



Co-funded by the  
Erasmus+ Programme  
of the European Union

# E<sup>3</sup>UDRES<sup>2</sup>

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

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## **E<sup>3</sup>UDRES<sup>2</sup> EUROPEAN UNIVERSITY ALLIANCE: REGIONS, STAKEHOLDERS, STUDENTS**

19 NOVEMBER 2024, CZEDUCON

**Michal Karpisek, Secretary General**



# AGENDA

- E<sup>3</sup>UDRES<sup>2</sup>, mission, vision, profile, values
- Strategic objectives & plans
- Benefits & challenges
- Reflecting European, national & institutional policies
- E<sup>3</sup>UDRES<sup>2</sup> governance

## E<sup>3</sup>UDRES<sup>2</sup> EUROPEAN UNIVERSITY ALLIANCE



- › E<sup>3</sup>UDRES promotes the **development of small and medium-sized cities and their rural areas** into **smart and sustainable regions**
- › E<sup>3</sup>UDRES **promotes outstanding ideas and concepts for future universities**, integrates **challenge-based** and **future-proof learning**, **mission-oriented research**, **human-centered innovation** as well as **open and engaged knowledge exchange** as interrelated core areas
- › E<sup>3</sup>UDRES shapes a **prosperous future** with the best possible quality of life for a self-determined people in a **progressive European society**
- › E<sup>3</sup>UDRES establishes an exemplary **multi-university campus** across Europe

- 9 HE institutions
- 100.000+ students
- 10.000+ staff
- 40+ regional partners



- › **St. Pölten University Of Applied Sciences (Lead)**  
<https://fhstp.ac.at/>
- › **Politechnic Institute of Setúbal**  
<https://www.ips.pt/>
- › **UC Leuven-Limburg UAS**  
<https://www.ucll.be/>
- › **Politehnica University Timișoara**  
<http://www.upt.ro/>
- › **Vidzeme University of Applied Sciences**  
<https://va.lv/>
- › **Fulda University of Applied Sciences**  
<https://www.hs-fulda.de>
- › **Saxion University of Applied Sciences**  
<https://saxion.edu>
- › **Jyväskylä University of Applied Sciences**  
<https://jamk.fi/>
- › **Hungarian University of Agriculture and Life Sciences**  
<https://www.uni-mate.hu/>

