

# Good Practices Guide on R&I Internationalization Plan

May 2024





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**Lead beneficiary:** MCI | The Entrepreneurial School®

**Lead autor:** John Gardiner

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This report details Ulysseus, a European university alliance, on its path towards establishing its first strategic partnership with the intent of establishing the first Ulysseus International Branch beyond Europe.

Building upon the insights from the D7.2 Impact Report, this document explores various internationalization approaches, with a focus on a strategic collaboration designed to become a model for future international engagement.



## STRATEGIC PARTNERSHIP

This initiative prioritizes establishing a deep and comprehensive partnership with a leading university or institution outside the EU. This partnership will share Ulysseus' values in research and innovation (R&I) and act as a foundation for a future, fully-fledged international partnerships. Selection criteria will consider EU priorities and funding opportunities, ensuring alignment with the European Commission's Global Gateway strategy.

## BENEFITS

- **Pioneering International Collaboration.** This strategy establishes Ulysseus as a leader in forging innovative international partnerships in R&I.
- **Pathway to a Future International Branch.** The flagship partnership paves the way for a more integrated international presence, potentially evolving into the first Ulysseus branch beyond the EU.
- **Alignment with EU Priorities.** The approach adheres to the EU's international cooperation strategy and the Global Gateway initiative.

## NEXT STEPS

- Identify potential partner institutions for the flagship partnership, considering strategic alignment and regional priorities.
- Develop a detailed Memorandum of Understanding (MoU) outlining the partnership's structure, goals, and collaborative activities.

## 0. EXECUTIVE SUMMARY

- Establish a roadmap for the partnership's evolution towards a potential future international branch.

This executive summary **provides a concise overview of the Ulysseus Internationalization initiative**, focusing on the creation of a flagship partnership. This strategic collaboration serves as a springboard for future international expansion and aligns with Ulysseus' vision of becoming a global leader in R&I collaboration.





This report serves as a comprehensive overview of the progress made by Ulysseus, a European University Alliance, in establishing its inaugural international branch. It expands upon insights from a previously published Impact Report, focusing on the actions and decisions undertaken during the ongoing international branch development process.

## 1.1 ULYSSEUS: A LEADING EUROPEAN UNIVERSITY ALLIANCE

**Ulysseus European University** (Ulysseus) is one of the 24 selected alliances from the second pilot call for proposals under the 2020 Erasmus+ work programme. Originally established with six universities, Ulysseus has grown to encompass eight diverse institutions.

### Member Universities:

#### Established Members (2020):

- University of Seville (USE), Spain
- Université Côte d'Azur (UniCa), France
- University of Genoa (UniGe), Italy
- Technical University of Košice (TUKE), Slovakia
- MCI Management Center Innsbruck (MCI), Austria
- Haaga-Helia University of Applied Sciences (Haaga-Helia), Finland

#### New Members (2023):

- University of Münster (UM), Germany
- University of Montenegro (UoM), Montenegro

This unique blend of comprehensive universities (USE, UniCa; UniGe, WWU, UoM), a technical university (TUKE) and universities of Applied Sciences (MCI, Haaga-Helia) fosters a dynamic learning environment encompassing all four European regions (according to the categories set by EUROVOC). From the oldest to the youngest, from comprehensive to specialized business and technical Universities, from established, research-based Universities, to experts in entrepreneurship and academic innovation, sharing common objectives and long-lasting successful cooperation for boosting the four missions of the Higher Education institutions: education research, innovation and service to society.”<sup>1</sup>



## 1.2 COMPASS: FLAGSHIP OF ULYSSEUS R&I AGENDA & STRATEGY

COMPASS serves as the flagship initiative for Ulysseus' Research and Innovation (R&I) agenda and strategy. Its core objective is to solidify Ulysseus' long-term vision as a model of excellence for R&I by strengthening synergies between the European Research Area (ERA) and the European Education Area by placing Ulysseus' Innovation Hubs at the forefront of European research policy,

Furthermore, the initiative fosters activities that generate impactful research and innovation outcomes, propelling Ulysseus towards becoming a leading European university model in Open Science, Responsible Research and Innovation (RRI), and internationalization.

## 1.3 BEYOND EUROPE: EXPANDING ULYSSEUS' REACH

WP7 of COMPASS, also known as named "Compass Beyond Europe," spearheads Ulysseus' endeavors to promote its R&I agenda globally.

This aligns perfectly with the European Union's (EU) strategy for fostering international research and innovation cooperation. WP7 endeavours to transform Ulysseus in an international R&I European University model, particularly in identified geographical areas of

**Mission:** Promote Ulysseus' Research and Innovation (R&I) agenda on a global scale, aligning with the EU's international cooperation.

### **Goals:**

- Transform Ulysseus into a leading international R&I European University model.

- Establish strong R&I collaborations in geographically targeted areas.

## Alignment with EU Strategy:

Supports the EU's Global Gateway strategy by:

Enhancing education (digital and traditional)

Facilitating student/staff mobility through Erasmus+

Strengthening research and innovation cooperation with partner countries.

Reflects the priorities of the Directorate –General Research & Innovation Strategic Plan 2020-2024, such as:

Boosting R&I cooperation with Western Balkans, China, and Africa.


