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ENGAGE.EU

The European University
Engaged in Societal Change

UNIVERSITY OF MANNHEIM

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Norwegian School of Economics (NHH)
Bergen, Norway

Hanken School of Economics
Helsinki, Vaasa, Finland

Tilburg University,
Tilburg, The Netherlands

University of Mannheim
Mannheim, Germany

Vienna University of Economics and Business (WU)
Vienna, Austria

Université Toulouse 1 Capitole
Toulouse, France

University of National and World Economy
Sofia, Bulgaria

Luiss University,
Rome Italy

Ramon Llull University
Barcelona, Spain

University of St Gallen (associate member)
St Gallen, Switzerland

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Welcome to ENGAGE.EU, the European University Engaged in Societal Change

Engaged Learning

offers a common course catalogue and a range of in-person and online mobility opportunities for students.

Engaged Research and Innovation

offers networking opportunities, workshops, webinars and Think Tank for researchers.

Engaged in Society

connects learners, professionals, companies, and policy-makers to find knowledge-based solutions to real-life problems together.

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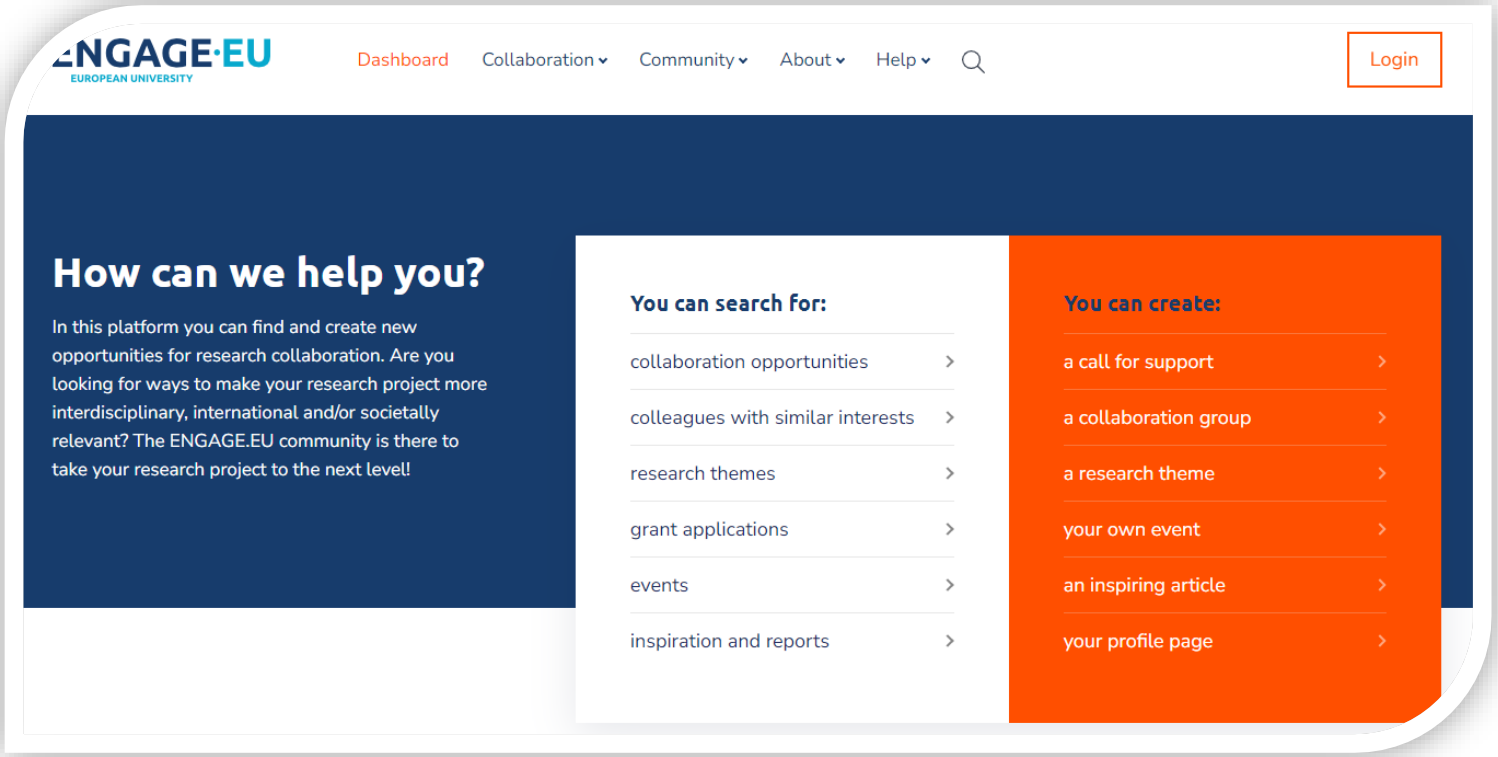
Engaged Learning