**+ 6 associate universities  
from Ukraine & Western Balkans**

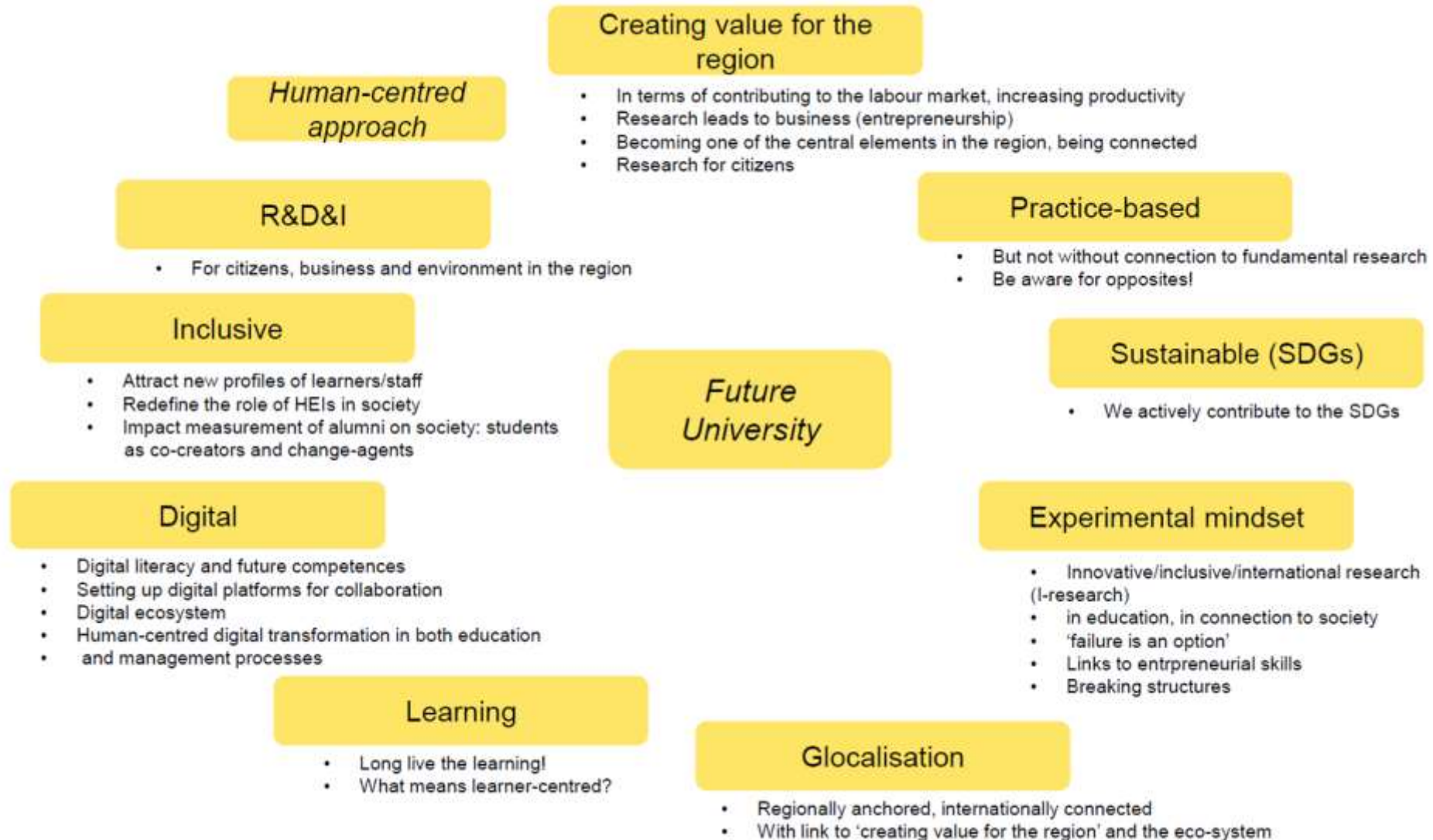
## **E<sup>3</sup>UDRES<sup>2</sup> vision**

We promote Smart and Sustainable Regions (S<sup>2</sup>-Regions) to shape a peaceful and prosperous European future for responsible citizens as a pioneering full-fledged Engaged and Entrepreneurial European University (E<sup>3</sup>-Universities).

## **E<sup>3</sup>UDRES<sup>2</sup> mission**

We inspire 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 entrepreneurs (entrepreneurs, researchers, educators and innovators) and act as an inclusive and engaged platform for collaborative innovation that strengthens a smart and sustainable society.

# E<sup>3</sup>UDRES<sup>2</sup> FUTURE UNIVERSITY VALUES: CONTEXT MAP





# E<sup>3</sup>UDRES<sup>2</sup> PRIORITIES & PRINCIPLES 2023 – 2027

## STRATEGIC PRIORITIES

- Enable **Smart Learners** to unfold talents
- Serve as a platform for **collaborative innovation** to connect entrepreneurial minds
- Engage in **regional communities** to contribute to a peaceful and prosperous society
- Empower **Ent-r-e-novators** to accelerate future universities
- Shift to a **fully-fledged European university** to ensure excellent quality

