

D6.5 ENTREPRENEURSHIP AND TRANSVERSAL SKILLS DEVELOPMENT REPORT

Type of Deliverable: ORDP: Open Research Data Pilot, Public

September 2024

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Technological University of the Shannon: Midlands Midwest (TUS), Ireland*

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Abbreviations

AI	Artificial Intelligence
D	Deliverable
ECTS	European Credit Transfer and Accumulation System
ERA	European Research Area
FHV	Vorarlberg University of Applied Sciences, Austria
HAMK	Häme University of Applied Sciences, Finland
IPCA	Polytechnic University of Cávado and Ave, Portugal
IPL	Polytechnic University of Leiria, Portugal
NHL Stenden	NHL Stenden University of Applied Sciences, The Netherlands
PMC	Project Management Committee
R&I	Research & Innovation
RUN-EU	Regional University Network – European University
RUN-EU PLUS	Regional University Network – European University: Professional Research Programmes for Business and Society
SAP	Short Advanced Programme
SZE	University of Győr – Széchenyi István University, Hungary
TUS	Technological University of the Shannon: Midlands Midwest, Ireland
UAS	University of Applied Sciences
WP	Work Package

EXECUTIVE SUMMARY

A key objective of the RUN European University is the development of its regions. Educating RUN-EU researchers on entrepreneurship and innovation principles and practice increases the likelihood of the outcomes of research projects having meaningful economic, environmental, and societal impact on RUN regional development.

This Entrepreneurship and Transversal Skills Development Report (**D6.5**) is delivered by RUN-EU PLUS in Month 36 of the project (30th September 2024). The report demonstrates the consideration given to the identification of training programmes necessary to support the development of the RUN-EU Innovation Ecosystem, and particularly the practice-based degrees developed by the RUN-EU PLUS project. The training programme content and delivery is also presented in this report.

1.0 Introduction

Deliverable 6.1 of RUN-EU PLUS presented an **Innovation Ecosystem** for the RUN European University designed to promote a knowledge sharing approach and transfer capacity within the research community thereby valourising the entrepreneurial mind-set amongst researchers and innovators. Building on innovative partnerships between RUN-EU researchers and industry partners along with other stakeholders through the RUN-EU PLUS practice-based research master's and doctoral programmes, existing obstacles to innovation will be removed and the academic and private sector can work together to bring research developments and advancements to the marketplace for societal (economic, social and cultural) benefits.

The RUN-EU PLUS **Innovation Capacity Programme (MS11)** presented in **D6.1** is pivotal to the achievement of this objective and identifies technology transport support, an innovation detection scheme, commercialisation support and entrepreneurship training as key supports to be implemented across RUN-EU.

The **Entrepreneurship and Transversal Skills Programme (MS13)** defined by the RUN-EU PLUS project educates researchers at all career stages on the necessary tools and skills to

develop and implement innovation. The programme includes training in Entrepreneurship Skills, understanding Intellectual Property (IP), Data Management, Patenting Processes, Research Management, Collaboration and Networking and Commercialisation. This training will complement the wider Researcher Career Development Framework Training Programme (RUN-EU PLUS **D4.2**) which includes training in research methods, complex problem solving, creativity and critical thinking. The Entrepreneurship and Transversal Skills Programme is offered to all members of the RUN-EU Innovation Ecosystem including the RUN European Innovation Hubs, Research Clusters, RUN-IN Business Network and RUN-EU PLUS practice-based research programmes.

The Entrepreneurship and Transversal Skills Programme has been developed and delivered through Work package 6 (Research with Business and Society) of the RUN-EU PLUS project, with Széchenyi István University (SZE), Hungary being the task leader and TUS the co-leader. The content and outcomes of this training programme are presented in this report.

2.0 RUN-EU PLUS Transversal Skills Training for Researchers

Transversal skills are capabilities and competencies that are of such a nature that their value is not only limited to the context of a particular job or field of work. Being key to enhancing employability and adaptability amongst researchers, they form the basis for successfully making transitions during their careers, be it within academic or professional settings.

According to a report published by European Commission titled "[Transversal Skills](#)," even with the rise of automation and Artificial Intelligence (AI), human qualities like creativity, emotional intelligence, and innovation are still essential. While 14% of jobs are likely to be automated and 32% might change significantly because of AI in the next ten years, people and employers know that certain skills are more important than ever. These transferable skills are becoming more important as they help solve problems, manage emotions, and are especially needed as we move toward a greener and more digital world. But there is a concern as 24.5% of job seekers lack these crucial skills. Small and medium-sized businesses

in the EU are also seeing this gap. They place high value on soft skills (68%), digital skills (62%), and green skills (42%). As the work environment changes, these human abilities, in the form of transferable skills, will be vital in helping RUN-EU PLUS researchers adapt and succeed in the future.

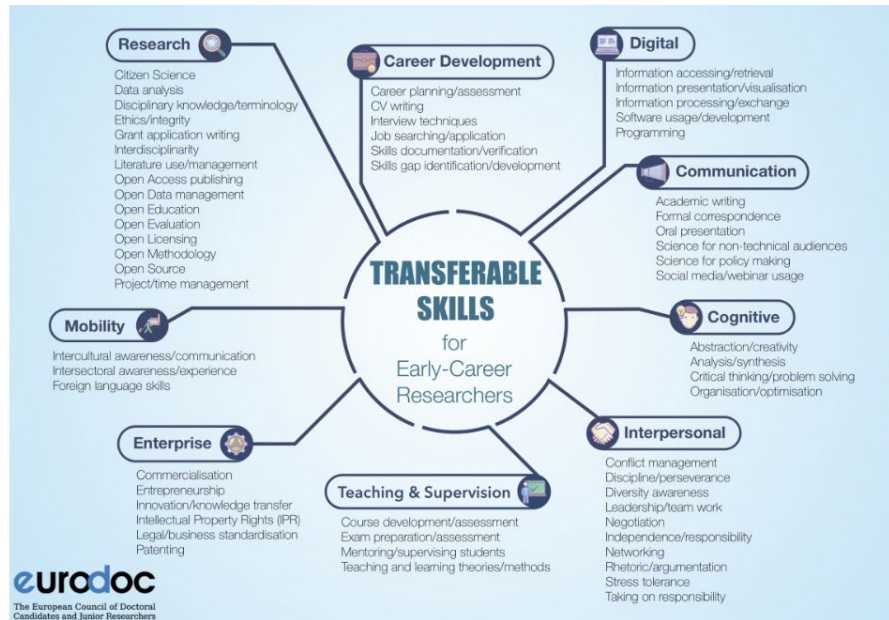


Figure 1: Eurodoc Report on Transferable Skills and Competences

The aim of the RUN-EU PLUS Researcher Career Development Training Programme is to provide early-stage researchers of our RUN European University with transferable skills, many of which are highly valuable in entrepreneurship. These skills significantly contribute to the success of their entrepreneurial ventures. **Figure 1** presents a list of key transferable skills as identified by Eurodoc, the European Council of Doctoral Candidates and Junior Researchers.

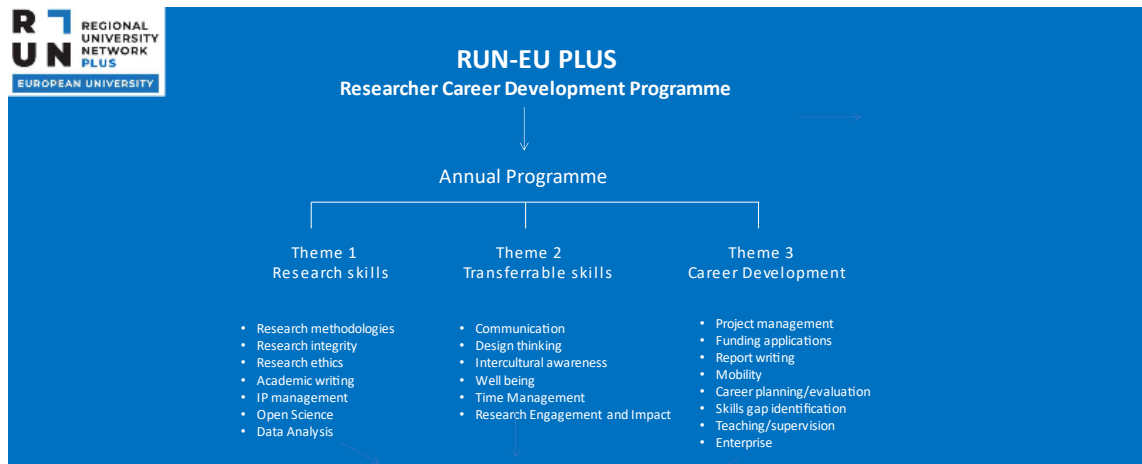


Figure 2: 2023-2024 Researcher Career Development Training Programme themes

The RUN-EU PLUS Researcher Career Development Training Programme is presented in detail in **D4.2 Researcher Career Development Framework Training Workshop Programme** along with associated annual reports on the implementation of the Programme (**D4.3, D4.4** and **D4.5**). **Figure 2** shows the Programme’s thematic areas and topics.

This **D6.5** report focuses on training opportunities developed by the RUN-EU PLUS project which focus on the development of a researcher’s entrepreneurial and innovation skills, specifically:

Commercialisation: Realisation of translation of research output into a product or service with market potential, covering the process from market analysis to the value proposition development to forging strategic partnerships.

Entrepreneurship: Acquiring the abilities in business planning, risk management, and resource allocation for successfully meeting the challenges of establishing and growing a business venture based on innovative research.

Innovation/Knowledge Transfer: Facilitating the flow of ideas from research into practical applications (and vice versa). This enhances the effectiveness of communication, collaboration, and negotiation skills.

Intellectual Property Rights: Understanding how the basics of a research innovation are protected through patents, trademarks, and copyrights is important to the protection of commercial interests.

Legal/Business Standardisation: Knowledge of legal frameworks, industry standards, and compliance requirements that govern the commercialization activity to ensure ethical and lawful business practices.

Patenting: Building competence in writing, submitting, and handling patents for protecting creative ideas is critical in all respects toward gaining a competitive advantage within the marketplace.

These skills will not only enhance the impact of their research but also leads to diverse career opportunities beyond academia.

3.0 Identification and Development of an Entrepreneurial Skills Training Pathway for the RUN European University

The RUN-EU PLUS Project Management Committee (PMC) have a long-term vision for the creation of training opportunities which will develop entrepreneurial skillsets in researchers of the RUN European University Innovation Ecosystem. The strategy of the PMC is to create training opportunities which are complimentary to those already existing within RUN-EU partner institutions and which provide an 'Entrepreneurial Skills Training Pathway' to RUN-EU researchers. To be successful in encouraging RUN-EU researchers to engage with this pathway, the training opportunities must be relevant to the various stages of their research career, must be at various award levels (from 1-day masterclasses to PhD programmes) and must be flexible in delivery to promote wider access.

The PMC believed that the first stage in the development of this pathway was to identify what training opportunities in the area of entrepreneurship training already exist in the RUN-EU partner institutions, the second stage was to identify gaps in this training pathway and the third stage was to develop training opportunities to fill these gaps. It was recognised by the PMC that it is not practical that every gap identified be addressed during the lifetime of the RUN-EU PLUS project. Development of learning opportunities with longer development times will be continued by the RUN-EU Cycle 2 project (Erasmus+ Grant Agreement 101124674) as outlined in **Section 9.0** of this report.

3.1 Entrepreneurship & Innovation Training Ladder

The development of entrepreneurial and transversal skills in the researchers of the RUN European University and interested external parties was discussed in detail at a meeting of the RUN-EU PLUS Project Management Committee (PMC) on 28th September 2023. It was agreed that researchers had ample learning and training opportunities for the development of their transversal skills within the Researcher Career Development Training Programme workshops delivered through WP4 of the RUN-EU PLUS project. It was additionally agreed

by the PMC that the most impactful approach to the development of entrepreneurial skills training opportunities for the RUN-EU research community was:

- To identify and create an Entrepreneurship & Innovation skills training ladder which would provide researchers with a progression pathway of researcher skills training in the area of Entrepreneurship & Innovation through their research career lifetime and,
- To complement existing learning opportunities in the area of entrepreneurship & innovation available to the researchers within their own institution.

The Entrepreneurship & Innovation Programme (ladder system) conceptualised by the PMC is presented in **Figure 3**. This ladder system identifies and supports the diverse skills development needs of researchers. It offers a range of learning opportunities, facilitating researchers to select options that best suit their development needs and available time for commitment. The researcher can dip in and out of the learning opportunities which range from short, intense masterclasses to micro-credential opportunities to a PhD or Professional Doctorate programme.

