

# Stakeholders as a Cornerstone of Regional Development

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Stakeholders as a Cornerstone of Regional Development
A case-study of the RUN-EU alliance

Session:
Global & Regional Partnerships

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# How do you think we as universities, can involve external stakeholders in cooperation and collaboration?





# Why cooperation with regions and regional stakeholders is so important



Education & Employability:

(Ensuring practical skills and talent retention)

**R&D&I Focus:** 

(Driving applied research and knowledge transfer)

TUL RUN-EU

Regional
Development:
(Acting as a catalyst for economic and social growth)

Reputation & Visibility:
(Attracting funding, students, and talent)

By 2030, RUN-EU will be a fully engaged European University that has developed a unique new type of multinational interregional alliance, a European Zone for Interregional Development.

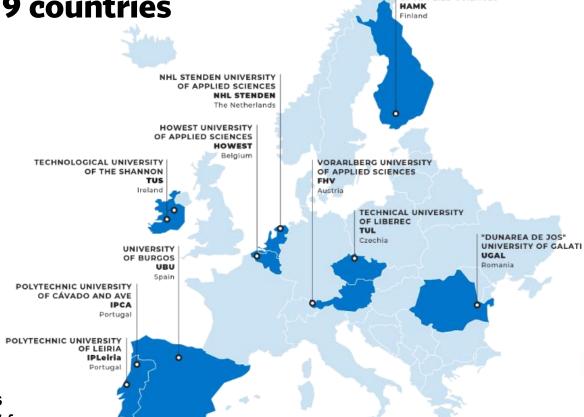
# What do external stakeholders expect from universities when cooperating with them?





## Who we are - RUN-EU alliance

## 10 members, 9 countries



#### **Member Characteristics**

- Regional location and focus
- Driving regional development
- Future Skills & New knowledge
- Reflect all regions of Europe

Multinational interregional alliance



HÄME UNIVERSITY
OF APPLIED SCIENCES



# MISSION AND VISION

Foster excellence and innovation in higher education

ensuring the core principles and values of the EU

Delivering future and advanced skills and creating new knowledge

necessary for students and regional stakeholders to successfully meet the challenges of the future, engage in societal transformation and promote active citizenship

Improve national and international competitiveness of associated regions

#### Allowing them to:

complement existing capital and large city-regions;

retain and attract young talent; correct existing unfavorable bias in development trends in peripheral European (EU) regions.



# MISSION AND VISION

Strive to secure the sustainable economic, social, cultural and environmental progress

of associated regions and stakeholders

Address big societal challenges and become a true engine of regional development

leading in the creation of a new type of multinational interregional alliance European Zone for Interregional Development (EZ-ID)

"Our Students Will Inherit the Future"



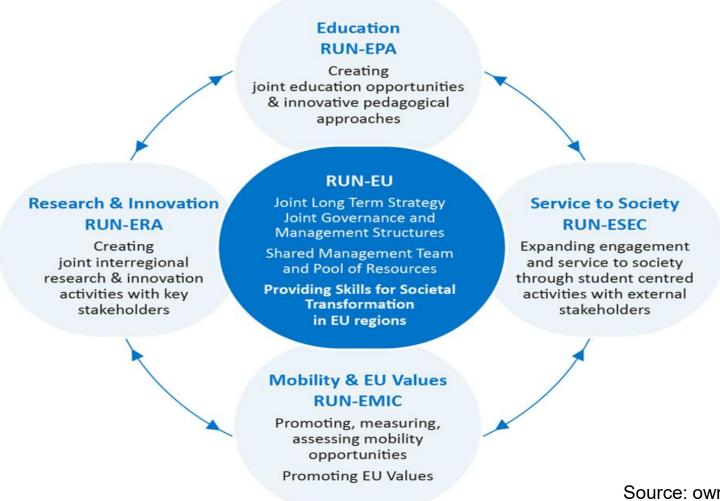
## **European Zone for Interregional Development – EZ-ID**



Creating collaborative education, research, innovation, and service to society activities to achieve its vision to secure the sustainable economic, social, cultural, and environmental progress of its regions and stakeholders

