During this presentation, I will briefly talk about:

1. The European Universities Initiative
2. The EU GREEN Alliance
3. Internal Organization of an Alliance
4. Our Work Strategy

1. The European Universities Initiative

The European Universities initiative

Launched, in 2018, by the European Commission.

These **alliances** between **higher education institutions** have the ambition of **looking at Europe as a large university campus**, promoting the creation of European universities **focused on society's pressing challenges**.

Flagship initiative to achieve:

- ✓ **European Interuniversity** campuses, **joint study** programmes and **research**
- ✓ **Transnational** and **multidisciplinary** teams working to solve **social challenges**
- ✓ Creating **worldwide known** Universities
- ✓ **Universities of the Future with a structured and sustainable impact on society**

European Commission

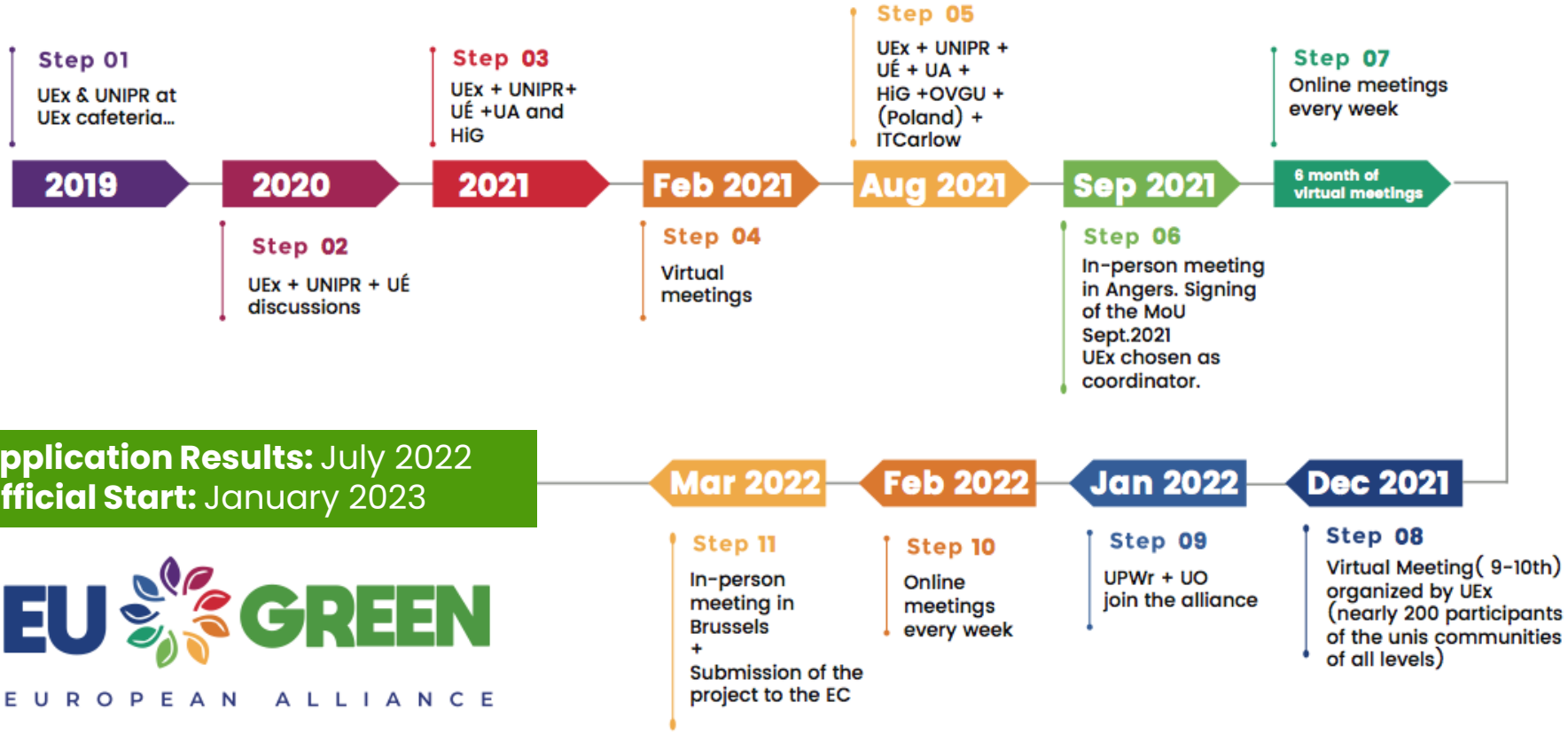
European Commission funded 60 European Universities alliances involving more than 500 HEI by mid-2024.

2. The EU GREEN Alliance

EU GREEN
EUROPEAN ALLIANCE

9 Partners

EU GREEN Timeline till the proposal



Application Results: July 2022
Official Start: January 2023

EUROPEAN ALLIANCE

EU GREEN
EUROPEAN ALLIANCE

Our Associated Partners

EU GREEN
EUROPEAN ALLIANCE

Our Associated Partners

Organización de Estados Iberoamericanos
Para la Educación, la Ciencia y la Cultura

Gävle kommun

SACHSEN-ANHALT
Ministerium für Wissenschaft, Energie, Klimaschutz und Umwelt

Mitglied von
DG HOCH N
Deutsche Gesellschaft für Nachh
an Hochschulen e.V.