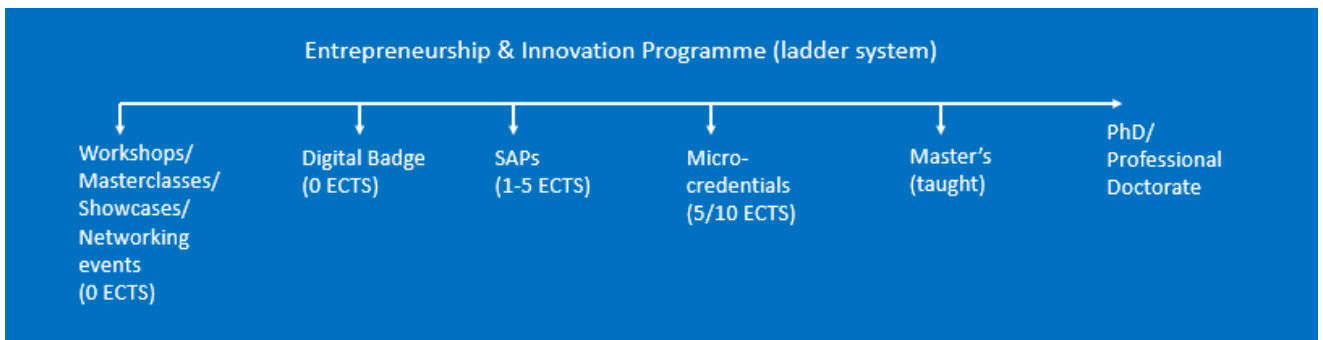


Figure 3: Concept of the ladder system of skills training in Entrepreneurship & Innovation for RUN-EU researchers.

As previously stated, the PMC recognised the importance of complimenting existing skills development programmes in Entrepreneurship & Innovation training rather than duplicating learning opportunities. The PMC agreed that the most impactful approach for researchers would be to identify existing learning opportunities in this field within the partner institutions across the RUN-EU alliance, to recognise gaps in the progression ladder

presented in **Figure 3** and focus the efforts of the RUN-EU PLUS project on developing learning opportunities to address these gaps.

Consequently, the RUN-EU PLUS PMC agreed to undertake an audit of RUN-EU partner Entrepreneurship training provision and defined the following steps to be taken:

Step 1: Identify who engages in Entrepreneurship-related activity in each RUN-EU partner institution.

Step 2: RUN-EU PLUS WP6 members and/or PMC meet with (or consult) these colleagues and identify all Entrepreneurship-related activity/courses in their organisation which can be offered to the RUN-EU consortium.

Step 3: Each of the activities/courses discovered in Step 2 will be aligned with the ladder system.

Step 4: Gaps on the ladder system will be identified and new activities/courses developed by RUN-EU PLUS in these areas.

Step 5: Relevant activities/courses identified in Step 2 will be offered across the consortium.

Appendix 1 presents the survey which WP6 members were requested to complete on behalf of their institution. **Step 1** in the process identified by the PMC required WP6 members to identify who is involved in Entrepreneurship-related activity in their organisation. This was necessary as entrepreneurship training delivery is often undertaken by a number of faculties and functions in many of the RUN-EU partner institutions.

Step 2 of the audit necessitated RUN-EU PLUS WP6 members and/or the PMC member to meet with (or consult) the colleagues identified in **Step 1** and identify all Entrepreneurship-related activities and programmes in their organisation which may be offered (currently or in the future) across the RUN-EU consortium. The survey template presented in **Figure 4** was provided to facilitate this exercise. The information compiled during this step was more informative and provided details regarding the activity or programme aims/objectives, the target audience, the delivery mode, and an opinion as to whether it would be a programme which is appropriate to the RUN-EU research community.

Step 2

Completed by:

RUN-EU Partner Institution:

Role:

RUN-EU PLUS WP6 members and/or PMC meet with (or consult) these colleagues and identify all Entrepreneurship-related activity/courses in their organisation which can be offered to the RUN-EU consortium.

Name of Relevant Person 1:

Role in Institution:

Activity/Programme name:	Activity details:	Target Audience:	Delivery mechanism:	Suitable as RUN-EU offering:	Additional information:

Figure 4: Survey template provided to WP6 members to complete Step 2

3.2. Audit Findings

Step 3 of the process involved aligning the data collected by **Step 1** and **Step 2** with the ladder system previously presented in **Figure 3**. **Figure 5** shows how the Entrepreneurship activities and programmes delivered by RUN-EU partner institutions align with the RUN-EU PLUS Entrepreneurship and Innovation Training Ladder.

Entrepreneurship & Innovation Programme (ladder system)

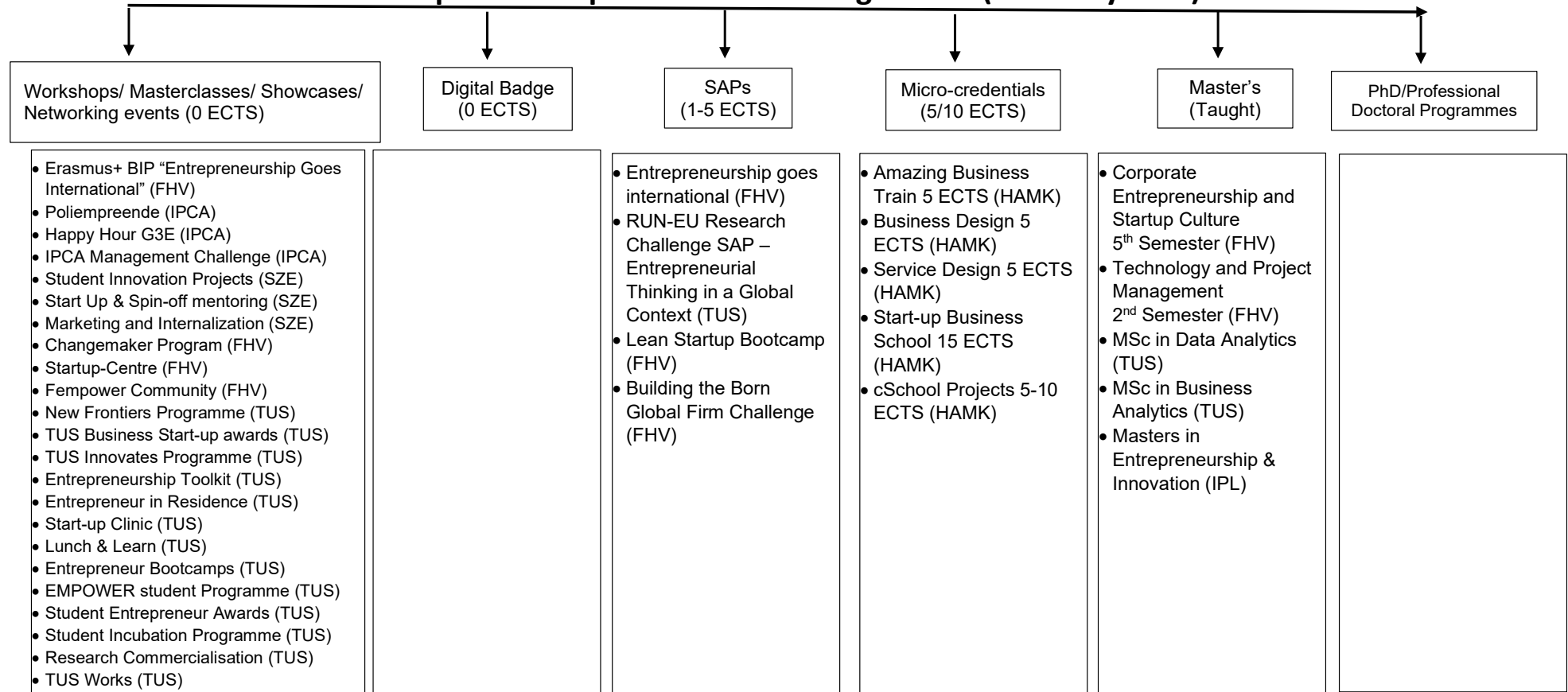


Figure 5: Alignment of audit findings with RUN-EU PLUS Entrepreneurship and Innovation Training Ladder

It is obvious from **Figure 5** that a wide selection of short training opportunities (in the form of workshops/ masterclasses/ showcases/ networking events) in this area exist across the alliance which are available to the research community to engage. A number of Short Advanced Programmes (SAPs) have been developed by the RUN-EU Cycle 1 project in collaboration with RUN-EU PLUS (by FHV and TUS), and these programmes are available to the entire RUN-EU research community. Between 1 and 5 ECTS credits are typically awarded for participating in these SAPs. Research Challenge SAPs focused on entrepreneurship topics which have been developed specifically for the research community are presented in more detail in **Section 6** of this document.

HAMK appears to be the sole RUN-EU institution who delivers micro-credential programmes in this area with programmes of between 5 ECTS and 15 ECTS credits available. FHV, TUS and IPL each have master's programmes relevant to the development of Entrepreneurial skills available as postgraduate programmes.

3.3 Entrepreneurship Training Gaps

Step 4 identified the gaps in Entrepreneurship training available to the research community across the RUN-EU alliance which the RUN-EU PLUS project aimed to fill by developing programmes specifically for its research community. It is obvious from **Figure 5** that no training programmes with Digital Badge certification in the area of Entrepreneurship or Innovation Development is currently available to researchers of RUN-EU. It is also evident from the figure that no collaborative programmes at doctoral level currently exist either. The attractiveness of Digital Badge certification in researcher education has previously been addressed in **Section 2.5** of RUN-EU PLUS **D4.5**.

3.4 Friesland Entrepreneurs Consultation

In February 2024 the RUN-EU PLUS Project Management visited several of NHL Stenden's regional partners to gain insight into innovative initiatives and sustainability practices of

local start-up businesses to inform the skills focus of the RUN-EU PLUS Entrepreneurship training programmes.



Figure 6: RUN-EU PLUS PMC meeting in NHL Stenden, February 2024

The meetings commenced with a visit to the [Greenwise Campus](#), part of the [Dutch TechZone](#), where Charlotte Extercatte and Jan Jager of NHL Stenden's Professorship [Circular Plastics](#) shared their expertise, emphasising collaboration on sustainable plastics, energy use, health, wellbeing, and smart technologies. The PMC learned about polymers, cooperation between industry and NHL Stenden University of Applied Sciences and had a quick trial of a bicycle made from recycled plastics.

Next up the delegation visited [Vepa](#), a furniture factory specialising in the design and sustainable manufacture of fair furniture in Emmen, within the Dutch TechZone. Erik Luisman and Bram Kempkens welcomed the RUN-EU team, providing insights into their sustainability practices, showcasing products made from hemp and upcycled and recycled furniture. The Dutch TechZone's role as an associate partner of RUN-EU is pivotal in the project's success. Their mission to share knowledge, foster connections, and display the region on an international stage aligns seamlessly with the values of RUN-EU. The collaboration aims to elevate the impact of regional development-oriented European universities, fostering a global perspective. The visit concluded with a walk and talk tour of the [Wildlands Zoo in Emmen](#) where the PMC learned about sustainable water management.

A workshop facilitated by Jornt de Boer was held in the Founded in Friesland Entrepreneurship Centre, Leeuwarden. Discussions during the workshop focused on the value of entrepreneurship to regional development. **Figure 7** presents the tool applied during the workshop which aided in identifying how European Universities teach entrepreneurship by mapping the entrepreneurial development process from innovation and inspiration to education, to incubation and growth.