Supports Europe's strategy for international cooperation in a changing world by:

Promoting openness and reciprocity in R&I collaboration.

Strengthening the EU's role in international R&I partnerships.

This initiative contributes to the EU's overall objective of building a "Stronger Europe in the World" through international cooperation in R&I.





## 2. ULYSSEUS INTERNATIONALIZATION STRATEGY

This section delves into Ulysseus' efforts to establish its first international branch, aiming to cultivate robust partnerships in R&I on a global scale.

## 2.1 THE ULYSSEUS JOURNEY: INTERNATIONALIZATION ROADMAP AND STRATEGIC PARTNERSHIPS

This subsection details Ulysseus strategic approach to internationalization, focusing on establishing a global network for Research and Innovation (R&I). The international branch initiative is a strategic step towards creating a robust global network for R&I, fostering joint research, educational opportunities, and innovation on a wider scale. In its pursuit of internationalization, Ulysseus embarked on a strategic journey guided by an elaborate roadmap and a commitment to forging strategic partnerships. It incorporates the provided text under sections 2.1.1 and 2.1.2.

### **2.1.1 Ulysseus Internationalization Roadmap: Navigating the Path Forward**

Informed by the Impact Report, The Ulysseus Internationalization Roadmap serves as a compass, guiding the alliance towards its goal of establishing a global presence. Developed based on meticulous analysis and stakeholder consultations, this roadmap outlines key milestones and strategies for international expansion.

One of the central strategies outlined in the roadmap is the exploration of the feasibility of establishing an international branch. This involves a thorough assessment of potential regions, considering factors such as existing research strengths, alignment with EU priorities, and funding opportunities. By strategically selecting target regions, Ulysseus aims to maximize the impact of its international endeavors and ensure alignment with its overarching objectives.

## 2.1 THE ULYSSEUS JOURNEY: INTERNATIONALIZATION ROADMAP AND STRATEGIC PARTNERSHIPS

Furthermore, the roadmap emphasizes the importance of fostering strategic partnerships as a means to enhance Ulysseus' global footprint. These partnerships are envisioned to be mutually beneficial, leveraging the complementary strengths of Ulysseus and its partner institutions to drive impactful research, innovation, and societal engagement.

### 2.1.2 Strategic Partnerships: Collaborating for Success

At the heart of Ulysseus' internationalization strategy lies the cultivation of strategic partnerships with like-minded institutions worldwide. These partnerships are not merely transactional in nature but are built on a foundation of shared values, mutual respect, and a common commitment to excellence in education and research.

Ulysseus aims to identify partners who share its vision and can contribute unique expertise to collaborative endeavors. By establishing a network of strategic partnerships aligned with its mission and values, Ulysseus seeks to create a global ecosystem of innovation and knowledge exchange.

Through these strategic partnerships, Ulysseus endeavors to expand its reach, amplify its impact, and contribute to addressing global challenges through collaborative research and innovation. By leveraging the collective expertise and resources of its partner institutions, Ulysseus aims to accelerate progress towards its vision of becoming a global leader in education, research, and innovation.

## 2.2 ESTABLISHING GLOBAL PARTENRSHIPS: THE ULYSSEUS-DA NANG COLLABORATION

This subsection highlights a significant milestone achieved with the signing of a Memorandum of Understanding (MoU) between Ulyseus and the University of Da Nang (UD) in Vietnam. It serves as the foundation for a robust partnership focused on R&I collaboration. This section stands independently from Section 3 to maintain clarity and organization in the report.







### **3. KEY MILESTONE IN THE ULYSSEUS & DA NANG PARTNERSHIP**

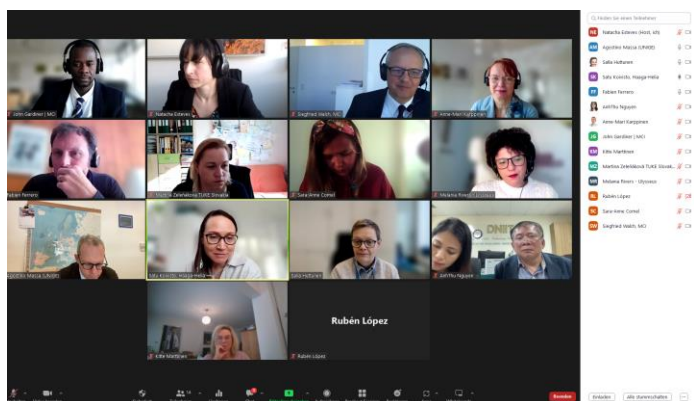
This section provides an in-depth exploration of the key milestones and events within the Ulysseus-Da Nang partnership. It includes subsections detailing the meetings, the MoU signing, and the UDERIF forum.

## 3.1 MEETINGS AND RESEARCH COLLABORATION

This subsection outlines the series of crucial meetings between Ulysseus representatives and UD officials, paving the way for collaboration. It includes discussions on potential joint research projects and areas for faculty and student exchange. The Ulysseus-Da Nang partnership involved a series of crucial meetings that paved the way for collaboration. Four productive meetings between Ulysseus representatives and UD officials paved the way for collaboration. These meetings explored existing synergies, identified potential joint research projects in areas of mutual interest, and discussed areas for faculty and student exchange.