APS Administração dos Portos de Sines e do Algarve S.A.

WESTERN
DEVELOPMENT
COMMISSION

What does define EU GREEN?

- ✓ We are **universities located in peripheral regions,** but strongly connected to our territories
- ✓ We work for **sustainability** in all fields, connecting to society, leaving no-one behind

Key features of EU GREEN Strategy

- ✓ Place **sustainability** and **global citizenship** values as **core values** and use **SDGs** as **a compass** for all our activities
- ✓ Clear **integration** trajectory based on **pooling** and **aligning** our resources
- ✓ **Engage stakeholders** in order to achieve **widespread bottom-up endorsement** and participation in the project and create a true **EU GREEN community**
- ✓ Provide the necessary **training for academic and administrative staff** as well as to students involved in **social and environmental challenges**
- ✓ **Align** education, research, innovation and service to society and economy **with the six research clusters** of expertise in sustainability
- ✓ Make sure that **access, diversity, inclusiveness and gender equality** are the DNA/at the heart of all our activities
- ✓ Promote **increase** in students and staff **mobility** and foster “internationalization at home”

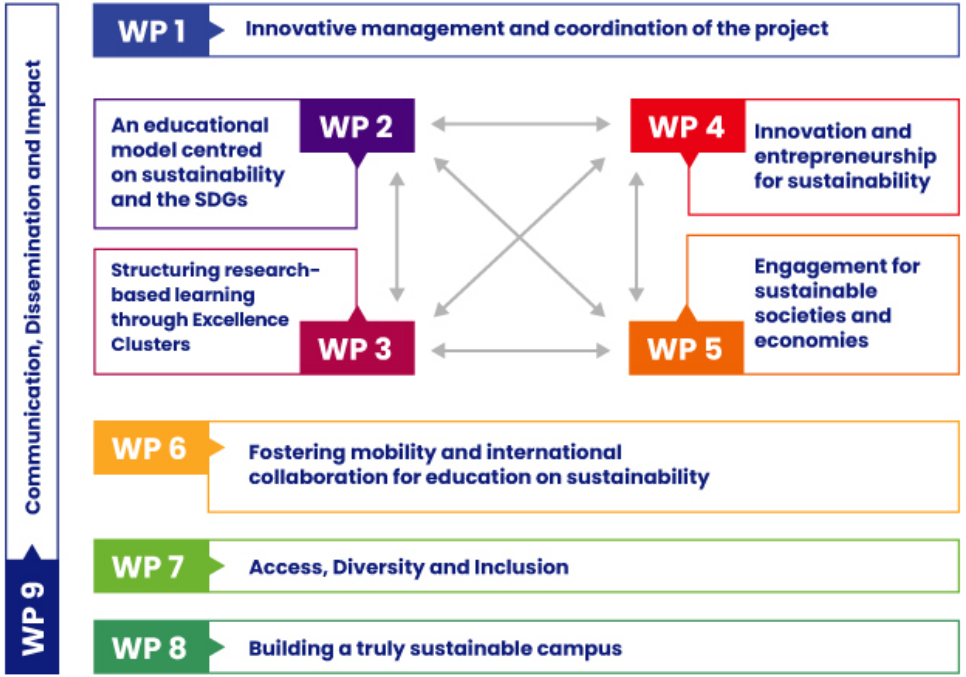
3. Internal Organization of an Alliance

EU GREEN
EUROPEAN ALLIANCE

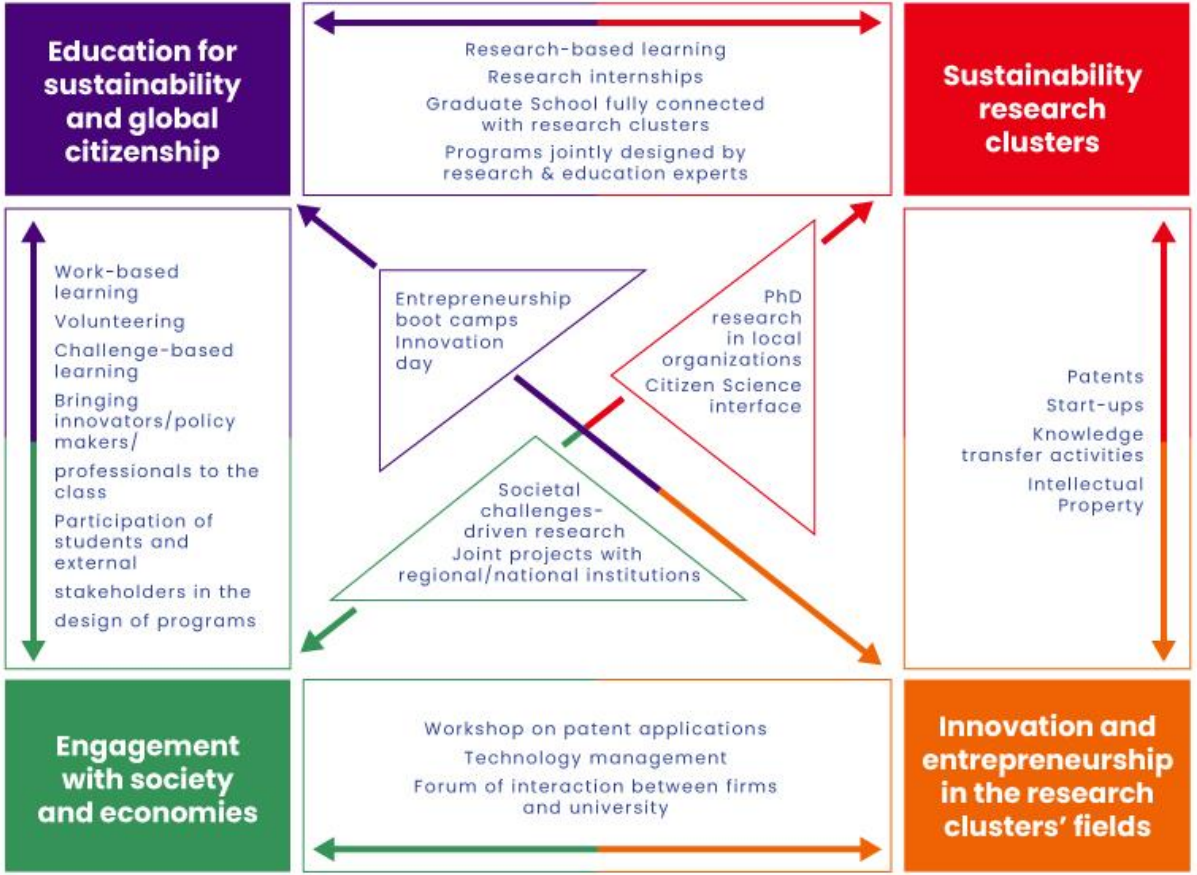
VALUES
SUSTAINABILITY
GLOBAL CITIZENSHIP