Developing a new multinational interregional alliance

## Joint Operational Units of our European University Alliance



Source: own elaboration, RUN-EU

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10340

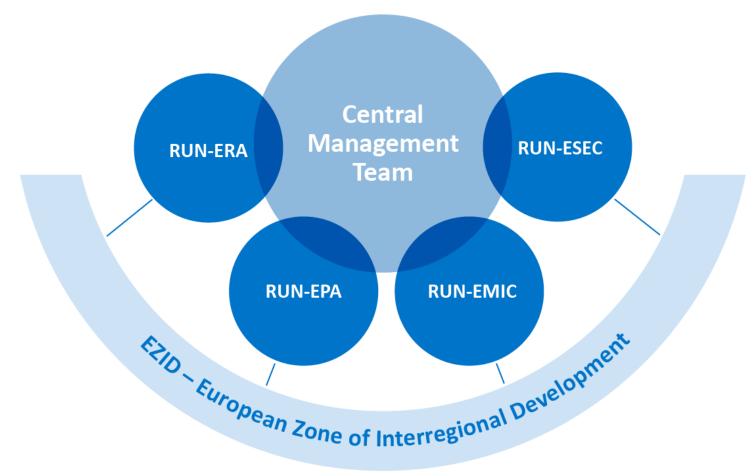
**57** 

103

STUDENTS STAFF FACULTIES/SCHOOLS RESEARCH CENTRES & GROUPS

## Realising our European Zone for Interregional Development – EZ-ID





All outputs of our operational unis are relevant to interregional development as they are co-created with regional stakeholders

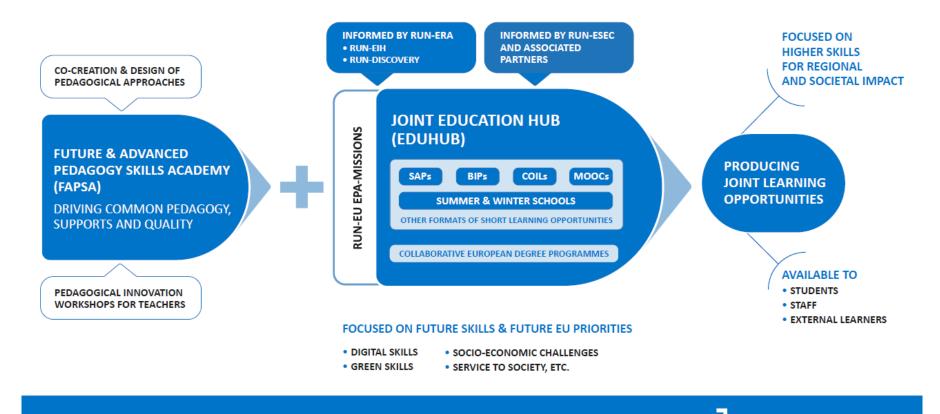
## Role of Stakeholders in the Alliance activities

Quadruple Helix Model	Stakeholder Group	RUN-EU Engagement
Academia	University (Students, Staff, Researchers)	Provides expertise, facilities, and the framework for joint teaching.
Industry	Businesses, SMEs, Industry Associations	Co-designs curricula (skills needs) and proposes real-world R&D challenges, Innovation Labs.
Government Policy	Regional Authorities, Public Sector	Shapes the alliance's agenda to align with regional Smart Specialisation Strategies.
Civil Society Public	Citizens, NGOs, Media, Culture, NPO, hospitals	Engaged through projects like RETOS (volunteers) to ensure innovation is socially relevant and inclusive.

