



A9.5, O1: Participation in Existing Student and Employer Weeks, Student and Staff Weeks



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Beneficiaries

- Aalborg University, Denmark
- Dublin City University, Ireland
- Kaunas University of Technology, Lithuania
- Linköping University, Sweden
- Tampereen Korkeakoulusäätiö sr, Finland
- Hamburg University of Technology, Germany
- Universidade de Aveiro, Portugal
- Universitat Autònoma de Barcelona, Spain
- University of Stavanger, Norway
- Università degli Studi di Trento, Italy
- Institut National des Sciences Appliquées de Toulouse, France
- University of Twente, The Netherlands

Abstract

To help the ECIU University project target audiences to understand, recall, and become comfortable with ECIU University project branding, context (including UN SDG 11), educational offer and get engaged, we need to spread the project information widely. Moreover, it is crucial to deliver good practice examples, case studies and success stories of the project, focusing on solved problems and created impact that drive ECIU University forward. For that, a participation in the existing student and employer weeks, student and staff weeks in every ECIU University project partner institution is very important as well as organisation of brand-new events.

Although several thematic events have already been organised, not all ECIU University project partner universities host traditional annual events where students, staff and industry/ social partners meet. Similarly, the event management experience among project partners varies significantly. Therefore, to help all partner institutions, the “Strategic Guidelines: To Deliver ECIU University Promotional Events for Students, Staff and Enterprises within Project Partner Institutions” were developed to be used as a handbook among all partners.

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Symbols, abbreviations and acronyms

AAU	Aalborg University, Denmark
DCU	Dublin City University, Ireland
EC	European Commission
ECIU	European Consortium of Innovative Universities
KTU	Kaunas University of Technology, Lithuania
LiU	Linköping University, Sweden
TAU	Tampereen Korkeakoulusäätiö sr, Finland
TUHH	Hamburg University of Technology, Germany
UA	Universidade de Aveiro, Portugal
UAB	Universitat Autonoma de Barcelona, Spain
UiS	University of Stavanger, Norway
UNITN	Universita degli Studi di Trento, Italy
UT	University of Twente, Netherlands

1 Introduction

In order to plan and organise an effective process of the participation in the traditional events for students, staff and employers, the information with a help of questionnaire was collected, which supported our understanding that not all 12 ECIU University project partner universities organise such events and the experience is very different among those which host such type of events. Therefore, to bridge this gap, the “Strategic Guidelines: To Deliver ECIU University Promotional Events for Students, Staff and Enterprises within Project Partner Institutions” were developed. These “Strategic Guidelines” will serve as a handbook to prepare promotional events for students, staff and enterprises within project partner institutions to implement ECIU University idea and activities into the already existing or brand-new events, specifically organized for this purpose.

1.1 Description of “Strategic Guidelines”

The “Strategic Guidelines” are designed to provide useful information on how to prepare promotional events for a more conscious acquisition on ECIU University project and offer information, examples and advice needed to organise and deliver effective events at project partner institution. It will also support in gaining greater results from the events and help to realize their benefits.

The “Strategic Guidelines” consist of 3 parts (Preparation, Implementation, Follow Up and Evaluation).

In the **Preparation** part the process of outlining the fundamentals of promotional events, definition and preparation of the resources to create them efficiently is discussed.

The added-value from the organisation and participation in the promotional events depends on and have interconnectedness with the event format as well as from the interaction among different participants, therefore more information for the specific target groups were presented in Table 1.

Table 1. Added-value through organisation and participation in the ECIU University project promotional events.

The HOST of the event (UNIVERSITY) will have a chance to:

- Strengthen university’s responsibility to the society;
- Introduce future-oriented forms of collaboration among education, research and business/social partners;
- Introduce learning-centred and future-focused teaching approaches;
- Make research driven education more relevant to the community;
- Introduce educational modules relevant to diverse groups of learners in a manner much more flexible in time and academic recognition;
- Benefit from the role as an incubator and networker for education and innovation in education related issues;
- To connect students, researchers, industry and societal partners in the knowledge triangle.

STUDENTS will have a chance to:

- Participate in shaping the concept of the future university;
- Enrich learners’ curricula;
- Participate in real life problem solutions in present, not in the future (once they finish the university);
- Learn about modern, updated and flexible qualifications to learners;
- Learn about flexible and individual degree paths that enable them to make effective academic progress;

- Learn how to prepare for a better cross-disciplinary and non-academia career.

