

**CHARM-EU**



**CH**allenge-driven  
**A**ccessible  
**R**esearch-based  
**M**obile  
**E**uropean  
**U**niversity

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# Business and Society Information Session

CHARM-EU Webinar, 22 July 2020

#CHARMEUCommunity  
#EuropeanUniversities





# Agenda



- 12:00 - 12:02** Welcome words. Meritxell Chaves, CHARM-EU Alliance Manager
- 12:02 - 12:10** European University Initiatives and where CHARM-EU fits.  
• Oana Dumitrescu, Assistant Policy Officer. European Commission  
• Meritxell Chaves, CHARM-EU Alliance Manager
- 12:10 - 12:25** CHARM-EU Masters  
• Gemma O'Sullivan Work Package 3 Lead: Curricula Design. Trinity College Dublin  
• Jake Byrne Work Package Lead 7: Pilot. Trinity College Dublin
- 12:25 - 12:30** An student perspective. Fedoua Ouchan, Student. Utrecht University
- 12:30 - 12:35** A business perspective. Jeroen Spierings, Ricoh
- 12:35 - 12:55** Q&A - Bringing together university and society  
Chair: Tim Savage, Trinity College Dublin  
• Nuria Casamitjana Badia, University of Barcelona.  
• Patrick Caron, University of Montpellier  
• Ádám Tóth, Eötvös Loránd University, Budapest  
• Claire Donnellan, Trinity College Dublin  
• Fedoua Ouchan, Student. Utrecht University
- 12:55 - 13:00** Close and follow up (Next steps and survey). Jan Haarhuis. Utrecht University



# Objectives

- To describe the project and to receive feedback and suggestions for the future
- To actively engage business and civil society in the CHARM-EU community to generate change together

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# European Universities Initiative

**Oana Dumitrescu. Assistant Policy Officer. European Commission**

*Reconciling Humanity with the Planet by creating the university of the future*

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# Where CHARM-EU fits

**Meritxell Chaves, Alliance Manager, CHARM-EU**

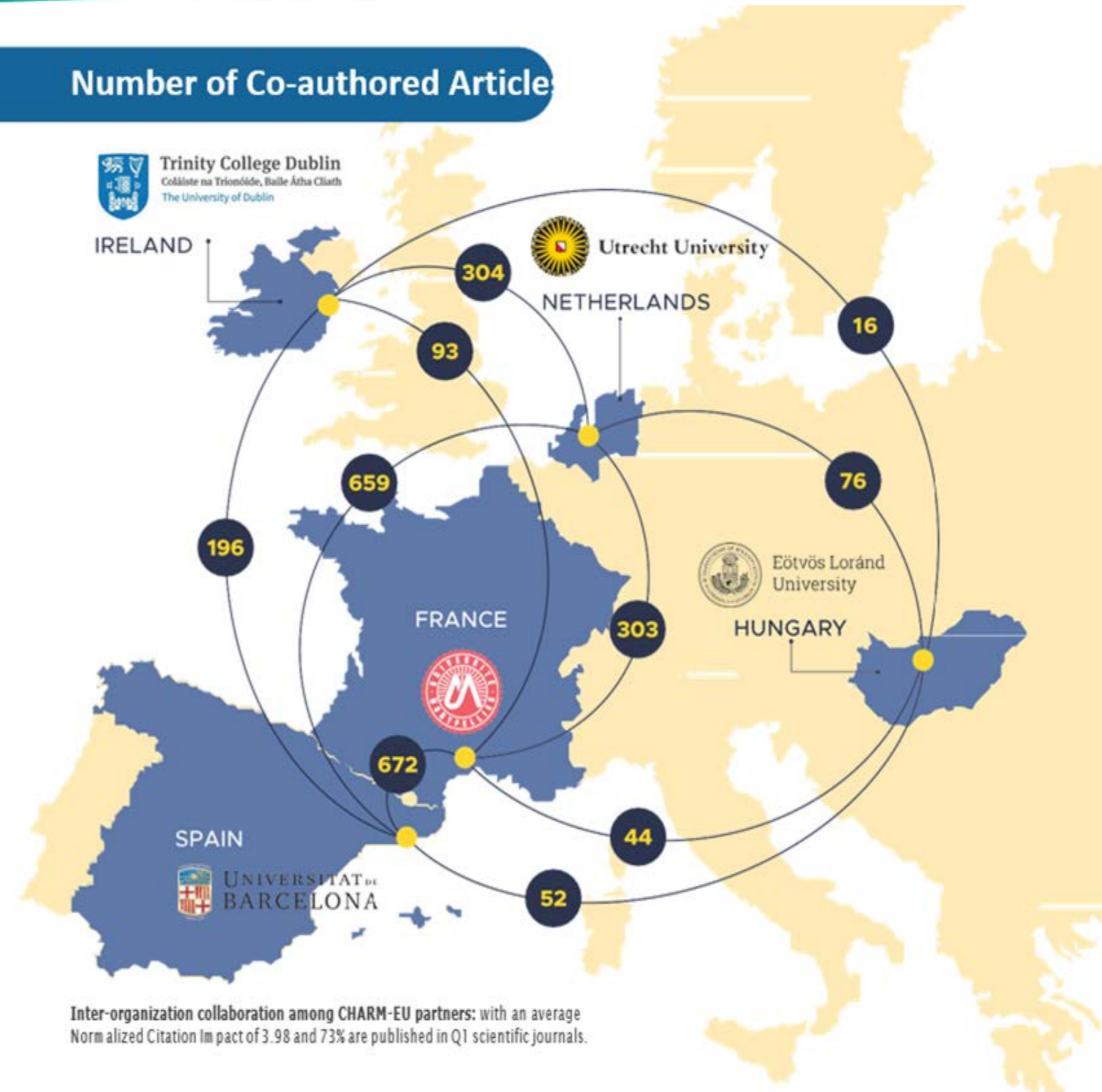
*Reconciling Humanity with the Planet by creating the university of the future*