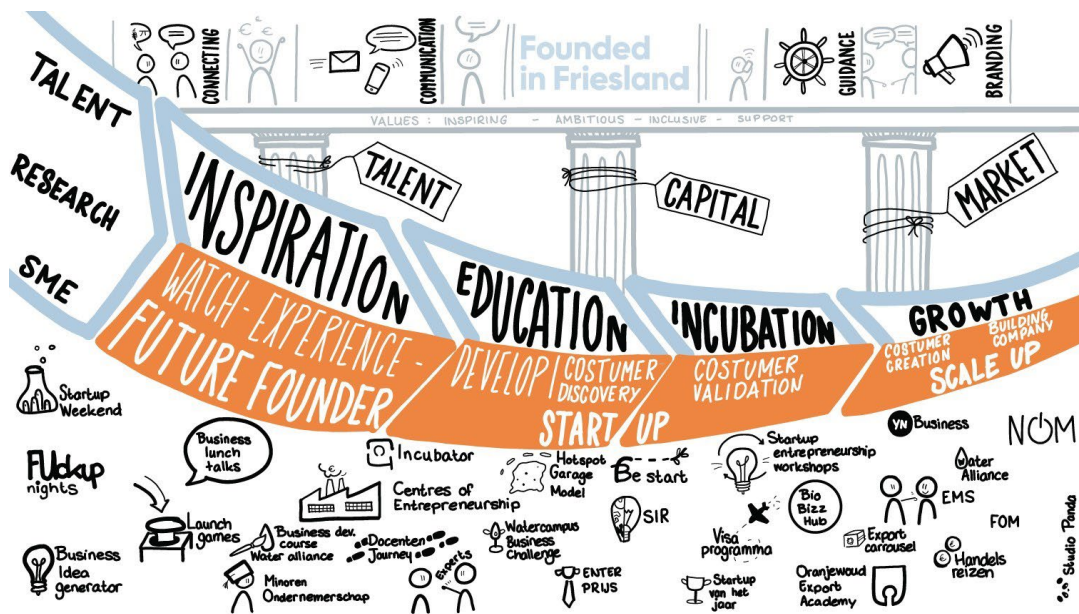


Figure 7: Entrepreneurship Training Programme facilitated by: [Founded in Friesland](#)

The workshop discussions clarified for the PMC that the role of the RUN-EU PLUS project programmes is primarily to inspire researchers to be entrepreneurial in their thinking and in educating them on the principles of entrepreneurship.

Examples of initiatives which inspire entrepreneurial thinking in students was provided to the PMC and these are displayed in **Figure 8** which includes Business Lunch talks, Launch Games and Business Idea Generator initiatives. A variety of additional tools were provided to the committee including an Entrepreneurship definitions wall chart and an Entrepreneurship Plan development tool.

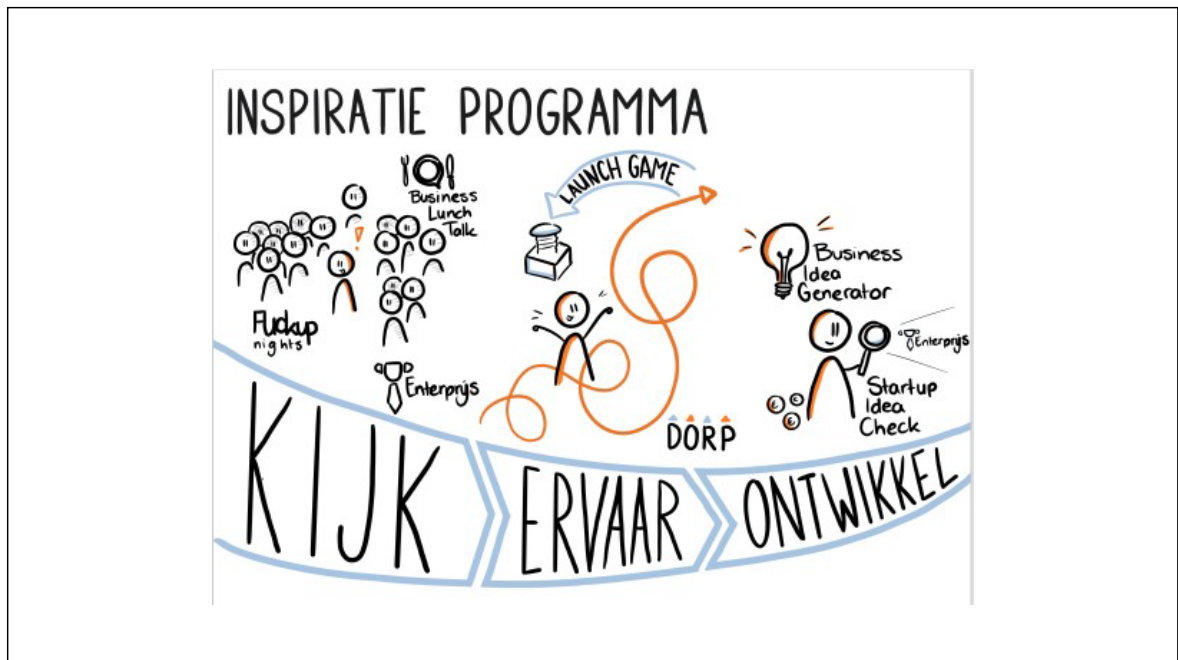


Figure 8: Initiatives applied by Founded in Friesland to inspire Entrepreneurial thinking in students.

The discussions had with these regional partners of NHL Stenden provided great insight for the RUN-EU PLUS PMC into the role of educational institutions in the Entrepreneurial Ecosystem and this informed us when scoping the type of training opportunities and the content we would develop for the RUN-EU research community.

4.0 RUN-EU PLUS Entrepreneurship & Innovation Programme

This training programme will create awareness among members of the RUN research community on the key principles of entrepreneurship and provide them with the tools to work with regional partners on the development and commercialisation of research innovations.

This programme is designed for members of staff from any RUN-EU research community (postgraduates, research assistants, postdocs, Principle Investigators, Research Directors/managers, Academic Supervisors) and associated partners who wish to equip themselves with essential skills and knowledge to transform their research into viable commercial outputs (such as new venture creation, Commercialisation and Intellectual Property), focusing on entrepreneurial mindset, business and commercialisation fundamentals, and practical application of innovation principles.

It compliments other RUN-EU researcher training courses and digital badges developed by the RUN-EU PLUS project in Open Science, Research Paradigms, Research Grant Proposal Writing, Engaged Research and Impact and Supervisor Training.

4.1 Programme Schedule

This programme was delivered over four days, distributed across a month as detailed below:

21st Mar 2024 - Entrepreneurship, Commercialisation, and Innovation in Research

22nd Mar 2024 - Tools for Test your Business Idea

11th April 2024 - Testing and Validating Your Idea with Innovation in Mind

12th April 2024 - Intellectual Property, Legal Considerations, and Innovation Management

4.2 Presenter Profiles


The presenters were Gillian Barry, Head of Innovation & Enterprise at the Technological University of the Shannon: Midlands Midwest, and Derek Blackweir, the Innovation & Enterprise Manager at Technological University of the Shannon, Tipperary.

<p>Gillian Barry MBA, DBA Candidate Head of Innovation & Enterprise Technological University of the Shannon Midwest Campus, Limerick Ireland</p>	
<p>Gillian Barry is a seasoned professional with over 25 years of experience in business, education, and governance. She leads the Technological University of the Shannon (TUS) Enterprise & Innovation team, which boasts Ireland's most extensive portfolio of enterprise and innovation centres. Under her leadership, TUS supports over 100 new entrepreneurs annually through various start-up programmes and initiatives, resulting in significant job creation, impactful innovation, and contribution to the economy. These programmes include the Enterprise Ireland National Founders programme, New Frontiers, HEA-funded programmes such as Empower, Student Inc, and the TUS Works programme for commercialisation and spinout activities and initiatives such as the Entrepreneurs-In-Residence programme.</p> <p>Gillian's career began in software engineering, business analysis, and project management, progressing to senior management roles in technology consultancy companies primarily in the UK. She is skilled in strategic planning and decision-making, project management, and board governance. Her expertise includes dissecting complex challenges and transforming them into growth opportunities, managing significant enterprise programmes, and building influential networks.</p>	

She has designed and developed programmes for both formal and informal education, ranging from digital badges and SAP modules to master's level courses, as well as incubation and acceleration programmes and mentoring. This demonstrates her commitment to educational innovation and development. She has also published work in the areas of entrepreneurship and innovation. Additionally, she is an experienced project manager for national and European projects and has extensive experience in event management, overseeing all aspects from concept to delivery, including large-scale events for more than 2,000 people. Gillian is also a seasoned judge for numerous business awards and an experienced MC and speaker.

An experienced board director, Gillian serves on multiple boards of organizations dedicated to economic and sustainable development at local, regional, national, and European levels. She is currently the Chairperson of The Learning Hub, a Board Director of Limerick Chamber of Commerce, Board Director of Forge Design Factory, and Co-Director of Start-up Grind Limerick, among others. Additionally, she actively participates in networks and committees promoting innovation, entrepreneurship, and socio-economic development.

Gillian has also contributed to national policy on entrepreneurship in Ireland and collaborated with the OECD and other European organizations in the field. She holds a first-class Executive MBA from University College Cork (UCC) and is expected to complete her DBA, Doctorate in Business, with the Southeast Technological University (SETU) in 2024, focusing on Government Venture Investment Decision-Making Strategies.

<p>Derek Blackweir Innovation & Enterprise Manager QUESTUM Acceleration Centre & Thurles Chamber Enterprise Centre Ireland</p>	
<p>Derek started his career in construction as a trainee building surveyor in 1984, working his way up. Managing 6 area offices in London, before he became a Policy & Project Manager at the time he came to Ireland, where he stepped back into a hands-on operational role as a Facilities Manager.</p> <p>He stayed in this post for 10 years before joining the Innovation & Enterprise team at LIT, where he took on the operation and management of initially the Thurles Chamber Enterprise Centre and then the QUESTUM Acceleration Centre in Clonmel. The centre hosts the full spectrum of businesses across a range of sectors and industries, from pre-trading startups through to HPSU’s securing multi-million-dollar investments.</p> <p>Derek engages with resident-clients to help them grow their businesses and works with students and other external startups to evaluate their business ideas, understand the market, and identify their customers.</p> <p>He also coordinates with local and national enterprise agencies – council Economic Development teams, Local Enterprise Offices, Skillnet teams, Enterprise Ireland, IDA, InterTrade Ireland amongst others in the enterprise eco-system.</p> <p>Derek is involved with several enterprise programmes such as EMPOWER, NIFI and Stress Test the Business Idea. He also assists with New Frontiers Phase1 and Phase 2 programmes.</p> <p>In addition to engaging with enterprise clients, Derek has also worked with the Department of Public Reform & Expenditure, successfully running a series of Design Thinking workshops for Irish civil servants, to help them re-image and improve the services they provide to the public.</p>	

In addition to RUN-EU Derek has experience as a Project Officer across a range of EU Projects where LIT/TUS were Lead Partners and/or Work Package Leaders, including:

- SERVE – showcase of renewable energy in North Tipperary including retrofitting 400 buildings.
- SustainCo – sustainable energy for rural communities and nZEB.
- FREED – innovative energy projects.
- FOLM – bringing young unemployed back into the work force.
- PuRPOSE – increased number of PhD students in areas of enterprise and innovation.

4.3 Participant Profiles

A total of 66 registrations were received for the Programme. An invitation was also issued across the RUN-EU alliance for contributors and facilitators of break-out room discussions during the delivery of the programme. The graphs in **Figure 9** and **Figure 10** illustrate a breakdown of participants by institution, profession, and prior knowledge of entrepreneurship and transversal skills.

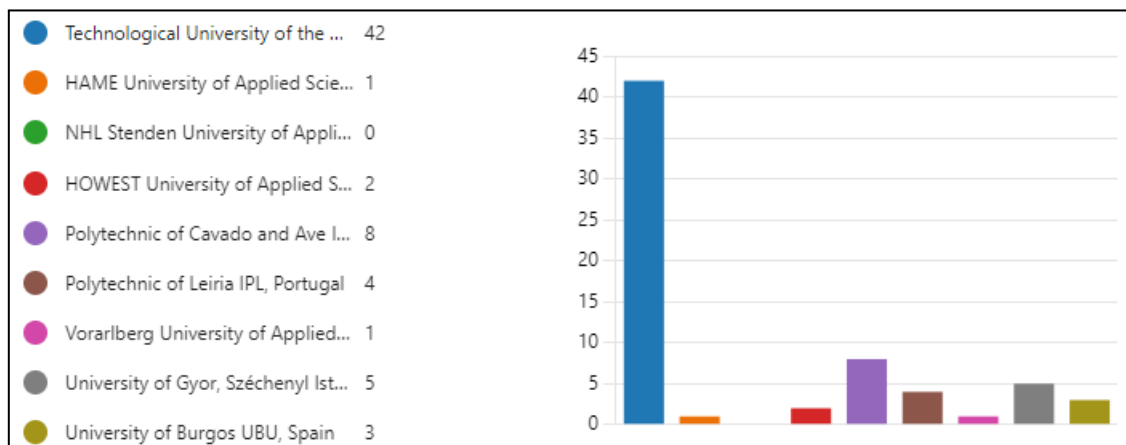


Figure 9: Breakdown of Participants - Institution wise

The highest number of registrations came from TUS, Ireland, the majority of which classified themselves as being beginners in this area or having intermediate knowledge.