EU GREEN

Work Plan



Links between *four mission-oriented pillars of EU GREEN*



The six Excellence Research Clusters

1. Emerging paradigms for **health and wellbeing**
2. **Agriculture, food and environmental** sustainability
3. **Engineering and technology** for sustainable development
4. Sustainable **tourism** for **cultural** and **national heritage**
5. **Education sciences** for sustainable development
6. Challenges in **ecosystem diversity** and function

More research cluster **may be created**, if common research interests are identified

GENERAL ORGANIZATIONAL STRUCTURE

ASSOCIATE PARTNERS

STUDENTS COUNCIL

EU GREEN ALLIANCE BOARD OF RECTORS
With one Rector or President at each university

EU GREEN SENATE
With 3 representatives from each partner + 3 students representatives + 3 Associate Partners Representatives

EU GREEN ALLIANCE EXECUTIVE COMMITTEE
With the leaders of each WP + Local Coordinators of each partner

Management and Governance Commission (WP1)
Leader: Extremadura Co-Leader: Magdeburg

Education Commission (WP2)
Leader: Wroclaw Co-Leader: Évora

Research Commission (WP3)
Leader: Angers Co-Leader: Parma

Mobility and Internationalisation Commission (WP6)
Leader: Parma Co-Leader: Wroclaw

Access, Diversity and Inclusion Commission (WP7)
Leader: Oradea Co-Leader: Gable

Innovation & Entrepreneurship Commission (WP4)
Leader: Évora Co-Leader: ATU

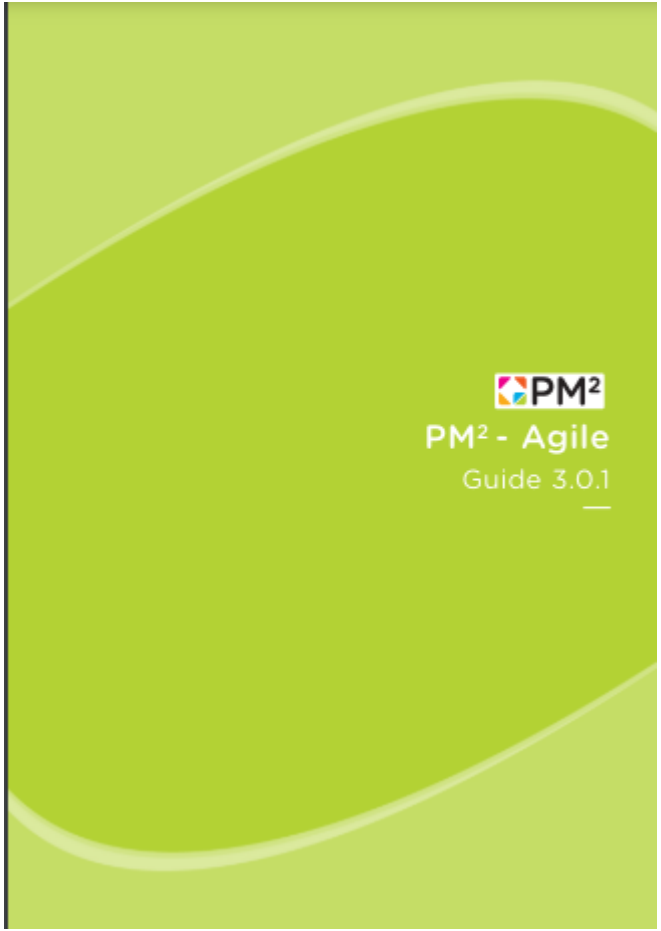
Engagement Commission (WP5)
Leader: ATU Co-Leader: Oradea

