

ACEEU, your Erasmus+ Partner for ...

- Entrepreneurship and engagement
- Quality assurance, sustainability and exploitation



AFFILIATE OF
ENQA



ACCREDITATION COUNCIL
FOR ENTREPRENEURIAL &
ENGAGED UNIVERSITIES

We love to work with
partners who are as
passionate as we are.

We created this presentation for you to explore if we can build a team
that jointly drives a topic, with passion in the heart,
a shared vision in mind, and societal impact as the goal!

TABLE OF CONTENTS

What this presentation covers

1

Short outline of ACEEU

2

ACEEU as a „Content Partner“

3

ACEEU as an „Impact Partner“

4

Get to know ACEEU and our team



SHORT OUTLINE OF ACEEU

SHORT INTRODUCTION TO ACCEU

Who we are (more later 😊)

The Accreditation Council for Entrepreneurial and Engaged Universities (ACEEU) was established in 2016 to increase the social, economic and cultural impacts that higher education institutions generate. We believe that these impacts can be achieved through closer stakeholder engagement and through entrepreneurial thinking and acting.

With our recognised expertise in and methods for entrepreneurship and engagement development, as well as our focus on quality assurance and sustainable impact creation we support institutions, individuals and projects to become more impactful.

Our passion is **impact** creation!

OVERVIEW OF PARTNERING OPTIONS

Quick and dirty



ACEEU as your „Content Partner“

Your project aims to develop entrepreneurship, engagement or innovation in higher education or in its ecosystem?

ACEEU brings unique expertise and trusted methods to your project proposal! As we also have academic roles (Professor, Junior Professor, Research Associate), we are able to combine academic expertise with practical knowledge from our work with institutions around the world.

As a „Content Partner“, we work together with the consortium partners to generate new knowledge and develop tools to make the project a success. We are happy to take over the lead of central work packages!



ACEEU as your „Impact Partner“

The work packages on exploitation, quality assurance and sustainability should be lead by an organisation with experience and expertise on the topic, not an academic institution, right?

Then work with us! ACEEU drives the project's engagement with external stakeholders and ensures that the results make a true impact, also and especially after the funding period ends.

We take over the responsibility of quality assurance, sustainability and exploitation and work closely with the project's dissemination partner (we are also happy to take over the dissemination WP, if desired).

FUNDING PROGRAMS AND INSTRUMENTS

.. that we are interested



EU Funding

Erasmus+

- Strategic Partnerships in the field of education, training and youth
- Knowledge Alliances
- Capacity Building in the field of Higher Education
- Other related Erasmus+ funding programs

Horizon 2020 (Horizon Europe)

- Marie Skłodowska-Curie Actions
- Innovation actions (IA)
- Research and innovation actions
- Other Horizon Europe actions



National and Regional Funding

- **National funding instruments** in the field of higher education, quality assurance and third mission
- **Regional funding instruments** in the field of higher education, quality assurance and third mission
- **Region-specific funding mechanisms supporting collaboration between the EU and the given region** (e.g. The Southeast Asia-Europe Joint Funding Scheme for Research and Innovation, European Development Fund, etc.)