Here is a breakdown of the four meetings and the research topics discussed:

### MEETING #1



#### ULYSSEUS – DA NANG INTRODUCTORY (FEBRUARY 2023)

This meeting focused on identifying existing agreements and synergies between Ulysseus partners and the University of Da Nang (UD), particularly its Da Nang International Institute of Technology (DNIIT). Discussions explored potential collaborations in areas that could benefit from combined expertise.

### MEETING #2



#### ULYSSEUS – DA NANG BILATERAL (APRIL 2023)

These in-depth discussions revolved around Ulysseus Innovation Hub topics and aimed to identify joint research projects between Ulysseus partners and Da Nang counterparts. Specific research areas included: Sustainable energy; Smart city development; Management (including micromanagement and marketing for hospitality and tourism); Social science (focusing on social and technical training of teachers within AI models and exploring the impact of AI on future training)

## 3.1 MEETINGS AND RESEARCH COLLABORATION

### MEETING #3



#### ULYSSEUS SUMMIT MEETING IN NICE, FRANCE (MARCH 2023)

During the March summit in Nice (21-22 March), the Compass workgroup focused on Innovation Hubs, laying the groundwork for future collaborations.

### MEETING #4



#### MOU SIGNING MEETING IN NICE, FRANCE (JUNE 2023)

Building on these discussions, Ulysseus significantly advanced its internationalization strategy by signing Memoranda of Understanding (MoUs) with the University of Da Nang (Vietnam) and Laval University (Canada). These agreements establish a framework for collaboration in key areas like education, research, and knowledge exchange. Notably, the MoUs will be implemented through the creation of hubs in Da Nang and Laval, fostering a unique model for international cooperation in both research and education endeavors.

The agreements establish joint initiatives and projects in research, academic exchanges, conferences, workshops and training programmes, aimed at achieving common goals. By outlining areas of collaboration, the MoUs foster coordination and joint efforts to address shared challenges and pursue mutual interests.

## 3.1 MEETINGS AND RESEARCH COLLABORATION

### MEETING #5



#### MOU SIGNING IN GENOA, ITALY (JUNE 2023)

This significant event marked a crucial step towards establishing the first Ulyssus branch "Beyond Europe" in Da Nang. The draft MoU aimed at cooperation with the University of Da Nang, laying the groundwork for this branch.



## 3.2 MEMORANDUM OF UNDERSTANDING (MoU)



This subsection elaborates on the significance of the MoU signed between Ulysseus and UD, highlighting its purpose, significance, and potential for further international partnerships.

The MoU signed in Genoa, Italy, in June 2023, stands as a landmark achievement in the Ulysseus-Da Nang partnership. Here's a closer look:

- **Purpose:** This MoU establishes a framework for cooperative relations in the fields of education, research, and other related activities between Ulysseus and the University of Da Nang.
- **Significance:** This signed agreement represents a formal commitment from both parties to collaborate and foster joint endeavors in education and research. It paves the way for the creation of the first Ulysseus branch outside Europe.
- **Additional Considerations:** The signing ceremony involved representatives from current Ulysseus member universities, new members for the next Erasmus+ call (University of Münster and University of Montenegro), and the University of Da Nang.

This highlights the potential for the MoU to serve as a springboard for further international partnerships.



### 3.3 ULYSSEUS-DA NANG EDUCATION, RESEARCH AND INNOVATION FORUM (UDERIF)

This subsection provides insights into the UDERIF forum, emphasizing its role in solidifying international collaboration and promoting collaborative efforts in education and research.

The UDERIF forum held in October 2023 served as a pivotal platform for solidifying the international collaboration between Ulysseus and the University of Da Nang. It comprised the Ulysseus/Da Nang Workshop and the Governing Council meeting. Let's delve deeper:

#### **OBJECTIVES:**

The primary objective of the workshop was to identify tangible project opportunities based on the synergies and common interests explored in previous meetings.

The Governing Council meeting aimed to formalize an agreement between Ulysseus and the University of Da Nang, laying the foundation for establishing the inaugural Ulysseus Hub/Branch.

The event structure included plenary talks, technical sessions, and demonstrations to facilitate collaboration.

#### **INTERNATIONAL COLLABORATION:**

Over 100 delegates participated, with more than 80 representatives from Ulysseus showcasing their expertise alongside colleagues from the University of Da Nang. This forum actively promoted collaborative efforts in education and research, contributing to a stronger international partnership.

### 3.3 ULYSSEUS-DA NANG EDUCATION, RESEARCH AND INNOVATION FORUM (UDERIF)

#### RESEARCH WORKSHOPS:

Seven workshops engaged over 90 researchers, addressing key global challenges and hot topics in education, including:

- Smart Education (AI in Education and Green Cities)
- Higher Education Internationalization and Sustainable University
- Innovation and Entrepreneurship
- Sustainable Tourism and Digital Economy
- Culture, Art, and Heritage
- Sustainable Energy, Robotics, and Environment
- Data Science

These workshops aimed to boost strategic collaboration beyond the alliance, positioning Ulyssus as a model for European University excellence in Research and Innovation on a global scale.