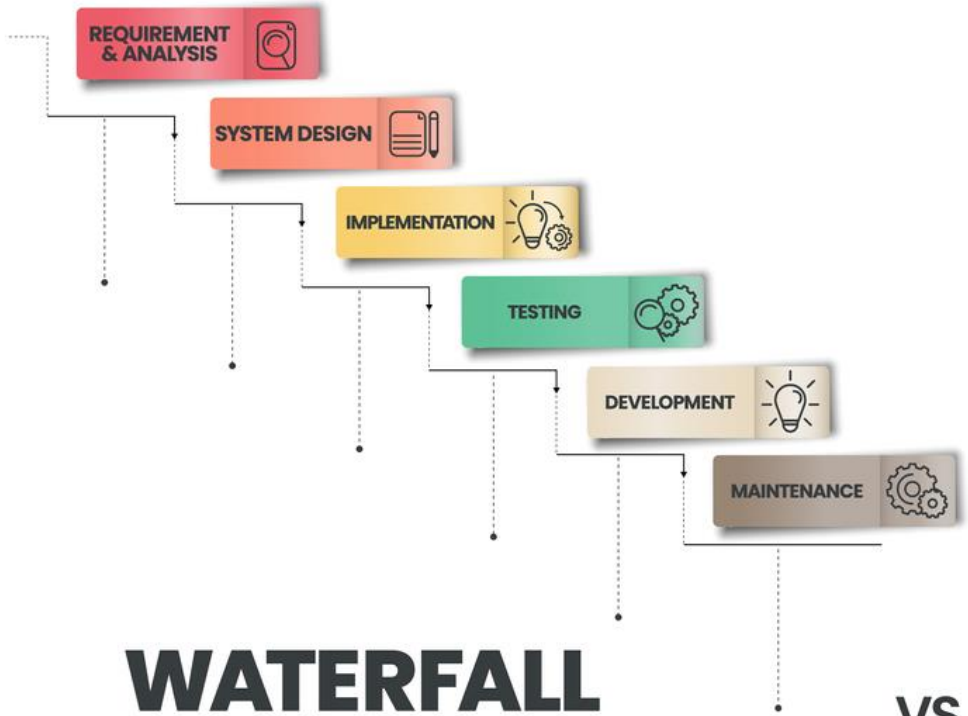
Sustainable Campus Commission (WP8)
Leader: Gable Co-Leader: Angers

e-Infrastructure, Dissemination and Impact Commission (WP9)
Leader: Magdeburg Co-Leader: Extremadura

PROJECT MANAGEMENT METHODOLOGY AGILE

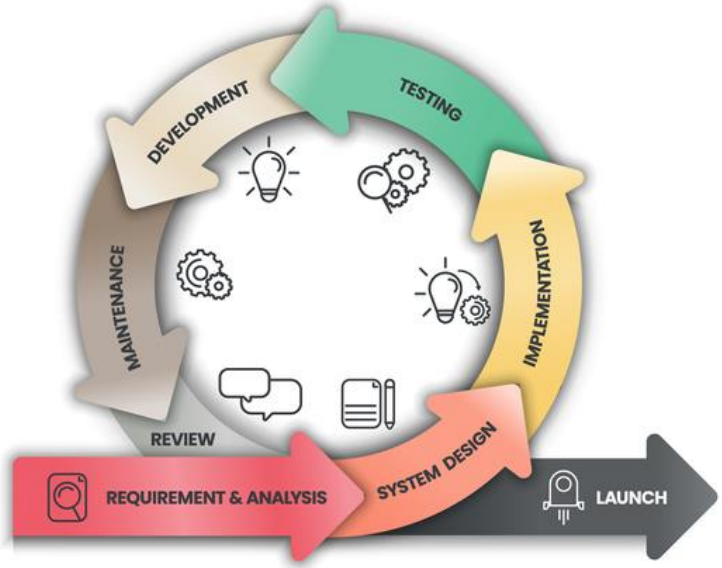
Agile is an approach described by a set of principles and values that focuses on delivering valuable solutions. It promotes adaptive planning, evolutionary development, early delivery, continuous improvement and encourages rapid and flexible response to change.





WATERFALL MODEL

VS



AGILE MODEL

EU GREEN team at UÉvora

- ✓ Includes people from **all the Schools**
- ✓ Includes **directors of services/coordinators of offices** related to each WP
- ✓ **WP coordinators** have key strategic roles at UÉvora, to guarantee **strategic alignment**
- ✓ Involvement of **students**
- ✓ EU GREEN should become part of UÉvora
- ✓ Involvement of **external stakeholders**

Email: *eugreen@uevora.pt*

Opportunities for students

- ✓ Participation in **Blended Intensive Programmes**
- ✓ Research mobility program
- ✓ PhD co-supervisions
- ✓ Participation in the **Entrepreneurs journey**
- ✓ Participation in **sustainable and healthy campus activities** (ex: most steps team)
- ✓ Participation in **inclusive cultural and sports**
- ✓ Participation in Work Packages and EU GREEN bodies (Student Council and Senate)

