes):

- A number of ECTS granted
- Course description, with level, credits, learning outcomes, workload, delivery mode and assessment methods
- Grading system according to the organizing HEI. Each HEI have their own grading system (utilise grade conversion table)
- Transcript of Records provided on completed ECTS
- Feedback collected from participants
- Quality assurance in line with the Quality Assurance Handbook

More details are to be available in relevant E<sup>3</sup>UDRES<sup>2</sup> Joint Learning Provisions guidelines within the E<sup>3</sup>UDRES<sup>2</sup> Multi-i-Campus Study Backpack and E<sup>3</sup>UDRES<sup>2</sup> quality assurance guidelines.

#### 4. E<sup>3</sup>UDRES<sup>2</sup> Label Granting: Procedure

The procedure should be fully aligned to the one for listing the activities in the E<sup>3</sup>UDRES<sup>2</sup> Calendar and/or Learning Hub<sup>6</sup>, thus also the template for the E<sup>3</sup>UDRES<sup>2</sup> Label award should be fully integrated in the forms of these two databases. Yet, there are a few principles and requests which should be considered when finalising these procedures.

1. The intention is to make the process as light and inviting as possible within the given regulations and institutional practices. The procedures rely on trust, professional capacity and self-reflection of motivated colleagues. While, there may be moments of cross-checking and some administration for necessary evidence, the procedure should be planned as almost automatic, self-declared and with a minimum need for any approval.
2. The simplicity of the procedure should be balanced by regular overview of progress, achievements and feedback and necessary improvement action<sup>7</sup>.
3. While the visibility and indication of matching main criteria are the main benefits for the respective events and activities, finding a solution for clear identification of the E<sup>3</sup>UDRES<sup>2</sup> Labelled products would be very helpful – either by showing some sign, logo or clear differentiation in the overview of the activities in relevant databases.
4. The entire concept would benefit from its linkage to the simplest possible solution for awarding digital badges to the participants and key staff.
5. Once fully agreed and integrated, an info sheet and a communication package for branding the E<sup>3</sup>UDRES<sup>2</sup> labelled activities and products would be very helpful.

#### Forms and templates - comments

<sup>6</sup> The authors of the E<sup>3</sup>UDRES<sup>2</sup> Label concept have minimum ambition to interfere with already complex development of the relevant registers within the E<sup>3</sup>UDRES<sup>2</sup> Arena or beyond, thus the proposed procedures and forms have to be respected and made compliant for the E<sup>3</sup>UDRES<sup>2</sup> Label awarding.

<sup>7</sup> This might regard also the often raised consideration that the “self-checking” approach to awarding the E<sup>3</sup>UDRES<sup>2</sup> Label based on trust might lead to its potential inflation, especially a weak commitment of other partners to provide declared participants, students or staff. It would be advisable to collect data on a quarterly and annual basis and analyse any different patterns of approaching the E<sup>3</sup>UDRES<sup>2</sup> Label and commitments.

The E<sup>3</sup>UDRES<sup>2</sup> Label awarding simplicity has to respect the forms and templates for registering the event or activity in the E<sup>3</sup>UDRES<sup>2</sup> Calendar or the Learning Hub, yet there are several issues to comment on and consider when finalising those registers.

- There may be more **various formats** considered for informal learning and capacity building than those considered, especially when considering the staff capacity building and various life-long learning activities. These should be consulted with respective expert groups (WPs) within the E<sup>3</sup>UDRES<sup>2</sup> alliance.
- The idea of simple “self-checking” for the E<sup>3</sup>UDRES<sup>2</sup> Label built on an idea of listing the relevant committed partners including the **name and email of the contacts at collaborating institutions**. These should be then automatically notified that someone is registering an event, learning activity while declaring their agreement and commitment to ensure adequate involvement. This should allow reporting non-complying or rather not fully agreed initiatives. The proposal is based on an assumption that prior to any such activity there should be a formal approval of relevant senior staff within the hosting institution – also as regards resources and capacity – and an agreement with the collaborating E<sup>3</sup>UDRES<sup>2</sup> partner/s. However, this would minimise any need of involvement of site-coordinators or corresponding coordinators in the future – unless the E<sup>3</sup>UDRES<sup>2</sup> project resources are required.
- The need to be rather declaratory checks of **meeting the E<sup>3</sup>UDRES<sup>2</sup> Label criteria** (see item 3 – number of partners, link to one of the focus areas, regional or European value, compliance with the mission and vision and a commitment to report the results and follow the E<sup>3</sup>UDRES<sup>2</sup> quality assurance arrangements). As these criteria are based rather on own reflection of the applicant for the E<sup>3</sup>UDRES<sup>2</sup> Label, these could be simple tick boxes and their filling should be a matter of a few seconds.

### Issues to consider to include in the template:

#### Contact

- *Lead partner institution – most likely already included*
- *Lead partner contact (name, position, email, tel) – most likely already included*
- Other partner institution/s involved
- Other partner/s contact (name, position, email, tel)

#### \*Focus area of event:

- Health, Wellbeing and Social Inclusion for Regions
- Digital Solutions and (Applied) Deep Tech for Regions
- Resilient Economy and Innovation for Regions
- Creative Industries for Region's Identity
- E<sup>3</sup>UDRES<sup>2</sup> capacity building (training and networking)

#### Optional: E<sup>3</sup>UDRES<sup>2</sup> Label declaration:

- I hereby confirm that the format involves regional stakeholders, reflecting on regional challenges and/or indicates the regional or European dimension of the format
- I hereby confirm that the format is align with the [E<sup>3</sup>UDRES<sup>2</sup> vision and mission](#)

- I hereby confirm to be aligned with the E<sup>3</sup>UDRES<sup>2</sup> quality assurance principles (this might probably be implicitly included in the quality assurance policy)
- *I hereby confirm to report on the key results and participation within XX weeks after its delivery (this might be solved in the general procedure differently)*

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But further on especially colleagues from the E<sup>3</sup>UDRES<sup>2</sup> 2.0 WP2, WP8, WP9 and WP10