## DELIVERABLES: EXAMPLES

- E<sup>3</sup>UDRES<sup>2</sup> multi-i-campus Study Backpack (Joint learning provisions, mobility model)
- E<sup>3</sup>UDRES<sup>2</sup> framework for flexible learning
- E<sup>3</sup>UDRES<sup>2</sup> Joint Support Centre: methodology, capacity building (500 staff)
- E<sup>3</sup>UDRES<sup>2</sup> Joint Doctoral school/s
- E<sup>3</sup>UDRES<sup>2</sup> Open Innovation Hubs (50 start-ups, 200 regional challenges..)
- Entrepreneurship & Innovation network (regional ecosystems' network)
- E<sup>3</sup>UDRES<sup>2</sup> Regional Impact Assessment
- Enhanced partnership supporting Ukraine, Western Balkans universities
- E<sup>3</sup>UDRES<sup>2</sup> Arena as an entry point to digital environment for students, staff, stakeholders

## E<sup>3</sup>UDRES<sup>2</sup> NEW MISSIONS: FOCUS AREAS





# E<sup>3</sup>UDRES<sup>2</sup> PLANNED RESULTS: SELECTED INDICATORS 2023 – 2027

- **50.000 students** benefitting from E<sup>3</sup>UDRES<sup>2</sup>
- **>700 Life-long learners** benefitting from E<sup>3</sup>UDRES<sup>2</sup>
- **>500 E<sup>3</sup>UDRES<sup>2</sup> trained staff** including 150 of them non-academic
- **5000 citizens** participating in/benefitting from E<sup>3</sup>UDRES<sup>2</sup> related activities
- **10.000 registered users** of E<sup>3</sup>UDRES<sup>2</sup> shared digital tools and platforms
- **>200** possible solutions to **regional challenges** developed within E<sup>3</sup>UDRES<sup>2</sup> related activities
- **50 start-ups** associated with E<sup>3</sup>UDRES<sup>2</sup>
- **80 businesses** associated with E<sup>3</sup>UDRES<sup>2</sup>
- **>360 E<sup>3</sup>UDRES<sup>2</sup> labelled** learning events
- **> 20 shared E<sup>3</sup>UDRES<sup>2</sup> micro-credentials**
- **4 joint E<sup>3</sup>UDRES<sup>2</sup> study programmes**
- **>2 E<sup>3</sup>UDRES<sup>2</sup> doctoral schools/programmes**
- **>30 enrolments** in E<sup>3</sup>UDRES<sup>2</sup> **doctoral schools / programmes**
- **2 Applied Research Centres of Excellence**
- **>60** co-created E<sup>3</sup>UDRES<sup>2</sup> **research & innovation outputs**
- **>40** co-hosted E<sup>3</sup>UDRES<sup>2</sup> **innovation activities**
- **12 E<sup>3</sup>UDRES<sup>2</sup> related activities** supporting **Ukraine & Western Balkans**

# E<sup>3</sup>UDRES<sup>2</sup> PROPOSED WORK PACKAGES (APPLICATION 2023 – 2027+)

## Expertise and Operations

WP2: Developing Talents

WP3: Smart Learners

WP4: Research & Knowledge serving users

WP5: Regional Innovation Hubs

## Common Services & Enablers

WP7: Capacity Building

WP8: Quality and Evaluation

WP9: Digitalisation & Infrastructure

## Leadership & Management

WP1: Management and Coordination

WP6: Future University

WP10: Impact and Dissemination

# E<sup>3</sup>UDRES<sup>2</sup> KEY EXPERTISE & OPERATIONS UNITS

## Developing Talents

- Multi-i-Campus Joint Learning Provisions
- Mobility Model
- Joint Micro-credentials guidelines & pilot
- E<sup>3</sup>UDRES<sup>2</sup> Labelled shared lectures (9000 students)
- Future Appetisers (1500 students)
- 4 Joint degrees

## Smart Learners for Regions:

- E<sup>3</sup>UDRES<sup>2</sup> Talent Funnel Concept
- E<sup>3</sup>UDRES<sup>2</sup> Talent Matching App (10.000 users)
- iLivingLabs (8, various formats for 450 students)
- Hackathons (3 events/year, 720 partic.)
- E<sup>3</sup>UDRES<sup>2</sup> International Engagement Circus (4 events, 180 stud., 24 partners)
- E<sup>3</sup>UDRES<sup>2</sup> internships (108 interns, 18 businesses)