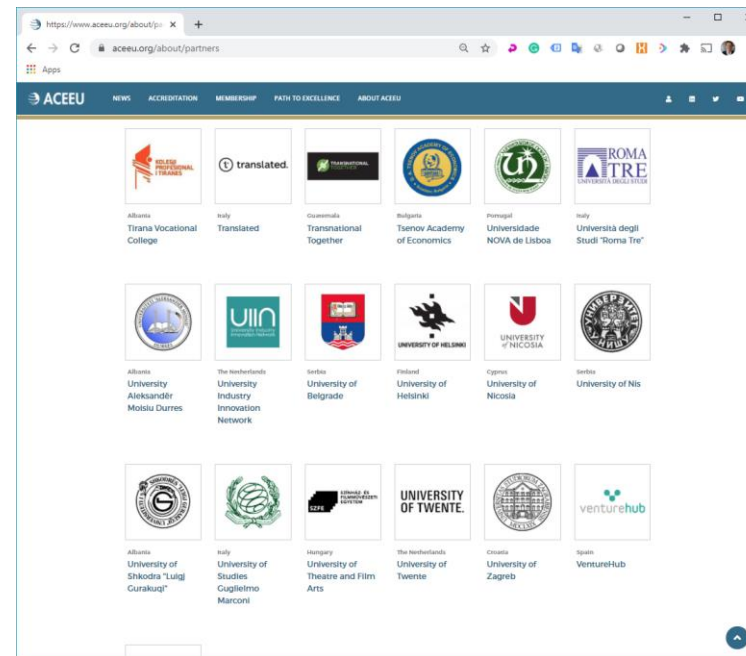
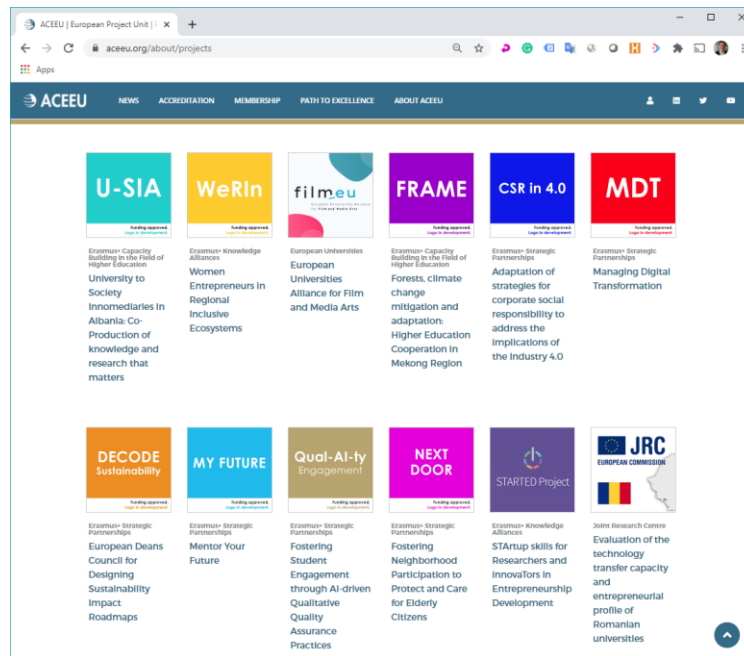
EXPLORE OUR PROJECTS AND PARTNERS

ACEEU European Projects Unit

13 Projects

68 Project partners

26 Countries covered



<https://www.aceeu.org/about/euprojectsunit>



ACEEU AS CONTENT PARTNER

OUR KNOWLEDGE AND EXPERTISE

What we can bring into your project

Our skills and expertise are multi-faceted and range from:

- Extensive theoretical and practical knowledge in the areas of entrepreneurship and higher education
- Rigorous training in qualitative and quantitative research methods
- Expertise in successful venture creation – HEI we are affiliated with founded University Industry Innovation Network-UIIN (one of the largest networks for innovation-focused university-industry interactions). ACEEU in turn was created out of UIIN.



We bring a suitcase full of knowledge, skills, expertise, tools and methods to your project.

The team behind the ACEEU has a proven track record

of managing Erasmus+, Horizon 2020 and other national and international projects, with a sharp focus on entrepreneurship and engagement, innovation in higher education, social outreach, impact and sustainability. Some of the notable projects include:



POTENTIAL ACEEU CONTRIBUTIONS

Example activities where ACEEU impart its expertise as a Partner

- ❖ **Building the capacity** of higher education institutions to enhance the entrepreneurial and engaged university (EEU) potential
- ❖ Developing **toolkits, roadmaps and resources** on creating a more engaged and entrepreneurial university
- ❖ Embedding entrepreneurial components into **curricula** and ensuring its quality following specific frameworks (e.g. EntreComp framework, etc.)
- ❖ Assessing the **employability** potential of graduates
- ❖ **Evaluating the learning outcomes and skills** of graduates, and their alignment to existing labor market demands
- ❖ Assisting in **effective involvement of stakeholders** in external quality assurance activities for engaged and entrepreneurial universities
- ❖ Enhancing **internal quality assurance** processes to align more with the mission of EEU
- ❖ Supporting **research endeavors**: research instrument development, data collection, data analysis and final output generation
- ❖ Contributing to **infrastructure and structures development** which would enable more engaged and entrepreneurial universities
- ❖ Institutional **policy formation and development** in the area of EEU
- ❖ Organizing **workshops, peer-learning activities, seminars, trainings** in the area
- ❖ Putting at disposal its vast **network of practitioners, policy-makers, researchers and educators** active in the area of third mission, quality assurance and entrepreneurship and innovation in higher education



ACEEU AS AN IMPACT PARTNER

WHY PARTNERING WITH ACEEU ...