## 3.3 ULYSSEUS-DA NANG EDUCATION, RESEARCH AND INNOVATION FORUM (UDERIF)

### 3.3.1 Collaborative Initiatives Resulting from UDERIF Conference

The collaborative initiatives highlighted in this section signify the tangible outcomes of the UDERIF conference, a pivotal platform that solidified the international collaboration between Ulysseus and the University of Da Nang (UD). These initiatives reflect the shared commitment of both institutions to foster innovation and facilitate knowledge exchange across various domains of Education, Research, and Innovation (ERI).

#### **COLLABORATIVE PROJECTS:**

**Capacity Building in Higher Education (CBHE) Projects:** Teams from diverse institutions have joined forces to collaborate on CBHE projects, focusing on cutting-edge areas such as Smart Education, renewable energy, mobility, robotics, and the intersection of law and technology. These collaborative efforts aim to enhance educational practices, drive technological advancements, and address pressing societal challenges.

**Joint Teaching Endeavors:** The collaborative spirit extends to teaching activities, with joint efforts encompassing the development and delivery of virtual courses in Culture, Tourism, and Language Education. Additionally, collaborative Master's programs have been established, providing students with enriched learning experiences and opportunities for cross-cultural exchange.

**Research Collaborations:** The UDERIF conference has facilitated robust research collaborations, including virtual conferences, monthly seminars, and capacity-building activities. These initiatives foster interdisciplinary dialogue, facilitate knowledge dissemination, and contribute to the advancement of cutting-edge research in diverse fields.



### 3.3 ULYSSEUS-DA NANG EDUCATION, RESEARCH AND INNOVATION FORUM (UDERIF)

**Support for International Publications:** Recognizing the importance of scholarly dissemination, Ulysseus and UD have extended support for international publications, enabling researchers to share their findings with a global audience. This support enhances the visibility and impact of research outcomes, fostering collaboration and promoting academic excellence.

#### **ADDITIONAL INSIGHTS:**

**Proposed Projects:** Noteworthy projects proposed during the conference include on-site studies on Vietnamese artistic heritage, aimed at understanding its historical significance and preservation challenges. Additionally, training activities have been proposed to address research challenges faced by Vietnamese universities, emphasizing capacity building and knowledge transfer.

**Involvement of DNIIT:** The Danang National Institute of Information Technology (DNIIT) has played a crucial role in coordinating collaborative efforts, further solidifying the partnership between Ulysseus and UD. DNIIT's involvement underscores the collective commitment to advancing educational and research endeavors in the region.





## **4. PROMOTING INTERNATIONAL COOPERATION: THE COMPASS BEYOND EUROPE ONLINE CONFERENCES**

**This section discusses the Compass Beyond Europe Online Conferences and their role in promoting international cooperation as part of the Ulysseus R&I Plan International Promotion. It includes subsections detailing Conference 1 and Conference 2, along with key points and relevant discussions.**

## 4.1 CONFERENCE 1: R&I GLOBALIZATION STRATEGIES FOR EUROPEAN UNIVERSITY ALLIANCE

Conference one focused on strategies for European University Alliances (EUAs) to develop successful R&I collaborations on a global scale. It emphasized the importance of expanding partnerships beyond the EU for increased attractiveness, stronger research, and enhanced student mobility. Key discussions revolved around navigating challenges and opportunities in global collaborations while ensuring sustainability and success factors.

### KEY POINTS:

- **Importance of Global Collaboration:** EUAs are encouraged to expand their R&I partnerships beyond the EU for increased attractiveness, stronger research, enhanced student mobility, and promotion of European values.
- **Challenges and Opportunities:** Expanding collaborations presents both challenges and opportunities. The conference discussed strategies and models for navigating these complexities while ensuring respectful, equitable, and transparent partnerships.
- **Sustainability and Success Factors:** Maintaining long-term collaborations is crucial. The conference explored challenges faced at both the organizational and individual level, as well as success factors for building strong and lasting partnerships.

### ADDITIONAL NOTES:

The conference featured prominent figures like Franz Fischler (Former EU Commissioner) and Frédérique Vidal (Former French Minister of Higher Education) alongside representatives from the European University Association (EUA) and the Cross-Border Education Research Team (C-BERT).

# Beyond Europe: R&I Internationalization Strategies for European Universities

- 📅 24 January 2024 - 10:30  
↓  
24 January 2024 - 14:30
- 📍 Online
- 📖 Beyond Europe and Conference
- 🔒 Registration is now closed
- 🌐 COMPASS
- 🏠 MCI | The Entrepreneurial School®



This online conference will take place on January 24 2024 and it is hosted by the MCI | The Entrepreneurial School® as part of Compass, a satellite project and flagship for the Ulysseus Alliance R&I agenda and strategy.

At this event, the objective is to discuss and reflect on the various challenges European University Alliances encounter when developing their internationalisation strategies beyond Europe.

## About this conference

**“The mobilisation of the world’s researchers and innovators will be crucial to the well-being of citizens and of future generations”** (EU Global Approach to Research and Innovation).

Cross-border cooperation stands as one of the key cornerstones of the EU R&I agenda. As stakeholders in the field of R&I, European University Alliances must develop their strategies for R&I collaborations going beyond the EU boundaries.

