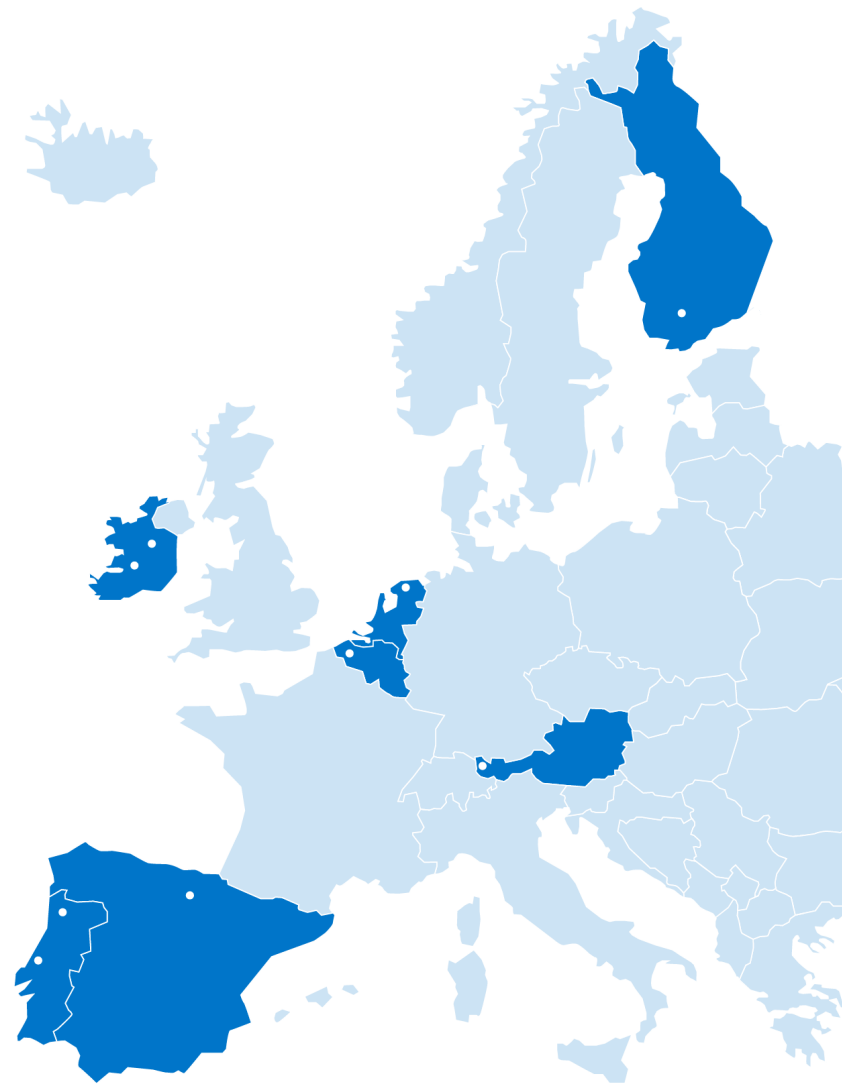


# INTERNAL STAKEHOLDER ENGAGEMENT: THE JOURNEY OF RUN-EU WITHIN NHL STENDEN



TCA European University Alliances in het Nederlandse hogeronderwijsveld  
3 april 2025



