

Goal

The main goal of this major event is raising awareness of CHARM-EU amongst key target groups, knowledge-sharing around good practices, research and lessons learned as well as networking and community-building within and beyond the Alliance.



Target group



- CHARM-EU & partner universities' staff & students
- Other European University Alliances
- Associate partners, external stakeholders, policymakers

Format & type of content

The Annual Conference is organized as a one-day in-person event with certain parts hybridized, where the location rotates each year among the CHARM-EU partner universities. Some sessions are also streamed via the CHARM-EU YouTube channel. The event includes plenary sessions, keynote speeches, panel sessions, workshops, world cafés, poster sessions etc.



Channels & tools used



- CHARM-EU and partner universities' websites, social media & internal communication
- Event streamed online via CHARM-EU Youtube Channel

Impact and efficiency

- Number of onsite attendants (incl. breakdown: students, staff, non-CHARM-EU-affiliated participants etc.)
- Number of online viewers via the CHARM-EU YouTube channel
- Number of impressions of the content published in CHARM-EU and partner universities' social media
- Qualitative feedback through event-related feedback form.



Necessary resources

- Human resources: Organising Committee; logistics and communication team; Conference speakers and contributors
- Time demand: pre-event: weekly meetings with the Organising Committee min. 8 months pre-event; internal meetings at the hosting university / during the event: continuous standby of the organising team / post-event: collecting & evaluating feedback, communication tasks
- Technical & material resources: appropriately sized and equipped event venue (plenary and break-out rooms); streaming service + support, photo & video equipment; catering (coffee breaks, reception)



DEI aspects

- Accessible event website & contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- 'Access Needs', 'Dietary requirements' etc. included in registration form
- Diversity of speakers and contributors regarding gender and other lived experiences
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



CHARM-EU Annual Conference 2023,
Julius-Maximilians-Universität
Würzburg



Goal

The CHARM-EU Cultural Festival was designed to celebrate cultural diversity through a range of challenge- and team-based, playful activities. Its goal is to raise awareness of CHARM-EU amongst key target groups, to support community building and encourage cultural exchange following the principles of diversity, equity and inclusion.



Target group

- CHARM-EU & partner universities' staff & students
- Other European University Alliances
- External stakeholders
- General public

Format & type of content

The Cultural Festival is a multiple days in-person event with some hybrid elements. Central location is envisioned to rotate each year among the CHARM-EU partner universities with Eötvös Loránd University in Budapest, Hungary to host the first CHARM-EU Cultural Festival (2024); parallel to the central location's activities, local programmes are organized at the other CHARM-EU partner universities. Activities include folk dance & music, linguistic trivia, intercultural escape rooms, theatre workshop, movies & exhibitions, pub quiz & karaoke night etc.



Channels & tools used

- CHARM-EU and partner universities' websites, social media & internal communication

Impact and efficiency

- Number of onsite attendants
- Number of online viewers (hybridized activities)
- Number of impressions of the content published in CHARM-EU and partner universities' social media
- Qualitative feedback through event-related feedback form



Necessary resources

- Human resources: Organising Committee members, logistics and communication team; local organisers and facilitators of the activities
- Time demand: pre-event: weekly meetings with the Organising Committee min. 8 months pre-event; internal meetings at the hosting university / during the event: continuous standby of the organising team / post-event: collecting & evaluating feedback, communication tasks
- Technical and material resources: appropriately sized and equipped event venues (several rooms); streaming service + support, photo & video equipment; various tools depending on the actual activity e.g. cooking utensils, karaoke system, painting tools



DEI aspects



- Accessible event website & contents (e.g. ALT-TEXT for visuals, multilingual communication)
- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- 'Access Needs', 'Dietary requirements' etc. Included in registration form (if any)
- Diversity of speakers and contributors regarding gender and other lived experiences
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Goal

This activity is aimed at disseminating the news of the institution joining the CHARM-EU Alliance and highlight concrete benefits and connection points on faculty/department level. By providing a general introduction to CHARM-EU, it raises interest and awareness, while potential CHARM-EU offers to the different target groups in various fields are showcased, e.g. current educational and mobility opportunities, research and innovation activities etc. This way the Roadshow / introductory sessions also supports onboarding at the institutional, faculty and administrative levels.



Target group

- Academic and administrative staff
- PhD students

Format & type of content

Roadshow / introductory sessions are conducted either on site at each of the faculties and administrative departments of the university or in a hybrid format. The sessions include a general presentation covering the European Universities Initiative, the CHARM-EU Alliance and its goals as well as the benefits for members joining CHARM-EU. Faculty staff (if any) already engaged in CHARM-EU activities can also share their experiences. The presentation is followed by a discussion session to encourage interaction and sharing of ideas.



Channels & tools used

- Informative PPT slides
- Pre-activity advertising via targeted emails and newsletters

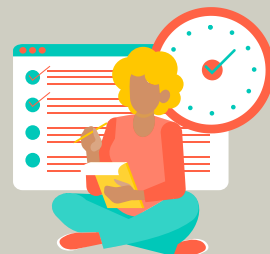
Impact and efficiency

- Number of participants at Roadshow / introductory sessions
- Extent of in-depth Q&A/discussion; follow-up questions via e-mail, participants' feedback
- Increased awareness of and engagement with CHARM-EU
- Integration of best practices from CHARM-EU activities into local processes and activities



Necessary resources

- Human resources: preparation of presentation and Q&A / staff to coordinate and moderate the event (e.g. local CHARM-EU Director and/or manager)
- Technical and material resources: appropriately sized and equipped venue; banners, rollups, posters with additional information and QR-Codes, merchandise (if available)



DEI aspects



- Accessible venue / ensuring online accessibility
- Balanced representation of gender and other lived experiences among speakers and contributors; gender-neutral language
- Speech to text service; ALT-TEXT; breaking down acronyms
- PPT slides in English, presentation in local language to provide a general understanding for non-native speakers
- Ensure the highest level of accessibility of published testimonials



How to use CHARM-EU (examples)

- **Institutional level:** to transform and test the teaching and learning model, to test and share micro-credentials, to share existing transversal doctorate training in collaboration with the partners, transdisciplinary research, internationalisation.
- **Faculty level:** increase mobility using the long-term commitment of the partners, use the CHARM-EU tested tools, integrate micro-credentials, propose activities to be CHARM-fused, networking.
- **Academic staff:** networking, innovative tools, professional development, participation in the inter-institutional and inter-cultural campus, access to international projects of the alliance, networking.
- **Students:** access to the inter-institutional and inter-cultural campus, mobility, participation in international projects.
- **Professional staff:** participation in the inter-institutional and inter-cultural campus, networking with professionals of the same area, professional development.

PPT slide presented at the CHARM-EU Roadshow @ JMU

Hybrid Roadshow session @ ÅAU



Educational principles



- Transdisciplinarity
- Sustainability
- Challenge driven
- Inclusive
- Transnational
- Technology enhanced
- Authentic learning
- Transversal skills
- Student-centered
- Research based

Grand Finale

A major CHARM-EU event to commemorate the conclusion of a cohort in the CHARM-EU Master's

Goal

The Grand Finale comprises the ceremonial closing event of cohorts concluding their CHARM-EU *Master's in Global Challenges for Sustainability*. It provides opportunity to evaluate the final presentations (Capstone phase/Final Master thesis) of the actual cohort's students, spotlighting the achievements of the CHARM-EU Master's programme and the Capstone to both academic and non-academic audiences. It also serves as a networking event between students, academic/non-academic members and external stakeholders.



Target group

- CHARM-EU students & family, CHARM-EU academic and support staff
- External stakeholders participating and/or interested in the Capstone phase
- External stakeholders participating and/or interested in CHARM-EU
- Prospective students of the *Master's in Global Challenges for Sustainability*

Format & type of content

The Grand Finale is a multiple days in-person event, with major activities streamed via the CHARM-EU YouTube channel. It includes Master's academic staff speeches, videos or commemorative actions to farewell the students as well as students' presentations of their Capstone projects.



Channels & tools used

- CHARM-EU and partner universities' websites, social media & internal communication

Impact and efficiency

- Number of onsite attendants (incl. breakdown: students, staff, non-CHARM-EU-affiliated participants etc.)
- Number of online viewers via the CHARM-EU YouTube Channel
- Number of impressions of the content published in CHARM-EU and partner universities' social media



Necessary resources

- Human resources: Organising Committee members, logistics and communication team; speakers and students
- Time demand: pre-event: Organising Committee meetings / during the event: continuous standby of the organising team / post-event: collecting & evaluating feedback, communication tasks
- Technical and material resources: appropriately sized and equipped event venue (plenary & break-out rooms); streaming service + support, photo & video equipment; CHARM-EU promotional materials; catering



DEI aspects

- Accessible event website & contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- 'Access Needs', 'Dietary requirements' etc. included in registration form (if any)
- Diversity of speakers and contributors regarding gender and other lived experiences
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Graduates of the Master's in Global Challenges for Sustainability at the Grand Finale at the University of Barcelona, 2023



Goal

This regular activity brings together the Heads of all UB Departments and faculty staff currently involved in the CHARM-EU *Master's in Global Challenges for Sustainability* or in Knowledge Creation Teams. The goal is to disseminate CHARM-EU teaching initiatives at an institutional level via faculties as well as to promote the involvement of faculties in the CHARM-EU Master's Programme. As at UB, the ultimate decision on how to allocate the departments' human resources lies on the Heads of Department, these meetings help smooth the formal procedure for academic staff to take on teaching duties in the Programme.