- Learning offers
- Supporting infrastructure

Engaged Research

- Connection
- PhD and Early Career
- Supporting infrastructure



Engaged in Society

- Connecting regional ecosystems
- Involvement of societal partners
- Challenged based

Not just activities, but ‘go beyond’

- Common vision
- Transform the institutional cooperation
- Cooperation at all levels of the involved institutions,
- Shared pool of resources
- Reach at least 50% of the students
- New joint, flexible and innovative curricula

Wide group who can affect or be affected!

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Translated into Stakeholders

- Students, Lecturers, Academic Programme Directors, Education Support Staff, Quality Assurance, International Office
- Researchers, Departments, Research Support Office, Graduate School
- University Council, Deans, Executive Board
- Finance, Communication, HR
- Societal Partners, other Universities (role model), OCW, Brussels, etc

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Engaging with your stakeholders

- **Systematic approach**
  - Identify (who)
  - Analyze (understanding them and knowing how best to involve them)
  - Plan and implement actions (share information, gain insights, increase support)

- **Leading to** support, information to further shape the project, reduces the potential for conflict, enhances the reputation

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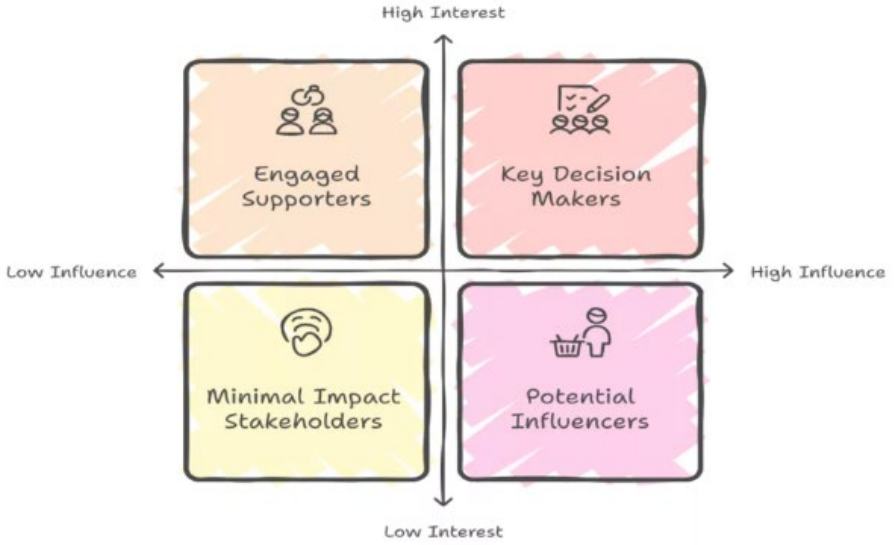
Engagement of Primary stakeholders

- Task members / task coordinators
- Minimal Impact to Engaged supporters
- Keep informed



Actions

- Onboarding
- Set-up local clusters ('education')
- Community meetings (2 per yr)