12 BIPs Approved in the 1st Call - 2024

APPROVED BIPs	Target Audience:	COORDINATOR	CORE GROUP
Artificial Intelligence in Health and Sport	Master or Phd Students	UNIPR	UNIPR,UEX,UE,OVGU,ATU
Ecological restoration for ecosystem sustainability	Bachelor, MA	UE	UE,UEX,UNIPR,UPWR,ATU,UA
Engaging Music Technology	Bachelor, MA and PhD	UEX	UEX,UO,UE
Food Sustainability	Bachelor, MA and PhD	UNIPR	UNIPR,UEX,UPWR,UA
Heritage Education and Digital Humanities	Bachelor, MA and PhD	UEX	UEX,UE,UNIPR
Introduction to Mathematical and Computational Modelling for Sustainability	Bachelor, MA and PhD	UO	UO,ATU,UE,HIG,UA
Invasive Alien Species in a European perspective	Master and Phd Students	HIG	HIG,UE,UNIPR,UPWR,UA,UO,ATU,UEX
Living, Inquiring and Knowing: a hub of outdoor practices for sustainability (LINK Hub)	Master and PhD students	UE	UE,UNIPR,ATU,UA
One Health and Sustainability in Wildlife: from Basic to Clinic	Master in veterinary sciences and related	UEX	UEX,UNIPR,UE
Statistics for Management	Bachelor, MA and PhD	UPWR	UPWR,HIG,UE
Sustainability Learning in new Formats: Micro-Credentials as a powerful tool for curriculum design	Master and Phd Students, Teachers	OVGU	OVGU,ATU,UO
Transversal skills for the internationalization of Young Researchers through EU Projects	PhD students and early career researchers	UEX	UEX,UA,UE,UO,HIG

