

**ENGAGE.EU**

The European University  
Engaged in Societal Change





**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

# 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.



# Engaged Learning

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- Learning offers
- Supporting infrastructure



Joint Programme in  
Digital  
Transformation



Summer and Winter  
Schools



Signature Courses



Online Exchange  
Initiative



Expedition Weeks



Study Tours



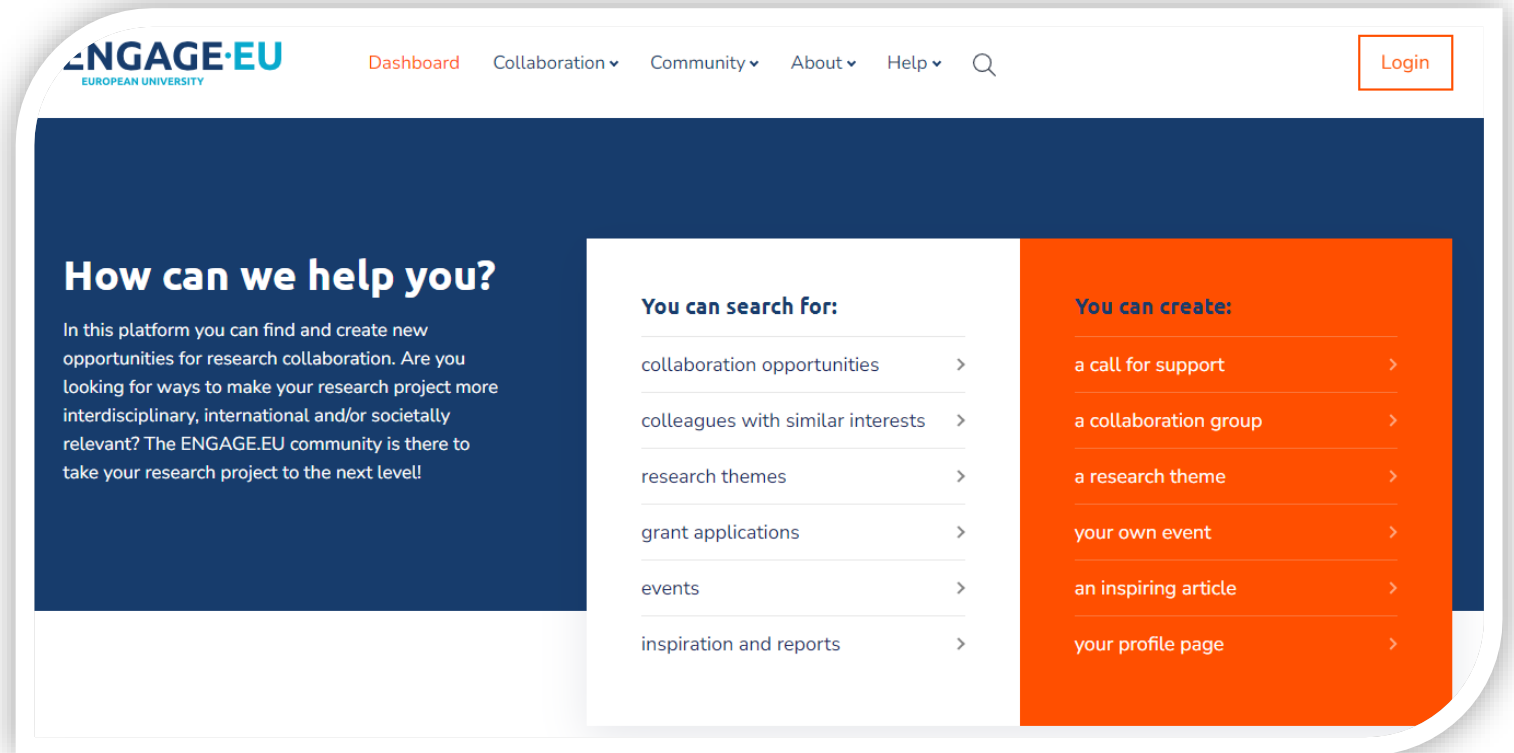
Student  
Conferences and  
Student  
Competitions