Target group

- Department Heads
- Staff already involved with CHARM-EU

Format & type of content

2 hours in-person meeting including an overview on the CHARM-EU Alliance, presentation of the Master's Programme and teaching profiles as well as presentation of departments and faculty staff involved in the Master's. Furthermore, an update on the new Master's status and next steps is provided to the participants. The meeting ends with a Q&A.



Channels & tools used

- Internal targeted communication
- Email and personal conversations

Impact and efficiency

- Attendance and actual engagement in the meeting
- Sustained increase in interest towards engagement in the CHARM-EU Master's
- More fluent teaching assignment formal procedure with the Departments



Necessary resources

- Human resources: venue/date organisation; preparation of agenda and presentations; presence of CHARM-EU staff at the meeting; pre- and post-event internal dissemination
- Technical and material resources: appropriately equipped meeting venue



DEI aspects

- Diversity of contributors regarding gender and other lived experiences
- Accessible contents (e.g. ALT-TEXT for, multilingual communication etc.)
- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Master's Open Day @ Utrecht University (UU)

Boosting the CHARM-EU Master's in Global Challenges for Sustainability for potential students

Goal

The major aim of this semi-annual activity is to raise awareness of CHARM-EU and the Master's Programme in particular and thus support recruitment among prospective students. Also, it facilitates interactions between potential students and current faculty members, as well as alumni. It showcases the unique aspects of the programme, such as inter- and transdisciplinary approaches, collaboration with industry and international institutions, and hands-on project opportunities. It also includes explanation of the educational principles of CHARM-EU, provision of detailed information about the Master's Programme including curriculum, research opportunities and career prospects as well as offering guidance and support for the application process, including information on admission requirements, deadlines and financial support options.



Target group

- Prospective students interested in pursuing a master's degree in sustainability

Format & type of content

In October, interested students can attend an online information session where they can ask questions from lecturers, alumni/current students and study advisors via chat, ensuring they receive personalized and immediate responses. In February, prospective students can visit the campus in person. During the on-site Open Day, they can immerse in the university atmosphere, attend live information sessions and engage directly with lecturers and students. Additionally, they can visit booths where representatives provide further information and answer any queries.



Channels & tools used

- Online Platforms: virtual event software for online sessions and chat tools for live Q&A
- Email invitations and reminders to prospective students
- In-person engagement during the on-site event

Impact and efficiency

- Number of registrations (both online/in-person Open Days) compared to actual attendance
- Intensity of interaction (Q&A sessions, participation in chat discussions, interactions at booths)
- Participants' feedback via post-event survey
- Creates visibility for CHARM-EU's Master's, attracting potential students



Necessary resources

- Human resources: preparation of information materials; staffing both the online and the on-site event (staff & students)
- Technical and material resources: booth; banner and promotional materials for decoration; information materials in form of small business cards with QR codes (more sustainable in comparison to classic brochures and flyers)



DEI aspects



- Accessible event website & contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- Diversity of speakers and contributors regarding gender and other lived experiences
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



February 2024

Goal

This activity aims to organically attract HRW staff and students to the CHARM-EU orbit. To achieve this, the Cafeteria Table endeavors to render visible the HRW's involvement in the Alliance, celebrate its successes within CHARM-EU, and entice previously unaffiliated staff and students. Designed and implemented as an English language event, it can also provide an informal platform of 'internationalization at home' through the casual use of English.



Target group

- Academic and administrative staff
- Students

Format & type of content

The event takes place once a month in the central HRW canteen. It piggybacks on informal cultural holidays or international days (e.g. Day of the Croquette, World Sustainable Transport Day etc.), used as anchors for CHARM-EU engagement. Practically, it is an hour-long lunch session primarily in English, where the exchanges prompted by visitors guide the discussions' direction.



Channels & tools used

Pre-activity advertising via

- campus screens and university-internal platforms
- targeted emails and newsletters
- posters and word of mouth

Impact and efficiency

- Number of new and returning Table visitors
- Increased awareness of CHARM-EU, its activities, values, commitments, and opportunities among staff and students
- Networking connections forged; follow-up questions in-person or via email
- Increased oral confidence in English evinced by Table visitors



Necessary resources

Human resources:

- Activation of pre-event advertising channels
- Staffing the Table by CHARM-EU staff at HRW to provide information and help steer discussions

Technical, material resources:

- Table reservation at the cafeteria, requesting specific food options (if applicable/possible)
- Preparation of the materials: icebreakers, charts, logos, maps, flyers, banners, rollups, QR codes, collectible postcards, merchandise



DEI aspects



- Balanced representation of gender and other lived experiences among CHARM-EU Table hosts
- Use of gender-neutral language; use of local language as alternative
- Inclusive cafeteria food options, provision of ingredients' description, provision of menu in digital format
- Accessible cafeteria location



Goal

The primary goal of the CHARM-EU Podcast is to increase awareness of CHARM-EU amongst key target groups, support recruitment of students to the CHARM-EU Master's Programme, build relationship with external stakeholders as well as profile of CHARM-EU staff and students.



Target group



- Present and prospective CHARM-EU students and staff (both academic and administrative)
- External stakeholders (e.g. industry, local and national government, NGOs etc.)
- General public

Format & type of content

The Podcast is hosted on Spotify, with episodes published almost every month. Episodes are 10-20 minutes long and delivered in English. From episode to episode a regular interviewer hosts a panel of speakers to discuss a concrete topic related to CHARM-EU or its work, e.g. CHARM-EU Common Science Agenda, DEI, Capstone projects, etc. Interviewees come from a range of backgrounds including academia and beyond, where both students, university academic and support staff as well as external stakeholders are represented.



Channels & tools used



- Discussion pre-recorded via Zoom
- Streaming platform (Spotify)

Impact and efficiency

- Directly measurable by number of streams and downloads over time incl. also average length of listening; reviews
- Indirect impact measurable by the extent to which external stakeholders are interested in taking part in the podcast as well as website visits and student applications



Necessary resources

- Human resources: CHARM-EU staff working hours for preparation, recording, editing and publishing the episodes
- Technical and material resources: appropriately equipped recording space (studio or quiet room); availability of online meeting and streaming platforms (Zoom, Spotify)



DEI aspects



- Accessible recording space / platform
- Balanced representation of gender and other lived experiences among speakers; neutral language
- Provide English transcript as well as subtitles to speakers if they are visible (if podcast with video)



Podcast
New Episode
Youth Skills Day
with CHARM-EU
DEI Office



Goal

The primary goal of the CHARM-EU Table is to give visibility of the institution's participation in CHARM-EU at diverse university events and thus engage a broad audience among whom awareness is raised about various opportunities available to students and staff through the Alliance. By staffing the CHARM-EU Table with colleagues already involved in CHARM-EU, it provides an excellent opportunity to answer open questions. In addition, distribution of CHARM-EU branded give-aways foster a sense of excitement and involvement in the Alliance.



Target group



- Students at any level of their education (BA/BSc, MA/MSc, PhD)
- Academic and administrative staff

Format & type of content

The CHARM-EU Table adopts an engaging and informative format designed to appeal to diverse audiences. Info shared at the Table is customized according to the type of event and carefully curated to showcase the various CHARM-EU opportunities relevant to the event's target group: educational offers (CHARM-EU Master's, transnational online learning), mobilities for students and staff, opportunities for academic staff etc. Visual materials highlight key benefits and application processes, ensuring clarity and accessibility for attendees. The open format facilitates direct engagement and allows for personalized inquiries. Promotional give-aways enhance the appeal of the Table.



Channels & tools used



- Personal presence of CHARM-EU staff at university events
- Information materials (brochures, posters etc.), CHARM-EU branded give-aways
- Fun activities (quizzes, fun fact guessing games) for interactive, enjoyable experience

Impact and efficiency

- Number of participants at the table
- Increased awareness of and engagement with CHARM-EU offers
- Participants' feedback (feeds into the fine-tuning of future outreach strategies)



Necessary resources

- Human resources: scouting for events; coordination with main event organizers; tailoring content and preparation of materials; staffing the Table
- Technical and material resources: furniture; information materials (brochures, posters etc.), CHARM-EU branded give-aways (preferably sustainable materials and merchandising)



DEI aspects

- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- Multiple, accessible formats for information materials; multiple language options
- Ensuring diverse representation among gender and other lived experiences when staffing the Table



CHARM-EU Table at the Freshmen's Bootcamp @ ELTE, 2024

CHARM-EU Table at the International Evening @ JMU, 2024



Goal

The 5-minutes long CHARM Minutes is a regular element of the online monthly meeting organised by the ELTE Rector's Cabinet International Strategy Office for colleagues engaged in internationalisation at ELTE faculties and central support offices. The main goal of CHARM Minutes is to give a brief overview of the most important occurrences in CHARM-EU in the past month and in the upcoming period, focusing on promoting actions that are relevant for the attendees, also requesting their help in further promotion/dissemination where possible.



