

D9.5 Quality Assurance – Accelerator and Entrepreneurship Programmes



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European Universities Alliance
for Film and Media Arts

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Introduction

FILMEU, The European University for Film and Media Arts (Project: 101004047, EPP-EUR-UNIV-2020 - European Universities, EPLUS2020 Action Grant) brings together four European Higher Education Institutions (henceforth, HEIs):

- Lusófona University of Humanities and Technology, Lisbon, Portugal (ULHT)
- LUCA School of Arts from Brussels, Belgium (LUCA)
- Dún Laoghaire Institute of Art Design and Technology, Dublin, Ireland (IADT)
- Baltic Film, Media and Arts School, Tallinn, Estonia (BFM)

These institutions collaborate around the common objective of jointly promoting high-level education, innovation and research activities in the multidisciplinary field of Film and Media Arts and, through this collaboration, consolidate the central role Europe plays as a world leader in the creative fields, and promote the relevance of culture and aesthetic values for our societal wellbeing.

Context of the task 9.4 and D9.5

During this task we will implement and test the part of our quality assurance framework dedicated to entrepreneurship and engagement. In collaboration with associated partner ACEEU we will implement a 2-year long accelerator programme through which each of the partner universities first evaluates and then advances its entrepreneurship and engagement approach and practice. The accelerator will be digital with at least two physical meetings with each university.

In the accelerator, each university will be able to evaluate its own university against the 15 ACEEU standards, using the ACEEU Canvas, video material and analysis tools.

phase 1; happening over a period of 30 weeks -> in-depth analysis) before measures for advancing the situation are developed and implemented (phase 2).

Phase 2 will make use of ACEEU's vast knowledge bases, including its 35+ strong council, its more than 300 cases strong Good Practice Database and its 100+ tools in the ACEEU toolbox. The objective is that by the end of the funding period the ACEEU accreditation has been concluded for at least one of the HEI in the Alliance and the model then included in the Toolkit for later application to FILMEU.

Revision

After the initial delivered report D9.4 ACEEU survey on the status of all members within the consortium, we chose to put the accelerator programme initiated by ACEEU on hold and aim for stronger ambitions responding to the call EIT HEI Initiative: Innovation Capacity Building for Higher Education. After successfully being awarded, the project **C-ACCELERATE**, accelerating the Role of Creative Communities through the Exploration of Entrepreneurial Education and Radical Creativity within European Education, was initiated. This project is focusing on innovation and

entrepreneurial education in the field of the Cultural and Creative industries, with added focus on the Film and Media Arts.

C-ACCELERATE's vision and objectives are aligned with the mission of the European University FilmEU - The Universities Alliance for Film and Media Arts (101004047, EPP-EUR-UNIV-2020) and all full partners in this proposal are involved, either as full members or associated partners, in the implementation of this "European University". Aalto University is an associated partner in this European University and has been strongly involved in the project since its inception. Together, the consortium will work towards incrementally improving the degree to which entrepreneurship is included within the core ecosystem of the future European University and to which innovation is central in its consolidation, tough transforming CCSI as a whole.

For the **1st phase**, described in the task, we used the HEInnovate-tool to explore the innovative potential of the consortium with this self-reflection tool, similar to the ACEEU survey. It guided us through a process of identification, prioritisation and action planning in eight key areas, diagnosing areas of strength and weakness.

During the **2nd phase**, all institutions (not limited to one partner) want to increase the innovation and entrepreneurial capacity of the consortium and consequently boost the innovation and entrepreneurial capacity of the European cultural and creative industries. The focus will lie in two key areas: the exploration of innovation and entrepreneurial motivations and intentions in CCSI; and the consolidation of existing and emerging fragmented entrepreneurial ecosystems.

In order to address the first key area, the consortium deploys a methodology that identifies radical creativity as an approach towards innovation and entrepreneurial education, adopting an interdisciplinary approach towards entrepreneurship and the utilization of shared-value and stakeholder centric principles.

The second key area addresses through the development of a connected, effective mentoring network that spans across sectors, disciplines, and national boundaries.