## Role of Stakeholders in the Alliance activities



#### RUN-EU European Programmes Academy (RUN-EPA)



FAPSA + EDUHUB = JOINT PROGRAMMES FOR LEARNERS

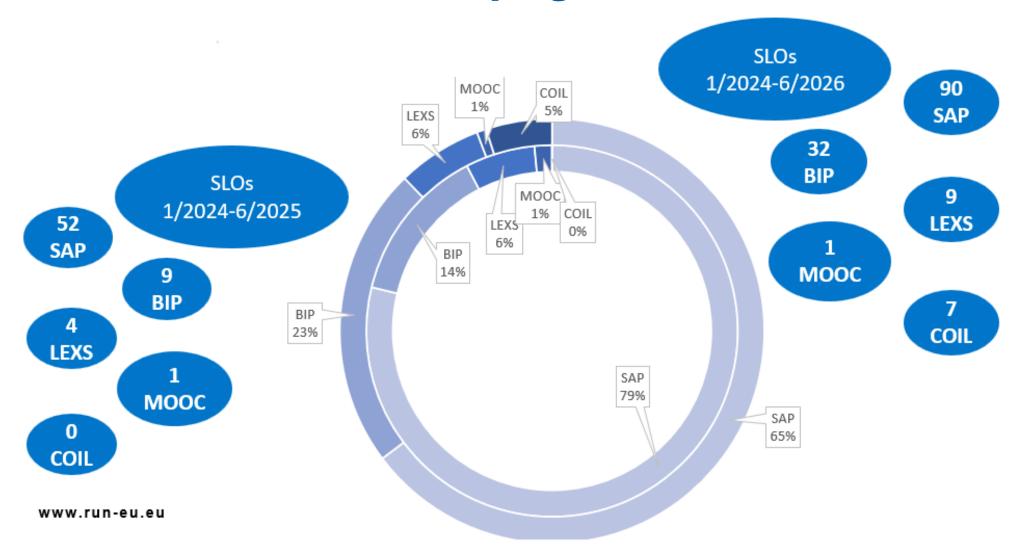
## **Role of Stakeholders in the Alliance activities**

|--|

RUN-EPA KPIs			
Descriptor	Qualitative	Quantitative	
Joint learning opportunities	Creation of new joint learning opportunities	140	
Staff pedagogy training; Staff Super-weeks	Deliver pedagogy training Super- Weeks for staff.	4	
Online pedagogy staff training programmes	Provide online pedagogy staff training programmes	24	
Student participation in joint	Facilitate the participation of learners	7000 learners;	
programmes; Student participation in mobility opportunities	in joint programmes including physical, blended and virtual student mobility opportunities.	5000 physical, blended and virtual student mobility opportunities	
Staff mobility	Facilitate staff mobilities to support the development and delivery of joint programmes and participation in staff development initiatives	800 staff	

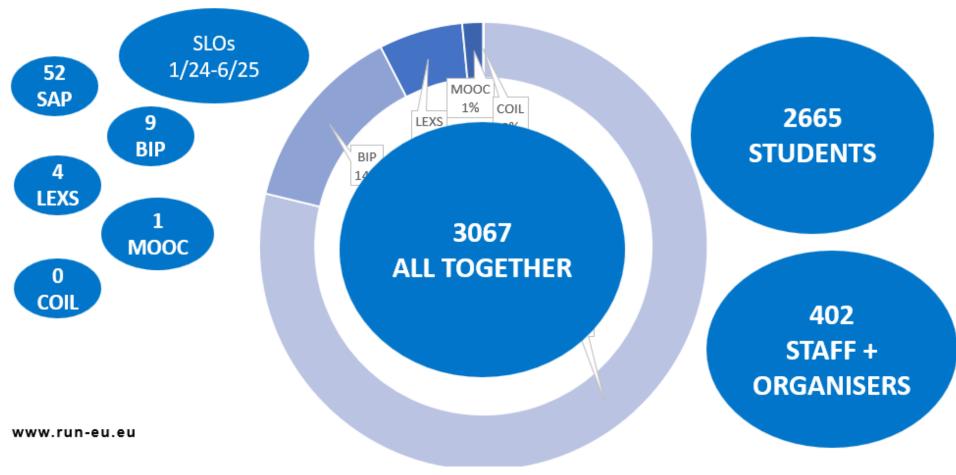
## SHORT LEARNING OPPORTUNITIES – implemented and in progress





## **Participants in Short Learning Opportunities**





## **Sample Short Learning Opportunities**



Creating
Practical
Workflows with
AI - Think with
Data

Improve your critical thinking by framing your analysis around outcomes-based processes.