# CHARM European University

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## Number of Co-authored Article



Inter-organization collaboration among CHARM-EU partners: with an average Normalized Citation Impact of 3.98 and 73% are published in Q1 scientific journals.



# Unique points



Designing an inspiring **experience** for all students and staff to become **critical thinkers and better citizens** in a **multicultural, multilingual and inclusive** learning environment.



Delivering **skills and attribute-based transdisciplinary challenge-driven programmes** within a new and **flexible** academic structure with **self-directed learning pathways** within the theme of **Reconciling Humanity with the Planet**.



Innovating in curriculum and learning strategies using the **full potential of the knowledge triangle** across and within the disciplines and within the transdisciplinary space.



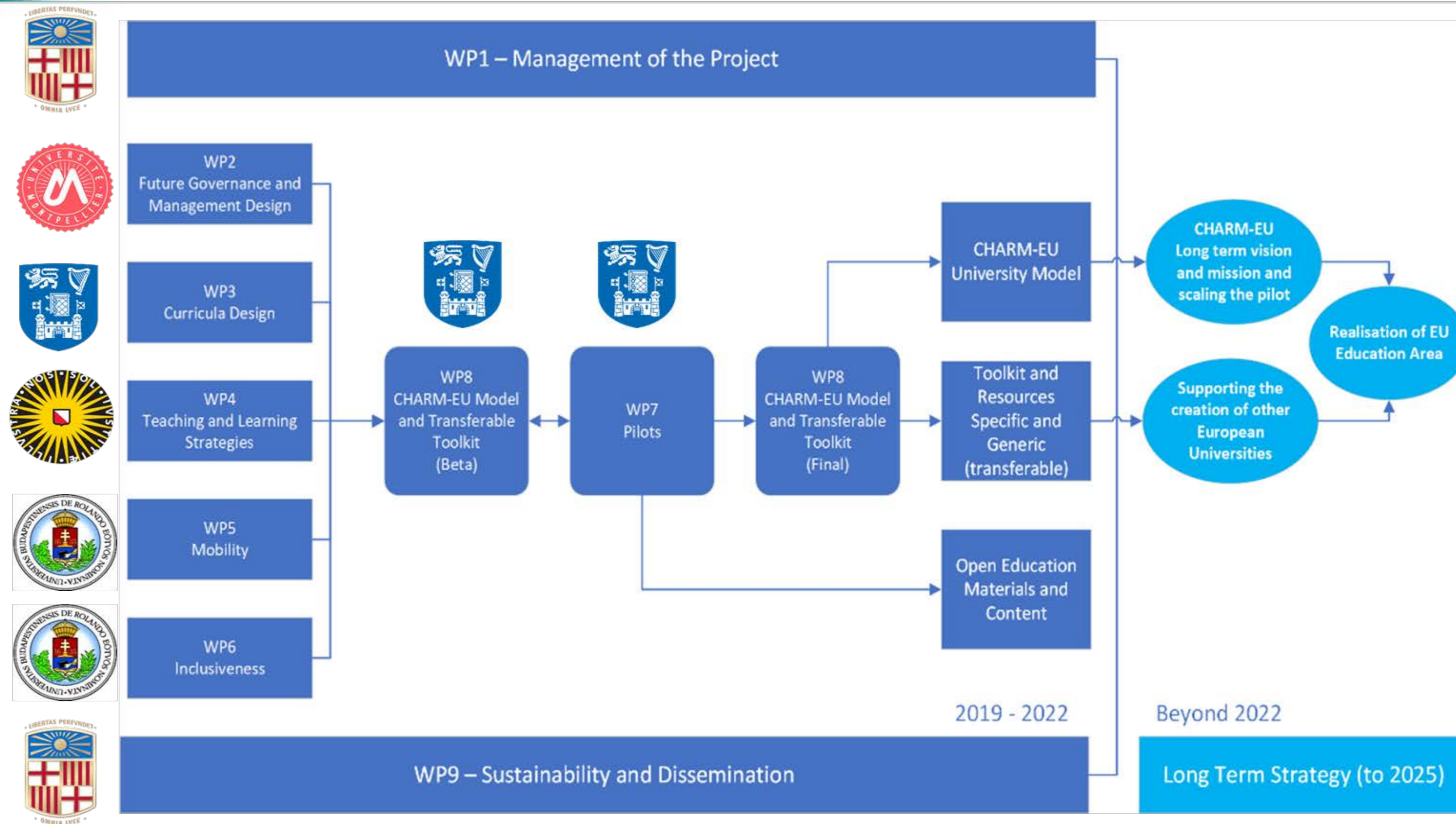
Creating a new **innovative governance** model of multi-institutional cooperation that encourages **co-creation and co-working** among the university community and the stakeholders.



Ensuring **financial sustainability** for all potential future partners within European Universities.



# The first three-year co-finance project design







# The road map





# Why and where/when do we need business and civil society

## WHY

- ✓ For co-creating the model of this 2030 University
- ✓ Helping to shape future graduates with enhanced employability
- ✓ Participating in Research and Innovation projects that aim to address societal challenges based on the SDG
- ✓ For providing an authentic and situated learning to students, and challenges to be solved in transdisciplinary groups
- ✓ For having access to five top Universities in Europe researchers and graduates and be part of the knowledge community.

## WHERE/WHEN

- ✓ We need this collaboration from the very beginning if we want to co-create the model
- ✓ We need your feedback in the design phase of the programmes
- ✓ We need your participation in the delivery of the programme
- ✓ We need you for providing real transdisciplinary challenges
- ✓ We need you for supplying internships
- ✓ We need you for evaluating the results

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# CHARM-EU Masters programme