4. Our Work Strategy

EU GREEN

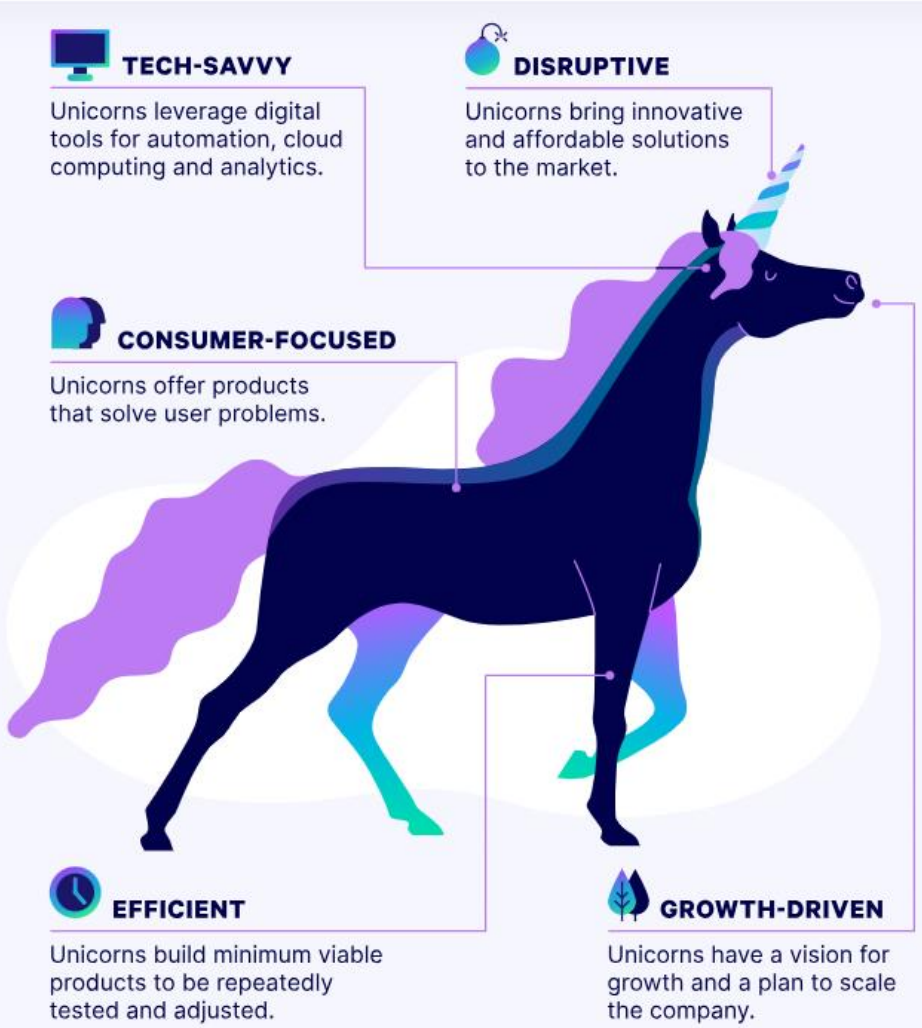
EUROPEAN ALLIANCE

INSPIRATION DAYS

WP4

Entrepreneurship and Innovation for Sustainability

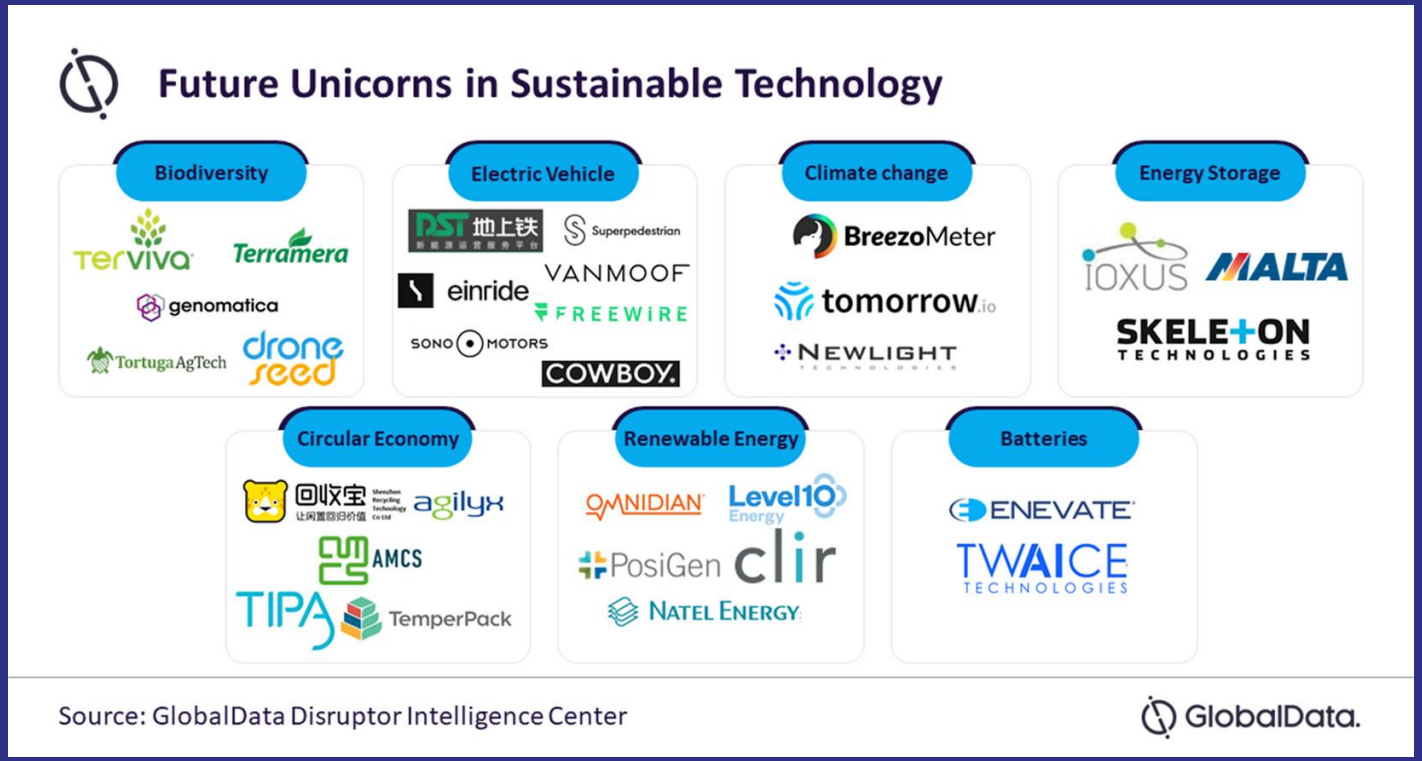
WHY ARE UNICORNS IMPORTANT?



More than
unicorns

A new paradigm

SUSTAINABILITY INDUSTRY



HOW DOES SUSTAINABILITY HELP STARTUPS ACHIEVE UNICORN STATUS?

COMBINATION OF GREAT OPPORTUNITIES

According to Deloitte, young professionals expect not only creative freedom but also adherence to ethical standards and corporate accountability for promises.

According to the investment bank Morgan Stanley, almost 90% of investors say they are interested in investing in sustainable businesses.

Decision-makers used to think that a responsible approach to the environment hindered rapid business development, but today sustainability is one of the most important catalysts in the startup ecosystem

EU GREEN

EUROPEAN UNIVERSITIES ALLIANCE FOR SUSTAINABILITY: RESPONSIBLE GROWTH, INCLUSIVE EDUCATION AND ENVIRONMENT

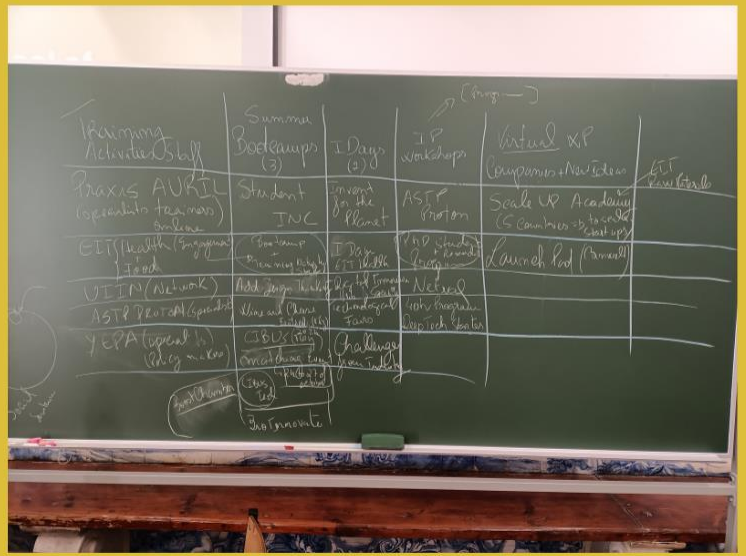
STAFF WEEK

From May 29th to June 1st, the University of Évora hosted the First EU GREEN WP 4 Staff Week

EU GREEN
EUROPEAN ALLIANCE

Identification of success cases and other networks of interest

EU GREEN's objective is also to amplify good practices that Universities already have, also using their contact networks. For this very reason, we started by thinking about programs and entities that could boost WP4 activities.