Career Guidance

# Engaged Research

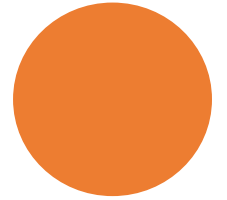
- Connection
- PhD and Early Career
- Supporting infrastructure





# 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!



# 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



# 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



# 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)

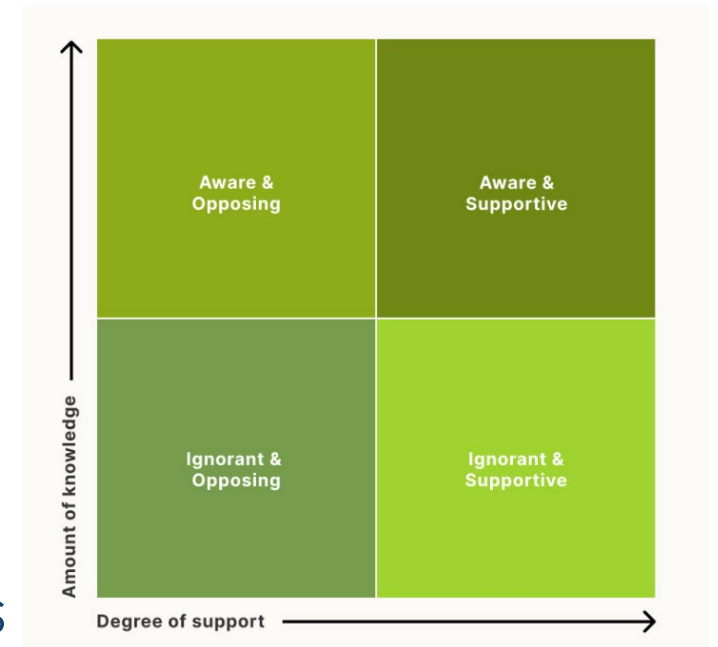


# Engagement of Leadership

- 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

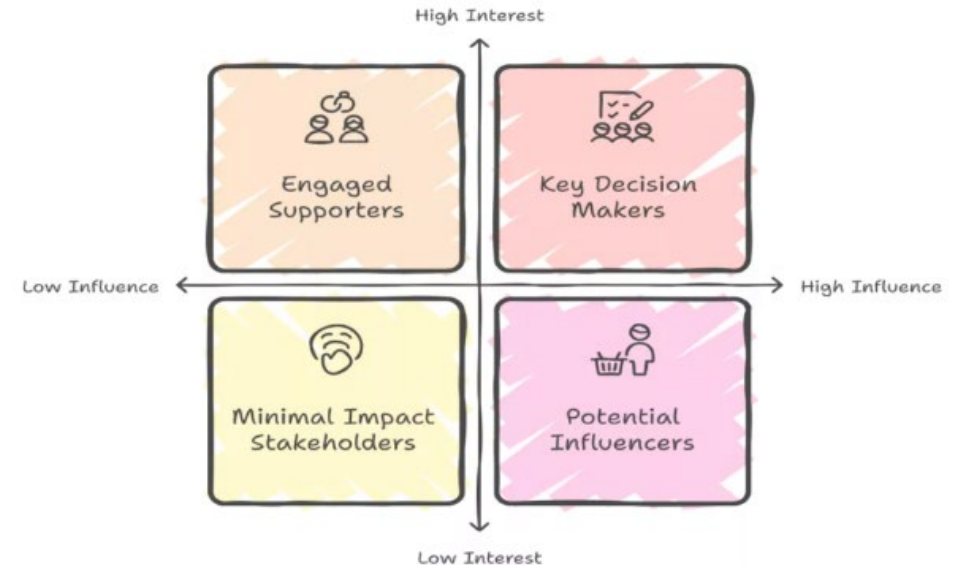


# Stakeholder Researchers

- Academic staff
- Potential influencer

## Actions

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



# 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



You can find us here!

@engageuniversity