Target group

- Faculties' international staff
- Erasmus+ & mobilities staff
- Central support offices' staff engaged in internationalisation

Format & type of content

CHARM Minutes is usually prerecorded in MS Teams (and edited in QuickTime Player if necessary), with a CHARM-EU branded background and a musical intro. The session's contents are shaped by current CHARM-EU progress. To promote CHARM-EU resources, screen sharing is preferred to PPT.



Channels & tools used

- Embedded in regular online meeting of the ELTE international team (via MS Teams)
- Prerecorded material, available for meeting attendees for replay and dissemination

Impact and efficiency

- Relatively narrow target group ensures efficient uptake of information
- Raised awareness of current CHARM-EU calls/opportunities (higher number of applications/participation etc.)
- Engaging colleagues with concrete CHARM-EU tasks easier due to better understanding of processes and benefits



Necessary resources

- Human resources: preparation of presentation with current proceedings and presence at meeting to answer questions
- Technical and material resources: digital tools for recording the actual session



DEI aspects

- Including caption options in online conference environments
- Accessible PPT (font types, ALT-TEXT for visuals)



Challenge-based Learning (CBL) Teachers' Workshop @ University of Montpellier (UM)

To support teaching staff in implementing CBL in their teaching practices

Goal

The major aim of this activity, implemented in collaboration with a local partner (l'Institut Agro Montpellier) is to provide interested UM teaching staff with practical tools for the implementation of CBL – as core principle of CHARM-EU – in teaching programmes. It includes hands-on activities for curriculum re-design and sharing of best practices to inspire and inform staff and thus contribute to generating more CBL courses at UM.



Target group

- Faculty, programme directors, researchers
- Professors, educationalists and administrative staff

Format & type of content

The activity is implemented as a series of online and in-person workshops: a one-hour online workshop to gauge participants' previous knowledge of CBL, fill in knowledge gaps and understand participants' needs and request for the design of the two in person workshops; a first two-hour in-person workshop to create a student-centred challenge - from *Big Idea to Challenge* and a second two-hour in-person workshop arching from *Challenge to Act* - assess your class and transform it into CBL.



CHARM-EU social media, CHARM-EU and institutional webpages and newsletters



Channels & tools used

- UM and external partners' website
- Outreach by email to target group via faculty

Impact and efficiency

- Format and intensity ensures highly efficient uptake of information
- Attendance and representation of faculties and academic disciplines amongst attendees
- Number of CBL courses/modules incorporating CBL



Necessary resources

- Human resources: organizing team and contributors; preparation of materials; pre- and post-event dissemination
- Technical and material resources: appropriately equipped venue; catering; access to digital tools and platforms (Miro, Wooclap, online meeting platforms)



DEI aspects

- Accessible event contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venues (e.g. level entry access check, speech-to-text)
- Diversity of participants and contributors regarding gender and other lived experiences
- Gender-neutral language
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion](#)



Goal

The major aim of this activity is to foster collaboration in research projects within and beyond CHARM-EU. The first edition of the CHARM-EU R&I Days in 2023 brought together a group of diverse background researchers across partner universities in the Alliance as well as external stakeholders, in order to prompt the creation of new multidisciplinary scientific networks and build joint research proposals especially addressing the Water Global Challenges.



Target group

- Targeted multidisciplinary teams of researchers with common interests
- External stakeholders

Format & type of content

The event was organised in form of a 1,5 days in-person co-creation workshop. It included several interactive sessions in which researchers were presented with different European funding opportunities for water-related research proposals as well as engaged in a collaborative group dynamic that allowed to start working together in developing concrete ideas on joint research projects. Programme: <https://charm-eu.eu/event/charm-eu-ri-days-2023-1st-edition/> ; post-event press release: <https://www.charm-eu.eu/diving-water-related-challenges>



Channels & tools used

- Internal dissemination via CHARM-EU Managers
- Contact with relevant stakeholders made by researchers upon CHARM-EU request

Impact and efficiency

- Number of attendees and prototypes (preliminary research ideas developed at the meeting)
- Number of new scientific networks, submitted research proposals, projects implemented
- Follow-up strategy is of utmost importance to support research ideas to actually become research proposals and to keep engagement (protocol to identify potential PIs, admin support to build consortia and proposal preparation, series of online meetings, procedure to find new potential researchers to join the research proposals etc.).



Goal

The major aim of this activity is to raise awareness and increase participation of students in CHARM-EU's various educational offers, especially Transnational Online Learning. The event also offers international learning experiences by studying with peers from other countries, backgrounds and disciplines and participation in virtual student mobilities. Attendees gain access to (and opportunity to earn credits through) courses that are not available at their home institution.



Target group

- Students and academic staff of CHARM-EU partner universities

Format & type of content

During the one-week hackathon students from one or different programmes are invited to work in multidisciplinary groups on solving CHARM-EU related digital strategy challenges. The event starts with a general presentation to CHARM-EU as well as aim and scope of the challenges by a group of CHARM-EU representatives who later also provide mentoring. During the week student teams work individually guided by their professors. The event closes with a final jury, student projects are evaluated based on alignment with CHARM-EU needs and strategy. The winning team can take their project further and showcase it through CHARM-EU dissemination channels.



Channels & tools used

- CHARM-EU and partner universities' newsletters, websites, social media etc.

Impact and efficiency

- Format and intensity ensures high efficiency
- Number of attendees
- Raised level of awareness and engagement in CHARM-EU
- Better understanding of CHARM-EU educational approach (learning by doing)
- Viable solutions for CHARM-EU challenges based on students' skills



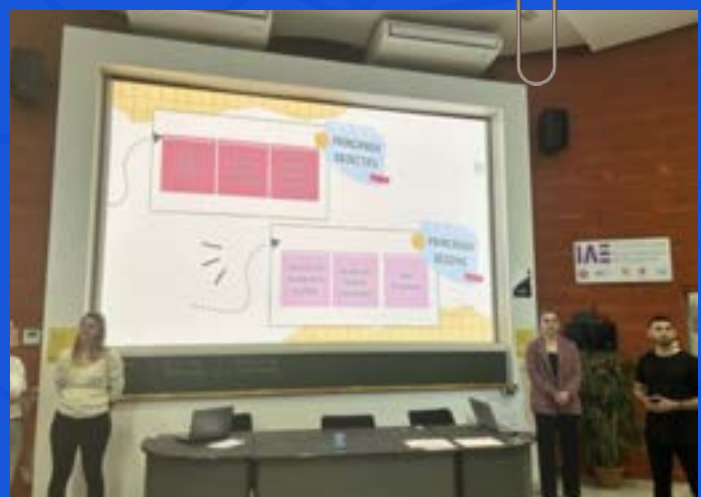
Necessary resources

- Human resources: organizing team, facilitators, contributors; preparation of challenges and introduction materials; pre- and post-event dissemination
- Technical and material resources: appropriately equipped venue (hybrid classroom); catering; access to digital collaborative tools (Moodle)



DEI aspects

- Accessible event contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- Diversity of participants and contributors regarding gender and other lived experiences
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



CHARM-EU, WTF*? @ University of Barcelona (UB)

Student-led information session at UB addressed at students and faculty

Goal

The primary goal of this activity, organised by current CHARM-EU Master's students at UB, is to increase awareness about the European Universities Initiative and, in particular, about CHARM-EU among students and faculty staff. CHARM-EU, WTF*? (Welcome to the Future) directly promotes the CHARM-EU *Master's Programme in Global Challenges for Sustainability*, with special emphasis on its academic and international mobility aspects.