## Research & Knowledge Serving Users

- E<sup>3</sup>UDRES<sup>2</sup> Research Strategy
- Research groups reinforcement (new missions) 40 staff, 6 projects
- 2 – 4 Joint doctoral schools/ programmes
- 2 Applied Research Centres of Excellence
- Citizen & Open Science support

## Regional Innovation Hubs

- Open Innovation Hubs/StartUp Villages
- Connecting with existing (pre)incubators (50 start-ups, women entrepreneurs)
- Bootcamps (4, 80 students)
- Regional ecosystems – stakeholder relations (80 challenges, 20 stable stakeholders)
- Impact to regions – Mapping and demonstrating capacity – 20 success stories, cases

# E<sup>3</sup>UDRES<sup>2</sup> COMMON SERVICES & ENABLERS

## Capacity Building

- Skills needs analysis
- Joint Support Centre for Innovative education, research, innovation & transfer, administration
- Capacity building - Networking, training formats, peer learning for staff, external partners (500 participants)

## Quality & Evaluation:

- E<sup>3</sup>UDRES<sup>2</sup> Quality assurance systems map
- E<sup>3</sup>UDRES<sup>2</sup> Quality assurance standards
- European Accreditation
- Regional Impact Assessment Approach
- Regional Impact Assessment Pilot
- E<sup>3</sup>UDRES<sup>2</sup> 2.0 Quality & evaluation

## Digitalisation & Infrastructure:

- E<sup>3</sup>UDRES<sup>2</sup> Digital ecosystem strategy
- Development of E<sup>3</sup>UDRES<sup>2</sup> Arena
- Support to E<sup>3</sup>UDRES<sup>2</sup> Talent matching app integration

# E<sup>3</sup>UDRES<sup>2</sup> LEADERSHIP & MANAGEMENT

## Management & administration

- Coordination structure (BoC, Advisory Board, Ex. Board, Board of Students rep., General Assembly)
- E<sup>3</sup>UDRES<sup>2</sup> association launched – Statutes, bylaws, work plan, governance model for the current period

## Future university

- E<sup>3</sup>UDRES<sup>2</sup> think tank
- Platform for leaders
- Future sighting workshops
- E<sup>3</sup>UDRES<sup>2</sup> strategy & business model
- E<sup>3</sup>UDRES<sup>2</sup> Future Governance
- Support to UA and West. Balkans

## Dissemination & impact

- E<sup>3</sup>UDRES<sup>2</sup> Communication Strategy
- Publicity & promotion, website
- Science engagement
- Multilingualism
- Impact
- Stakeholders relations
- Awards of Excellence
- E<sup>3</sup>UDRES<sup>2</sup> Talent TV (>12.500 students)



## Hackathons

International student teams come up with a concept draft for a challenge by researching and brainstorming together – the twist: they only have 36-48 hours for this task!

## Bootcamps

On-site co-creation format where students and experts from E<sup>3</sup>UDRES<sup>2</sup> partner universities come together for five days in international teams to develop common solutions for current regional challenges



## iResidencies

on-site format in the local communities where students, researchers and staff from E<sup>3</sup>UDRES<sup>2</sup> partner universities come together for at least 1 week to develop common solutions to the rural community challenges.