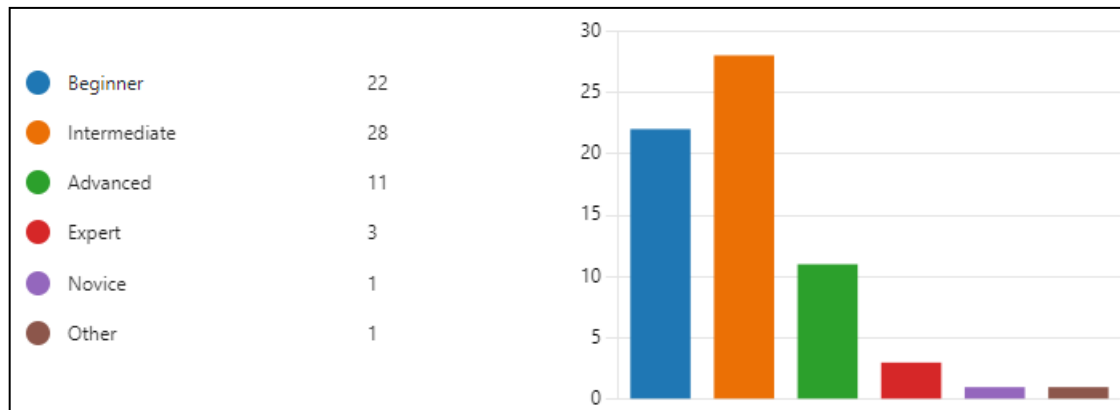


Figure 10: Breakdown of Participant Prior knowledge of Entrepreneurship & Innovation

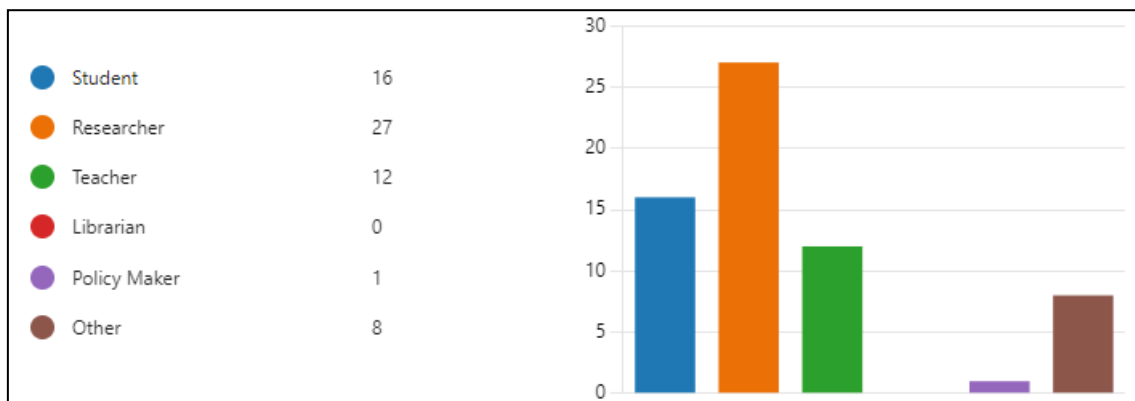


Figure 11: Breakdown of Participant Professional Role

Figure 11 indicates that researchers had the highest representation but students, teachers, policy makers and ‘others’ were also represented. This profile was considered during delivery of the training, particularly in breakout discussion sessions.

4.4 Learning Outcomes

Upon completion of this programme participants will:

1. Understand the principles of Entrepreneurship, Innovation, Intellectual Property management and commercialisation of research outcomes.
2. Know how to review and critique their own research project/ideas to identify the commercial potential including capability in Innovation-Focused Market Analysis.

3. Have an increased proficiency in business modelling for innovative research using the business model canvas and value proposition canvas.
4. Have completed a reflective exercise which will include the development of a personal entrepreneurship idea, a business model canvas, and a detailed plan to test their research idea for commercial potential.

4.5 Programme Content

Recipients of the Entrepreneurship and Innovation Digital Badge participated in an on-line workshop with other researchers across the RUN-EU network and associated partners which presented and explained the principles of Entrepreneurship along with innovation development concepts, Intellectual Property management and best practice in commercialisation of research outcomes. The workshop included:

- An introduction to entrepreneurship, commercialisation, and innovation in research.
- Business Modelling and Frameworks.
- Testing and validating an idea with innovation in mind.
- Intellectual Property, legal considerations, and Innovation Management.
- Individual activities where learners review and plan their own Entrepreneurship and Innovation related activities.
- Each workshop involved group discussions and Q&A

On-line workshops (5 hours):

Part 1: Entrepreneurship, Commercialisation, and Innovation in Research

- Overview of entrepreneurship and the intersection between entrepreneurship and research.
- Introduction to Commercialisation and Innovation in Research
- Key innovation concepts: Types of innovation (incremental, radical, disruptive), the role of innovation in commercialisation, and innovation lifecycle.

Part 2: Tools for Test your Business Idea

- Business Modelling and Strategiser Framework including an introduction to business models in the context of innovation and an interactive session on applying the Business Model Canvas and Value Proposition Canvas to participants' research.
- Utilising the Strategiser framework alongside innovation principles (USP, market demands, trends, competition) for robust market feasibility analysis

Part 3: Testing and Validating Your Idea with Innovation in Mind

- How to apply innovation concepts in idea testing and validation

Part 4:

- Intellectual Property, Legal Considerations, and Innovation Management including the basics of intellectual property in the context of innovative research and Managing innovation.
- Balancing creativity with practicality and legal considerations.

Independent activities (15 hours):

Following the workshop learners will undertake the following:

1. Create a Market Analysis Report for a research idea: Conduct market research focusing on innovation opportunities and identify how their own research can offer innovative solutions in the chosen market.
2. Develop a Business Model Canvas, incorporating the innovative aspects of their research.
3. Innovation-Focused Idea Testing Plan: Create a plan to test your idea for commercial opportunities, emphasising innovative elements. Consider different types of innovation and how they might apply to your research.

4.6 Reflective Assignment

Following participation in the online workshops learners will submit:

- a reflection of learnings

- a critical review of their own planning activities to date in relation to entrepreneurship and innovation development and
- an updated research commercialisation plan.

4.7 Programme Promotion

The programme was promoted on the RUN-EU website (**Figure 12**) and on LinkedIn (**Figure 13**).

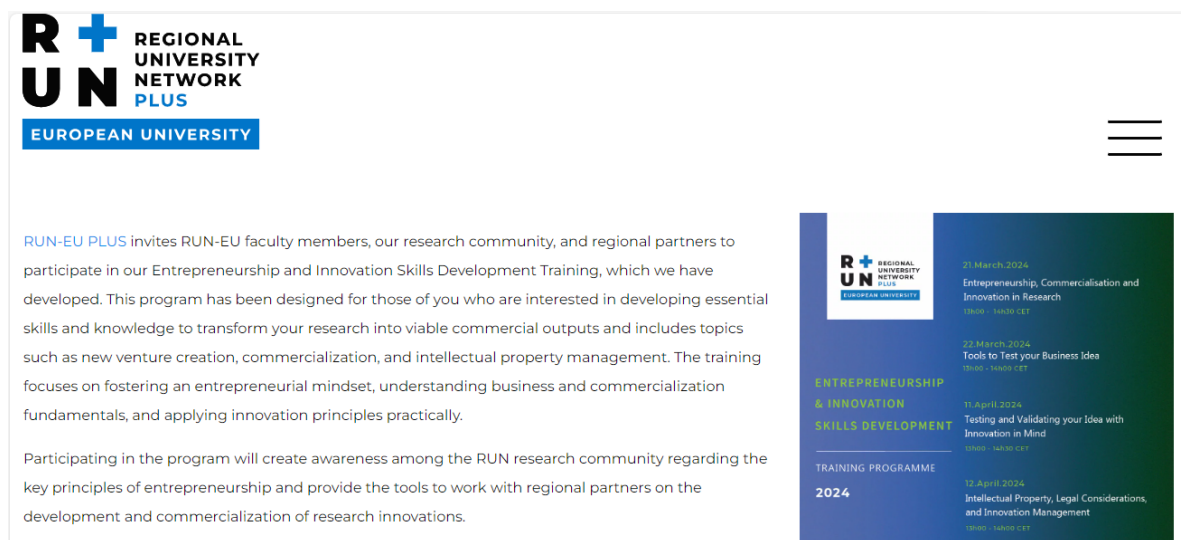


Figure 12: Promotional banner on RUN-EU website

Ali Ahmed (He/Him) • You
RUN-EU PLUS Project Support Officer
4mo • 🌐

Calling all RUN-EU faculty members, our research community, and regional partners to participate in our RUN-EU PLUS Entrepreneurship and Innovation Skills Development Training. Our program will provide you with skills in new venture creation, commercialization, and intellectual property management. It will show you how to apply practical innovation principles and help foster your entrepreneurial mindset. and. Let's turn your research into commercial success!

📅 Save the Dates:
March 21 & 22, 2024
April 11 & 12, 2024

🔑 Unlock your entrepreneurial potential:

- Learn about entrepreneurship, commercialization, and innovation in research.
- Dive into business modelling, idea testing, and intellectual property management.
- Engage in interactive activities and group discussions.
- Gain practical skills to transform your research into commercial success!

🏠 You will gain:

- An understanding of key entrepreneurship principles.
- Proficiency in business modelling and innovation-focused market analysis.
- The ability to assess and develop your research ideas for commercial potential.
- Detailed plan to test your innovations in the market.

Don't miss out on this opportunity to fuel your entrepreneurial spirit and drive innovation!
For more details, follow this link --> https://lnkd.in/e_QjVkvT

#run_eu_plus #horizon2020 #run_eu #erasmus #erasmusplus #europeanuniversities #europeanunion

Technological University of the Shannon Polytechnic of Leiria FHV - Vorarlberg University of Applied Sciences Häme University of Applied Sciences, HAMK HOWEST University of Applied Sciences Polytechnic of Leiria Polytechnic Institute of Cávado and Ave Széchenyi István Egyetem NHL Stenden Universidad de Burgos

Entrepreneurship and Innovation Skills Development Training
run-eu.eu

🌐 Saara Lindén and 12 others 3 reposts

Reactions

👍 👏 🙌 🥳 🎉 🙏 +5

🌐 ▾ 👍 Like 💬 Comment ➡ Share 📌 Save

📊 874 impressions [View analytics](#)

Figure 13: LinkedIn promotion of programme.

4.8 Digital Badge Certification

This Programme was awarded Digital Badge certification by TUS in June 2024. An image of the badge is displayed in **Figure 14**.



Figure 14: Image and descriptors of the Entrepreneurship & Innovation Digital Badge

Badge Descriptor:

Recipients of the Entrepreneurship and Innovation Digital Badge participated in an on-line workshop with other researchers across the RUN-EU network and associated partners which presented and explained the principles of Entrepreneurship along with innovation development concepts, Intellectual Property management and best practice in commercialisation of research outcomes. The workshop included:

- An introduction to entrepreneurship, commercialisation, and innovation in research.
- Business Modelling and Frameworks.
- Testing and validating an idea with innovation in mind.
- Intellectual Property, legal considerations, and Innovation Management.
- Individual activities where learners review and plan their own Entrepreneurship and Innovation related activities.
- Each workshop involved group discussions and Q&A

The learner was invited to undertake and submit a workshop reflective exercise which included market research with an innovation lens, the development of a business model canvas and a plan on how to test their research idea for commercial potential as part fulfilment of the digital badge requirements.

Following completion of the workshop, the badge earner:

1. Understands the principles of Entrepreneurship, Innovation, Intellectual Property management and commercialisation of research outcomes.

2. Has reviewed and critiqued their own research project/ideas to identify the commercial potential including capability in Innovation-Focused Market Analysis.
3. Has an increased proficiency in business modelling for innovative research using the business model canvas and value proposition canvas.
4. Has completed a reflective exercise which will include the development of a personal entrepreneurship idea, a business model canvas, and a detailed plan to test their research idea for commercial potential.

Tags: #Entrepreneurship #Innovation development #Intellectual Property #Research #Commercialisation

5.0 Introduction to University-Industry Collaboration on Regional Resilience workshop

One of the key objectives of the RUN-EU PLUS project is to focus on strengthening of academic-business partnerships in Research and Innovation (R&I).

An **Introduction to University-Industry Collaboration on Regional Resilience** workshop was hosted by SZE and held online on 23rd April 2024. The workshop was open to early- to mid-stage researchers (students, PhD students, lecturers, and staff) and particularly anyone interesting in social innovation issues specifically focuses on University-Industry collaboration. A certificate of attendance was issued after the event.