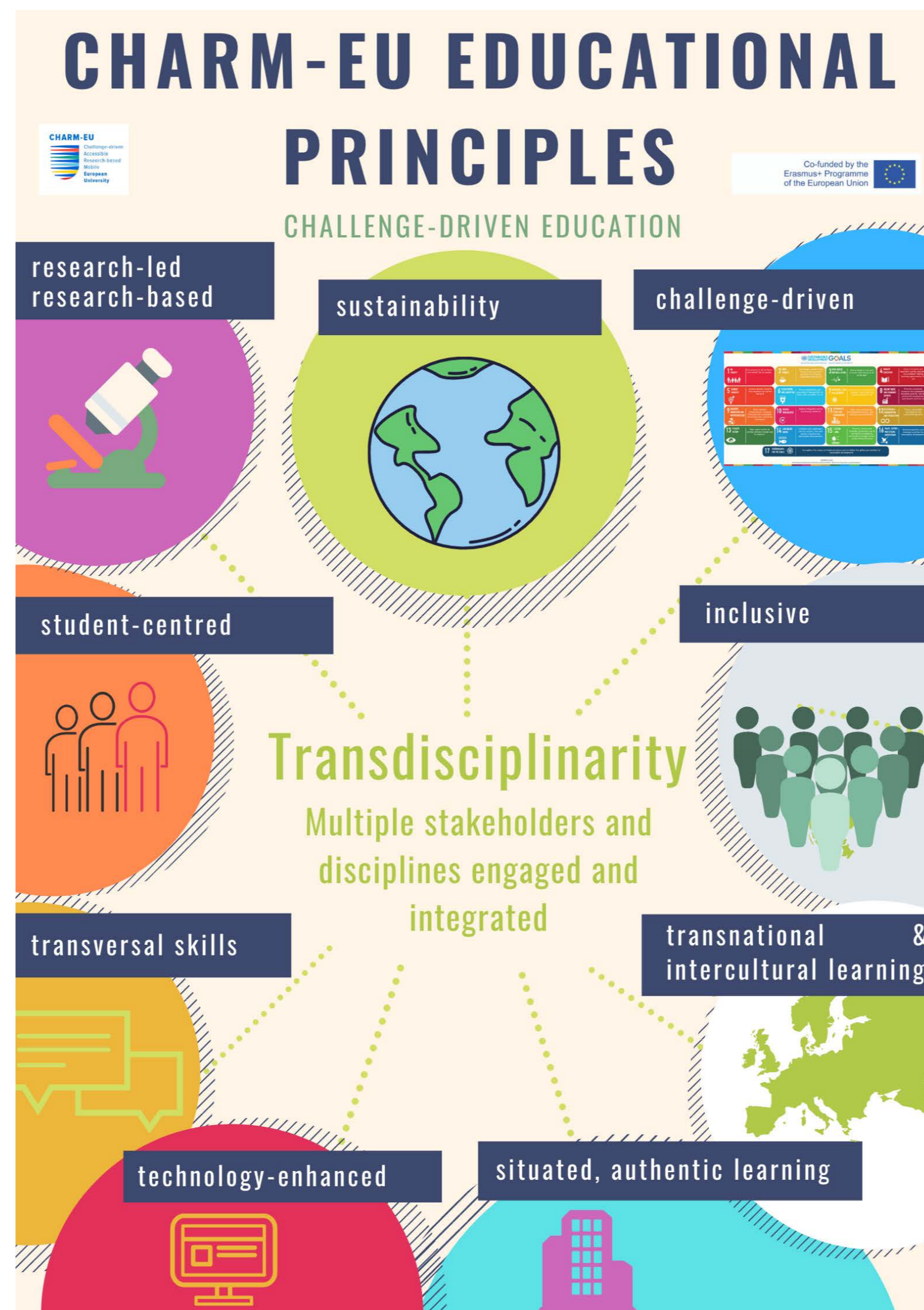
**Gemma O'Sullivan (TCD). Curriculum design work package leader**  
**Jake Byrne (TCD). Pilot work package leader**

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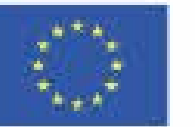
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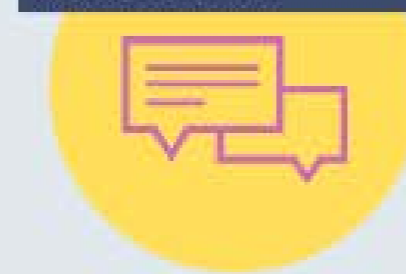