... in publicly funded projects

Over the past decade, the European Commission as well as national and regional funding bodies have shifted their focus from just funding research to funding research with a clear potential for innovation. Creating marketable solutions that can make the life of people better. Today, the **clear expectations of funding bodies is to generate impact**, not just products and services!

Thus, today's projects require more than just technical expertise and a good team designing a quality project result. They require a certain mind-set and a specialised team that drives **quality stakeholder engagement and the exploitation / sustainability of the project results**.

ACEEU, the world's council that accredits universities with respect to their entrepreneurship and engagement practice, is comprised of experts that understand the challenges of making individuals, projects, study courses, institutions and entire ecosystems more entrepreneurial and engaged. With our toolbox with more than 100 tools, 300+ good practice cases at hand, and especially the combination of our academic and practical knowledge and mind-set, **we can optimally complement project consortia**.



WHAT DO WE ACTUALLY DO?

Example activities

Engagement of stakeholders

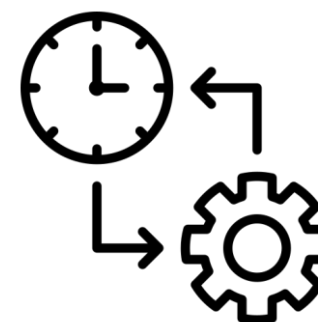
- Identifying relevant stakeholders and their needs and wishes
- Designing stakeholder engagement mechanisms and approaches (digital and non-digital)
- Establishing initial contacts to the different stakeholders
- Ensuring continuous exchange with relevant stakeholders
- [...]

Exploitation of results / sustaining the project

- Early training of project members on entrepreneurial thinking and acting
- Identifying exploitable results of the project and specifying use cases of the results (commercial or non-commercial)
- Designing different business models and exploitation scenarios
- Identifying potential users of the project results
- IPR agreements
- [...]

Quality assurance

- Quality assurance of educational offers
- Certification of training courses
- Quality assurance staff and framework development
- Quality assurance of the project itself



**Well-designed activities
that are delivered on time.**



ABOUT ACEEU

PROJECT SUMMARY

Overview

ACEEU was founded in 2016 in Amsterdam, the Netherlands. In 2019, it moved its headquarter to Münster, Germany.

An affiliate of ENQA and a full-fledged member of INQAAHE, ACEEU is so far the only Accreditation Council that **focusses on third mission and entrepreneurial and engaged universities**.

As such, ACEEU is aiming to contribute in fulfilling its mission of tearing down “the walls of the ivory towers” and **contribute to creating a vibrant ecosystem of universities which nourish close-knit relationships with different stakeholders** (be it industry, government, NGOs, city councils, other higher education institutions and similar) and forge greater socio-economic value.

Within this framework **ACEEU, is eager to embed itself in various project activities with different partners in Europe and worldwide** in order to contribute to more rigorous quality in higher education pertaining to engaged & entrepreneurial universities, better infrastructure, teaching and research activities, standards and norms that emerge as a result of the university being more interlinked with its environment and relevant stakeholders.





WE ARE DEDICATED TO CREATING

A PATH TO EXCELLENCE

IN ENTREPRENEURSHIP AND
ENGAGEMENT

PROMOTING | EVALUATING | CELEBRATING

BELIEF & VISION

The foundation

Belief

We believe that universities can and should create greater social, economic and cultural impacts.

Vision

The way we envision universities creating these impacts is by them becoming more entrepreneurial and engaged.

ACEEU GOALS

What we try to achieve



PROMOTION OF CULTURAL CHANGE WITHIN ORGANISATIONS AND ECOSYSTEMS

We aim to foster cultural change within organisations and ecosystems, thereby driving the desire of staff and students to actively contribute to social, cultural and economic impact generation.



ACCELERATION OF ORGANISATIONAL AND INDIVIDUAL DEVELOPMENT

We create knowledge, and we design and implement tools, courses, events and change projects to advance organisational development and to create stronger ecosystems for impact creation.



AMPLIFICATION OF THE RECOGNITION OF EXCELLENCE

We celebrate achievements in innovation, entrepreneurship and engagement to contribute to a greater recognition of how we can transform our society: through small and big projects, by individuals or organisations.