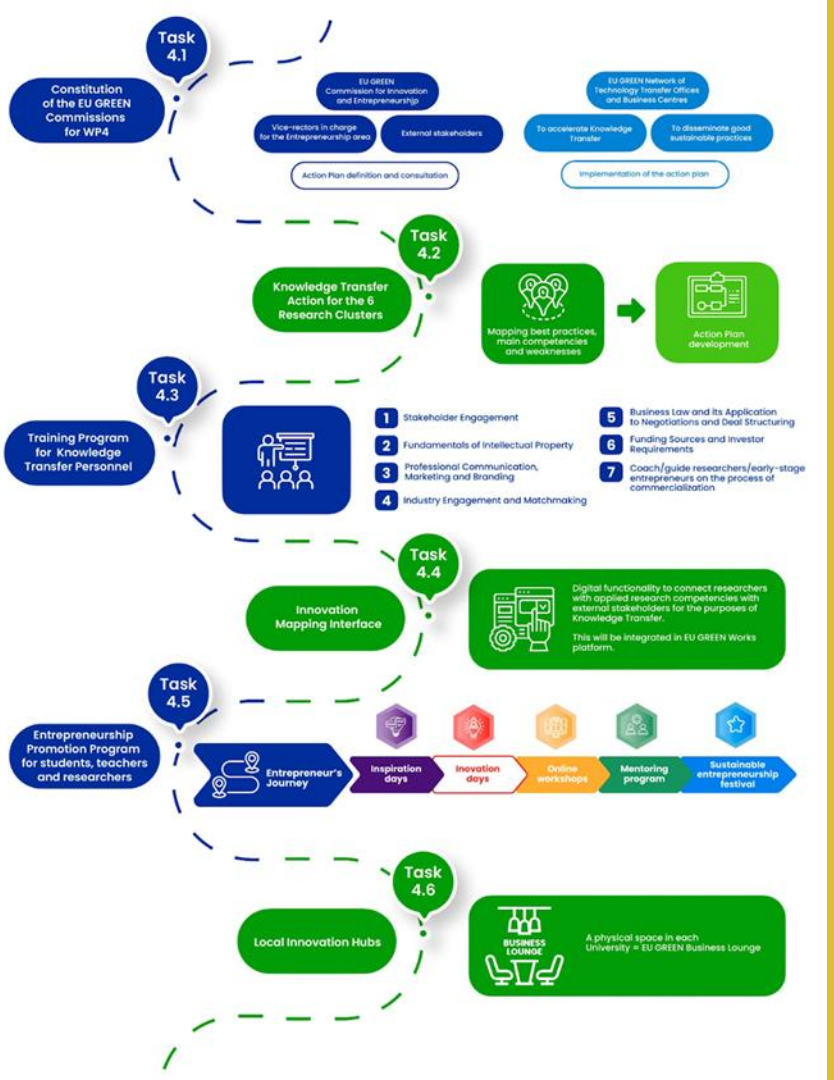


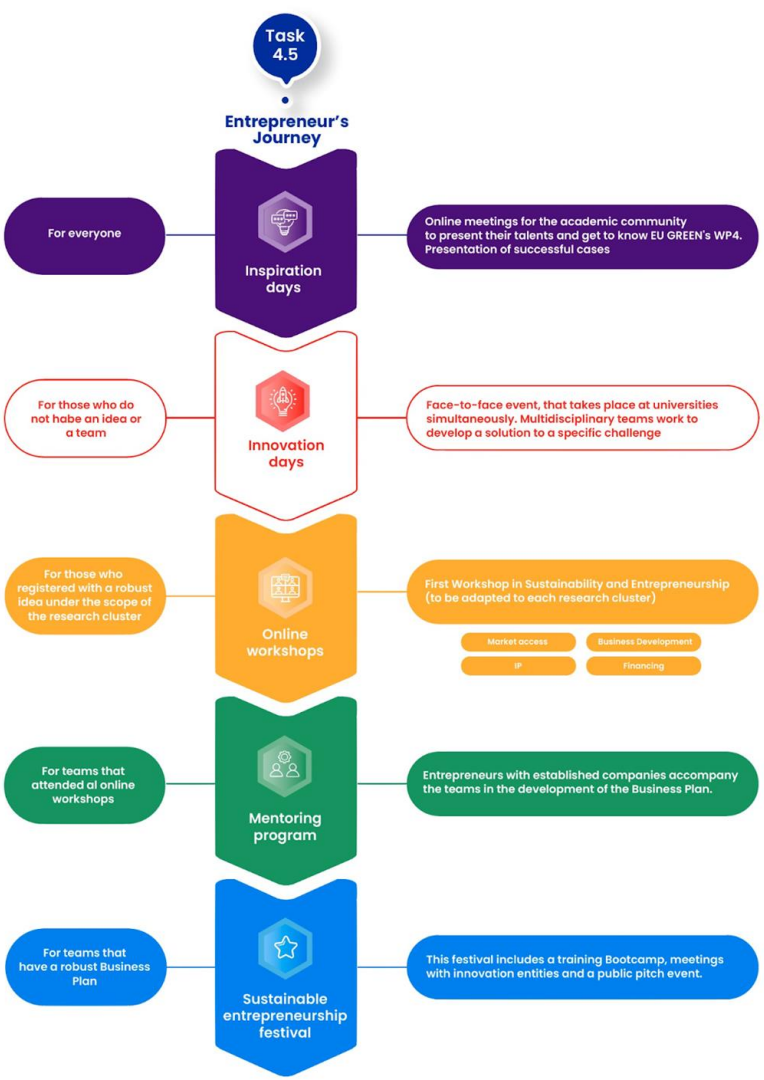
EU GREEN
EUROPEAN ALLIANCE

EU GREEN

EUROPEAN UNIVERSITIES ALLIANCE FOR SUSTAINABILITY:
RESPONSIBLE GROWTH, INCLUSIVE EDUCATION AND ENVIRONMENT

WP4


Task 4.1
Constitution of the EU GREEN Commissions for WP4
EU GREEN Commission for Innovation and Entrepreneurship
Vice-rectors in charge for the Entrepreneurship area
External stakeholders
Action Plan definition and consultation
EU GREEN Network of Technology Transfer Offices and Business Centres
To accelerate Knowledge Transfer
To disseminate good sustainable practices
Implementation of the action plan
Task 4.2
Knowledge Transfer Action for the 6 Research Clusters
Mapping best practices, main competencies and weaknesses
Action Plan development
Task 4.3
Training Program for Knowledge Transfer Personnel
1 Stakeholder Engagement
2 Fundamentals of Intellectual Property
3 Professional Communication, Marketing and Branding
4 Industry Engagement and Matchmaking
5 Business Law and its Application to Negotiations and Deal Structuring
6 Funding Sources and Investor Requirements
7 Coach/guide researchers/early-stage entrepreneurs on the process of commercialization
Task 4.4
Innovation Mapping Interface
Digital functionality to connect researchers with applied research competencies with external stakeholders for the purposes of Knowledge Transfer.
This will be integrated in EU GREEN Works platform.
Task 4.5
Entrepreneurship Promotion Program for students, teachers and researchers
Entrepreneur's Journey
Inspiration days
Inovation days
Online workshops
Mentoring program
Sustainable entrepreneurship festival
Task 4.6
Local Innovation Hubs
BUSINESS LOUNGE
A physical space in each University = EU GREEN Business Lounge


Task 4.5
Entrepreneur's Journey
For everyone
Inspiration days
Online meetings for the academic community to present their talents and get to know EU GREEN's WP4. Presentation of successful cases
For those who do not habe an idea or a team
Innovation days
Face-to-face event, that takes place at universities simultaneously. Multidisciplinary teams work to develop a solution to a specific challenge
For those who registered with a robust idea under the scope of the research cluster
Online workshops
First Workshop in Sustainability and Entrepreneurship (to be adapted to each research cluster)
Market access
Business Development