Though European Universities may have a mission-oriented approach towards establishing strategic partnerships through various R&I collaborations and projects, the process of building such partnerships must not only account for technical and organizational aspects, but must also encompass the respective partners needs and interests to ensure mutual respect, equity and transparency.

This conference proposes to discuss and reflect on the various challenges European University Alliances encounter when developing their internationalisation strategies beyond Europe.



# Watch this conference again!



## Agenda

### Part I: Reaching Beyond Europe: Building Collaborations Outside the EU

#### 10:30 AM: Opening Session

- Welcome and Introduction
- Overview of the Conference
- Introduction of Speakers

**10:35 AM: Session 1** Opening statement by Andreas Altmann, (Rector, MCI | The Entrepreneurial School – Austria)

#### 10:45 AM: Session 2

Topic: "Strategic Approaches for Global Collaborations" by Franz Fischler (Former EU Commissioner) and Frédérique Vidal (Former Minister of Higher Education, Research and Innovation – France)

#### 11:15 AM: Panel Discussion

Topic discussion between Franz Fischler and Frédérique Vidal

#### 11:30 AM: Q&A Session

Selected and posed questions to Speakers from audience

#### 11:40 AM: Networking Break

### On this session



Although the majority of collaborations for European Universities happens here in the EU, all European University Alliances cooperate with partners all over the world. Aligning with the Global Approach strategy of the EC to Research and Innovation, European University Alliances are looking to expand beyond Europe.

Whether these collaborations aim at increasing attractiveness, strengthening research, enhancing student mobility, or fostering European values, they present as many opportunities as they do challenges. This panel will address the various strategies and models of European Universities R&I collaborations outside the EU against the backdrop of developing and ensuring respectful, equitable and transparent partnerships.

## Part II: Sustaining International R&I Collaborations Outside the EU: Challenges and Success Factors

### 12:40 PM: Introduction to Part II

Recap of Part I and Introduction of Part II Speakers

**12:45 PM: Session 3** by Stephane Berghmans (Director of Research & Innovation at the European University Association) on "Challenges in Sustaining International R&I Collaborations"

### 1:15 PM: Q&A Session

- Participants can submit questions through the chat
- Moderator selects and poses questions to Speakers

**1:25 PM: Session 4** by Jessica Schueller & Jason Lane (Cross-Border Education Research Team – C-BERT) on "Success Factors for Long-term Global Partnerships"

### 1:45 PM: Q&A Session

- Participants can submit questions through the chat
- Moderator selects and poses questions to Speakers

### 1:55 PM: Closing Remarks

- Summary of Key Takeaways
- Thanking Speakers, Participants, and Sponsors
- Announcement of Future Events

## On this session



Despite the many benefits, many challenges come along not only when establishing collaborations, but also when trying to maintain them, regardless of the forms R&I collaborations may take. Preserving long-term collaborations is crucial in fostering R&I.

This panel will address the challenges encountered by the actors of R&I not only at the organisational level, but also at the individual level (i.e. ensuring that the different actors of R&I feel included and valued within the collaboration setting). Furthermore, after identifying the challenges the panel will discuss the success factors for strong and long-lasting partnerships.

### Andreas Altman



Rector, MCI | The Entrepreneurial School – Austria

### Franz Fischler



Former EU Commissioner for Agriculture, Rural Development and Fisheries.

### Frédérique Vidal



Former Minister of Higher Education, Research and Innovation – France

### Stephane Berghmans



Director of Research & Innovation at the European University Association (EUA)

### Jessica Schüller



Project Manager & Research Associate, Transnational Education at Cross-Border Education Research Team (C-BERT)

### Jason Lane



Co-director of the Cross-Border Education Research Team (C-BERT)

# Target audience



The conference theme is particularly significant for European University Alliances, both European and Non-European institutions keen on fostering connections for potential collaborations with European University Alliances, institutional leaders, and those actively engaged in the European Universities Initiative. Furthermore, the content is curated to resonate with higher education researchers and anyone intrigued by the nuances of R&I international strategies in higher education institutions.

## Conference Organization & Contact

This event is organized by MCI|The Entrepreneurial School® based in Innsbruck, Tyrol, Austria.

MCI|The Entrepreneurial School® seamlessly blends higher education, research, and practical application in management, society, technology, and life sciences.

*“Beyond Europe: R&I Internationalization Strategies for European Universities”* is part of the Ulyseus satellite project [COMPASS](#). Here, MCI leads “Beyond Ulyseus” a work package whose goal is to extend Ulyseus European University beyond Europe, sharing the impact of R&I good practices with universities and institutions outside the Ulyseus network.

For any queries regarding the organization of this event, please contact [John Gardiner](#) and [Katharina Wolf](#), event managers.



## More info

→ [“Beyond Europe” conference addresses internationalization as a key priority to tackle the current challenges in the field of R&I](#)  
Press Release

## 4.2 CONFERENCE 2: JOINING EUROPEAN UNIVERSITIES ALLIANCES (HEI) AS R&I INTERNATIONAL PARTNERS

Conference two delved into Ulysseus' specific strategy for international R&I collaboration, providing practical insights and best practices. It highlighted the role of science diplomacy in facilitating collaborations and shared successful approaches for establishing partnerships outside the EU. The session on the integration of Danang University/Danang International Institute of Technology (DNIIT) and Université Laval into the Ulysseus Alliance underscored the alliance's commitment to advancing international collaboration.