## Phase 1: Preparatory

COMPULSORY

### 10 ECTS MODULE

transversal skills



Phase 1 Content  
Creating Team



### 10 ECTS MODULE

sustainability



### 10 ECTS MODULE

research skills and key  
theoretical frameworks



## Phase 2: Flexible

STUDENTS CHOOSE ONE THEME

### Theme 1: Life & Health

10 ECTS  
MODULE

10 ECTS  
MODULE

10 ECTS  
MODULE

Knowledge  
Creating Team 1



### Theme 2: Water

10 ECTS  
MODULE

10 ECTS  
MODULE

10 ECTS  
MODULE

Knowledge  
Creating Team 2



### Theme 3: Food

10 ECTS  
MODULE

10 ECTS  
MODULE

10 ECTS  
MODULE

Knowledge  
Creating Team 3



## Phase 3: Capstone

COMPULSORY

### 30 ECTS MODULE

extra-academic actors



authentic, situated  
learning

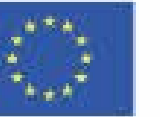


Knowledge  
Creating Teams



challenge-driven





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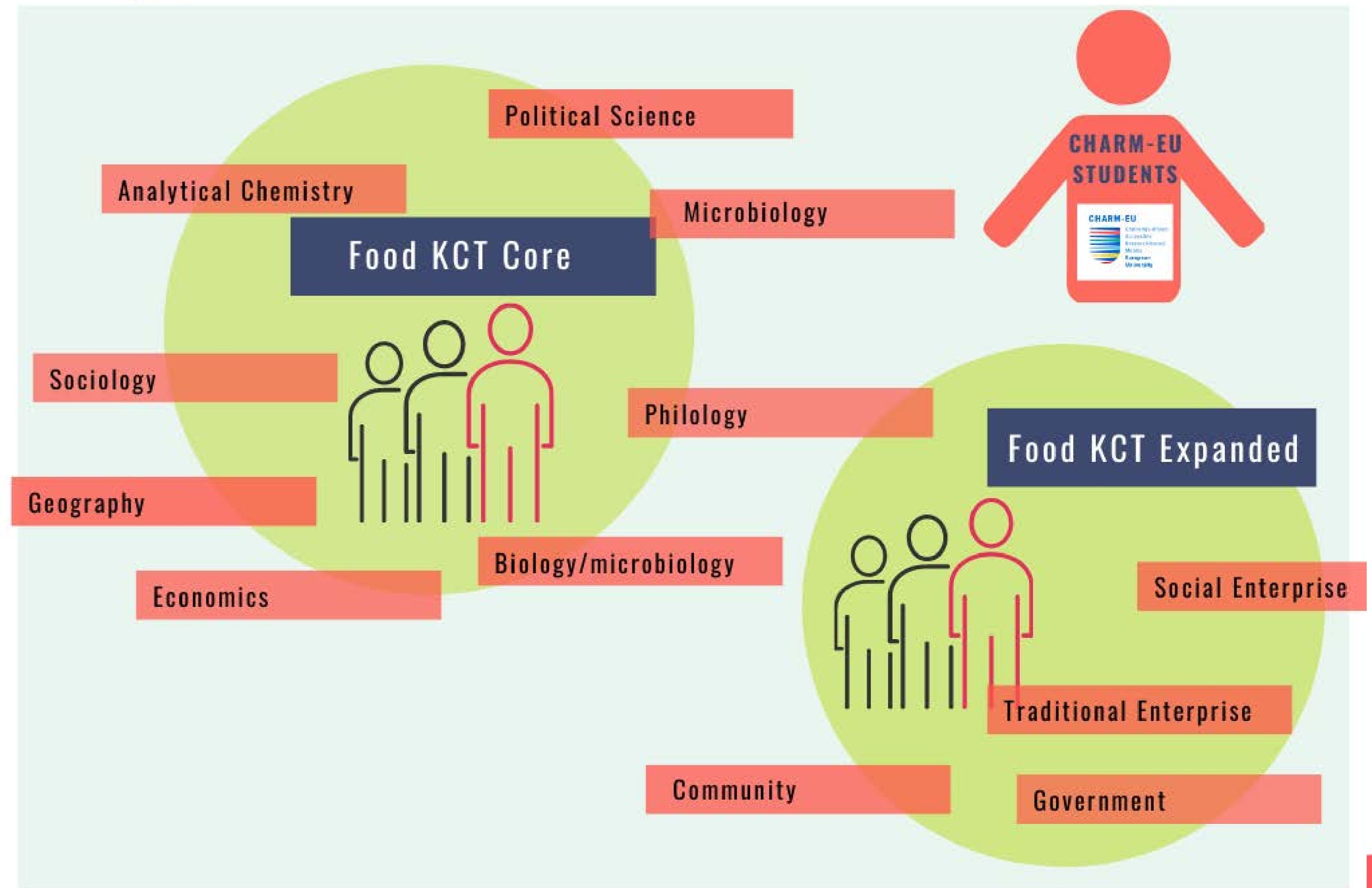
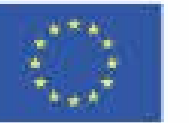