## Living Labs

Student teams work on real-life challenges over the course of various weeks, supported by Educational Entrepreneurs (coaches) and the Challenge-Owners



E<sup>3</sup>UDRES<sup>2</sup> also promotes innovation in **3 Research Networks**

**9 Higher Education Institutions in E<sup>3</sup>UDRES<sup>2</sup>**

**100.000+ students**

**10.000+ staff**







**The Talent Funnel is a value creating ecosystem designed to bridge education, research, and regional development. It empowers students and stakeholders to collaboratively solve real-world challenges, integrating hands-on learning with practical solutions.**

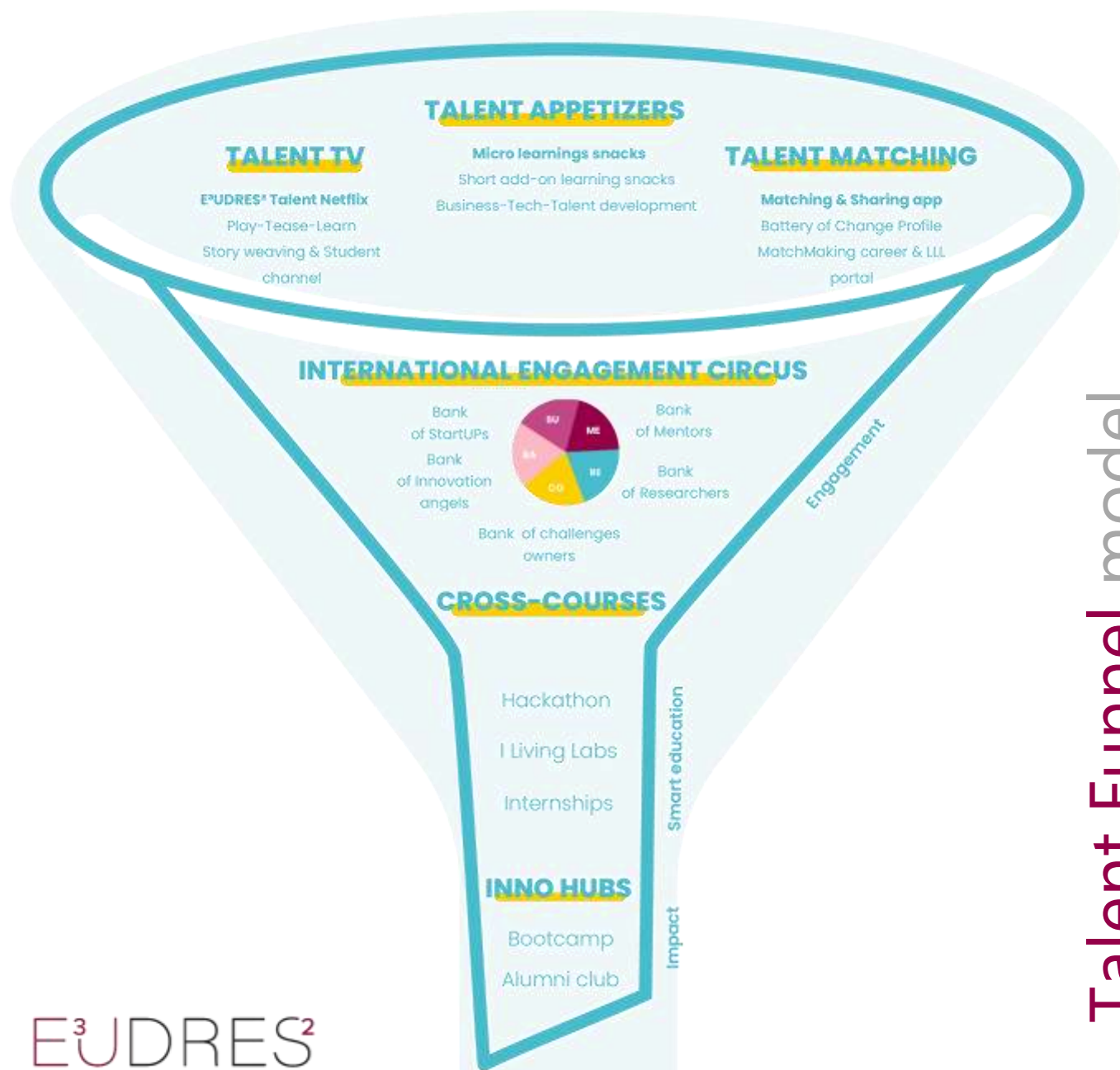


- **Why:** To create a sustainable future by connecting diverse talents with regional needs.
- **How:** By serving as a linking pin, the Talent Funnel combines innovative learning methods with solution-driven projects, offering flexibility to both students and Alliance partners to tailor their engagement and contributions.
- **What:** A comprehensive framework that includes collaborative projects, hands-on experiences, and digital tools to ensure students and stakeholders can learn, innovate, and implement sustainable solutions together.