OVERVIEW OF ACEEU ACCREDITATION

ACEEU in a nutshell



- First **institution-level accreditation** focused on **third-mission aspects** (entrepreneurship / engagement)
- Accreditation as **Entrepreneurial University** and/or **Engaged University** (single and dual accreditation possible)
- Awarded for **five years**
- Currently **20+ institutions in the process**
- Driven by an **international council** comprised of **leading experts**
- Established in 2016 in Amsterdam, The Netherlands; today headquartered in **Münster, Germany**



Example institutions that have achieved or are currently undertaking ACEEU Accreditation

ACCREDITATION COUNCIL

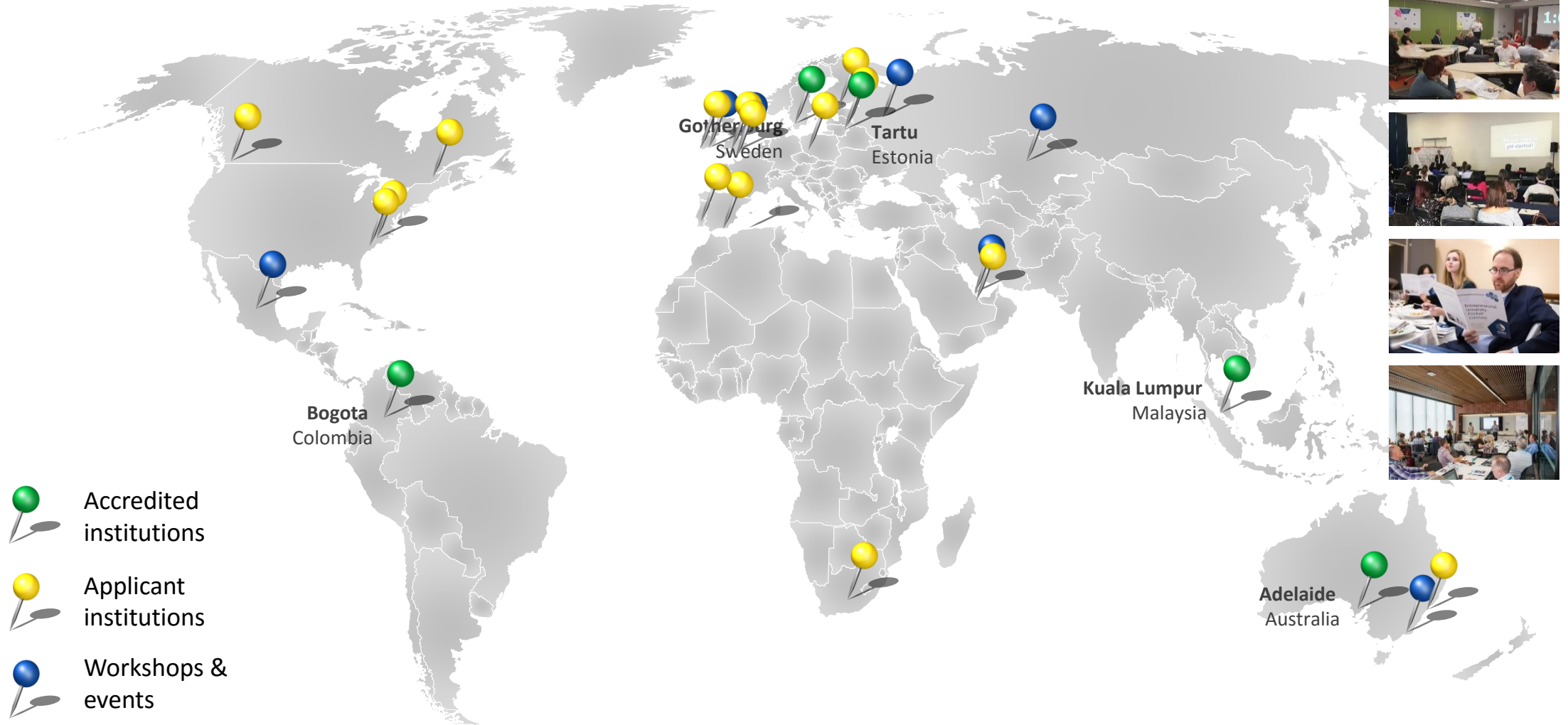
International experts in entrepreneurship and engagement



- 33 council members
- Leadership experience
- Various functions
- Covering all continents