Target group

- Students
- Faculty academic & support staff

Format & type of content

The CHARM-EU, WTF*? sessions are organised as 90min in-person meetings. They include a presentation with general information on the EU context and overview of CHARM-EU, as well as introduction to the CHARM-EU *Master's in Global Challenges for Sustainability* (programme, benefits and challenges, joint diploma and career opportunities). The presentation is followed by Q&A. Post-event press release: <https://www.charm-eu.eu/charm-eu-wtf-academic-opportunities-and-international-mobility-1>



Channels & tools used

- Dissemination via Students Council and institutional internal communications tools

Impact and efficiency

- Peer-to-peer character ensures efficient uptake of information
- Number of attendees
- Participants' feedback and subsequent queries directed at the CHARM-EU Office @ UB



Necessary resources

- Human resources: preparation of agenda, presentation and Q&A; speakers and contributors; logistics and communication staff
- Technical and material resources: appropriately sized and equipped venue



DEI aspects

- Accessible event contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venues (e.g. level entry access check, speech-to-text)
- Balanced representation of gender and other lived experiences among speakers and contributors; gender-neutral language
- Design and implementation of the event should include diversity and inclusion measures to reduce conscious and unconscious risk of exclusion
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Goal

The event had a triple aim:

- To foster CHARM-EU identity by connecting Engineering departments across partner universities and promote multilingualism and intercultural understanding
- To build inter-institutional networks and facilitate knowledge sharing and adoption of CHARM-EU practices
- To develop a CHARM-EU Networking Methodology by designing a system for initiating joint programmes and resource sharing; identification and/or creation of suitable databases for these needs; piloting and refining networking activities; disseminate the developed methodology and encourage its use



Target group

- Faculty from all engineering disciplines within the CHARM-EU Alliance
- International relations directors and programme directors
- Educationalists

Format & type of content

The event took a blended format including a two-hour online preparatory session and a 1,5 days in-person session. Both the online and in-person sessions included networking activities such as speed dating and profile sharing. Using the Design Thinking methodology the participants converged to explore pedagogical and research collaboration on mobility, professional development, shared degrees/modules, internships, and laboratory collaboration etc.



Channels & tools used

- CHARM-EU and partner universities' websites + targeted internal dissemination
- combination of online and offline activities (Miro, Microsoft Teams, geolocalised app tour via Peek app)

Impact and efficiency

- Number of attendees and prototypes (preliminary collaborative actions developed at the event), number of new scientific networks
- Number of similar networking events at other CHARM-EU partner universities



Necessary resources

- Human resources: organizing and facilitator team; preparation of materials & methodology; technical support; pre- and post-event dissemination
- Technical and material resources: online collaborative platforms and tools; appropriately equipped venue; catering; travel and accommodation

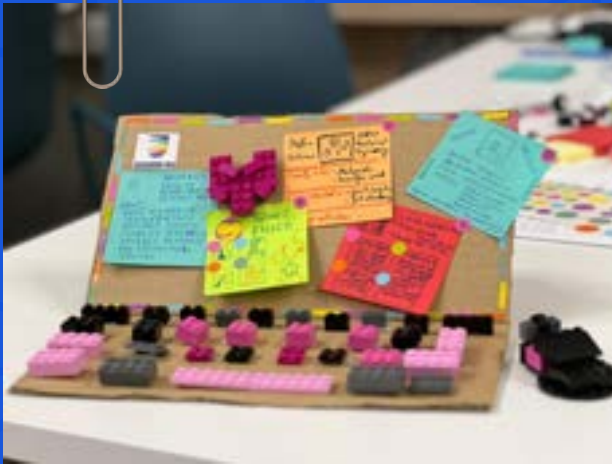


DEI aspects



- Accessible event contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- 'Access Needs', 'Dietary requirements' etc. included in registration form
- Diversity of participants and contributors regarding gender and other lived experiences

Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference AHEAD](#)



Goal

The major aim of the hackathon was to design innovative improvements for the CHARM-EU Master's in Global Challenges for Sustainability over a restricted period of time, by bringing teaching staff already involved in the Programme. Beyond educational improvement the event facilitated in-person connections between the international teaching staff, professional development as well as onboarding of teaching staff from partner universities recently joining CHARM-EU as full partners.



Target group

- Current and provisional teaching staff of the CHARM-EU Master's Programme

Format & type of content

The 5 days hackathon was implemented as a Blended Intensive Programme. The event started with an introduction to the goals and aims as well as to planned future CHARM-EU Master's, and continued with a series of workshops (assessment, feedback & calibration, alignment, DEI etc.). Team building and social activities were also included in the programmes.



Channels & tools used

- Targeted outreach to relevant staff via e-mail
- Digital collaborative platforms (Miro, ShareDrive)

Impact and efficiency

- Format and intensity ensures high efficiency
- Number of participants
- Participants' feedback (midterm and final evaluation embedded in the event)



Necessary resources

- Human resources: organizing team, facilitators; teaching staff; preparation of workshops and introduction materials; pre- and post-event dissemination
- Technical and material resources: appropriately equipped venue (plenary and break-out rooms); catering and social activities; access to digital collaborative tools (Miro, ShareDrive)



DEI aspects



- Accessible event contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- Diversity of participants and contributors regarding gender and other lived experiences
- 'Access Needs', 'Dietary requirements' etc. Included in registration form
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Goal

The goal of this activity is to give a very practical insight into the unique CHARM-EU hybrid learning settings, implemented in the CHARM-EU Master's Programme. In this comprehensive format, the participants of the session are presented with the opportunity to learn about CHARM-EU educational principles, different roles involved in CHARM-EU hybrid teaching as well as observe an actual class from the CHARM-EU Master's and get first-hand impressions from the students' and teachers' perspectives.



Target group

- CHARM-EU and partner universities' staff and students
- External stakeholders

Format & type of content

Participants meet in the hybrid active learning classrooms of their home institutions which are then connected virtually in an online meeting. The session consists of three parts: 45-minute introduction into CHARM-EU, its educational principles and roles in CHARM-EU teaching (provided centrally by members of the CHARM-EU Onboarding team); observing an actual class of the Master's, with microphones and cameras off; final Q&A session where students, teachers and teaching assistants answer questions from the audience.



Channels & tools used

- Information materials e.g. pamphlets, posters
- Interviews and testimonials from colleagues already involved in CHARM-EU

Impact and efficiency

- Format and intensity of the activity ensures efficient uptake of information
- Number of participants
- Raised awareness of and engagement towards CHARM-EU activities & Master's Programme
- Adaptation of CHARM-EU hybrid teaching
- A feedback form related to the activity can provide the possibility to receive qualitative feedback.



Necessary resources

- Human resources: Alliance-level organisation; preparation of contents; staffing the event: contributors and facilitators; tech support
- Technical and material resources: hybrid active learning classrooms; links to onboarding session; actual Master's class and Q&A session; CHARM-EU information materials



DEI aspects

- Access & participation to physical venue
- Accessible content (speech-to-text service, provision of ALT-TEXT for the visuals, breaking down acronyms etc.)
- Balanced representation of gender and other lived experiences among contributors and facilitators
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Goal

The major aim of this activity is to concentrate the essence of the CHARM-EU *Master's in Global Challenges for Sustainability* and provide students with an intensive hands-on international learning and mobility experience based on CHARM-EU principles and strategic themes. It brings together students, faculty, and local experts for an intensive challenge in the city of Montpellier. The programme equips students with innovative solutions and strengthens communication, collaboration and problem-solving skills while providing local stakeholders with alternative solutions to their everyday challenges.



Target group

- Current students of the CHARM-EU Master's Programme
- Local stakeholders and partners
- International students from the Global South

Format & type of content

MoXMo is a two-week Blended Intensive Programme during which interdisciplinary student teams tackle real-world sustainability issues in the Thau Lagoon, France. The programme includes team building, lectures, challenge workshops as well as cultural/social activities e.g. a geolocalised app tour (Peek app). It also offers digital participation options for students unable to attend in person.



Channels & tools used

- CHARM-EU and partner universities' websites, social media etc.
- Local stakeholders' websites
- Local newspapers

Impact and efficiency

- Format and intensity ensures high efficiency
- Number of participants (students, academic staff, local stakeholders)
- Quality of the proposed solutions, the development of students' skills, positive impact on the local community and environment



Necessary resources

- Human resources: organizing team and contributors (project managers, academic supervisors, educationalists, local stakeholders etc.); preparation of materials; pre- and post-event dissemination
- Technical and material resources: appropriately equipped venues (plenary and break-out rooms); catering, social activities, travel and accommodation; access to digital tools (Peek app)



DEI aspects

- Accessible event contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venues (e.g. level entry access check, speech-to-text)
- Diversity of participants and contributors regarding gender and other lived experiences
- 'Access Needs', 'Dietary requirements' etc. included in registration form
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Goal

Aligned with one of the CHARM-EU principles, the goal of this activity is to raise awareness of the importance of Open Science (OS), offer tailored skill trainings for all areas of OS (including digital technologies for OS), encourage participants to join the local OS community, highlight applications in the areas of digital literacy, digital collaboration practices and responsible research data management.



Target group

CHARM-EU and partner universities' staff and students

Format & type of content

The training is organised in both online and in-person workshop format. Contentwise, it covers themes from the main pillars of OS such as open data sharing, collaborative research tools, reproducibility and ethical considerations. The content is curated to align with the actual participants' prior knowledge and interests (e.g. Phd students, support staff etc.).