**READ MORE** 



Democracy, Citizenship, and Emerging Challenges: European Values at risk?

Tackle misinformation in your environment and promote democratic values in a technological and Al context.

**READ MORE** 



Design Thinking
- Healthcare
Challenges

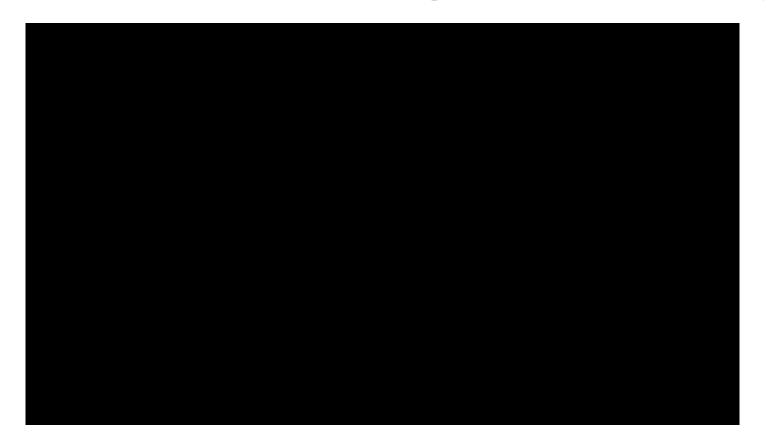
This course offers students the chance to work with other disciplines on "wicked problems" in healthcare settings

**READ MORE** 



## **RUN-EU European Programme Academy**





https://www.youtube.com/watch?v=kd3aBZN-BDs

#### RUN-EU European Research Area (RUN-ERA)

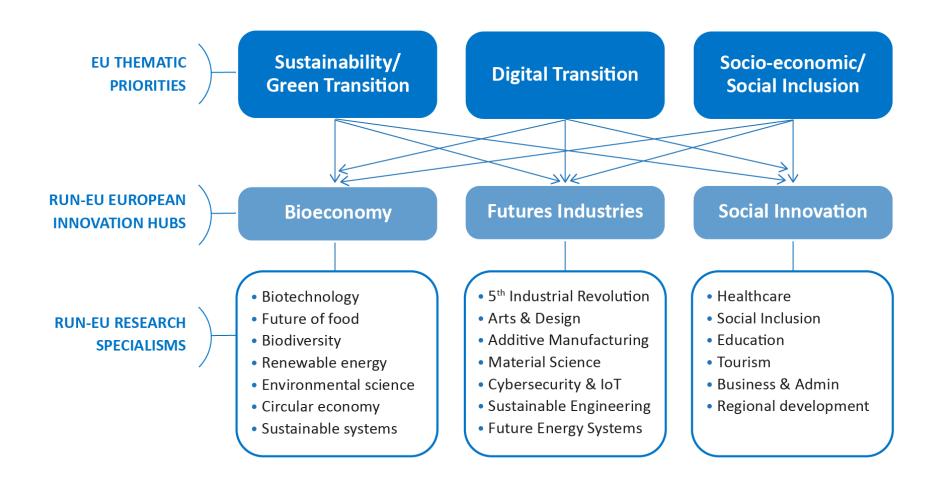
in their lifelong learning and career development

**KNOWLEDGE** RUN **RUN RUN DISCOVERY RUN INNOVATION TRANSFER DISCOVERY EUROPEAN** EXPERT NETWORK **ECOSYSTEM INNOVATION**  DELIVERING TACKLING SOCIETAL NEW KNOWLEDGE TRANSFORMATION **HUBS** AND COLLABORATIVE **ISSUES THROUGH** RDI Team & **PITCH RDI ACTIVITIES** INNOVATIVE AND COLLABORATIVE CREATING RESEARCH Project MATCH-MAKING **INITIATIVES WITH** NETWORKS Student **EVENTS BUSINESS, INDUSTRY,** Building IDENTIFYING FUTURE Academy GOVERNMENT **OPPORTUNITIES** AND SOCIETY AND INFORMING Innovation Meets IDENTIFYING FUTURE **FUTURE SKILLS ICARUS** Student Europe & Beyond **OPPORTUNITIES** Colloquia **RESEARCH &** AND INFORMING INNOVATION **FUTURE SKILLS** CONFERENCE RESEARCH-FOCUSED INNOVATION-FOCUSED TRAINING COURSES TRAINING COURSES **RUN Immersive Research Institute** Supporting > 2,000 researchers

