# CHARM-ification Concept Note

**As part of its 2023–2026 project, CHARM-EU seeks to support the application of its innovations beyond its project activities. This concept note provides a framework for such activities.**

## *Definitions*

**CHARM-features:** all concepts, approaches, methods, tools, solutions etc. developed, defined, piloted and described by and distinctive to the CHARM-EU Alliance. For example: the CHARM-EU challenge-based learning approach; 'inclusion by design' as defined by CHARM-EU; mobility as a 'norm' etc.

**CHARM-ification:** the action of voluntarily enriching the structure and/or the operation of a higher education institution [HEI] with one or more CHARM-feature(s), supported directly or indirectly by CHARM-EU teams or resources.

## *Principles of CHARM-ification*

### I.Support as opposed to prescription.

It is always the member HEIs' staff or units who apply CHARM-features to their own structures, methods etc. with the support of CHARM-EU (and not CHARM-EU staff who applies the features to them). Thus, CHARM-EU offers an alternative approach, based on its values in an open and engaged way, while acknowledging and valuing the worth of other approaches, respecting all institutional specificities.

### II.Voluntary participation.

CHARM-ification can only happen if based on a voluntary, informed decision of and initiated by staff members responsible for and working in the affected structure/activity etc., being aware of a) the main principles in the background of CHARM-features to be applied, b) what the process requires from them, c) the fact that their work can lead to somewhat different results compared to those of the Alliance due to structural differences etc.

### III.Transparency of the relationship with CHARM-EU.

The relationship between CHARM-EU and the application of CHARM-features must always be clear.

**1)**In case of official **Project Activities,** participants must use the officially agreed CHARM-EU branding and identity guidelines.

**2)**In case of **Application Beyond CHARM-EU Projects, i.e., CHARM-ification**, the Alliance as a supporting environment and appropriate CHARM-EU resources are to be cited. The application of CHARM-EU results (e.g., the Toolkit) in themselves does not imply CHARM-EU endorsement.

**3)** In case of **Collaboration Beyond the Projects**, i.e., activities between members that are not related to project activities, teams should acknowledge CHARM-EU as enabler of the collaboration, while making clear that such collaboration does not include CHARM-EU endorsement. Highlighting the role of the Alliance should happen by a sentence used in all official materials: 'Inspired by CHARM-EU'.