Channels & tools used

- CHARM-EU and partners' websites and newsletters
- CHARM-EU social media channels

Impact and efficiency

- Number of participants
- Uptake of OS in its different areas; level of awareness and discussion on OS
- Number of the institutions' own OS activities
- Inter-institutional collaboration in OS projects



Necessary resources

- Human resources: venue organisation; preparation of contents; contributors; tech support; pre- and post-event communication tasks
- Technical and material resources: appropriately equipped venue; catering



DEI aspects



- Access & participation to physical venue
- Accessible content (speech-to-text service, provision of ALT-TEXT for the visuals, breaking down acronyms etc.)
- Balanced representation of gender and other lived experiences among contributors
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Goal

This activity had a triple aim: to give more visibility to CHARM-EU at Trinity in a creative format, to demonstrate challenge-based learning in action as well as to introduce and promote the concept of European University Alliances in general.



Target group

- Students and staff (both professional and academic) of Trinity and beyond
- General public (including children)
- Tourists

Format & type of content

The Challenge-Based Workshop is an interactive physical game. Participants are presented with a high-level question or challenge and asked to identify possible solutions. They are encouraged to think about which stakeholders may need to be involved and the resources they might need to deliver their solution. One moderator leads the participants through the game and encourages discussion and problem-solving. The solutions are posted on flipcharts. This activity is designed for in-person use but can be adapted for an online format.



Channels & tools used

- Trinity website, social media, digital screens on campus, and staff intranet and ezine

Impact and efficiency

- Format and intensity ensures high efficiency
- Number of participants in the game compared to the number present at the event
- Length of participation / active engagement (playing the game, discussing with moderators)
- Number of suggestions/solutions put forward by participants
- Qualitative feedback through event-related feedback form (online or at the event)



Necessary resources

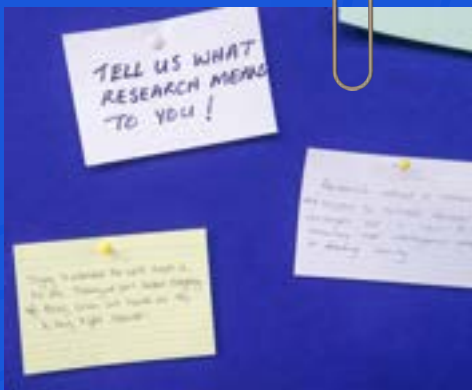
- Human resources: preparation of game materials; minimum 2 moderators
- Technical & material resources: appropriately sized and equipped venue (minimum 6 metres square); CHARM-EU information/promotion material; game descriptions and game elements (laminated cards according to template); posterboards and flipcharts, coloured markers



DEI aspects



- Access & participation to physical venue
- Ensure access to game: cards with appropriate font type/size, colours etc., availability of game description in various formats e.g. paper-based as well as digital incl. audio narration
- Diversity of contributors and participants regarding gender and other lived experiences
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Goal

By providing and disseminating a written account on major CHARM-EU events where colleagues from a particular partner university have actively participated, the contributions of academics and staff members from these universities are showcased and other interested colleagues are motivated to get to know CHARM-EU and the opportunities it offers for partner university staff members. By highlighting their active involvement, the commitment of colleagues already participating in CHARM-EU is also strengthened.



Target group

- Academic and support staff of partner universities already involved with CHARM-EU
- Academic and support staff of partner universities not yet involved with CHARM-EU

Format & type of content

A written, local language news piece published on the website of a partner university and including photos of the event (potentially also available in English).

- [Example in Hungarian](#) on the first CHARM-EU Inclusion Conference, 2022
- [Example in English](#) on the first CHARM-EU Inclusion Conference, 2022



Channels & tools used

- CHARM-EU partner universities' main as well as faculty, institute etc. websites, social media channels and newsletters

Impact and efficiency

- Number of webpage visits
- Number of interactions following social media publication of the news items
- Raised awareness of and engagement towards CHARM-EU



Necessary resources

- Human resources: preparation (incl. editing, formatting, translation, creation of visuals) as well as publishing of the news pieces; coordination with website editors; potential further coordination with institutional social media managers and/or faculty communication officers



DEI aspects

- Follow inclusive communication guidelines both in the text and visual materials used in the article as well as in its social media dissemination (e.g. ensure equal representation and include ALT-TEXT for images)



Post-event communication on the CHARM-EU Inclusion Conference 2022 on the ELTE website and ELTE Instagram channel



Goal

The goal of the CHARM-EU Factsheet is to raise awareness and increase engagement with CHARM-EU among UU staff by presenting the Alliance's benefits for them, for example how CHARM-EU can be used to build international collaborations or other innovative initiatives. This is also supported by presenting past and current collaboration examples. Also, the Factsheet introduces CHARM-EU members at UU to the wider UU staff.



Target group

- Deans of faculties, professors, researchers, teachers, other UU staff

Format & type of content

3-5-page factsheet about CHARM-EU for dissemination within UU. Content includes introduction to the European University Initiative, CHARM-EU Goals, benefits for UU, funding, the CHARM-EU Master's Programme and other educational initiatives, research initiatives, other collaboration examples, CHARM staff at UU, quotes from the Rector and CHARM staff at UU. Contents can be adapted to a certain department or any CHARM-EU partner university.



Channels & tools used

- Disseminated over e-mail to the staff not yet familiar with CHARM-EU or to those who show interest in CHARM-EU
- Can be published as a downloadable pdf on the CHARM-EU page on the UU website
- Physical print possible however not suggested due to sustainability considerations

Impact and efficiency

- Number of downloads of Factsheet in pdf version
- Increased involvement and collaboration of UU staff with CHARM-EU



Necessary resources

- Human resources: graphic design and content development, dissemination
- Technical & material resources: graphic design programme



DEI aspects

- Follow inclusive communication guidelines both in the text and visual materials in both printed and digital versions (e.g. ensure equal representation and include ALT-TEXT for images, gender-neutral language, diversity of representation regarding gender and other lived experiences on visuals etc.)

CREATING INNOVATIVE EDUCATION

MASTER GLOBAL CHALLENGE FOR SUSTAINABILITY

In 2021, our first student programme earned **Global Challenges for Sustainability**. This is the first European-level degree programme in Europe where the research integral and **disciplinary** approach were placed in the middle. Students address the pressing need for sustainability by working on **real-world challenges** and doing **transdisciplinary research**. Students become experts in a particular field by choosing one of the three tracks: **Life & Health**, **Energy and Planet**. In the first phase, the **Learning** students work on specific sustainability challenges together with **guest academics** staff and **non-academic** staff. Learn more about **Global Challenges for Sustainability** and **its educational approach** in a brief video.

"The Master's has a very innovative programme. I bring together people from different disciplines and put them together to solve challenges related to sustainability. Students will not only have the chance to grow professionally, but also as a personal level regarding their knowledge."

Wesley Robert Lager, **Chair of the Global Challenge**

FIGURES OF MASTER GLOBAL CHALLENGE FOR SUSTAINABILITY

197 Number of students

124 Number of lecturers

860+ Number of disciplines

CHALLENGE DRIVEN

The Challenge EU curriculum is challenge-driven and centered on solving **global issues** through **interdisciplinary** research missions, using **Challenge-based learning (CBL)**. Students engage with real-world challenges co-developed with multidisciplinary stakeholders, including both academic and non-academic actors.

TRANSDISCIPLINARITY

Global challenges are complex problems that require input from **multiple** contexts of individuals and groups to identify and define problems. Challenge EU is a **transdisciplinary** university in which all stakeholders – academic and non-academic actors – collaborate equally to work on global challenges.

MOBILITY

Challenge EU offers **applied learning** across all partner institutions. Regular **ambassadors** deliver working lectures in **EU Global Classrooms**. The **Global Classrooms** are places of **local, international** teams designed to facilitate both **local** and **remote** education opportunities.

Students attend exchange programs, attend at mobility opportunities, and benefit from fully equipped **partner** students and staff with **diverse** and **innovative** learning opportunities.

CHARM-EU

CHARM-EU is an **academic alliance** between nine **research-based European universities**, including the **European Programme CHARM-EU** (Challenge-based Research Mission: **European University**) in order to **achieve** high-quality and **interconnected** European higher education and **research** agendas.

CHARM-EU activities are **co-financed** by the **European Commission** to **large** efforts, **promoting** digital transitions, **energy** digital, **enhancing** mobility, and **improving** the quality, **interconnectedness** and **interoperability** of European higher education. CHARM-EU is one of the **five** university alliances.

CHARM-EU GOALS

- Contribute to **solving global societal challenges** beyond country borders, cultures, and languages in line with the **sustainable development goals**.
- Develop and **implement transdisciplinary, innovative, international and sustainable** educational programmes, research initiatives and **collaboration** between universities.
- Enable to offer a **worldwide** opportunity to **explore** international issues and **innovative** settings in a **coherent** way. **There are places for everybody in CHARM-EU**.
- Achieve a **transnational** challenge-driven university.