5.1 Workshop development



Figure 15: Promotional banner on RUN European University website.

5.2 Workshop content

Participants were invited to take part in discussions in the following topics:

- Characterization of the Regional Innovation Ecosystem in the RUN-EU regions.
- Characterization of the role of university collaboration with regional industry and society.

- Definition of mechanisms which enhance university collaboration with industry and society from the point of view of their university/firm.

Upon completion of the workshop participants understand:

- The main structural elements of the Innovation Ecosystems in various countries with the different roles of Higher Education Institutions and local firms.
- The workshop presenters give an insight into the Portuguese and Hungarian specifications. Participants of the workshops can share their own interpretations and contexts.

5.3 Presenter Profiles

Dr Katalin Czakó



Katalin Czakó is Assistant Professor and Programme Manager of the Management of PhD Programs at Széchenyi University (Győr, Hungary). Born in Hungary, she earned her PhD from Széchenyi University in 2017 in regional sciences. Between 2010 and 2013 she finished her MBA degree at Corvinus University of Budapest. She has also degrees in Economics and Business Communication. Since 2014 her papers were published in European and global, peer-reviewed academic and professional journals and conference proceedings. She received the following research awards: National Program of Excellence – New Central Europe, Young Researcher Scholarship for Hungarian and international students and researchers in convergence regions and scholarship financed by the Hungarian State, Publication scholarships.

Dr Czakó is an active researcher in the areas of entrepreneurial ecosystems, the entrepreneurial university and innovative teaching.

She has worked with a number of research and development projects and collaborations as researcher and coordinator including the Transdisciplinary Doctoral Studies with the Hungarian Central Bank in 2016-2021, Higher Education and Industrial Cooperation Centre program from 2017, Competitiveness of the Central Eastern European Regions research program in 2015, Győr vehicle region as the new tool of regional development” research program in 2014 and Regional Innovation and Scientific Centre: roles, operation in the vehicle industry program in 2013.

Dr Czakó teaches several courses in English: Theories of Economics, EU Regional studies, Business Planning.

Dr Petra Szkonyi



Dr Petra Szakonyi received an MSc in Urban Planning at Corvinus University, Hungary in 2007. She finished the Doctoral School of Multidisciplinary Engineering Sciences of the Széchenyi University (SZE), Győr, Hungary in 2013 and since that she is a lecturer of Faculty of Architecture, Civil Engineering and Transport Sciences. Additionally she works as an international project coordinator for SZE, and responsible for the RUN EU project WP2 and WP5 in SZE.

Dr Szakonyi worked for 11 years as a strategic planner at the City Development Department of the Municipality of Győr, there she was also responsible for international project development and management, such as Intelligent Energy Europe, Erasmus+, and Interreg Programme mostly in transport and mobility-related projects.

Dr Szakonyi's regional development work is extensive and includes projects of the Intelligent Energy Europe Programme, Regional Operational Programme of the West Transdanubian Region, Hungary, Transportation Operational Programme, Hungary, Interreg programme and Erasmus+.

Dr Péter Tóth



Péter Tóth, PhD, is an Assistant Professor of the Social Science Department of SZE, President of the Keret Association in Győr a Historian, Sociologist, Civil Activist and bicycle advocate. Organizer of the European Mobility Week and Car-free Day and several other bicycle related events in Győr. Dr Tóth participates as a civil consultant in cycling infrastructure improvements in the Western Hungarian region.

Dr Szabolcs Rámháp	
<p>Szabolcs Rámháp, PhD, is an Economist, Assistant Professor and Co-ordinator of the university startup programme at the University of Győr. He has years of experience in supporting student innovation and mentoring startups. He is startup manager of Management Campus Competence Centre, board member at the Quantum Leap Business Incubator and leader of the Hungarian Startup University Programme at SZE.</p>	

Dr Anna Sargento	
<p>Ana Sargento, PhD, is an Assistant Professor at the Polytechnic of Leiria. She is a Professor and Researcher in Economics, with a focus on Regional Development.</p> <p>Dr Sargento has worked as a professor and researcher in the field of Economics, with a focus in Regional Economics, since 1998. She is an integrated member of CARME (Centre of Applied Research in Management and Economics – www.carme.ipleiria.pt), having assumed the coordination of this research unit between January 2018 and December 2019. She participated in 9 R&D projects in the last 10 years, co-authored 2 books, 4 book chapters, 18 published articles and 14 presentations in national and international conferences. She assumed the position of Vice-President of the Polytechnic University of Leiria between May 2018 and September 2022, being responsible for the area of Society Engagement and Innovation and assuming the direction of the Centre for Knowledge Sharing and Valorisation of the Polytechnic of Leiria.</p>	

5.4 Participant Profiles

A total of 37 participants attended this workshop. The graphs below illustrate a breakdown of participants by institution, profession, and areas of expertise.

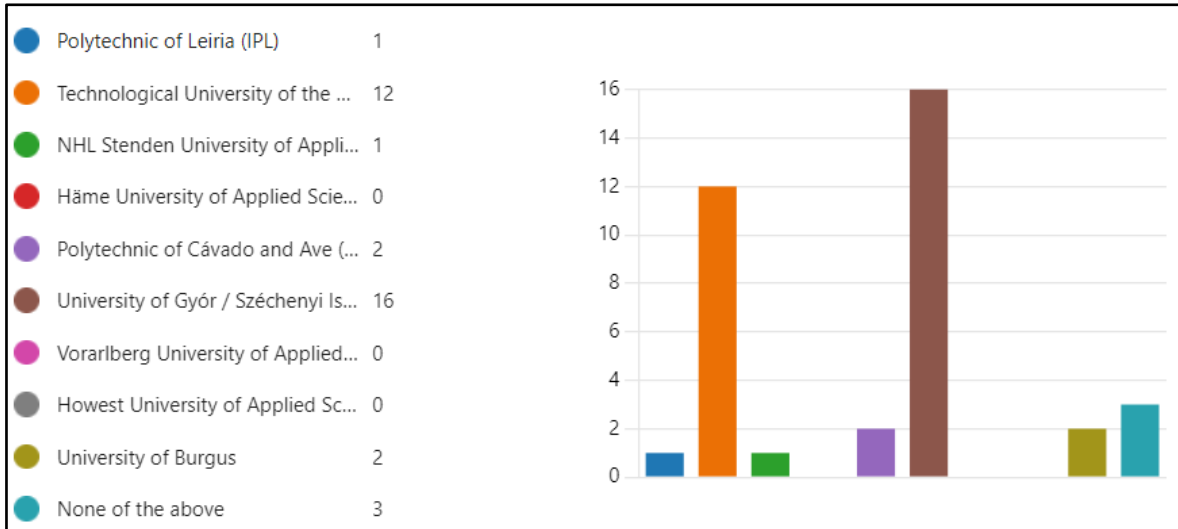


Figure 16: Professional affiliation - Institution wise.

Figure 16 above indicates that the majority of workshop participants came from SZE and TUS with a smaller number from IPL, NHL Stenden, IPCA and UBU. A number of participants were external to RUN-EU.

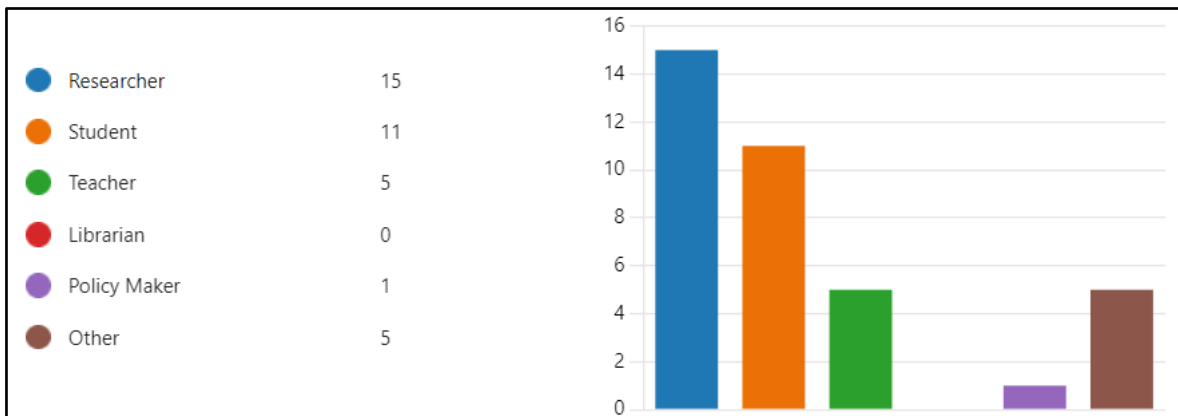


Figure 17: Breakdown of Participants - Profession wise.

According to Figure 17 the research community was very well represented in the workshop which was also of interest to teachers and policy makers. 5 participants did not classify themselves as a researcher, student, teacher, librarian or policy maker.

The areas of expertise of workshop participants was very varied as is evident from the list presented in **Table 1**. This shows that the workshop has reached all corners of the research community of RUN-EU with involvement from management too.

Table 1: Area of Expertise of workshop participants

Areas of Expertise
Mechanical Engineering
Science
Scholarship Ambassador and Program Manager
AI
Employability, Industry Engagement, Practice Placements, Work Based Learning
Analytical sciences, Environmental Monitoring
Engineering
Law
Energy Power Systems
Community Development
Rural and Community Development
University-Industry Relations
Nanomaterials for lithium-ion batteries, ANN modelling
Project Management
Nursing
Decision Making
Polymers
Regional Planning
Marketing and Sustainability
Civil Engineering
Mechanical Engineering
Civil Engineering
Social Impact Assessment
Doctoral School of Regional- and Business Administration Sciences
Digitalisation of Manufacturing
Green Real Estate
Philosophy of Social Science
Regional Studies
Regional Relations of Universities; Ecosystem, Social Innovation
Industrial Management
Agro-geography, Regionalist

Economy, FDI
Special Education and New Technologies
Regional Studies - Cultural and Creative Industry
Business Administration

5.5 Participant feedback

This section provides an overview of the key findings of the feedback received on the workshop.

1. How would you describe the level of your knowledge of University-Industry Collaboration on Regional Resilience after you attended the workshop?

[More Details](#)

● Very Low	1
● Low	0
● Moderate	4
● High	4
● Very High	1



Figure 18: Participant feedback received regarding their level of knowledge

Based on the feedback received (**Figure 18**), participants rated their knowledge of Entrepreneurship and Innovation as moderate to high after attending the workshop. While some participants felt they had gained a high or very high understanding, others indicated a more moderate improvement. Overall, the workshop appears to have had a positive impact on enhancing participants' knowledge in this area, with room for further growth and development.

2. Please provide us with feedback on topics related to the content of the workshop.

[More Details](#)

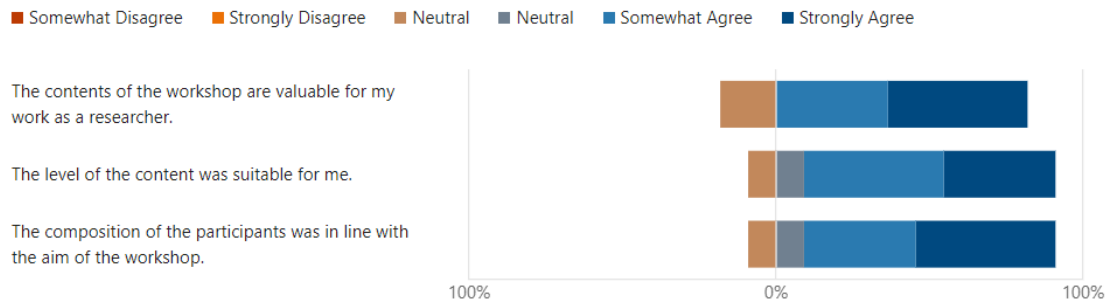


Figure 19: Participant feedback received regarding workshop content

When asked “Please provide us with feedback on topics related to the content of the workshop,” The participants evaluated three aspects of the workshop:

1. The value of the workshop content for their work as researchers.
2. The suitability of the content level.
3. The alignment of the participants' composition with the workshop's aim.

The responses are overwhelmingly positive, with most participants indicating either "Somewhat Agree" or "Strongly Agree" for all three statements. There is a clear consensus that the workshop content was valuable, appropriately levelled, and that participant composition aligned well with the workshop's objectives. No negative responses were recorded, and very few were neutral (**Figure 19**).