The Talent Funnel enhances quality assurance by blending innovative learning with solution-driven projects, allowing tailored engagement across diverse academic and entrepreneurial contexts.







# Talent Funnel model

## Layer 1: Awareness and Digital Engagement

- Aim to familiarize as many students as possible with E³UDRES² .
- Encourage participation in events/activities, primarily through digital platforms.

## Layer 2: Diverse Engagement

- Build a diverse network of stakeholders including SMEs, policymakers, researchers, and lecturers.

## Layer 3: Smart Courses

- Offer Challenge-based learning modules.
- Transdisciplinary teams tackle real-life regional challenges.

## Layer 4: Prototyping and Solutions

- Develop prototypes/solutions from concepts generated in hackathons and i-LivingLabs.
- Aim for market-ready outputs that can be further developed or commercialized.

## Layer 5: Creating a Sustainable Ecosystem

- Establish a durable, innovative ecosystem comprising various stakeholders.
- Bridging solution in co-working with stakeholders

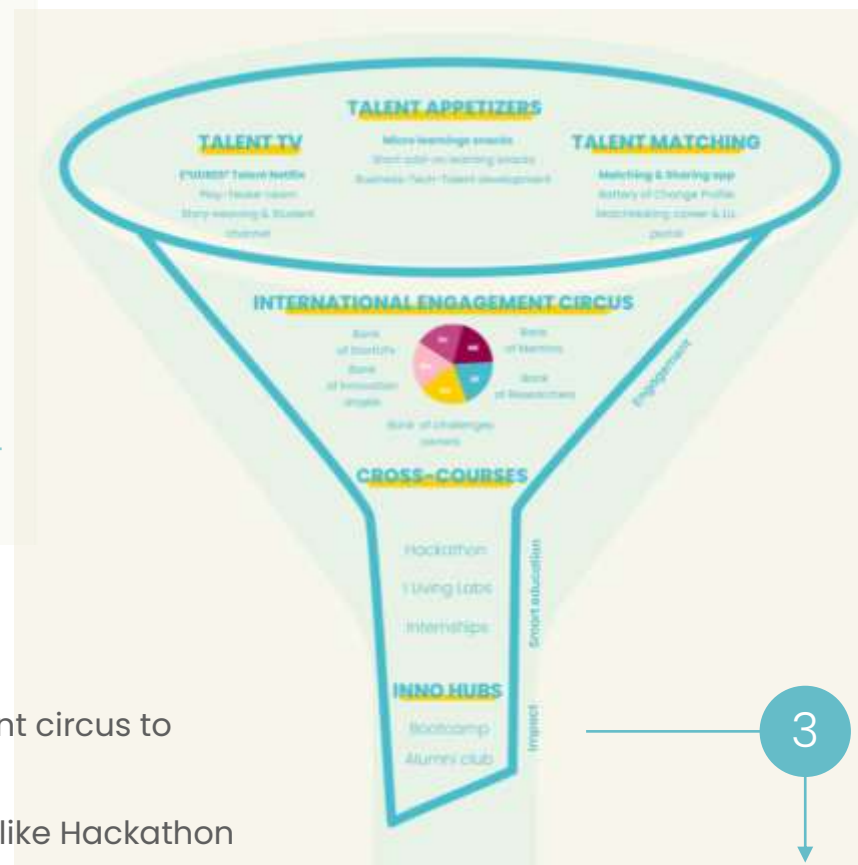


# Talent Funnel Developments



## Cross courses

- Focus on International Engagement circus to build Stakeholders Centre
- Unrolling Design Thinking courses like Hackathon & iLivinglabs in collaboration with regional challenges
- Delivering solutions like the ZOL Text to AI use case