### KEY POINTS:

- **Science Diplomacy:** A panel discussion explored the role of science diplomacy in facilitating collaborations between European Universities (HEIs) and global partners.
- **Best Practices for International Partnerships:** Representatives from various EUIs shared their experiences and successful approaches for establishing partnerships beyond the EU.
- **Ulysseus Case Study:** Laval & Danang/DNIIT Integration: This session delved into the process of integrating Laval University (Canada) and Danang University/Danang International Institute of Technology (Vietnam) into the Ulysseus Alliance. This session provides valuable insights for Laval University and Danang University/Danang International Institute of Technology (DNIIT) as they prepare to join the Ulysseus Alliance.



# Beyond Europe: Joining European Universities Alliances as R&I International Partners

- 📅 24 April 2024 · 10:00  
↓  
24 April 2024 · 14:30
- 📍 Online
- 🔗 <https://www.youtube.com/watch?v=OS3fwlGuQSU>
- 📖 Beyond Europe and Conference
- 🔒 Registration is now closed
- 🌐 COMPASS
- 🏠 MCI | The Entrepreneurial School®



This online conference will take place on 24 April 2024 and it is hosted by the MCI | The Entrepreneurial School® as part of Compass, a satellite project and flagship for the Ulysseus Alliance R&I agenda and strategy.

This new edition is specifically devoted to the exploration and sharing of best practices for fostering partnerships outside the European Union (EU). Irrespective of the objectives or the nature of the partnership a European University Alliance may be, our goal is to bring together experts, scholars, and professionals in the field of R&I internationalization.

## About this conference

The objective of this conference is to present the international cooperation strategy for R&I at Ulysseus. Expanding upon the success of the inaugural COMPASS Conference on Research and Innovation (R&I) internationalization strategies for European Universities Alliances (EUAs).

'Beyond Europe' first conference, focused on R&I Internationalisation Strategies for European University Alliances and provided a foundational understanding of the challenges faced by Higher Education Institutions (HEI) in developing their internationalization strategies beyond the borders of Europe.

By contrast, this new edition is specifically devoted to the exploration and sharing of best practices for fostering partnerships outside the European Union (EU). Irrespective of the objectives or the nature of the partnership a European University Alliance may be, our goal is to bring together experts, scholars, and professionals in the field of R&I internationalization.

'Beyond Europe: Joining European Universities Alliances as R&I International Partners' aims to provide participants with practical insights derived from their collective experiences and successes. The invaluable lessons and best practices shared by European University Alliances will serve as a guiding light for institutions, regardless of the type of partnership they are considering.



# Agenda

## Part I: Science Diplomacy for International R&I Collaboration

### 10:00 AM – 10:05 AM: Opening Session (5 minutes)

- Welcome and Introduction
- Overview of the Conference
- Introduction of Speakers

### 10:05 AM – 10:15 AM: Session 1 Topic: Leveraging Science Diplomacy for International R&I Collaboration

Charlotte Rungius

Moderator: Saranne Comel

### 10:15 AM – 11:05 AM: Panel discussion (50 minutes)

- Alicia Perez-Porro
- Charlotte Rungius
- Luciana Radut-Gaghi
- Siegfried Walch

Moderator facilitates a discussion with panellists + selects and poses questions to panelist from audience

## On this session



Science diplomacy emerges as a pivotal force in bolstering collaborative relationships between European University Alliances (HEI) and global partners beyond the European Union (EU) boundaries, particularly in the domain of research and innovation (R&I).

This panel discussion explores the multifaceted role of science diplomacy in fostering fruitful partnerships between European HEIs and international stakeholders, shedding light on its diverse contributions and implications.

## Part II: Joining a European Universities Alliance (HEI) as an R&I Partner: Good practices from EUIs

### 11:05 AM – 11:10 AM: Opening Session (5 minutes)

- Introduction of Speakers

### 11:10 AM – 11:25 AM: Session 2 Topic: Unlocking Innovation: Best Practices for International Partnerships with European Universities Alliances (HEI) (15 minutes)

Moderator: Natacha Estèves

#### Speakers:

- Alessandra Fiorio Pla (UNITA)
- Francisco do Adro (UNITA)

### 11:25 AM – 12:15 PM: Q&A Session (50 minutes)

- Selma Porobic (AURORA Alliance)
- Alessandra Fiorio Pla (UNITA)
- Francisco do Adro (UNITA)
- Peter Rosenbaum (EUTOPIA)

Moderator facilitates a discussion with panellists + selects and poses questions to panelist from audience

### 12:15 AM – 12:55 PM: Break (40 minutes)

## On this session



Some European Universities have been working on establishing collaboration with partners outside the EU. Regardless of the objectives and the form this partnership may take, EUIs experience and best practices are invaluable for other alliances that wish to follow a similar strategy. This panel will discuss and reflect on the best practises of European Universities Alliances (HEI) when establishing partnership outside the EU.