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# KNOWLEDGE CREATING TEAMS

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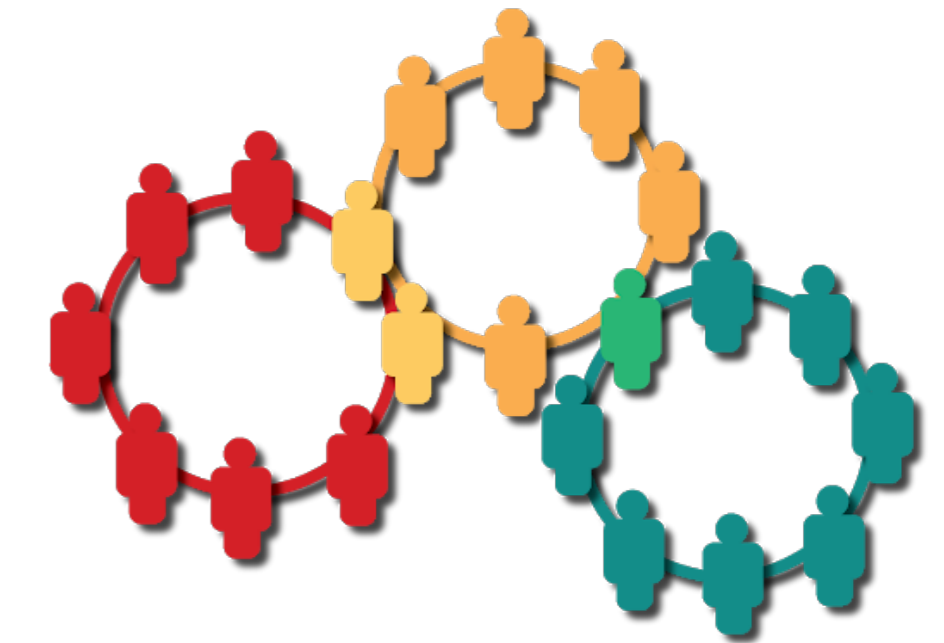