The creative industries demonstrate several qualities of entrepreneurship; however, a clear connection between the CCSI and entrepreneurial education has been lacking.

Often, it is through the CCSI, various business, technological, or even societal innovations are first seen, observed, or adopted. However, the industry has faced difficulty in nurturing and promoting an entrepreneurial mindset in Europe. Moreover, universities and their surrounding ecosystems have courses or structures that promote entrepreneurship, but do not adequately address or target CCSI.

C-ACCELERATE's **vision** is to tackle these issues by:

1) bringing the knowledge and innovations of the CCSI to the forefront, and 2) connecting entrepreneurial education practices into a wider, interdisciplinary context which includes and views the creative industries as a key component.

We aspire to build on the project members' previous expertise in KICs and several education and research initiatives, and shall work towards the attainment of the following **objectives**:

- The ability of the Alliance members to **educate future generations** of creative professionals, armed with an entrepreneurial mindset, who are able and willing to contribute to a multicultural, multilingual, and inclusive Europe.

- The **societal impact** and economic impact of the creative and cultural industries at local, regional, and international level via the implementation of innovation boosting structures and programmes across the partner HEI, supported by collaborations with external partners.
- To **design and implement infrastructures**, as well as improving existing large structures, to support the creation and development of businesses and start-ups and innovation-driven research.
- The expansion and improvement of the **joint innovation capacity** of the partnered institutions and their ability to exploit with greater impact the creative outcomes resulting from the education and research endeavors they support, further reinforcing the prominence of artistic research and the creative industries in the European Higher Education Area.
- The development and implementation of **new and interdisciplinary courses focusing on entrepreneurship for the creative industries**, with a focus on innovative challenge-based and experiential learning pedagogical and didactic approaches that cover all domains of the **knowledge triangle** and include innovative assessment and mentoring methods.
- The implementation and sharing of **common physical and digital structures and services**, allowing for the streamlined management of technology transfer and innovation promotion processes, and the acceleration of business creation and mentoring processes.
- The capacitation and competitiveness of the HEI by **securing and maintaining institutional engagement for the implementation of the IVAP**, including the leadership of the involved HEI(s) already highly committed with the European Universities programme;
- To reinforce the capacity of the partners to elevate the CCSI to society's raised expectations from the industries, leading them to **act as agents of economic, social and cultural change in the public sphere (including in the societal challenges regarding climate change and digital futures)**;
- To **facilitate the appropriation of creativity by existing KICs** and to engage with the new CCSI-KIC through the creation of a cross-European mentoring network that connects HEIs, and other partners to facilitate the next generation of entrepreneurial education.
- To facilitate the positioning of **Europe as the main global player within the CCSI**, attracting enthusiastic and engaged students and researchers from all over the world.

KPI

EIT KPI	Phase 1 (Planned)	Phase 1 (Reported)	Phase 2a (Planned) ALL	Phase 2a (Planned) FilmEU	Phase 2a (Planned) Aalto	Phase 2a (Report - Mid-Term) FilmEU	Phase 2a (Report - Mid-Term) Aalto
# start-up/scale-up supported	2	2	4	2	2	0	0
# student trained	130	163	180	195	65+	211	0
# student mentored	12	34	40	24	30	0	0
# academic staff member trained	16	24	20	0	20	45	0
# academic staff member mentored	4	4	8	8	0	0	0
# non-academic staff member trained	16	20	16	0	16	24	0
# non-academic staff member mentored	4	6	6	6	0	0	0
# improved support structures & mechanisms	1	1	8	8	0	1	0
# of new partnership established	1	1	0	0	0	0	0
# of start-Ups Created by HEI Projects(EITHE KPI 04.4)	0	0	1	?	1	0	0

Fig1. KPI mid-term C-ACCELERATE

At the time of writing this report, we have already held four in person-summits or writing days and achieved specific KPI's (*Fig1.midterm numbers C-ACCELERATE*) showing for a significant increase in the innovation and entrepreneurial capacity extending beyond the scope of the initial task before this revision.