3. Please provide us with feedback on topics related to the didactics of the workshop.

[More Details](#)

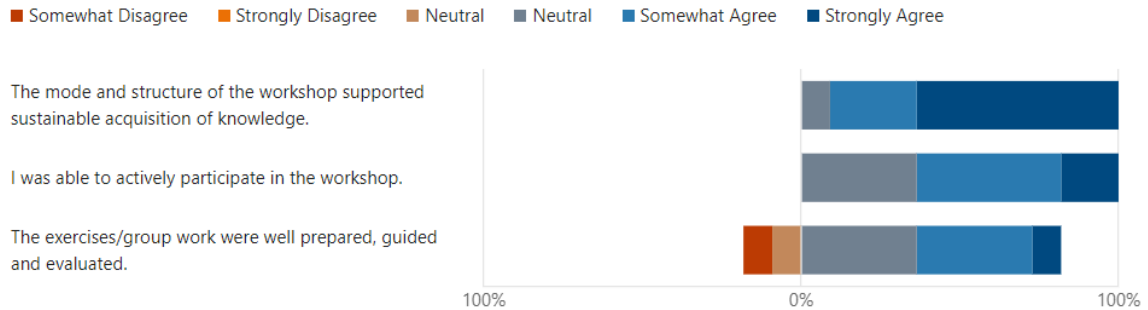


Figure 20: Participant feedback received regarding workshop delivery

When asked “Please provide us with feedback on topics related to didactics of the workshop,” the responses show a positive outlook, with most participants selecting "Somewhat Agree" or "Strongly Agree" (**Figure 20**). However, there is some diversity in opinions. The majority agree that the workshop structure supported sustainable learning, with a slight preference for "Strongly Agree." Active participation received a mix of "Somewhat Agree," "Neutral," and "Strongly Agree" responses, indicating varied experiences. The exercises/group work section had a few negative responses ("Somewhat Disagree" and "Strongly Disagree") alongside neutral and positive feedback, suggesting room for improvement in this area.

4. Please provide us with feedback related to the length of the workshop.

[More Details](#)

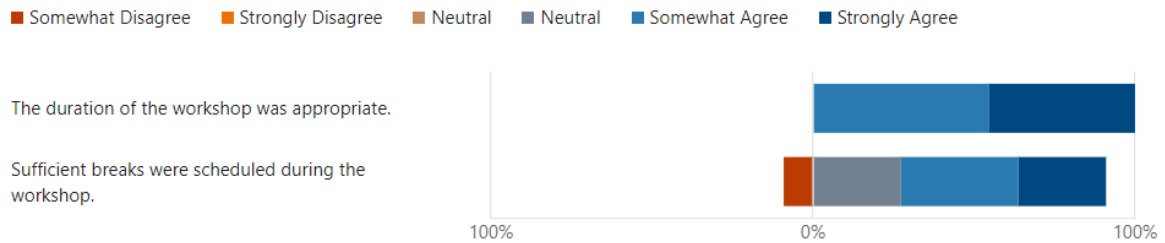


Figure 21: Participant feedback received regarding the length of the workshop

The feedback question addresses participants' opinions on the length of the workshop, shown in **Figure 21**, specifically focusing on two aspects:

- The appropriateness of the workshop duration.
- Whether sufficient breaks were scheduled during the workshop.

The responses indicate a positive reception overall. Most participants expressed "Somewhat Agree" or "Strongly Agree" that the duration of the workshop was appropriate. Regarding the scheduling of breaks, there is a more varied response, with some participants expressing dissatisfaction ("Somewhat Disagree" and "Strongly Disagree"). However, most participants still leaned towards agreeing that the breaks were sufficient, as indicated by the "Somewhat Agree" and "Strongly Agree" responses.

5. Please provide us with feedback related to the hosting of the workshop.

[More Details](#)



Figure 22: Participant feedback received regarding the hosting of the workshop

Most of the participants were satisfied with the hosting of the workshop (**Figure 22**), with half strongly agreeing that it met their expectations. Only one participant somewhat disagreed, indicating that while the workshop generally met their expectations, there may be areas for improvement.

When asked “Please provide your overall impression of the workshop,” 100% of participants (**Figure 23**) were very satisfied with the workshop, indicating that it was a positive experience for attendees. This unanimous feedback highlights the workshop's effectiveness and the value it provided to the participants.

6. Please provide us with feedback on your overall impression of the workshop.

[More Details](#)



Figure 23: Participant feedback received regarding their overall impression of the workshop

When asked for suggestions regarding areas for improvement, responses highlighted both positive aspects and constructive suggestions for future workshops. Below is a summary of the key points raised by the participants:

- **Clarity and Communication:**

One participant mentioned the need for clearer explanations, particularly concerning the regional case studies. While they enjoyed the first lecture, they found the second lecturer difficult to understand. Since the workshop was conducted in English, the participant emphasized the importance of lecturers being able to communicate clearly and effectively.

- **Participants' Introductions:**

Another suggestion was to introduce all participants, even within the chat box, during the RUN-EU event. This would help attendees get to know each other better, fostering a more connected and engaged environment.

This profiling of participants and constructive feedback will be considered by the programme developers in future editions of the programme.

6.0 Short Advanced Programmes (SAPs)

SAPs are unique programmes which combine on-campus activities with carefully designed online sessions. These short programmes bring teams of students together from across the RUN-EU alliance and are designed to foster a rich and immersive learning experience for the student that transcends geographical barriers and empowers participants to become agents of change. These SAPs are designed to ignite a student's intellectual curiosity and drive their research endeavours to new heights that push the boundaries of their understanding.

SAP Research Challenges are specifically targeted to RUN-EU postgraduate students and researchers and are developed and delivered through collaboration between RUN-EU (Erasmus+) WP3 (SAPs), WP5 (Discovery Research Programme) and the RUN-EU PLUS project. Traditional research education, while essential, may not always cater to the urgency of addressing real-time issues. SAP Research Challenges fill this gap by offering specialized and intensive curricula focused on specific research challenges, innovative technologies, or emerging fields. Participants (researchers as well as undergraduate students) are provided with an opportunity to delve deeply into relevant topics and build knowledge that can be directly applied in practical settings.

This section presents examples of SAPs with an entrepreneurship theme specifically designed to concurrently develop entrepreneurial skill sets in RUN-EU researchers while addressing regional challenges in real-time.

6.1 Entrepreneurial Thinking in a Global Context SAP

Jointly organised by TUS and IPCA, the SAP Research Challenge 'Entrepreneurial Thinking in a Global Context' is an introduction to the principles of entrepreneurship and entrepreneurial thinking. Students will explore the range of skills and the knowledge required to become successful entrepreneurs or intrapreneurs in a global business environment. This SAP focuses on the development of simple business ideas, understanding fundamental business types, and examples of practical business planning.

Activities are designed to introduce concepts such as idea generation, feasibility analysis, competition analysis, branding, and promotion, alongside an overview of financial forecasting and tracking. In addition, topics related to cross-cultural communication and multicultural teamwork are highlighted as crucial skills for a global entrepreneurial mindset.

This programme provided an experiential learning opportunity for RUN-EU researchers and students to visit an overseas partner institution and to gain a global perspective on entrepreneurship in diverse cultures.

Students engaged in stand-alone activities and in-class activities with TUS students and Saint Lawrence College students, Canada, who were visiting TUS during the same period on a similar study programme.

The in-person week took place from 23rd to 27th October 2023 at the TUS campus in Limerick, Ireland.



Figure 24: SAP promotional banner on RUN-EU website.

Upon completion of the SAP, students have the competence to:

- Describe the nature of entrepreneurship in its different forms.
- Compare and contrast different views of entrepreneurship across differing cultures.
- Explore a variety of idea generation and evaluation techniques and tools.
- Have an insight into the business start-up process and new product development stages.
- Understand the role of creativity and the entrepreneurial mindset.
- Identify the advantages and challenges of the multi-cultural team.
- Identify the impact of cultural patterns on intercultural communication.
- Appreciate diverse notions of time, leadership, motivation, and decision-making.

6.2 Building the Born Global Firm Challenge SAP

This SAP Challenge addresses the issues specific to the international venturing of start-ups:

What are the characteristics, resources and strategies of successful international new ventures and their entrepreneurial teams?

What are the viable and sustainable international expansion strategies for international new ventures?

How can international and agile marketing in particular help to explore and exploit the opportunities (and avoid the threats) of internationalisation?

The SAP Challenge has an in-person week from 2nd to 6th September 2024 at FHV University of Applied Sciences, Vorarlberg, Austria. The full SAP description and schedule is provided in **Appendix 2** as an example.

6.3 Introduction to the Social and Solidarity Economy Challenge SAP

This SAP Challenge aims to raise awareness of the potential of SSE in Europe by providing an overview of its actors, activities, principles, and values. The programme guides students in understanding informal SSE initiatives and offers initial guidance in developing a community enterprise, including practical tasks and an excursion for first-hand insight into their development.

The SAP Challenge offered an in-person week from 2nd to 6th September 2024 at FHV University of Applied Sciences, Vorarlberg, Austria.

7.0 Collaborative PhD Programmes in Business

Several PhD Research Degree Programmes in Business are being co-supervised across the RUN European University. These programmes are listed in **Table 2**.

Table 2: Collaborative RUN-EU PhD programmes jointly supervised by RUN-EU partners.

PhD Programme	Partner 1	Partner 2	Sustainability theme	Digitalisation theme	Social Innovation theme
MLOps practices to help accelerate the development of machine learning software products by reducing related risks for small and medium sized businesses	TUS	HAMK		✓	
Where have all the chefs gone? Labour shortages in culinary industry (working title)	TUS	IPL			✓
An examination of the sustainable management of tourism in Portugal	TUS	IPL	✓		
Business contributions for the 2023 Agenda and disclosure strategies: institutional pressure effects	IPCA	TUS	✓		
Green tax benefits disclosure: the role of higher education institutions	IPCA	TUS	✓		
Management Accounting research in private and public organisations: comparative approaches	IPCA	TUS	✓		
Knowledge related with industrial process – generating knowledge from vast information requires decision support systems based on artificial intelligence, particularly in Machine learning	IPCA	TUS		✓	
Exploring the advantages and disadvantages of the China-Europe union trade economy	SZE	IPL	✓		
Cocreation innovation and regional development: a comparative study among Portugal, Ireland, and Hungary	SZE	IPL			✓
Agile System Integration for Industry 4.0	TUS	IPL		✓	

Performance Assessment of De-Centralised Intelligent Cargo Solutions in Europe-wide Digital Logistics Ecosystems	TUS	FHV		✓	
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8.0 Collaborative Doctoral Programme in Entrepreneurship and Innovation

In 2023/2024, TUS held preliminary discussions with RUN-EU partners on developing a professional doctorate in Innovation and Entrepreneurship. The goal is a joint professional doctoral programme in Innovation and Entrepreneurship between RUN-EU partners, and this programme will create progression opportunities at doctoral level in this area for graduates of RUN institutions as well as the professional workforce in our regions. Internal discussions took place in TUS with Heads of Department and Deans who are supportive of the initiative and with RUN-EU colleagues. The TUS Graduate School drafted a *Framework for the Development of Professional Doctorates* to be implemented across TUS. This was subsequently approved by the subcommittee of Academic Council and is scheduled for consideration by Academic Council in the latter half of 2024. The academic regulations for professional doctorates are also being drafted and are scheduled for approval by Academic Council in Autumn 2024.

It is proposed that the professional doctorate degree would be a collaborative, co-created and co-run venture between RUN-EU partners, with its own dedicated programme board to be comprised of RUN-EU representatives from across alliance institutions. The first two years of the programme comprise taught modules while the second two years of the programme encompass the research component of the work. Supervisory arrangements will comprise RUN-EU academics and there are many opportunities for co-teaching. The programme’s students will be recent graduates as well as professionals from industry. Programme development shall also encompass further discussions with RUN-EU partners to ensure that regional needs are met, and that the programme is responsive to developments and trends in entrepreneurship and innovation globally.

The launch date for this programme is anticipated to be September 2026.

9.0 Next Steps in Entrepreneurship Education in RUN European University

Cycle 2 of the Erasmus+ RUN European University (project no. 101124674) creates a European Stakeholder Engagement Centre (RUN-ESEC), which stimulates systemic engagement with key external stakeholders in business, industry, society, and regional government through the creation of student-centred collaborative initiatives with regional stakeholders across all campuses of the RUN European University in areas such as Entrepreneurship, Open Science, Innovation, and Service to Society.