Connecting with Regional Innovation Systems



#### Alignment of EU Priority Areas with RUN-EU EIHs & Research Specialisms





RUN-ERA KPIs			
Descriptor	Qualitative	Quantitative	
Short Research programmes	Short Research programmes developed and delivered	9	
Research colloquia	Research colloquia delivered	9	
Research Student Academies	Research Student Academies Provided	4	
Annual ICARUS Conference	ICARUS conferences hosted	4	
Online researcher training	Online researcher training programmes delivered	12	
Innovation events	Innovation Meets Regions events organised and held	9	
Research funding applications	Joint research applications for funding at a national or European level submitted	40	
Researcher mobilities to promote research collaboration	Researcher mobilities to support the development and delivery of our research, innovation, knowledge transfer and researcher development activities facilitated	Approx. 500	

## **Innovation meets Regions**

Three innovation events have already taken place

### **RUN-EU Innovation Meet Regions:**

- HAMK (Finland, 2024)
- UBU (Spain, 2024)
- IPCA (Portugal, 2025)

## **Upcoming Innovation Meet Regions:**

- NHL (Netherlands, 18–20 Feb 2026)
- IPL (Portugal, May 2026)
- TUS (Ireland, Nov/Dec 2026)
- Howest (Belgium, 7–10 Dec 2026)
- FHV (Austria, 10-11 March 2027)
- RUN-EU New Partners (Dates TBC)

## International Fairs Participation RUN-EU Innovation Meets Europe:

- MEDICA Fair, Düsseldorf, Nov 2026
- Arab Health, Dubai, Feb 2027

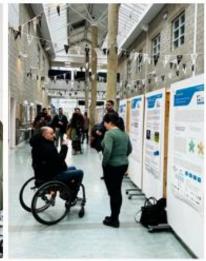




# RUN-Student Colloquia IPCA & TUS (July 2024 & Feb 2025) Key Highlights

- Over 200 attendees, including students, faculty and researchers
- High standard of presentations and posters
- Diverse range of disciplines represented
- Engaging discussions and great networking opportunities
- Interactive workshops on publishing and protecting IP
- Tour of facilities











ICARUS | RUN-EU Conference (21–23 May, Forum Braga)

- Over 150 attendees
- Keynote Presentations
- Roundtable Discussion
- Workshops
- RUN-EU Tech Pitch
- International Research Group Talks
- Technologies and Services
   Showcase
- Visits to EIH companies
- EIH B2B meetings
- Brainstorming Group EIH Meetings





## PROPOSALS SUBMITTED TO NATIONAL AND EUROPEAN FUNDING CALLS



Submitted to date in cycle 2	Approved	Not Approved	Under Review
39	8 (Total Value: €7M)	11 (Total Value: €9M)	20 (Total Value: €10M)

## Sample of successful projects

Partners		Research Project Title	Funding Body	Award
UBU (Lead) IPL	+ 2 universities from Ivory Coast and 2 from Cape Verde	Empowering Ladies in STEM through Varied Approaches for Technological Excellence - Women in STEM Empowerment	Erasmus+ Capacity Building	400,000.00 €
UBU (Lead) + all e	xcl. FHV	European Social Innovation & Democratic Education (EU SIDE)	ERASMUS+	1,500,000.00 €
TUS, Howest and	other non-RUN partners	Youth Work Virtual - Creating immersive digital spaces for inclusive youth engagement	Erasmus +	400,000.00 €
HAMK, NHL Stend	len and African partners	AgriCBE-Enhancing Adoption of Competence Based Agricultural curricula in HEIs in East Africa	Erasmus+ Capacity Building	1, 079 380.69 €
NHL Stenden (lead	d), TUS and others	Food Eco Culture Education	Erasmus+	400,000.00 €
HAMK, UBU, Vietr (lead partner HCN	nam and Thailand Unis ⁄IUTE)	GreenEdAsia- Learning for Sustainable Future - Higher Education for Green Transition in Southeast Asia	Erasmus+ Capacity Building	800, 000.00 €
HAMK (lead) + all		RUN-INNOBOOST	EIT-HEI	1,340,000.00 €