## Part III: Joining the Ulyseus Alliance: Lessons for Laval & Danang/DNIIT

**12:55 PM – 13:00 PM: Introduction to Part II (5 minutes)**

- Recap of Part I
- Introduction of Part II Speakers

**13:00 PM – 14:15 PM: Global Perspectives: Learnings from Ulyseus Alliance for Laval & Danang/DNIIT Engagement (75 minutes)**

Moderator: Siegfried Walch

Speakers:

- Prof. Fabien Ferrero (Université Côte d'Azur)
- Prof. Stéphane Ngo Mai (Ulyseus – Université Côte d'Azur)
- Vice Rector Carmen Vargas (Ulyseus – University of Seville)
- Prof. Bui Va Ga (University of Da Nang | DNITT)
- Ms. Ho Long Ngoc (DNIIT) (Vietnam)
- Ms. Nguyen Thi Anh Thu (DNIIT) (Vietnam)
- Vice President Le Quang Son (Da Nang)
- Vice Rector François Gélinau (Université Laval)

**14:15 PM – 14:25 PM: Q&A Session (10 minutes)**

- Moderator facilitates a discussion with panellists + selects and poses questions to panellist from audience

**14:25 PM – 14:30 PM: Closing Remarks (10 minutes)**

- Summary of Key Takeaways
- Thanking Speakers, Participants, and Sponsors
- Announcement of Future Events

## On this session



The integration of Danang University/Danang International Institute of Technology (DNIIT) in Vietnam and Université Laval in Canada into the Ulyseus Alliance underscores the alliance's commitment to advancing international collaboration in higher education.

In June 2023, both Danang/DNIIT (Vietnam) and Université Laval signed a Memorandum of Understanding (MoU) with the Ulyseus European University Alliance, solidifying their commitment to enhancing international cooperation in education, research and innovation, as well as other collaborative activities.

As of May 2024 Danang, University/DNIIT will become a Strategic Partner in the Ulyseus Alliance, marking a historic milestone as the first non-EU branch of the Ulyseus European University. This achievement is the culmination of a process initiated in January 2022, with the current phase focused on finalizing the terms of their collaboration.

The upcoming panel discussion will delve into the progression of establishing these unprecedented collaborations, as well as shedding light on the significance of partnerships like Danang University/DNIIT and Laval in contributing to Ulyseus' global achievements.

## Speakers

### Charlotte Rungius



Scientific Project Manager and Researcher – Science Advice, Science Diplomacy and International Affairs Centre for Social Innovation (Austria)

### Alícia Pérez-Porro



Scientific Coordinator at Centre for Ecological Research and Forestry Applications (CREAF) (Spain) and EU Science Diplomacy Working Groups WG3 Expert

### Luciana Radut-gaghi



CY Cergy Paris Université (France) and Vice-President of International Relations and Strategic Partnerships

**Selma Porobic**



Chair FOREU2 Cooperation with Non-EU partners Working Group & Aurora Lead Capacity Development Programme CEE (Czech Republic)

**Alessandra Fiorio Pia**



Institutional Coordinator for International Mobility at University of Torino (Italy), UNITA Alliance.

**Francisco do Adro**



Head of UNITA Office Coordinator at the University of Beira Interior (UBI) & UBI NECE researcher (Portugal).

**Peter Rosenbaum**



Head of International Office at Technische Universität Dresden (Germany)

**Fabien Ferrero**



Professor of Electronics and Telecommunication; Researcher at Laboratoire d'Electronique, Antennes et Télécommunications & Co-director of the CREMANT, Université Côte d'Azur (France).

**Stéphane Ngo Mai**



Ulyssus General Innovation Hub Coordinator & Vice President of Strategy and Development at University of Côte d'Azur (France).

**Carmen Vargas Macias**



Ulyssus General Coordinator & Vice-Rector of Institutional Projection and Internationalization of the University of Seville (Spain).

**Bui Va Ga**



Former Deputy Minister of Education and Training and Former Director of University of Danang (Vietnam).

**Ho Long NGoc**



Danang International Institute of Technology (DNIIT) and Vice-Director of International Relations Department (Vietnam)

Nguyen Thi Anh Thu



Danang International Institute of Technology (DNIIT) and Vice Director of DNIIT (ULYSSEUS Hub at UD) (Vietnam)

Le Quang Son



Vice President of the University of Danang (UD) in charge of Research and International Cooperation

François Gélinau



Vice-Rector of International Affairs and Sustainable Development of Université Laval (Canada).

## Moderators

Saranne Comel



Director of IDEX International and European Program at University of Côte d'Azur (France)

Natacha Estèves



Ulysseus Innovation Hub Manager at MCI | The Entrepreneurial School (Austria)

Siegfried Walch



Head Ulysseus Coordinator & Head of Department & Studies for Non-profit, Social & Health Management at MCI | The Entrepreneurial School (Austria)

## 4.3 ULYSSEUS' INTERNATIONAL COOPERATION STRATEGY

Ulysseus has formulated a comprehensive International Cooperation Strategy to foster global collaboration in R&I. This strategy guides the alliance's efforts to expand partnerships beyond the European Union (EU) borders, aligning with its mission of promoting excellence and innovation on a global scale. It is particularly highlighted and discussed during the Compass Beyond Europe Online Conferences, where Ulysseus shares insights with experts, scholars, and professionals interested in R&I internationalization.