CHARM-EU **partners** support the goals of the alliance.

WHAT IS IN IT FOR UU?

- Securing a strategic position**
Through CHARM-EU, UU plays a **prominent role** in co-shaping an **innovative, competitive European Education Area**. UU only as **SOLE** lead for **three** through projects like **EU ANACOL**, thereby securing a **robust strategic and influential position**.
- Justify responding to calls**
UU can **actively engage** on **new** calls for **collaboration** in **researchers and experts** in the **network** as **ready** available to be **seamlessly** incorporated into specific thematic projects, which **reduces** the **drafting** of proposals **very** efficient.
- Access to a broad international and external network**
UU can leverage the CHARM-EU network to **expand** and **reinforce** **regional, national and international** collaborations in education, research, and **social** impact, while also **opening** new long-term partnerships with **external partners** committed to **investing** in a **diversified** **existing** university.
- Externally financed innovation**
CHARM-EU's **externally** financial funds can **provide essential** financial support to **UU** colleagues, enabling them to **obtain** their projects **even** under **budget** cuts of their institutions.
- Test bed platform with experts**
CHARM-EU provides a **testbed** to **experiment** with **new** **curriculum** forms and **educational** innovations. Additionally, UU can **leverage** the **international, transdisciplinary and challenge-based** experience CHARM-EU acquired over the years.
- Regional ecosystem**
CHARM-EU is **collaborating** with **partners** to **create** a **regional ecosystem** consisting of **business and civil society** organisations. This **ecosystem** supports **transdisciplinary education, research and impact** and benefits **external** stakeholders.

Goal

The goal of this activity is to give a general introduction to CHARM-EU and provide information on the CHARM-EU *Master's in Global Challenges for Sustainability* in a gamified, therefore fun and interactive way.



Target group

- Students and staff involved in the Master's Programme

Format & type of content

The Onboarding Game is available in a Miro board and is played in frame of a synchronous online session. The game is set up as an online escape room, in which participants have to fix problems in a hybrid classroom. The game includes general information on CHARM-EU and more detailed information on the Master's programme, such as educational principles, teaching methods and the international aspects of our education. Step by step participants solve problems in the online game and learn more about CHARM-EU.



Channels & tools used

- Targeted outreach to relevant students and staff

Impact and efficiency

- Format and intensity of the activity ensures efficient uptake of information
- Number of participants
- Informal feedback from participants during the session



Necessary resources

- Human resources: preparation of contents; facilitators
- Technical & material resources: access to digital collaboration platform (Miro)



DEI aspects



- Access & participation to digital tools/channels used
- Accessible content (speech-to-text service, provision of ALT-TEXT for the visuals, breaking down acronyms etc.)
- Balanced representation of gender and other lived experiences among contributors and facilitators
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Goal

CHARM-EU promotional materials are essential in building the CHARM-EU brand, raise awareness and create visibility, disseminate general information and encourage engagement with the Alliance.



Target group



- Current and prospective CHARM-EU students & staff
- Students, academic and support staff of partner universities
- Other European University Alliances
- External stakeholders
- General audience

Format & type of content

CHARM-EU promotional materials are used in a variety of contexts and as such, are available in a diversity of formats including printed as well as digital materials. Examples are roll-ups, flags, posters, banners, flyers and leaflets, PPT template, merchandise, etc.



Channels & tools used

- Physical events and activities
- CHARM-EU & partner universities' webpages and newsletters
- CHARM-EU social media channels

Impact and efficiency

- Number of webpage visits, views/impressions and interactions with social media posts
- Number of followers on CHARM-EU social media channels; subscribers to CHARM-EU newsletter
- Raised visibility and recognisability of the CHARM-EU brand



Necessary resources

- Human resources: graphic design, web development, social media community management
- Material & technical resources: printing, merchandise companies



DEI aspects

- Follow inclusive communication guidelines both in the text and visual materials in both printed and digital versions (e.g. ensure equal representation and include ALT-TEXT for images, gender-neutral language, diversity of representation regarding gender and other lived experiences on posters etc.)



CHARM-EU WebEx Community @ Ruhr West University of Applied Sciences (HRW)

An online community used to disseminate CHARM-EU information

Goal

Integrated in WebEx Teams, the standard video conferencing and collaboration software platform of HRW, the online HRW / CHARM-EU community group environment endeavors to productively disseminate targeted CHARM-EU information, Alliance calls to action, and celebratory event reports via the internal professional working tool used by all employees of the University.



Target group

- Academic and administrative staff interested in CHARM-EU

Format & type of content

The Community is hosted by the Teams 'group chat' utility of the WebEx software platform. Calls for participation, news from and about the Alliance, and general HRW CHARM-EU information is shared to the feed on a frequent basis. This is usually done by a locally-appointed core CHARM-EU team member, who functions as the moderator, after a brief, internal leadership exchange about the relevance of the item.



Channels & tools used

- WebEx community membership starts via HRW CHARM-EU core member invite, when interest is expressed informally or at CHARM-EU info sessions and events.

Impact and efficiency

- Number of new community members / member retention over time
- Increased awareness of CHARM-EU Alliance among staff; greater knowledge of its activities, values, commitments, and opportunities
- Replies to, views of, and interactions with posts
- Networking connections forged between group members
- (Increased) engagement and interest in available CHARM-EU activities and the Alliance in general by members



Necessary resources

- Human resources: preparation and publishing of information; community management; moderation, reply to questions
- Technical & material resources: ideally, CHARM-EU instrumentalization of an online platform already used by the university; alternatively, the purposeful acquisition of a new tool



DEI aspects

- Follow inclusive communication guidelines both in the text and visual materials (e.g. ensure equal representation and include ALT-TEXT for images, gender-neutral language, diversity of representation regarding gender and other lived experiences on visuals etc.)
- Use of a tool that is universally employed by staff and can be rendered more accessible by individual users
- Deploying inclusive language in community posts and general communication, and paying attention to aspects of inclusivity in the calls and opportunities disseminated via the community



Goal

The aim of this activity is to provide information to participants about the theory behind programmatic assessment (PA) as well as how PA works within the CHARM-EU Master's on *Global Challenges for Sustainability*. It shows participants how the Master's learning outcomes are translated into rubrics and lets participants practice using rubrics. It also introduces participants to the basics of high quality feedback and teaches them how to structure and use high quality feedback in the CHARM-EU Master's context.



Target group

- New teaching or assessing staff members in CHARM-EU

Format & type of content

The activity is organised in the form of an online workshop and webinar. The contents consist of small lectures intertwined with individual and group exercises on the topics mentioned in the 'Goals' section above.



Channels & tools used

- Targeted outreach to relevant staff

Impact and efficiency

- Efforts to creating successful implementation of programmatic assessment in the CHARM-EU programmes
- Professional development for teaching staff
- Format and intensity of the activity ensures efficient uptake of information
- Number of participants



Necessary resources

- Human resources: preparation of contents; facilitators & contributors
- Technical & material resources: slide deck



DEI aspects

- Access & participation to digital tools/channels used
- Accessible content (speech-to-text service, provision of ALT-TEXT for the visuals, breaking down acronyms etc.)
- Balanced representation of gender and other lived experiences among contributors and facilitators

Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



Which student scored higher?

Student 1

Your situation was presented, accompanied by a thorough analysis evaluation. The document was not only aesthetically pleasing but also engaging. While certain goals were outlined, the self-reflection lacks a clear articulation of improvement strategies. You could have highlighted the skills that have proven invaluable during this process. You could have used SMART goals that address both the specific areas requiring enhancement and how to achieve such progress.

Student 2

In your reflective essay, you've detailed the challenges you faced in your personal life, your interactions with stakeholders, and the dynamics within your group. These difficulties occasionally fell beyond your sphere of influence. In such instances, establishing personal goals can serve as a valuable tool to maintain your concentration. You've encountered instances of submitting assignments after the deadline on multiple occasions. Additionally, it would have been insightful to gain an understanding of the particular skills you've attained or enhanced, along with their potential applications to your future endeavors.

Programmatic Assessment (PA)

Programmatic Assessment (PA) is an innovative and effective assessment approach building on the Assessment Principles.

PA is focused on accomplishing the following three goals:

- 1) optimising the student's learning experience
- 2) optimising the decision-making function
- 3) providing meaningful information to optimise the educational experience

PA is an integral, process-oriented, longitudinal, continuous assessment approach **that prioritises valuable learner feedback**.

Goal

In order to mainstream diversity, equity and inclusion (DEI) – as a core value of CHARM-EU – it was essential to create spaces for dialogue on the importance of DEI as well as on the manifestation of structural barriers within the Alliance’s overall operation and organisational culture in the experience of individuals, especially students. The goal of designing and implementing various DEI trainings and professional development sessions including multiple stakeholders was to A) raise awareness and knowledge on DEI; B) support the institutional application of instruments towards DEI; C) foster DEI-related collaboration across CHARM-EU.