RUN-ESEC will develop the RUN Entrepreneurship programme which seeks to expand interaction and cooperation between business, industry and societal stakeholders and emerging student entrepreneurs of our European University. The RUN-Student Entrepreneurship Programme will incorporate several key elements including:

- (i) Entrepreneurship education initiatives developed jointly by alliance members including the provision of SAPs for student entrepreneurs in areas such as idea generation, business development and networking.
- (ii) Entrepreneurship support activities for emerging student entrepreneurs in RUN-EU including the development of a bespoke RUN-EU student entrepreneur mentoring programme.
- (iii) Entrepreneurship events which support collaborative entrepreneurship activities across the member regions of RUN-EU among student entrepreneurs and key external stakeholders.
- (iv) The establishment of a RUN-EU Entrepreneurship educators and practitioner network that will guide the continued development of the RUN-Entrepreneurship programme and who will meet once every two years at the international entrepreneurship festivals.

The Entrepreneurship and Transversal Skills Programme presented in this deliverable report will inform the work of the Entrepreneurship education initiatives (Task 4.3), Entrepreneurship support activities (Task 4.4) and Entrepreneurship events (Task 4.5) the development of the RUN-Entrepreneurship programme.

10.0 Conclusion

This Entrepreneurship and Transversal Skills Development Report (**D6.5**) provides an overview the consideration given to the identification of training programmes necessary to support the development of the RUN-EU Innovation Ecosystem, and particularly the practice-based degrees developed by the RUN-EU PLUS project.

The Entrepreneurship and Transversal Skills development began with the RUN-EU PLUS project developing the concept of an Entrepreneurship Skills Training Pathway for the RUN European University and the identification of a ladder system which supports entrepreneurial skill development from masterclasses up to Doctoral degrees.

The report provides an overview of a Digital Badge in Entrepreneurship and Innovation and a workshop focused on building university-industry collaborations for regional resilience developed by the RUN-EU PLUS project. The report also provides a summary of Research Challenge SAPs developed for researchers of RUN-EU in collaboration with the RUN European Programme Academy of the Erasmus+ RONEU Cycle 2 project.

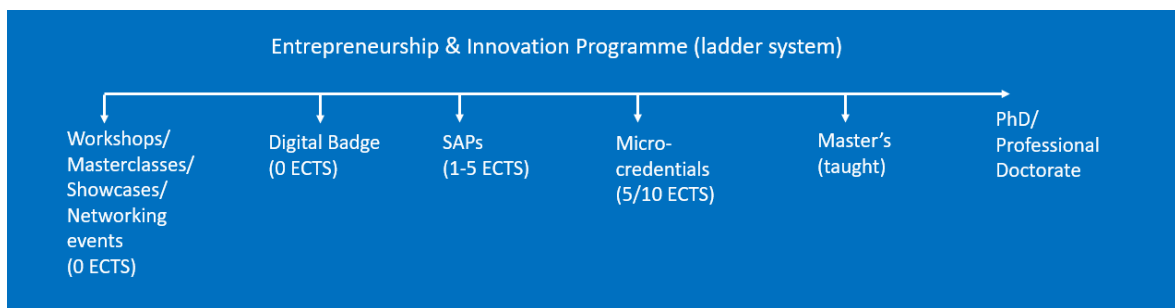
The progression ladder identified in this project supports a progression pathway up to Doctoral award level and this report describes both a traditional PhD programme and a newly proposed Professional Doctorate in Entrepreneurship and Innovation.

The report finishes up by presenting the future of Entrepreneurship education in the RUN European University.

Appendix 1

RUN-EU PLUS is scheduled to deliver an Entrepreneurship and Transversal Skills Development Report (D6.5) in M36 of the project (30th September 2024). This report will demonstrate the relevant module content and delivery of the programme in addition to the tools and knowledge hubs supporting entrepreneurship and transversal skills training necessary to support the practice-based degrees developed by the RUN-EU PLUS project.

The RUN-EU PLUS Project Management Committee have defined the following suite of educational opportunities for the RUN-EU community and external collaborators in the thematic area of Entrepreneurial Skills Training:



The PMC has defined the following steps to be followed in the creation of this programme:

Step 1: identify who is involved in Entrepreneurship-related activity in their organisation (report template will be provided).

Step 2: RUN-EU PLUS WP6 members and/or PMC meet with (or consult) these colleagues and identify all Entrepreneurship-related activity/courses in their organisation which can be offered to the RUN-EU consortium (survey will be provided).

Step 3: Each of the activities/courses discovered in Step 2 will be aligned with the ladder system.

Step 4: Gaps on the ladder system will be identified and new activities/courses developed by RUN-EU PLUS in these areas.

Step 5: Relevant activities/courses identified in Step 2 will be offered across the consortium.

This survey addresses **Step 1** and **Step 2** of this plan and each RUN-EU partner institution is invited to complete it.

Step 1

Completed by:

RUN-EU Partner Institution:

Role:

Please identify the people involved in Entrepreneurship-related activity in your organisation.

Name:	Role in Institution:	Key-words related to role:	Additional Information:

Please consult with each person identified above and for each person complete the table provided in **Step 2**.

Step 2

Completed by:

RUN-EU Partner Institution:

Role:

RUN-EU PLUS WP6 members and/or PMC meet with (or consult) these colleagues and identify all Entrepreneurship-related activity/courses in their organisation which can be offered to the RUN-EU consortium.

Name of Relevant Person 1:

Role in Institution:

Activity/Programme name:	Activity details:	Target Audience:	Delivery mechanism:	Suitable as RUN-EU offering:	Additional information:

Name of Relevant Person 2:

Role in Institution:

Activity/Programme name:	Activity details:	Target Audience:	Delivery mechanism:	Suitable as RUN-EU offering:	Additional information:

Name of Relevant Person 3:

Role in Institution:

Activity/Programme name:	Activity details:	Target Audience:	Delivery mechanism:	Suitable as RUN-EU offering:	Additional information:


Name of Relevant Person 4:


Role in Institution:

Activity/Programme name:	Activity details:	Target Audience:	Delivery mechanism:	Suitable as RUN-EU offering:	Additional information:

Appendix 2: Building the Born Global Firm Challenge SAP

SHORT
ADVANCED
PROGRAMME





**BUILDING
THE BORN
GLOBAL FIRM
CHALLENGE**

2-6. SEPTEMBER. 2024

SAP OVERVIEW

Reaching, serving, and retaining customers globally and building a global brand and market presence is a demanding task for any firm. For new ventures that internationalise early and rapidly, i.e. born globals, this is exceptionally demanding because the challenges of foundation are exacerbated by operating in a dynamic international environment. This programme addresses the issues specific to international venturing of startups. What are the characteristics, resources, and strategies of successful international new ventures and their entrepreneurial teams? What are the viable and sustainable strategies of international expansion for international new ventures? How can international and agile marketing in particular help to explore and to exploit the opportunities (and avoid the threats) of internationalisation?

LEARNING OUTCOMES

After the programme, you should be able to:

- Understand the challenges and opportunities associated with early and fast international expansion.
- Find viable and sustainable routes to the international market and to long-term growth (e.g. design of business models; selection of markets and/or customer segments; international entrepreneurial marketing strategies).
- Foresee and confront challenges of developing a business concept in geographically dispersed, international teams.

+INFO: www.run-eu.eu
Organised by: FHV
TUS

DATE From **2 to 6 September 2024**
Face-to-Face Week: FHV, Dornbirn, Austria 2-6 September

MODE OF DELIVERY In-person

LANGUAGE OF INSTRUCTION English

ECTS CREDIT 1


ACADEMIC RECOGNITION
To be defined by each Home Institution. Generally, most students will have this SAP certified in their Diploma Supplement, as a minimal condition.


ELIGIBLE PARTICIPANTS
All RUN-EU students.
Priority is given to the members of Student Councils in each RUN-EU member universities.


HOW TO APPLY
Fill in the application form (**QR or website**)


DEADLINE FOR APPLICATIONS
1 April 2024


CONTACT DETAILS
Birgit Hagen (FHV), birgit.hagen@fhv.at















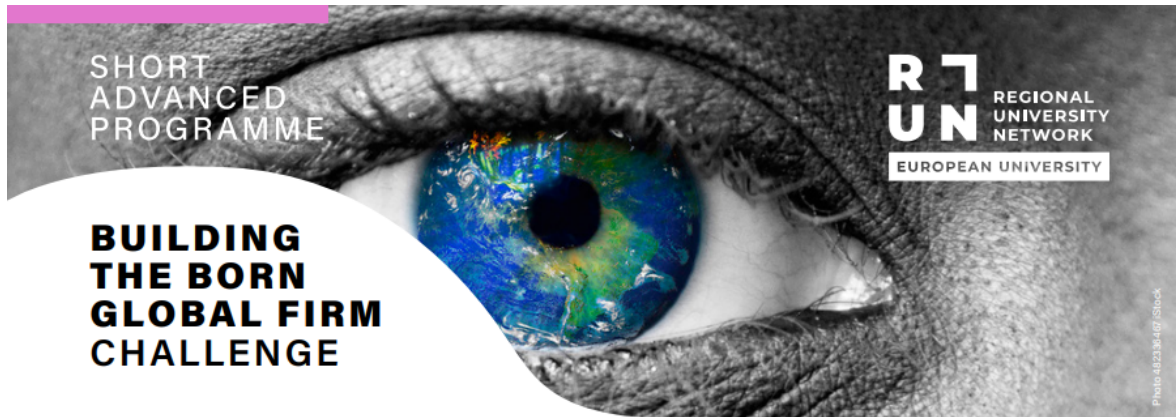






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SHORT
ADVANCED
PROGRAMME

R+UN REGIONAL
UNIVERSITY
NETWORK
EUROPEAN UNIVERSITY

BUILDING THE BORN GLOBAL FIRM CHALLENGE

2-6. SEPTEMBER. 2024

+INFO: www.run-eu.eu

SELECTION CRITERIA

Motivation, balanced participation of RUN-EU member institutions. We will look for a diverse group of students (along study programmes, nationality, gender etc.). The total number of students to be selected is 25.

LEARNING AND TEACHING STRATEGY

Learner-centred teaching, collaborative methods. Activities: Hackathon (project work in diverse teams, coached), serious games, presentations, a few introductory sessions.

PREREQUISITES

Some basic knowledge of international business and/or marketing is of advantage.

COURSES LEADERS | LECTURERS

Courses leader

Birgit Hagen (FHV)

Lecturers

Gillian Barry (TUS)

Derek Blackweir (TUS)

Simona Amerio (University of Pavia)

Margherita Milotta (University of Pavia)

Giuseppe Pirrone (University of Pavia)

Robert Lipsky (Hilti Liechtenstein)

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

The lump sums will be announced later within the RUN-EU 2.0 framework.

MEANS AND CRITERIA FOR ASSESSMENT

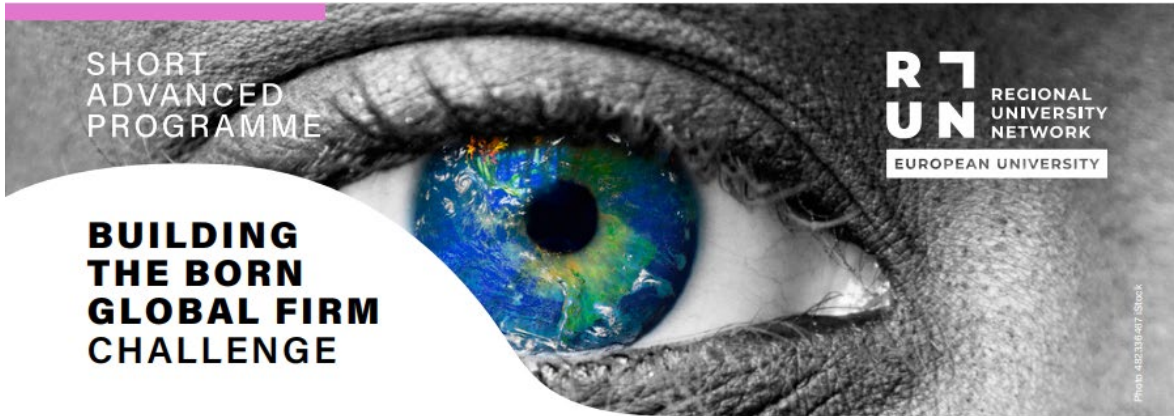
Active participation, final presentation & discussion.

CERTIFICATION

The participants who successfully complete this RUN-EU SAP will receive a Certificate of Participation and a Transcript of Records jointly issued by the organising institutions.