## **RUN EU PLUS achievements**







Your guide to

RUN InnoBoost



www.innoboost.eu

Supported by







## **PROJECT MAIN TARGETS**

WP2: Building innovative and entrepreneurial organisations

Improving organisational structures facilitating Innovation and Entrepreneurship

WP3: Building individual innovation and entrepreneurship capacity

Creation and delivery of trainings for Innovation and Entrepreneurship skills of students, teachers and researchers

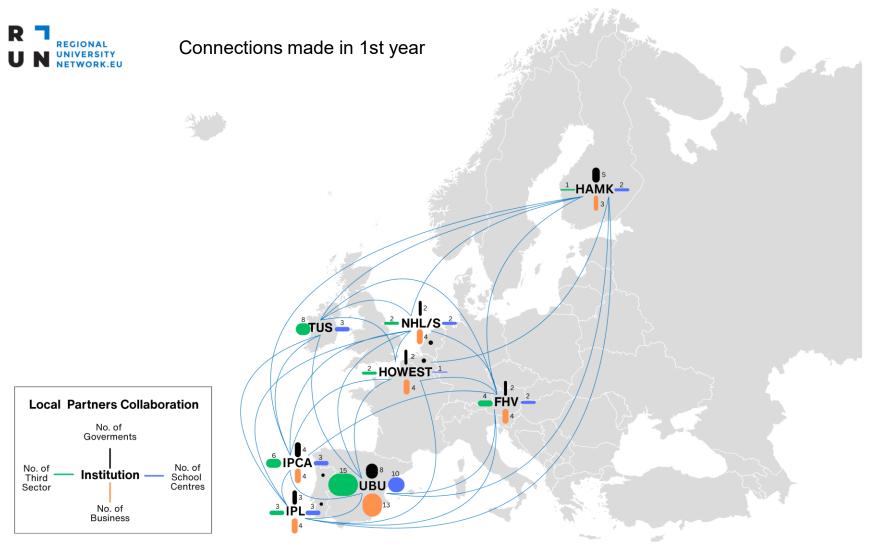
WP4: Interregional pipelines for innovation, entrepreneurship and business creation

Living labs for business creation and start up support

### \*End goal:

- 8 start-ups launched until 4/2027
- At least 10 start-ups are born annually 2030

## **European Stakeholder Engagement Centre**





## **Connecting with:**

- NGOs, Social partners
- Regional agencies
- Enterprise centers/partners
- Business, Industry
- Schools
- School centers

## RUN-EU EUROPEAN STAKEHOLDER ENGAGEMENT CENTRE (RUN-ESEC) Overview of Activities & Outputs as part of RUN-EU 2.0



# cal Stakeholder Perspective

**European Innovation Hubs** 

#### RUN-EU ENTREPRENEURSHIP

Output/core activities:

Expanding entrepreneurial activities with external stakeholders through joint activities engaging emerging student entrepreneurs

- Education initiatives provision of SAPs for student entrepreneurs in areas such as idea generation, business development and networking
- Support activities bespoke RUN-EU student entrepreneur mentoring programme.
- Events national and international entrepreneurship festivals creating innovative solutions and solving problems proposed by external stakeholders.
- Entrepreneurship educators and practitioner's network

## RUN-EU FUTURE INNOVATORS LABS (FILS)

Output/core activities:

- Sustainable network of STEAM promotional facilities
- SAP for students/staff how to develop STEAM skills for young people.
- Workshops for children (6-14 y.o.) organised and facilitate by RUN-EU students and teachers aiming to:
- develop future skills in STEAM / digitalisation/sustainable design
- reduce inequalities in STEAM areas.
- A FILS Handbook compiling all validated best practices and tested innovator activity models designed
- Open Science & Innovation days open to public
- Local RUN-EU Young Innovators Competition