Target group

- CHARM-EU leadership and members of various organisational units and boards
- Enrolled new student cohorts of the CHARM-EU Master’s Programme
- Academic and support staff involved with the CHARM-EU Master’s Programme

Format & type of content

The DEI Trainings are organised in a hybrid format, allowing a mix of facilitators’ input and interactive group work. Contents include: concepts, values of DEI within the higher education environment and what it entails in practice; different tools and instruments to foster a more inclusive and diverse organisational operation and culture and teaching and learning environment; how to enhance cooperation and leadership between individuals from all walks of life and to efficiently implement DEI aspects in various fields.



Channels & tools used

- CHARM-EU and partner institutions’ website & internal communication channels
- Targeted outreach to students and relevant staff

Impact and efficiency

- Number of participants at trainings
- Increased awareness about DEI matters, top management buy-in
- Quantity and quality of DEI measures implemented in CHARM-EU
- Mutual proactiveness in co-creation across CHARM-EU initiatives and organisational processes



Necessary resources

- Human resources: Alliance-level organisation; design and facilitation of trainings; time and engagement of participants
- Technical & material resources: Hybrid classroom environment; access to digital collaboration platforms; technical support



DEI aspects

- Diversity of speakers and contributors regarding gender and other lived experiences
- Access & participation to physical venue
- Accessible content (speech-to-text service, provision of ALT-TEXT for the visuals, breaking down acronyms, gender-neutral language etc.)

CHARM-EU
Master's Programme Board
Workshop / Focus Group
19/03/2024

CHARM-EU

Diversity within CHARM-EU

Workshop is facilitated by CHARM-EU DEI (Diversity, Equity, Inclusion) Team Lead: Dr Ágnes Sarolta Fazekas-Vinkovits (ELTE) and CHARM-EU DEI Team Member: Dr Derina Johnson (TCD)

UNIVERSITAT DE BARCELONA Trinity College Dublin Utrecht University EÖTVÖS LORÁND UNIVERSITY | BUDAPEST UNIVERSITÉ DE MONTPELLIER Abo Akademi University UNIVERSITÄT WÜRZBURG HRW HOCHSCHULE RUPIN WEST UNIVERSITY OF APPLIED SCIENCES UNIVERSITÄTET I BERGEN

Co-funded by the European Union

CHARM-EU
Challenge-oriented
Master's
Research-based
European
University

Co-funded by the
European Union

CHARM-EU DEI Office
Students' session

25/09/2024

UNIVERSITAT DE BARCELONA Trinity College Dublin Utrecht University EÖTVÖS LORÁND UNIVERSITY | BUDAPEST UNIVERSITÉ DE MONTPELLIER Abo Akademi University UNIVERSITÄT WÜRZBURG HRW HOCHSCHULE RUPIN WEST UNIVERSITY OF APPLIED SCIENCES UNIVERSITÄTET I BERGEN

Goal

The Reports aim at showcasing mobility-related opportunities for cooperation, networking and professional development within CHARM-EU as well as presenting benefits of being part of the "CHARM-EU family" by introducing colleagues already involved in the work of the Alliance. In internal dissemination they can be used to promote CHARM-EU related staff mobility opportunities. Also, the input of participating colleagues (experiences and learnings) supports the fine-tuning of staff mobility activities in the CHARM-EU context.



Target group

- Academic and support staff of partner universities

Format & type of content

Short written testimonials illustrated with 1-2 pictures, provided by CHARM-EU universities' staff who participated in any kind of staff mobility at another CHARM-EU partner institution. In their Report, colleagues describe their personal reflection on how the staff mobility was beneficial for themselves and their institution.



Channels & tools used

- CHARM-EU & partner universities' webpages and newsletters
- CHARM-EU social media channels

Impact and efficiency

- Number of webpage visits and newsletter openings
- Number of views/impressions and interactions with the social media posts
- Raised awareness of and engagement towards CHARM-EU, especially staff mobility
- Growing number of inter-institutional collaborations initiated by university staff



Necessary resources

Human resources: participating colleagues to prepare reports; mobility support colleagues to keep track of CHARM-EU related staff mobilities and ensure flow of testimonials; communication staff to process and publish incoming testimonials



DEI aspects

- Follow inclusive communication guidelines both in the text and visual materials used in the Reports as well as in their webpage and social media dissemination (e.g. ensure equal representation and include ALT-TEXT for images)
- Diversity of contributors regarding gender and other lived experiences



Goal

The TOL initiative is one of CHARM-EU's major interinstitutional educational activities. It allows students access to courses beyond those available at their home institution, offering credits and international learning experiences by studying with peers from other countries, backgrounds and disciplines. The aim of the internal dissemination campaign related to TOL is to increase the number of students registering to the respective offers and increase student participation in virtual student mobilities; also to raise general awareness of the various educational offers from CHARM-EU.



Target group

- Students at CHARM-EU partner universities

Format & type of content

The TOL campaign is a complex internal dissemination activity targeted at students. It includes content (articles) and visuals to promote the online courses, the Online Course Catalogue itself as well as practical information on enrolling in the courses.



Channels & tools used

- CHARM-EU website
- CHARM-EU social media channels and newsletter
- Partner universities social media channels, newsletters, intranets etc.

Impact and efficiency

- Number of students enrolled in the TOL offers
- Impressions and views on respective social media posts, newsletters etc
- Conversion rate
- Views of the TOL webpages



Necessary resources

- Human resources: online courses offered by academic staff from partner universities; preparation of communication material to promote the offers via CHARM-EU and partner universities' communication channels



DEI aspects



- Follow inclusive communication guidelines both in the text and visual materials (e.g. ensure equal representation and include ALT-TEXT for images, gender-neutral language, diversity of representation regarding gender and other lived experiences on visuals etc.)



Join our transnational
online courses and
gain international
experience from home!



Goal

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Target group

- Phasellus consequat sem nec orci interdum molestie
- Phasellus pellentesque ipsum sit amet lorem iaculis efficitur

Format & type of content

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Channels & tools used

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Impact and efficiency

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Necessary resources

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- Aenean tincidunt pellentesque nulla. Pellentesque non pulvinar est. Praesent iaculis urna massa, ut egestas lectus hendrerit ut.
- Cras vitae massa nec erat rhoncus luctus. Mauris feugiat a neque non aliquet. Vestibulum quis massa metus.



DEI aspects

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- Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae;



Goal

The goal of the CHARM-ÅA Insider is to highlight relevant news and updates from an ÅAU perspective to an internal audience with limited capacity to follow CHARM updates on various channels. It complements the CHARM-EU Staff Newsletter with local CHARM news. Published bi-monthly on the ÅAU intranet, the CHARM-ÅA Insider collects links to relevant news items on the CHARM-EU website and the ÅAU intranet. Material is also produced specifically for the CHARM-ÅA Insider to raise awareness and share information about ÅAU's engagement in the Alliance.



Target group

- All staff, researchers and students at ÅAU

Format & type of content

Two in one: intranet item and newsletter (since the intranet page can be shared also by e-mail). Links included in the CHARM-ÅA Insider lead to relevant news items on both the CHARM-EU website (produced by the CHARM Communications Office) and on the ÅAU intranet (produced by the CHARM-EU Team at ÅAU).

To inspire colleagues to learn more about CHARM-EU, each CHARM-ÅA Insider edition starts with an invitation to subscribe to the CHARM-EU Staff Newsletter which provides updates on the Alliance's work beyond ÅAU.



Channels & tools used

- ÅAU intranet
- e-mail

Impact and efficiency

- Number of visits to the intranet page featuring the news item.
- Number of recipients of the e-mail version
- Indirect impact measurable by number of further questions/contacts to the local CHARM team concerning items featured in CHARM-ÅA; by growth in the number of visits to ÅAU's CHARM intranet page; by growth in the number of applications to various CHARM-EU initiatives