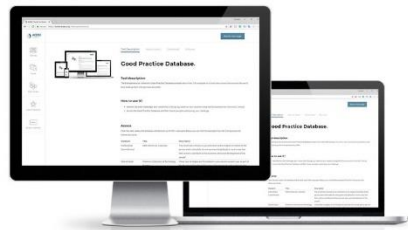
A TRULY INTERNATIONAL MOVEMENT

ACEEU around the world



MORE THAN „JUST“ AN ACCREDITATION

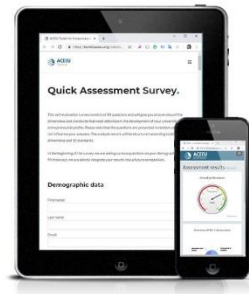
Quality assurance and organisational development



OVERVIEW OF THE ACEEU TOOLKIT

<http://toolkit.aceeu.org>

Entrepreneurial University Quick Assessment



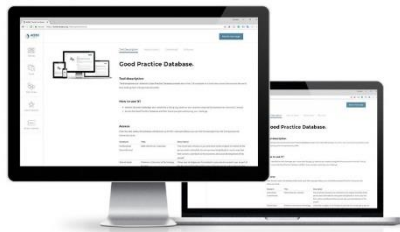
Entrepreneurial University Canvas



Entrepreneurial University Cards



Entrepreneurial University Good Practices

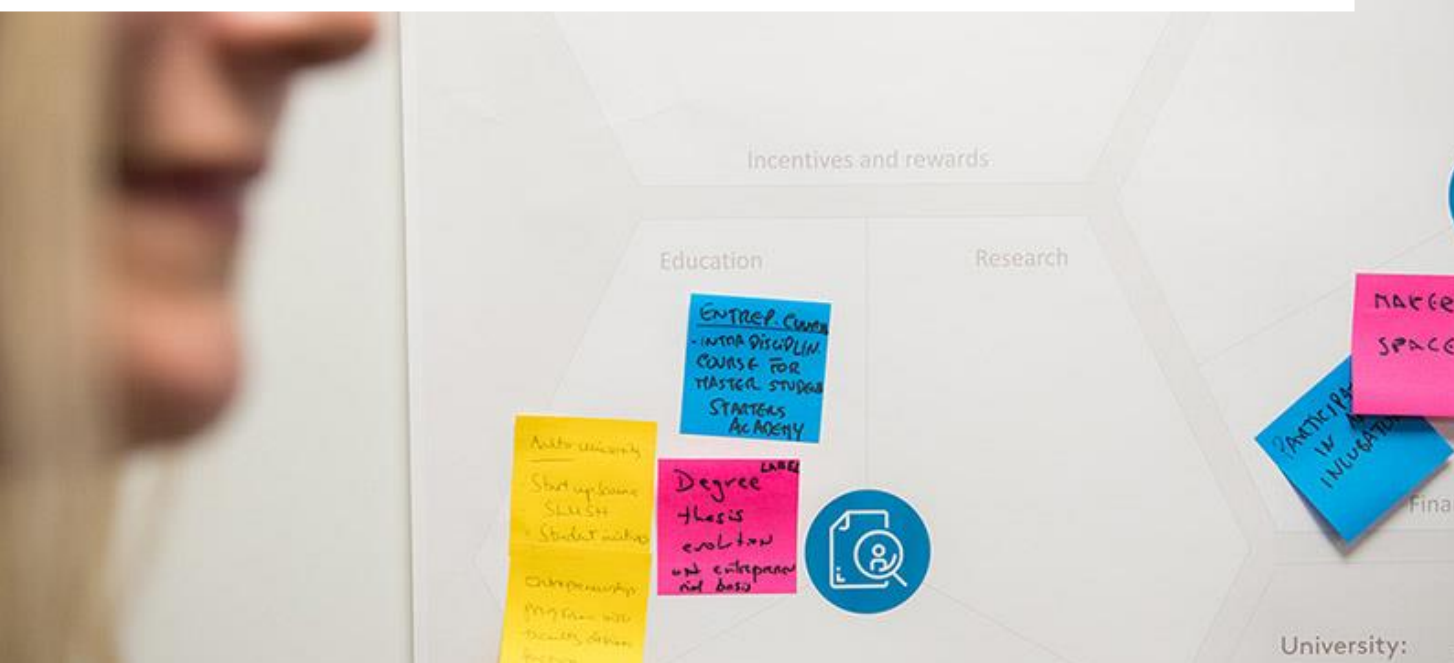


Entrepreneurial University Path Finder



All tools are
available for free at:

<http://toolkit.aceeu.org>





ACEEU Asia-Pacific Triple E Awards
on Entrepreneurship and Engagement in
Higher Education (India, 2020)