- **Objective:** The strategy presents a structured approach to international Research and Innovation (R&I) collaboration, aiming to guide Ulysseus in establishing partnerships with institutions outside the EU to advance knowledge and innovation globally.
- **Focus:** Ulysseus emphasizes sharing best practices for fostering partnerships with institutions outside the EU, including joint research initiatives, mobility programs, and funding opportunities through initiatives like Erasmus+.
- **Target Audience:** Tailored for experts, scholars, and professionals involved in R&I internationalization, the strategy aims to engage stakeholders across academia, industry, and policy sectors to create a collaborative ecosystem.

During the Compass Beyond Europe Online Conferences, these key aspects of Ulysseus' International Cooperation Strategy are explored in depth through panel discussions, presentations, and case studies, providing valuable insights for enhancing global engagement strategies. Overall, Ulysseus' International Cooperation Strategy represents a proactive approach to fostering global collaboration in R&I, aiming to address global challenges and advance knowledge and innovation worldwide.

The background image shows a hand holding a white chess king piece on the left and another hand placing a wooden block on top of a stack of wooden blocks on the right. The stack of blocks is arranged in a staircase pattern, with each step being higher than the previous one. The entire image is overlaid with a semi-transparent teal color. Two large, thick teal arrows are also present: one pointing upwards in the top left corner and one pointing downwards in the bottom left corner.

## **5. ULYSSEUS INTERNATIONAL COOPERATION PROGRAMME: FOSTERING STRATEGIC COLLABORATIONS**

## A5. THE IMPORTANCE OF CREATING A BUSINESS PLAN

The Ulysseus International Cooperation Programme serves as a cornerstone in the alliance's efforts to bolster collaboration in Education, Research, and Innovation (R&I) with strategic partners worldwide, with a particular focus on the University of Da Nang (UD). This programme encompasses a range of initiatives and activities designed to facilitate meaningful engagement and knowledge exchange among partner institutions.

### Key Initiatives:

1

**Joint Research Projects:** Ulysseus actively promotes joint research endeavors that bring together scholars and experts from diverse disciplines to address pressing global challenges. These projects leverage the collective expertise and resources of partner institutions, fostering interdisciplinary collaboration and driving impactful research outcomes.

2

**Student and Faculty Mobility Programs:** Facilitating mobility is central to Ulysseus' mission of fostering international collaboration. Through student and faculty exchange programs, Ulysseus enables individuals to gain valuable cross-cultural experiences, access unique learning opportunities, and forge lasting connections with peers and mentors from partner institutions.

3

**Leveraging Funding Opportunities through Erasmus+:** Ulysseus harnesses funding opportunities provided by the Erasmus+ programme to support collaborative initiatives and projects. By securing external funding, Ulysseus enhances its capacity to undertake ambitious research endeavors, promote innovation, and nurture talent within the alliance.



The Ulyseus International Cooperation Programme has yielded significant outcomes, contributing to the advancement of R&I goals and objectives both within and beyond the alliance. Some notable impacts include:

1

**Enhanced Research Collaboration:** Joint research projects facilitated under the programme have led to groundbreaking discoveries, innovative solutions, and scholarly publications that contribute to the global body of knowledge.

2

**Cultural Exchange and Diversity:** Student and faculty mobility programs have fostered cultural exchange, diversity, and mutual understanding among participants. These experiences enrich learning and research environments, cultivating global perspectives and nurturing intercultural competence.

3

**Capacity Building and Talent Development:** By leveraging funding opportunities through Erasmus+, Ulyseus supports capacity-building initiatives and talent development programmes that empower individuals to thrive in the rapidly evolving landscape of R&I.

In summary, the Ulyseus International Cooperation Programme plays a pivotal role in fostering strategic collaborations and advancing the alliance's vision of excellence in R&I. Through joint research projects, mobility programs, and strategic funding initiatives, Ulyseus continues to build a vibrant and interconnected global network that drives innovation, fosters collaboration, and addresses complex societal challenges.

The background is an aerial night view of a city, likely Singapore, with a river and a bridge. Overlaid on the image are several glowing white arcs representing a network or data flow. Two large teal arrows are also present: one pointing upwards in the top left and one pointing downwards in the bottom left. The text is centered in the middle of the image.

## **6. CONCLUSION: BUILDING A GLOBAL NETWORK FOR R&I**



This concluding section reaffirms Ulysseus' commitment to fostering international collaboration and highlights the significance of the Memorandum of Understanding (MoU) signed with the University of Da Nang. It emphasizes Ulysseus' ongoing efforts to develop its network of strategic partnerships and establish a robust global network for ERI.

Ulysseus is actively exploring the establishment of an international branch, recognizing the importance of expanding its presence beyond Europe. The MoU signed with the University of Da Nang represents a significant step forward in this endeavor, laying the foundation for fruitful collaboration in R&I. Ulysseus remains committed to fostering international collaboration and will continue to leverage its diverse expertise and partnerships to address global challenges and promote innovation on a global scale.



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