IP
Financing
For teams that attended al online workshops
Mentoring program
Entrepreneurs with established companies accompany the teams in the development of the Business Plan.
For teams that have a robust Business Plan
Sustainable entrepreneurship festival
This festival includes a training Bootcamp, meetings with innovation entities and a public pitch event.

EU GREEN

EUROPEAN ALLIANCE

INNOVATION DAYS

10 e 11 de abril

Das 9h00 às 17h00, na Casa Cordovil

Um evento presencial sincronizado entre 9 universidades diferentes, para desenvolver soluções que respondam a desafios sociais.

Sabe mais sobre ferramentas de *design thinking* para identificar necessidades e desenvolver novas ideias académicas.

Inspira-te com mentores de toda a Europa e que te irão ajudar a trabalhar em equipas multidisciplinares.

O evento deste ano está focado nas seguintes áreas:

- Agricultura, Alimentação e Sustentabilidade Ambiental
- Desafios na Diversidade e Função dos Ecossistemas

Link para candidaturas aqui

Co-funded by the European Union

DESAFIOS 2024

- **Agricultura, Alimentação e Sustentabilidade Alimentar**

  DESAFIO #1
  Produtos alimentares inovadores provenientes de fontes de proteína inovadoras

  DESAFIO #2
  Inovação na gestão da água

  DESAFIO #3
  Redução do desperdício alimentar e economia circular na indústria alimentar

- **Desafios na Diversidade e Função dos Ecossistemas**

  DESAFIO #4
  Plantas invasoras

  DESAFIO #5
  Como aumentar a biodiversidade no campus universitário

  DESAFIO #6
  Promover a resiliência climática no ensino superior

EU GREEN

Take home messages:

- Projects that seek to **change paradigms** require the **commitment of representatives** from **all sectors** of the organization.
- In projects with participation from different countries, it is important to **promote rapprochement between different work cultures**.
- A **general organizational structure** is important to define **the roles of each work group** and ensure that the **hierarchy of each institution is safeguarded**.
- **Agile methodologies** are a good way to promote effective and dynamic networking.
- It is important to ensure that **resources are used effectively**. Using **incremental journey/value-chain strategies** reduces recruitment effort and increases the impact of actions.

Thank you!

eugreen@uevora.pt
https://www.eugreenalliance.eu