12 We create engaging projects, events and (learning) material!



Photo wall

Celebrating the achievement



Best practice pitches

Sharing insights into



Workshop

Practical learning



Buttons

Facilitating networking



Interviews

Sharing knowledge



Book of finalists

Presenting all finalist entries



Our own travel magazine

Welcoming event participants

ACEEU TEAM MEMBERS

Short profiles



Prof. Dr. Thorsten Kliewe

Founder and Chair of ACEEU

- Professor for Innovation Management and Business Development at Münster University of Applied Sciences (Germany)
- Co-founder, chair and CEO of the University Industry Innovation Network (UIIN)



Dr. Lina Landinez

Executive Director of ACEEU

- Junior Professor for Innovation and Technology Management at Münster University of Applied Sciences (Germany)
- Team Leader of the Science-to-Innovation Research Group at S2BMRC
- Former Innovation Consultant at Observatorio Colombiano de Ciencia y Tecnología



Adisa Ejubovic, MSc

Coordinator and Engagement Officer at ACEEU

- Master's Degree in Research and Innovation in Higher Education (MARIHE)
- Worked within the Governance, Funding and Public Policy Unit within European University Association (EUA)



Nikolai Shmelev, MSc

Project Development Advisor at ACEEU

- Master's Degree in Research and Innovation in Higher Education (MARIHE)
- Worked in different consulting and management positions in the education sector

People are the most
important determinant
of **project success**

Get to know our team members
on the next slides





Prof. Dr. Thorsten Kliewe

Founder & Chair of ACEEU

“In my early career I was trained to build IT systems that could potentially positively impact millions of people. Over time, however, I learned that I was not interested in the technical solution (still I am a bit of a nerd), but in the impact that I can make by designing scalable systems of any kind.

For more than 10 years I am now dedicating my life to build systems that support universities to create greater impacts. This includes my work as a professor and leader of a research centre, the foundation and management of the largest European network on university engagement, and the first quality assurance agency for entrepreneurial and engaged university accreditation.

Let’s shape the future together – through awesome projects and scalable systems that make people’s life better.”

Dr. Lina Landinez

Executive Director of ACEEU

“More than 10 years ago, I had the opportunity to leave my current job in the agricultural sector and sign a governmental contract to work in innovation. While my current job was a permanent one, the new contract was only for 3 months, and the payment was worse too.

Still, I made the decision to sign the contract and leave my secure job. Ever since I dedicate my career to support innovation and the transformation of higher education and our society in general. I am particularly passionate about creating a more sustainable future: especially for our kids and our fellow creatures.

It certainly was a very difficult decision, but probably the most important in my professional life.”



Adisa Ejubovic, MSc

Coordinator and Engagement Officer at ACEEU

"I am someone who is a zealous advocate of education and all the empowerment and innovative potential that comes with it. Education has been an integral part of my academic and professional trajectory and my DNA. The turning point for me was gaining a scholarship for Erasmus Mundus Joint Master in Research and Innovation in Higher Education (MARIHE). The program was instrumental in providing me with a deep understanding of higher education phenomena and what it takes to foster change at HEIs.

One of the highlights in my professional career was working at one of the largest organisations in the higher education sector – European University Association (EUA). Having created a new conceptual model, I was able to make a valuable contribution in shedding light onto higher education systems in over 30 countries in Europe and worldwide."





Nikolai Shmelev, MSc

Project Development Advisor at ACEEU

“Over the last 15 years I have taken a number of career paths, from a corporate lawyer to international business consultant and start-up business entrepreneur in several countries. Throughout this journey, I learnt to enjoy working with professionals who invested their time, effort and intellect in creating and fostering innovation and a meaningful impact. It was through these interactions that I came to realize that one fundamental way to contribute to society is by leading transformation in higher education. At the age of 35 I started to specifically look into a career in higher education management or consultancy. Several years since, I am fascinated to be part of the ACEEU team and to share my vision, perspectives and experiences with the like-minded enthusiasts.”

Contact us to discuss
current and future
partnering opportunities!

Many thanks in advance
for considering us as a partner in your projects!



ACEEU

ACCREDITATION COUNCIL
FOR ENTREPRENEURIAL &
ENGAGED UNIVERSITIES



www.aceeu.org



[@aceeu_org](https://twitter.com/aceeu_org)



[/aceeu](https://www.linkedin.com/company/aceeu)