## High volume engagement

- Concept development high volume Talent App with a focus on 50,000 student engagement
- Roll out and set up the short learning modules such as Appertizers & Learning bytes
- Talent TV channel curated content collection such as podcast for student moderation



## Solutions

- Focus on What works in collaboration with key stakeholders to translate ideas into concrete solutions
- Setting up joint internships with multiple partners and cross-courses for embedding solutions in companies

# E<sup>3</sup>UDRES<sup>2</sup> BENEFITS & CHALLENGES

## BENEFITS

- Enhanced capacity & expertise, stronger interdisciplinarity
- European, international dimension
- Transformative potential
- Responding to new trends & challenges
- Visibility & attractiveness
  - Students
  - Regional partners
  - National & European institutions

## CHALLENGES

- European visions x national regulations
- Long-term vision – project funding
- National regulations & policies – QA etc.
- Internal institutional transformation
- Internal communication & sharing – a vision, long-term alliance, not a project
- Cross-cutting approach
- Capacity of relatively smaller institutions
- Stronger engagement of stakeholders, clear benefits:
  - Students, learners
  - Regional partners – European added value

Alignment with institutional priorities

# E.I.N.S.

E<sup>3</sup>UDRES<sup>2</sup> Entrepreneurship and Innovation Network  
for Smart and Sustainable European Regions



01 OCTOBER 2021 - 30 NOVEMBER 2023



STPUAS, IPS, MATE, UCLL, UPT, VIA + UIIN

*Driving the development of entrepreneurial education.*

Part of the  
**E<sup>3</sup>UDRES<sup>2</sup>**

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

Universe

# E<sup>3</sup>UDRES<sup>2</sup>

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



PHASE 1: 01 OCT 2020 - 31 SEPT 2023

PHASE 2: 01 OCT 2023 - 31 SEPT 2027



STPUAS, IPS, MATE, UCLL, UPT, VIA, HFD, SAXION, JAMK

*Connecting 9 universities in research, teaching, innovation.*

# accelerate futureHEI

supporting future focused higher education



01 JANUARY 2023 - 31 DECEMBER 2026



UIIN, STPUAS, UCLL, MATE, UPT, VIA + TUM INTERNATIONAL,  
MOMENTUM CONSULTING, INSTITUTO SUPERIOR TECNICO,  
UNIVERSITÉ DE LA REUNION, UNIVERSIDAD EUROPEA DE  
CANARIAS, UNIVERSIDADE DA MADEIRA

*Develop and test acceleration services to drive institutional transformation  
towards becoming more entrepreneurial and innovative.*

# UASHOME



01 SEPTEMBER 2022 - 31 AUGUST 2024



STPUAS, UCLL, JAMK + UIIN, CrazyTown

*Promoting Universities of Applied Sciences (UAS) as  
innovation and entrepreneurship centers for Digital Health.*



E<sup>3</sup>UDRES<sup>2</sup>  
**ent.r.e.  
novators**

ENTREPRENEURS + RESEARCHERS  
EDUCATORS + INNOVATORS



01 OCTOBER 2022 - 30 SEPTEMBER 2025

# E<sup>3</sup>UDRES<sup>2</sup> GOVERNANCE: E<sup>3</sup>UDRES<sup>2</sup> ASSOCIATION

## SYSTEMIC BENEFITS

- Symbolic effect
- Clearer role & involvement of partners
- Representations
- Shared policies
- Addressing new trends and ideas