## RUN-EU SERVICE TO SOCIETY – READY TO SERVICE (RETOS)

Output/core activities:

- Portal of Opportunities (where social organisations seek solutions that can be developed by RUN-EU degree students).
- Competitive call for staff for developing RUN-EU international and interdisciplinary learning service projets in our degrees
- RUN-EU Volunteer Programme in field cooperation
- Final bachelor's and master' degree projects in field cooperation at RUN-EU HEIs
- SAPs for staff for developing service approach and for students/staff in Field cooperation

## **Enterpreneurship**

**Innovation Labs** 

Volunteering

**Portal of Opportunities** 

RUN-ESEC KPIs			
Descriptor	Qualitative	Quantitative	
Knowledge missions;	Knowledge missions delivered which focus on improvement of engagement	4	
Engagement with regional stakeholders	with regional external stakeholders		
Student mentoring in	An entrepreneurship student mentoring	1	
entrepreneurship	programme created		
International entrepreneurship	International entrepreneurship festivals	2	
festivals	organised		
International Entrepreneurship	International Entrepreneurship	2	
Educators and Practitioners	Educators and Practitioners		
Conference	Conferences are hosted		
Future Innovator Lab network;	A network of Future Innovators Labs is	1 network of 9 Future	
Promotion of STEAM within regions	created which promotes STEAM activities within and across RUN-EU regions.	Innovator Labs	

RUN-ESEC KPIs			
Descriptor	Qualitative	Quantitative	
Open Science Innovation	Open Science Innovation days delivered	9	
Annual Young Innovators competition	An annual Young Innovators competition is organised and delivered across all campuses	1	
Service to society programme; Student volunteering programme	A RUN-EU wide service to society and a student volunteering programme is created	1	
Staff mobilities; Associated Partner mobilities; Collaboration with external stakeholders	Staff and associated partner mobilities are facilitated to support the development of RUN-EU engagement with external stakeholders and service to society activities.	250 staff and associated partner mobilities	

## **Entrepreneurship Strand**

## Promoting entrepreneurship skills among undergraduate and postgraduate students



**Knowledge Missions:** Connecting entrepreneurs, companies, and RUN-EU students to foster innovation and collaboration.

## **Entrepreneurship Programmes:**

Designed for undergraduate and postgraduate students.

Enhance entrepreneurial skills through SAPs, online lectures, and mentoring.

Delivered as extracurricular, international, semester-long mentoring programmes.





## **Future Innovators Labs (FILS)**

## FILS STRAND — Connecting Universities and Society through and for Innovation



**Future Innovators Labs**: Programmes designed to prepare young innovators (ages 7–17)

**INNHOTON**: Collaborative innovation hackathon bringing together secondary school students and university students

**Innovation Day**: A space for dialogue on innovation with society and external stakeholders







## RUN-EU INNOVATION DAY





#### RETOS STRAND — Solving Societal Challenges

Service-Learning Programme: International teams of students apply knowledge gained in their disciplinary subjects to address real challenges proposed by associations, NGOs, and other organisations.

**Volunteering Programme:** International RUN-EU student teams work across the alliance's regions to respond to local needs related to sustainability, STEM skill development and more. This brings internationalisation and European values to the regions, extending the university's impact beyond its campus.









## **Round Table Discussion**

How we currently engage with our regional partners:

"The **necessity of cooperation** between the university environment and the local community and the **benefits of this cooperation for both parties**.

"Sharing good and bad practice in the functioning of this mutual cooperation in different European settings and at different levels, especially in regional university settings"

"Explore the Challenges and Benefits to Stakeholders"

Which is the way how do you interact with stakeholders in different areas?

How are our regions connected? What is the objective?

What are we going to do to connect regions more?

Are there any challenges to have regions more involved?







## **Testimonial from the Chair of the RUN-EU EZID**





Ricardo Simões Head of Innovation

Comissão de Coordenação e Desenvolvimento Regional do Norte, I.P. Norte Portugal Regional Coordination and Development Commission





## **Q&A** session

## Thank you!