EMPLOYEES will have a chance to:

- Create new partnerships within project alliance;
- Learn how to become mediators and accelerate changes in the education system delivering educational novelties;
- Learn how to start or participate in the innovative research and experimentation within the area of the project alliance;
- Get unique expertise in developing applications that benefit industry, business and the public sector;
- Develop a better understanding of the relation to the society, addressing the UN sustainable development goals and national priorities.

SOCIAL PARTNERS/BUSINESS will have a chance to:

- Find a pool of resources within project alliance;
- Create new partnerships (universities, business, societal partners);
- Promote entrepreneurship amongst students and staff;
- Learn about real problem-solving strategies to improve human quality of life and accelerate of the region development in a sustainable way.

The **Implementation** part focuses on event topics and concepts, i.e. Poster Presentation, Small Talk Conference, CREATTHON, SOCIETY QUEST, Panel Discussion and ECIU University Day.

Different project partners are in charge of specific project areas, thus, the content for dissemination has to make a good balance of every institution's specific project activities and general information of the project. In Table 2 we present potential topics for discussion, based on ECIU University Key Elements and suggested for partner universities' events.

Table 2. Discussion topics for ECIU University project promotional events.

ECIU University Key Elements	Topics for Discussion	Key Words
OPEN COMMUNITY	<ul style="list-style-type: none"> • How to solve urgent and relevant societal problems to help Europe achieve sustainability? • How to meet the needs of individuals in a constantly changing world? • How to create a way for personalised learning and career opportunities for life at the European level? • How to develop skills and competence for life? • etc. 	<ul style="list-style-type: none"> • Partnership with industry, municipalities, government; • Strategic collaboration between cities, regions, industry, individuals and universities; • Sustainable Development Goals (SDGs) • Innovative approach to research-based higher education; • Societal impact by solving challenges; • Smart specialization; • Smart regions; • Competence passport, etc.

CUTTING EDGE TECHNOLOGIES	<ul style="list-style-type: none"> • How will digital technologies change higher education? • A notion of future university. Buildings vs online campus? • How will the Alpha generation, VR and digital technologies change higher education? • etc. 	<ul style="list-style-type: none"> • Innovations in digitisation and advanced technologies; • Hybrid, digitally-enabled learning; • Innovation and knowledge space; • ECIU XR Campus; • Challenge-based innovation; • Digital platforms; • Collaborate across boundaries, etc.
INNOVATIVE CO-CREATION MODEL	<ul style="list-style-type: none"> • How to involve all types of learners in co-creation of relevant educational pathways? • Generation Z is present. What are characteristics and needs of current and future students? • What is relevant education for the future? • Co-creation of relevant educational pathways that are flexible in content, duration and location to include all types of learners, • etc. 	<ul style="list-style-type: none"> • Purpose, low-cost, high-quality and people-centric services; • Innovation hubs; • Open innovation methods • Innovative Education Labs (IEL); • Partnership arenas; • Real added value at scale by identifying complex multi-disciplinary • Challenges that offer rich learning opportunities. • Solving multi-disciplinary challenges in entrepreneurial, innovative ways • Open and flexible learning • Empowered interdisciplinary teams to solve challenges • Open learning modules • CBL • Challenge based learning and teaching, etc.

<p style="text-align: center; margin: 0;">EUROPEAN EDUCATION AND RESEARCH</p>	<ul style="list-style-type: none"> • How to meet the needs of society and research? • What kind of university do we want to see in the future? • How to cope with lack of customisation in higher education? • Does the diploma have its own period of validity? • How to make collaboration of learners, teachers, researchers, companies, public sector, NGOs and regional embedded ecosystems a reality? • etc. 	<ul style="list-style-type: none"> • ECIU University tools for customization; • Third level education and research integrating broad inputs from public and private stakeholders; • Collaboration of learners, teachers, researchers, companies, public sector, NGOs and regional embedded ecosystems throughout Europe to solve real-life problems; • Sustainable economic development and the impact on higher education • Setting up a European co-creation playground for all stakeholders and bold experimentation in research and education • Micro-credentials • Increased flexibility of education, facilitating accessibility for life-long learners and enhancing possibilities to work with society. • Research and education, integrating the needs of society, research and industry for personalised learning. • High-impact research agenda for a sustainable future. • Flexible, diversified and customized education • Embedded mobility • Accreditation, • Quality Assurance • Global interaction among scientists, regional and international stakeholders • From degree based to challenge-based education, etc.
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In addition, many other topics, most relevant to the partner institution could be included.