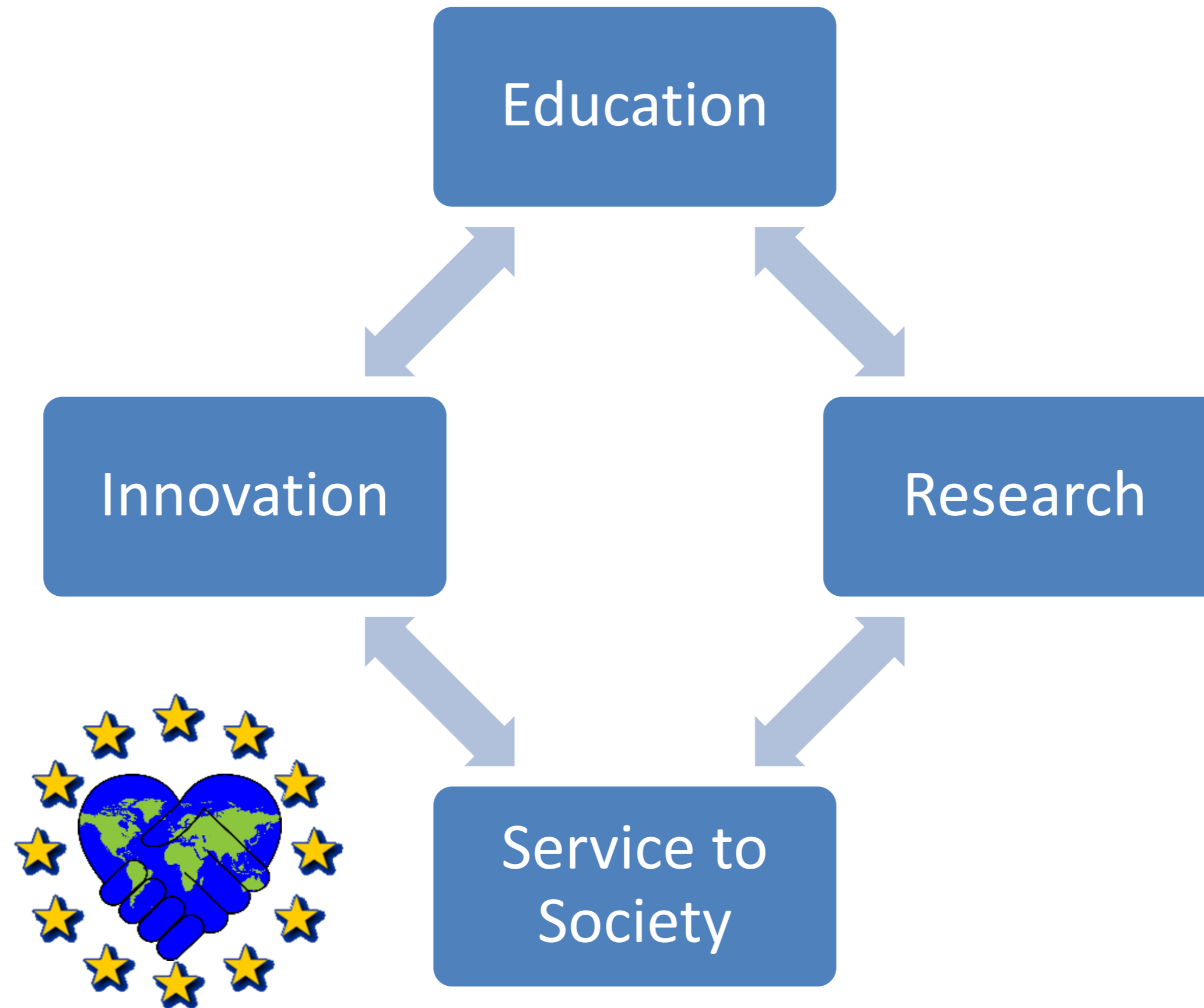
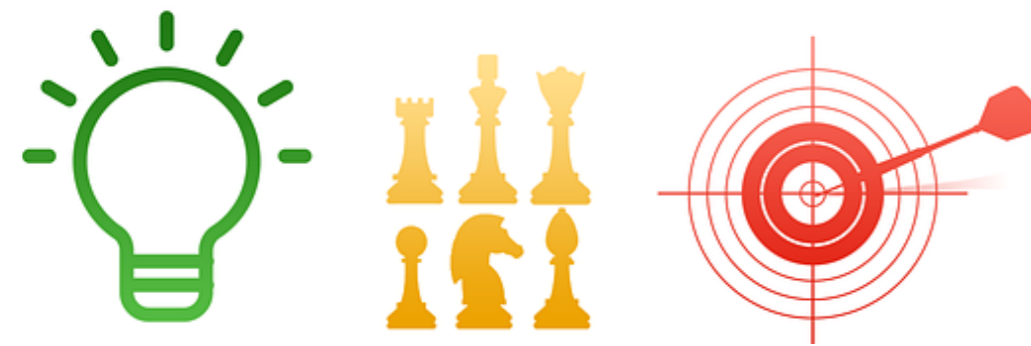
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# Knowledge “Square”