## PRACTICAL BENEFITS

- Shared costs
- Possible “ownership” of shared products and services
- Project partner in E<sup>3</sup>UDRES<sup>2</sup> 2.0
- Project partner in other relevant projects on behalf of the E<sup>3</sup>UDRES<sup>2</sup> alliance
- Clear contact point



# E<sup>3</sup>UDRES<sup>2</sup> CONCEPT: ALLIANCE & PROJECT

## E<sup>3</sup>UDRES<sup>2</sup> ALLIANCE

- Long-term vision
- Discussion on WHY?
- Need to align priorities
- Institutional funding
- Need to scale up activities beyond the project
- Potential wide range of other project and institutional activities
- Discussion on integration of external partners – regions, ecosystems, communities

## E<sup>3</sup>UDRES<sup>2</sup> 2.0 PROJECT

- Clear objectives
- Focus on KPIs
- Support building structures
- Visible activity – yet seen as a project
- WP structure limits cross-cutting view
- Associate partners

# E<sup>3</sup>UDRES<sup>2</sup> GOVERNANCE: ALLIANCE & PROJECT

## E<sup>3</sup>UDRES<sup>2</sup> ALLIANCE / ASSOCIATION

- Full partners only
- Executive Board
- Managing Board
- TF Priorities – Strategic Board
- Task Forces
- Students?
- Regions?
- Academic structures?

## E<sup>3</sup>UDRES<sup>2</sup> 2.0 PROJECT

- Full & associate partners
- Executive Board
- Board of Coordinators & site coordinators
- Board of Students Reps
- WPs

**E<sup>3</sup>UDRES<sup>2</sup> as a future  
multi-campus  
university ???**

Student representation  
Advisory Board  
Research Centres  
Think tank  
Joint Support Centres  
Scientific Council  
Academic Board ...



# INSTITUTIONAL PRIORITIES

- Attractiveness of study offer to various target groups
- Flexible innovative learning
- International students & culture
- Enhancing research capacity, enhanced success in Horizon Europe etc.
- Doctoral studies
- Strengthening links to regional stakeholders, linking authorities, actors
- More autonomy – national regulations
- Decreasing student drop-outs, counselling
- Students' engagement
- Life-long learning



# E<sup>3</sup>UDRES<sup>2</sup> FUTURE UNIVERSITY

## E<sup>3</sup>UDRES<sup>2</sup> PRIORITIES TO EXPLORE

- Changing student population and their engagement
- New patterns of learning, lifelong learning
- Artificial Intelligence & new technologies in Higher Education
- Professional doctoral studies at UAS, specific applied science concept and relevant careers
- Engagement of regional stakeholders
- Long-term perspective of E<sup>3</sup>UDRES<sup>2</sup>, added value of E<sup>3</sup>UDRES<sup>2</sup>

## GENERAL ASPECTS

- International / European dimension = a must
- Specific mission, profile, values
- Openness towards society, integration into community, accountability
- Issue of academic fundamental values
- Flexible mode of learning, across various institutions + recognition of other forms of experience
- Yet a balance of personal, professional, civic, social development of learners + support
- Partnerships in research & innovation – clusters of institutions and partners with different missions
- Benefits of synergies, diverse and specialised capacities & expertise within the alliance/network
- Entre-/intrapreneurial proactive mindset = Ent-R-E-novators
- Rethink issues of leadership, management, funding

**E<sup>3</sup>UDRES<sup>2</sup> as a future  
multi-campus  
university ???**

# POSSIBLE ISSUES FOR DISCUSSION

- Future university role & model
- Changing student population, students' engagement & support
- Role of stakeholders from the world of work & regions
- ....

# E<sup>3</sup>UDRES<sup>2</sup>

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

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[www.eudres.eu](http://www.eudres.eu)



[@eudres\\_european\\_university](https://www.instagram.com/eudres_european_university)



E<sup>3</sup>UDRES<sup>2</sup>



E<sup>3</sup>UDRES<sup>2</sup> European University



EUDRES European University



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