In the **Follow up and Evaluation** part after-event activities and indicators to assess the impact of implementation of ECIU University promotional events for students, staff and enterprises are described.

It is essential to set an event management plan as well as to ensure that all required steps are completed before the actual delivery of the event. For that three appendices – Event Management Template, Templates of Event Registration Forms and Visual Identity Examples were prepared and added to the “Strategic Guidelines”. It is also important to mention, that the “Strategic Guidelines” can also be updated during the whole project period with the best event case examples from the project partner institutions. A full document is available in the Appendix 1 of this document.

1.2 Participation in Existing Student and Employer Weeks, Student and Staff Weeks

Delivering of ECIU University promotional events for students, staff and enterprises within partner Institutions is a great way to convey important information on the project and has to be organised until

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the end of the project period. Promotion of ECIU University can also be integrated through specifically organized brand new events.

Many ECIU University project partner universities organise traditional annual events where students, staff and industry/social partners meet, e.g.:

Table 3. Traditional annual events within partner universities.

Event	Name of the Event	University
<i>Career Fair</i>	Wanted	Kaunas University of Technology
	TEAM	Linköping University
	LARM	Linköping University
	Fórum 4e	Universidade de Aveiro
	Jobs week	Universitat Autònoma de Barcelona
	Career Fair	Dublin City University
	UniTrento Career Fair	University of Trento
<i>Student Think Tank</i>	Create Tommorow	University of Twente
<i>University Day</i>	University Day	Universidade de Aveiro
<i>Technology Fair</i>	Memenginy	Universitat Autònoma de Barcelona
	TecnoDay	Universitat Autònoma de Barcelona
	Technorama	Kaunas University of Technology
<i>Congress</i>	Invtur	Universidade de Aveiro
<i>Alumni Day</i>		Kaunas University of Technology
		Universidade de Aveiro
		Dublin City University
<i>Graduation</i>	Graduation Day	Universitat Autònoma de Barcelona

The length of every event and number of the participants depend on the type of the event, while in the similar way the format of the promotional event can also vary (physical/ virtual/ blended) and depends on the partner institution.

The specific promotional events were already organised within three project partner universities: University of Aveiro (Portugal), Tampere University (Finland) and Kaunas University of Technology (Lithuania).

In February 2020, **Tampere University** had also organised an inaugural event of the ECIU University for the university community, interested in the development of education and research cooperation, as well as partners. More information about this event is also available at <https://www.tuni.fi/fi/ajankohtaista/eciu-yliopisto-luo-uudenlaisen-toimintamallin>

A **University of Aveiro** has already organised two online events: awareness activities webinar – “European university of the future with the ECIU” and open session “University of Aveiro: a European university of the future with the ECIU”.

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The open session “University of Aveiro: a European university of the future with the ECIU” was held in April 2020 (more information about this event is also available at <https://www.ua.pt/en/noticias/11/63521>) and the awareness activities webinar – “European university of the future with the ECIU” was held in July 2020. Both events were organised by the Rectorate with the aim to disseminate the information about ECIU University and to explain to the academic community of the university, how this pilot project is being developed and what practical impact the project may have on teaching and research in the future.

A two-day event “ECIU Days” at **Kaunas University of Technology** was organised in December 2020. This online event was organised to raise awareness about the initiative with the academic community, key external partners such as companies, societal partners, and governmental organisations. Creative workshops were organised during the first day and the online conference was organised during the second day of the event. This event is planned to become as an annual tradition. More information about the event is provided in the Appendix C of the “Strategic Guidelines” and at <https://en.ktu.edu/events/2268291/>.

2 Objectives

1. To bridge the gap among project partner institution in relation to event management, the “Strategic Guidelines: To Deliver ECIU University Promotional Events for Students, Staff and Enterprises within Project Partner Institutions” were developed.
2. To participate in existing student and employer Weeks, student and staff weeks or brand-new events within every ECIU University project partner institution to promote ECIU University idea and activities.

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