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# Associate Partners

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## Companies



Aigües de Barcelona  
(water supplier, Spain)



**GEDEON RICHTER**

Gedeon Richter  
(Pharmaceutical, Hungary)



**CILcare**

CILcare  
(Health, France)



Ricoh  
(Digital Services, The  
Netherlands)



Hungarian Meteorological  
Service

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# How might we...



... engage with stakeholders from Business and Civil Society?

Corporate Citizenship/Social Responsibility

In company projects

Hackathons

Focus groups

Challenge providers

Internships

Teaching/facilitation

Mentoring/coaching

Research projects

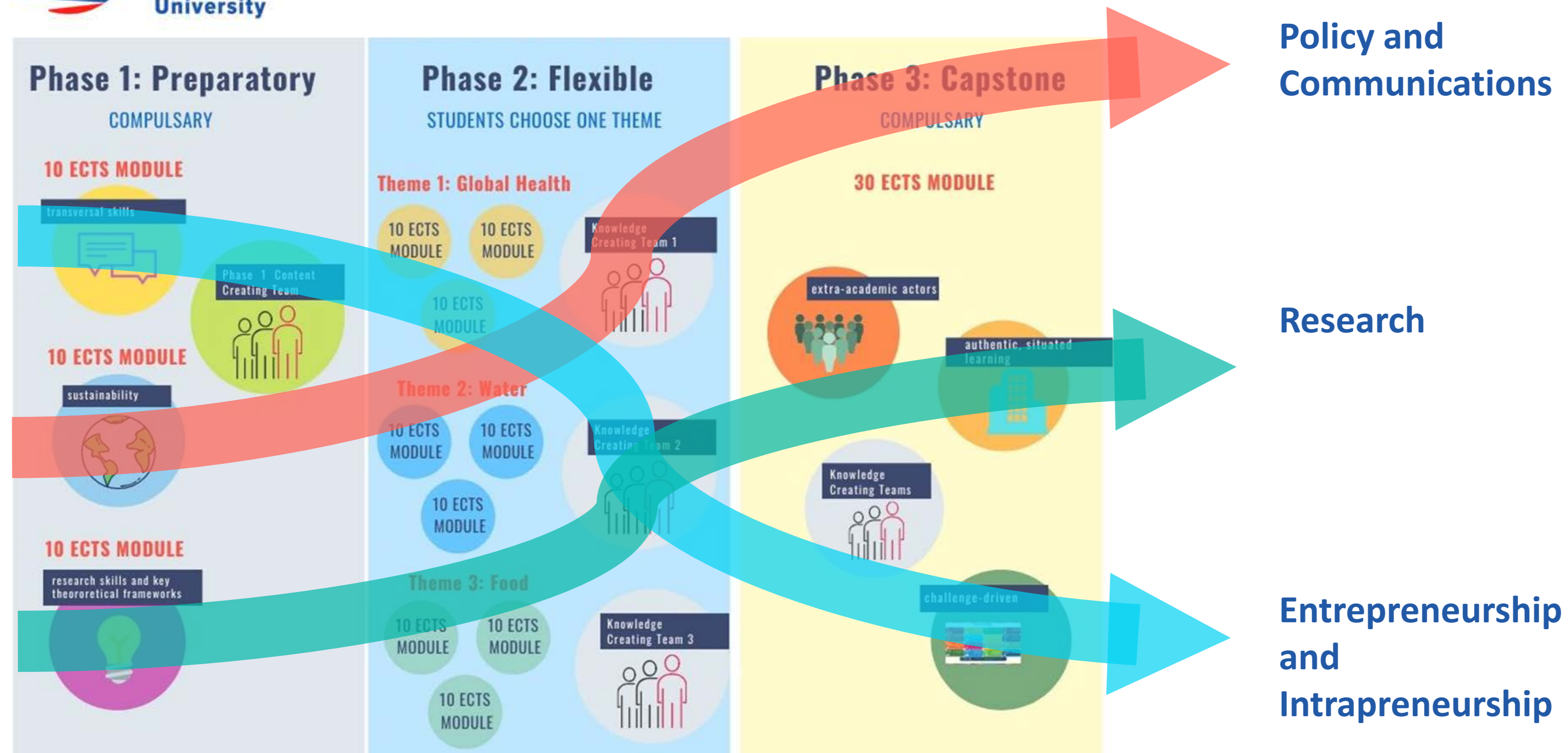
Case studies

Transversal Skills training

...



# Student Career Pathways



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# A student perspective

**Fedoua Ouchan (Utrecht University)**

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### Student perspective on CHARM-EU

- Students co-creating the program
- Graduates creating new jobs
- Connection with stakeholders

### Relevance of the program for me

- Multicultural workspace
- Intercultural communication
- Critical thinking being encouraged

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# The business perspective

**Jeroen Spierings, Ricoh**

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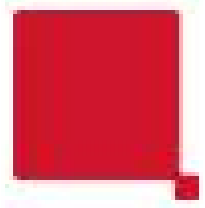
# Customer Value Creation in Education

There is an urgent need to develop long term success with customers through meaningful relationships

Jeroen Spierings  
Regional Head of Education - EMEA

**RICOH**  
imagine. change.





## Ecosystem Development



**Raising the Next Generation**



**RICOH**  
imagine. change.

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# Q&A: Bringing together Universities and Society

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# Panel

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- Núria Casamitjana Badia, University of Barcelona.
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MUCHAS GRACIAS  
FÒRÇA GRÀCIAS  
MANY THANKS  
GO RAIBH MAITH AGAT  
HEEL ERG BEDANKT  
MERCİ BEAUCOUP  
NAGYON KÖSZÖNÖM  
DANKE SCHÖN!**

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