Necessary resources

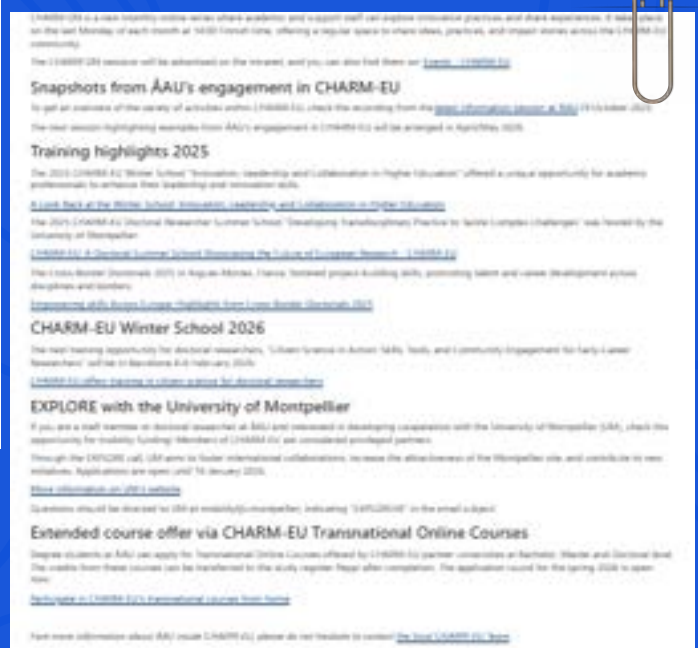
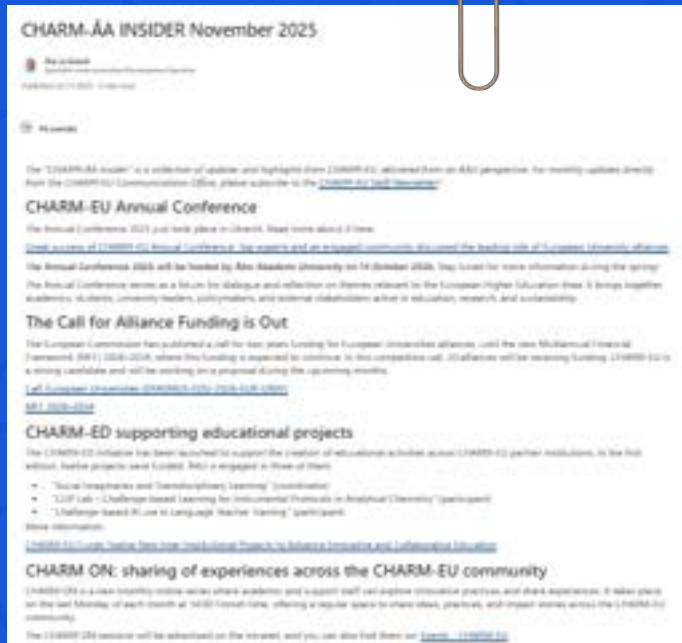
- Human resources and time demand: local CHARM-EU Team incl. Communications Officer and Manager to continuously follow CHARM-EU communications and identify items to highlight in the CHARM-ÅA Insider, produce material specifically for the Insider, compile in English and translate to Swedish, publish on the intranet and disseminate also by email as well as highlight the particular edition of the CHARM-ÅA Insider in the weekly ÅAU Staff News newsletter and in the bi-weekly ÅAU Student News newsletter. Relevance to be assessed after 6 months (3 editions)
- Technical and material resources: availability of intranet



DEI aspects



- Accessible font types and accessibility of visuals (ALT-TEXT to potential items including visuals; checking platform and materials with an Accessibility Checker tool eg. [Silktide](#) or [Webaim](#))
- Neutral and inclusive language
- Break down acronyms to foster a better understanding of the context and to avoid risk of feeling excluded from the discussion



Intranet page @ÅAU

CHARM ON: Bringing Innovation into Practice

CHARM-EU's regular online knowledge-sharing session

Goal

CHARM ON was designed to share and explore CHARM-EU's innovative practices with academic and support staff from the partner universities and beyond and motivate those interested to dive deeper into CHARM-EU good practices in our [Service Portfolio](#), and to participate in trainings and opportunities offered by the Alliance.

The CHARM-ON sessions' panellists from across the CHARM-EU community provide concrete practice examples and related testimonials.



Target group

- CHARM-EU partners' staff and students
- Other Alliances' staff and students

Format & type of content

CHARM ON is a monthly, 45min interactive online panel discussion (same day and time each month to ensure better visibility). Invited educators, researchers and students bring real-world perspectives on applying CHARM-EU's approaches in various topics as challenge-based learning, mobility and interculturality. Sessions are recorded, edited and later published in a podcast format.



Channels & tools used

- Microsoft Teams to create, host and record the event
- Video editor software to cut and create the audio-recording (e.g. OpenShot)
- CHARM-EU Spotify channel for further dissemination

Impact and efficiency

- Number of active participants in the live online sessions
- Number of streams/downloads/plays at Spotify
- Indirect impact measurable by number of staff and students reaching out via the [CHARM-EU Service Portfolio](#), interested in certain approaches and practices



Necessary resources

- Human resources: organising team, panellists, communication team
- Time demand: pre-event: defining the topic, inviting panellists, setting up preparatory meeting and session, pre-event promotion (min. 1 months before the session) / during the event: moderation, standby for technical support / post-event: editing the video-recording, creating podcast version, post-event dissemination
- Technical and material resources: availability of online meeting and streaming platforms (MS Teams, Spotify), editing tools (OpenShot)



DEI aspects



- Accessible recording space / platform
- Balanced representation of gender and other lived experiences among panellists
- Neutral and inclusive language during promotion and session
- Captioning during the session
- Provide English transcript and subtitles to podcast version

CHARM ON

#2: International Joint Programmes

2025.10.27. 13:00-14:00
Online session

Goal

CHARMopoly interactively helps players understand the structures, terminology, opportunities, and challenges of the CHARM-EU Alliance while also functioning as a dissemination and visibility tool. Through a playful, competitive format, players move across an Alliance-themed Monopoly board and encounter scenarios based on CHARM-EU vocabulary, programmes, and priorities.

The game informally makes the complex workings of a European University Alliance more tangible, memorable, and approachable.



Target group

- CHARM-EU partners' staff and students
- Other Alliances' staff and students

Format & type of content

A facilitated, Monopoly-inspired board game played in small groups. Conventional properties are replaced with CHARM-EU partner universities, locations, initiatives, and thematic areas. Traditional chance or community cards are replaced by cards featuring CHARM-EU terminology, opportunities, and scenarios. As participants move around the board, they encounter key concepts and are prompted to discuss and reflect on the Alliance and its activities.



Channels & tools used

- Printed game board and physical cards
- Dice and playing pieces
- Facilitator instructions to support gameplay and answer questions

Impact and efficiency

- Number of participants reached
- Number of people who subsequently ask for more CHARM-EU information
- Number of follow-up interactions, i.e., attending further events or partaking of CHARM-EU opportunities
- Increased awareness of CHARM-EU structures, opportunities, and vocabulary

CHARMopoly is efficient as a dissemination tool because it translates complex institutional structures into a concrete and engaging experience. Rather than presenting CHARM-EU only through written materials or presentations, the game enables participants to explore the Alliance actively. Its playful format can attract participants who might otherwise not engage with CHARM-EU information, making it especially useful for awareness-raising and first contact with the Alliance.



Necessary resources

- Human resources and time demand: Staff effort and time investment to organise and facilitate the activity at events
- Technical and material resources: printing costs for the game board and cards; space and tables for participants to play



DEI aspects

- The game introduces participants to the cultural diversity of the CHARM-EU Alliance
- The game encourages participants from different backgrounds and institutions to share perspectives



Goal

The activity, implemented in 2025, aimed at enabling doctoral researchers to co-create transdisciplinary research proposals addressing real-world sustainability challenges and encouraging autonomy, reflexivity and responsibility among “adult learners” working intensively on their own projects. It equipped participants with conceptual and practical tools for transdisciplinary research and provided them with networking and community building opportunities, thus fostering intercultural, cross-disciplinary collaboration within the CHARM-EU Alliance.



Target group

- Doctoral researchers from CHARM-EU universities.
- Early-career researchers interested in sustainability

Format & type of content

The activity followed a hybrid format combining three online preparatory sessions and a five day onsite intensive week hosted by the University of Montpellier (23–27 June 2025). The programme bridged theory and practice through keynotes, workshops, coaching, and peer learning, with online sessions applying Challenge Based Learning and in-person intercultural workshops during the onsite week.



Channels & tools used

- CHARM-EU website and mailing lists and collaboratives tools (Zoom/Miro)
- Onsite workshops and coaching.
- Guidebook and programme shared in advance

Impact and efficiency

- Number and diversity of applicants and selected participants
- Quantity and quality of group research proposals
- Participant feedback and satisfaction.
- Requests for follow-up activities

The Summer School demonstrated high educational value. Participants reported strong engagement and motivation; the week produced tangible, high-quality research proposals; the adult-learner approach fostered autonomy and ownership and professional and in-house photography enabled long-term communication impact.



Necessary resources

- Human resources: overall manager, pedagogical design team, applicant selection process team
- Time demand: pre-event: preparation process / during the event: on-site organisation; ample time for proposal writing / post-event: structured follow-up
- Technical and material resources: program, guidebook, communication plan and welcome materials; rooms, catering, Wi-Fi access and equipment; hybrid infrastructure (Zoom, Wi-Fi, headsets)



DEI aspects

- Ensure equitable participation within groups.
- Identify and cater to participants' access and participation needs
- Anticipate language barriers (English proficiency checks, onsite interpretation).
- Include local KCT members in activities.
- Monitor workload intensity to avoid exclusion through fatigue.
- Use captioning with hybrid event elements.