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2-6. SEPTEMBER. 2024

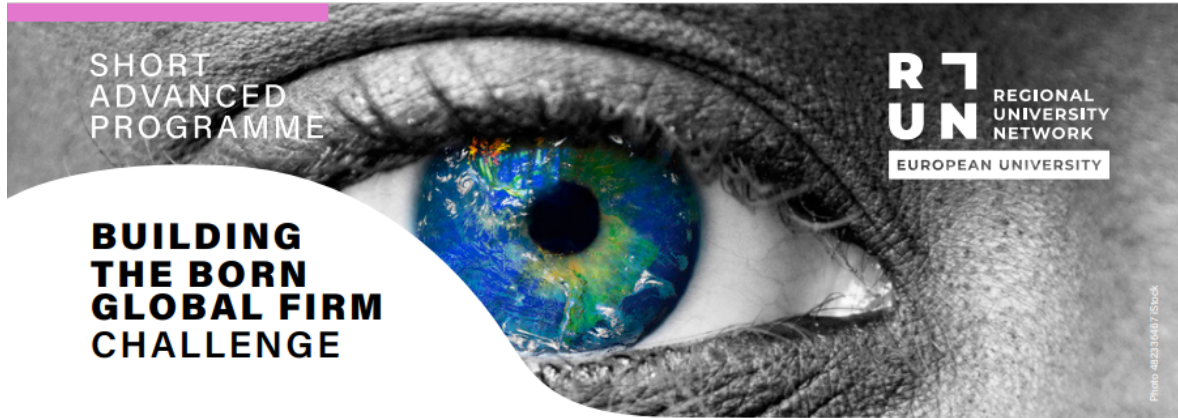
PROGRAMME AT A GLANCE

+INFO: www.run-eu.eu

	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2											
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 2/09		WEL-COME	OPENING	ICE-BREAKER	LUNCH BREAK	SERIOUS GAME		BORN GLOBALS I		SOCIAL PROGRAMME	
TUESDAY 3/09			BORN GLOBALS II		LUNCH BREAK	LEGO SERIOUS GAME		STUDENT COUNCIL MEETING	CAMPUS TOUR		
WEDNESDAY 4/09		INTERNATIONAL BUSINESS MODELS		LUNCH BREAK	HACKATHON PART I			MEET THE REGION			
THURSDAY 5/09		HACKATHON PART II		LUNCH BREAK	HACKATHON PART III		OVERALL QUALITY ASSESSMENT	POSTER SESSION			
FRIDAY 6/09		GENERAL ASSEMBLY		SOCIAL PROGRAMME							



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2 SEPTEMBER		MONDAY 9H00-19H00 · FHV									
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MONDAY 2/09	WELCOME	OPENING	ICE-BREAKER	LUNCH BREAK	SERIOUS GAME	BORN GLOBALS I		SOCIAL PROGRAMME			

Welcome

- 🕒 9h00-9h45
- 👥 Get-together
- 👤 All lecturers
- 📄 Get-together of all 5 Challenge SAPs and Welcome.

Serious Game

- 🕒 13h00-15h00
- 👥 Group Work
- 👤 All lecturers
- 📄 In small rotating groups, students play a board game. By playing the game, they experience culture. In a subsequent reflection session, students look into their understanding of culture and behavior respectively.

Opening

- 🕒 10h00-10h30
- 👥 Group Work
- 👤 All lecturers
- 📄 Introduction to the course: Students receive information on the programme, the tasks and assignments. Expectations from SAP. Q & A regarding the SAP. Students get to know the tutor team.

Intro Born Globals I

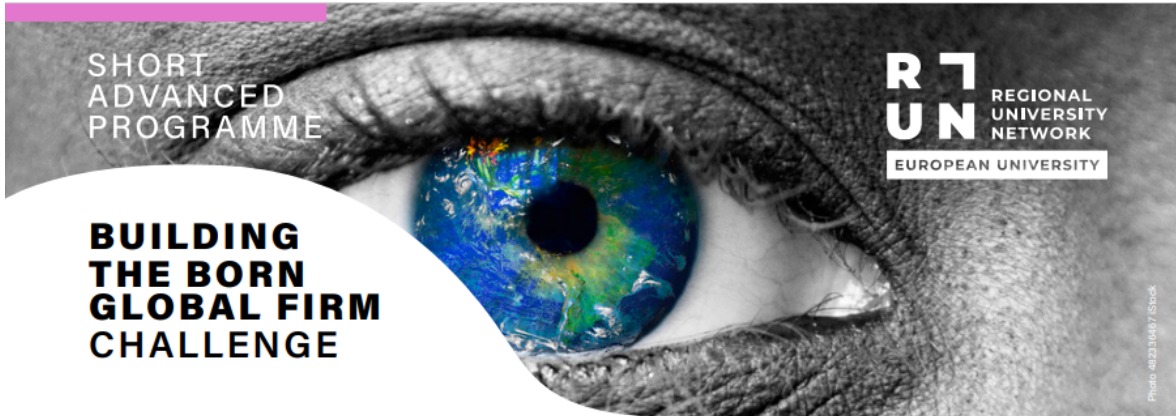
- 🕒 15h00-17h00
- 👤 Individual
- 👤 Birgit Hagen (FHV)
- 📄 In this introductory session, students learn what born global firms are, why these firms are key to economic and societal development in their economies, and who are the founders and relevant stakeholders.

Icebreaker

- 🕒 10h30-11h30
- 👥 Group Work
- 👤 All lecturers
- 📄 Students (in small mixed-nationality groups) get to know each other and, at the same time, explore cultural differences and similarities.

Social Programme

- 🕒 17h00-19h00
- 👥 Social Activity (tba)



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Social Programme

- 🕒 17h00-19h00
- 👥 Social Activity (tba)



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UNIVERSITY
NETWORK
EUROPEAN UNIVERSITY

BUILDING
THE BORN
GLOBAL FIRM
CHALLENGE

+INFO: www.run-eu.eu

3 SEPTEMBER
TUESDAY 9H00-17H30 · FHV

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

TUESDAY
3/09

BORN GLOBALS II

LUNCH
BREAK

LEGO SERIOUS
GAME

STUDENT COUNCIL
MEETING
CAMPUS
TOUR

Intro Born Globals II

🕒 9h00-11h30
👤 Individual
👤 Birgit Hagen (FHV)

📖 In this session - 'Ingredients cont'd' - students look into the internationalisation playbook (i.e. strategy, business model, marketing decisions) to understand how globally viable strategies, business models and marketing are designed and maintained. Case examples help to better understand the topics and foster discussion.

Lego Serious Game

🕒 13h00-15h45
👤 Group Work
👤 All lecturers

📖 Students, in mixed-nationality teams, play Lego 'seriously' to approach an entrepreneurial challenge. They get a set of Lego bricks and (changing) rules of the game to simulate a dynamically changing global environment. A reflection session concludes the game.

Student Council Meeting / Campus Tour

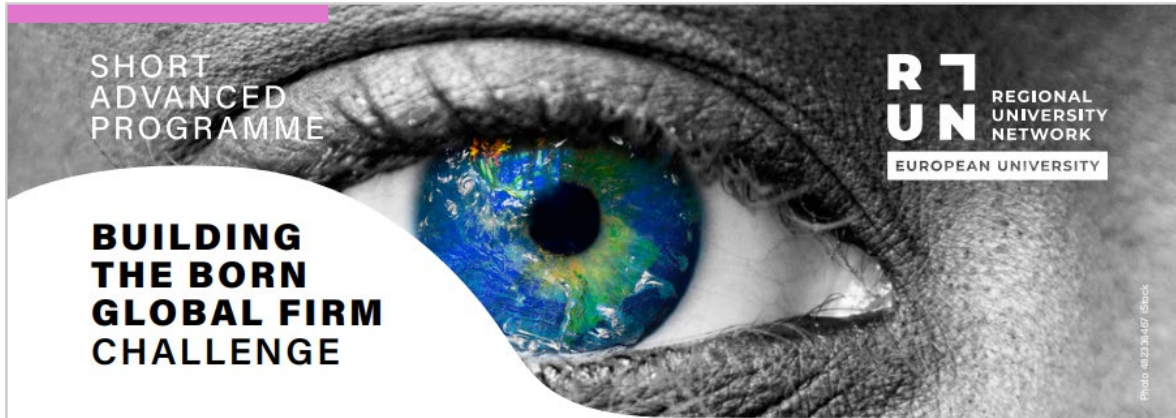
🕒 16h00-17h30
👤 Meeting & Tour
👤 tba

📖 Representatives of the RUN-EU Student Councils will participate in their annual council meeting to discuss the activities implemented, review the progress of RUN-EU 2.0 and provide recommendations on future activities. For students, who are not Student Council representatives, campus tours will be offered.

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Photo: 482030487 / iStock



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4 SEPTEMBER		WEDNESDAY 9H00-18H00 • FHV									
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 4/09	INTERNATIONAL BUSINESS MODELS			LUNCH BREAK	HACKATHON PART I			MEET THE REGION			

International Business Models (navigator)

- 🕒 9h00-11h30
- 👥 Group Work
- 👤 Simona Amerio (University of Pavia)
- 👤 Margherita Milotta (University of Pavia)
- 👤 Giuseppe Pirrone (University of Pavia)
- 📖 Students build 'hackathon teams' and decide on their teams' business idea. With the help of the business model navigator, and guided by the tutor team, students develop their teams' internationally viable business model.


Hackathon Part I

- 🕒 13h00-15h45
- 👥 Group Work
- 👤 All lecturers
- 📖 In teams, students continue to build their born global firm. International markets and/or segments are assessed to understand the potential and viability of market entry. The business model is further refined.


Meet the Region

- 🕒 16h00-18h00
- 👥 Networking Event
- 👤 tba
- 📖 Meet the Region offers a platform to get to know regional stakeholders and to gain insight into what makes the region of Vorarlberg special.

SHORT
ADVANCED
PROGRAMME



REGIONAL
UNIVERSITY
NETWORK
EUROPEAN UNIVERSITY



BUILDING
THE BORN
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CHALLENGE

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5 SEPTEMBER
THURSDAY 9H00-19H00 · FHV

	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2											
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

THURSDAY
5/09

HACKATHON PART II

LUNCH
BREAK

HACKATHON PART III

OVERALL
QUALITY
ASSESS-
MENT

POSTER
SESSION

Hackathon Part II

- 9h00-11h30
- Group work
- All lecturers

In teams, students continue to build their born global firm. Students decide on market entry and design the route-to-market. Potentially, pivoting will be discussed.

Hackathon Part III

- 13h00-16h00
- Group Work & Presentation
- All lecturers









Born global firm entrepreneurs (tbc)


The teams finalise the route-to-market, and prepare a pitch. The teams pitch to a jury of 'investors' and born global firm entrepreneurs. Q & A and feedback from the jury concludes the session.

Poster Session

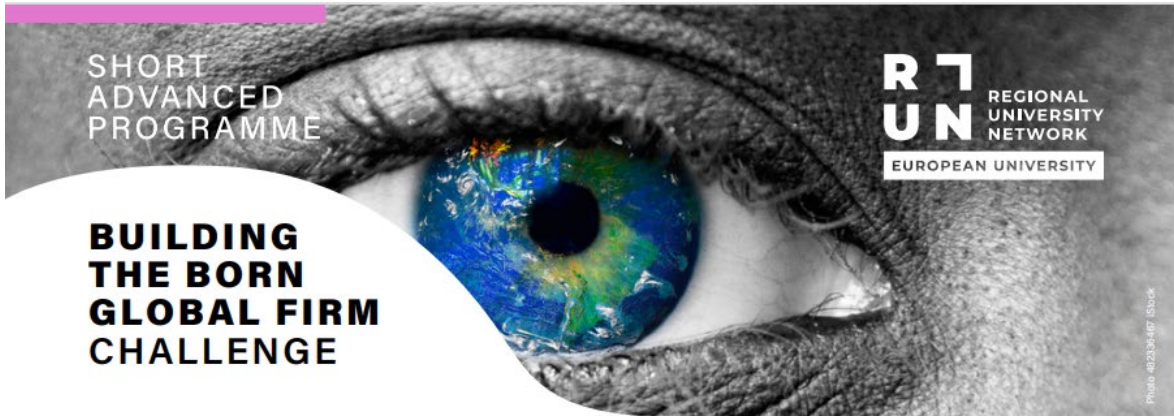
- 17h00-19h00
- Presentation
- Students

Students present their work (highlights of the week, key learnings, results of final presentation) on poster.

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6 SEPTEMBER		FRIDAY 9H00-12H00 · FHV									
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GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

FRIDAY
6/09

GENERAL ASSEMBLY

SOCIAL PROGRAMME

General Assembly / Social Programme

- 🕒 9h00-12h00
- 🏠 Social Activity
- 👤 tba

📖 Participants who are not participating in the General Assembly can join in some optional Social Activity to explore the local culture, attractions, and nature.



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