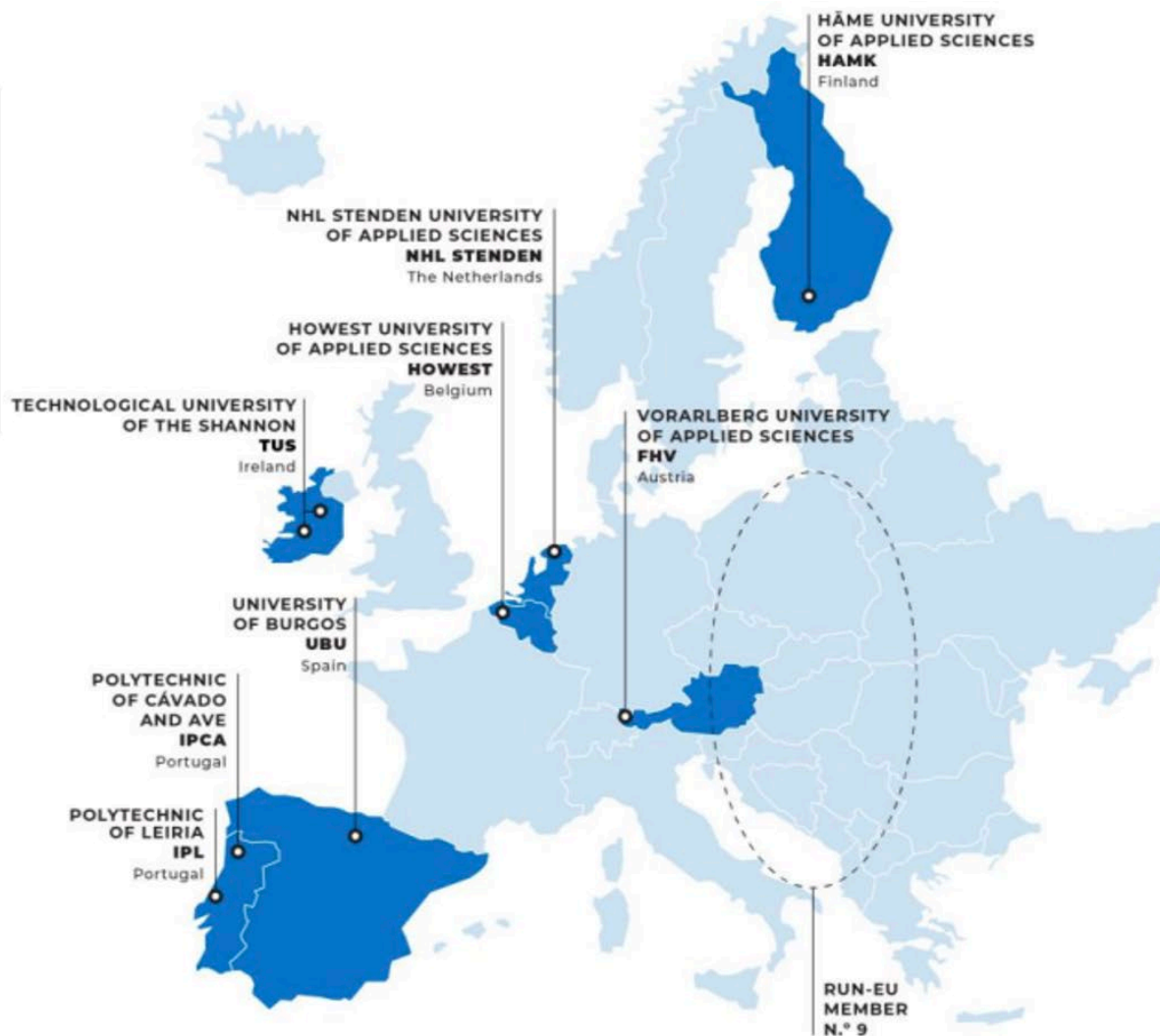
## Our regions

**All our members  
share a regional  
strategic focus**

## Alliance goals

- Regional development
- Education
- Research
- Local stakeholder engagement
- Future skills

[www.run-eu.eu](http://www.run-eu.eu)



Co-funded by the  
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# Internal engagement 2020-2025



- Started in November 2020, application submission in February 2020
- Role of pandemic
- Initial skepticism: Alliance versus existing networks
- Strong link with the NHL Stenden Strategic Institutional Plan
- Shared challenges, shared opportunities in peripheral regions
- Ambitious activity driven programme focused on impactful learning experience
- Group Exploratory Missions: “People are strangers until they meet”

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# Value creation for all stakeholders



*Top-down and bottom-up*

**Students:** Learning opportunities with mobility grants serving as an equalizer; opportunities for students of all academies

**Lecturers:** Curriculum innovation; pedagogical and logistical facilitation

**Researchers:** Dedicated mobility programmes, funding advice, dissemination

**Staff:** Sharing good practices, exploring collaboration

**Academy directors:** Curriculum development; benchmarking; internationalisation

OCW co-financing utilized to support involvement of academies

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