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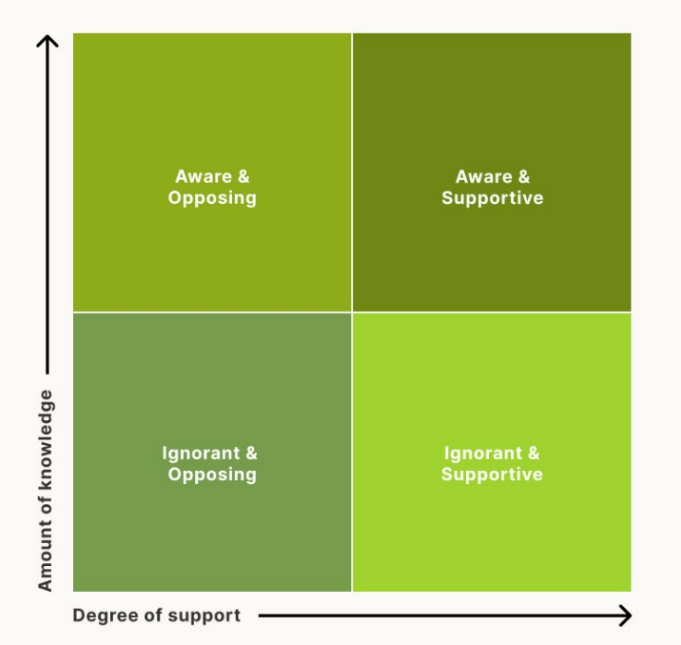
Engagement of Leadership

- Deans / Executive Board
- *Moving* towards Aware & Supportive



Actions

- Involved in decision making process
- Regular updates with questions (writing plus verbal)
- Steering group for linkages with Schools and Divisions (potential influencers)
- Active (steering) role in consortium activities

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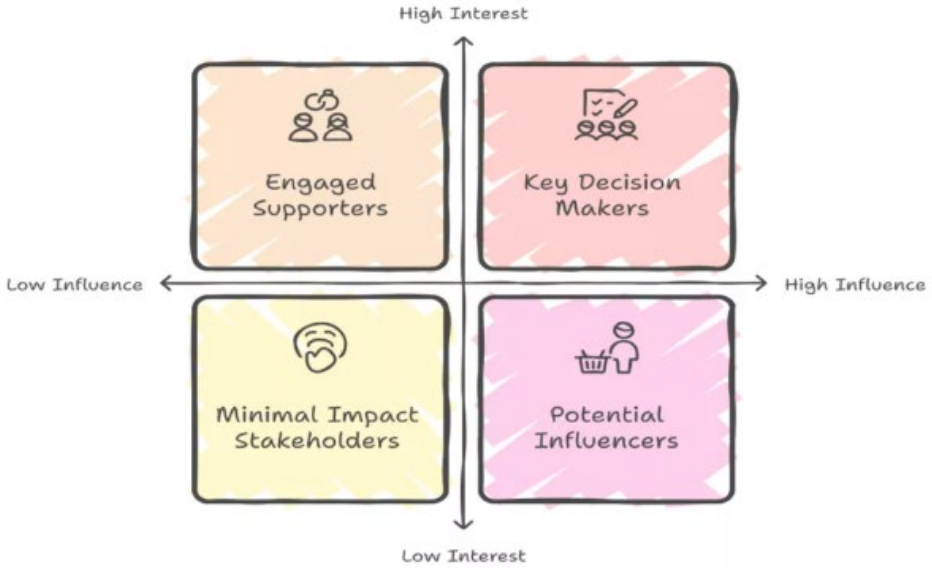
Stakeholder Researchers

- Academic staff
- Potential influencer



Actions

- Join the activities
- Direct approach via network
- Academic task liaison (widening)

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Stakeholder engagement

Focus

- Leadership for awareness and support
- Primary stakeholders to shape the project activities

Less

- Engagement of students (pilot models)
- Limited time to push impact: spreading the news, window on Europe, benchmark results, mainstream pilot results)
- Other HEI's

Question
Investments in stakeholder management vs project activities

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