



## 2025 EUA AI Conference

How universities are shaping the era  
of artificial intelligence

Online | 22 - 23 May 2025

#EUAAIConf

Exploration into the use of AI – whether in learning and teaching, research or institutional management – is deepening. Among university communities, its real and potential value is increasingly understood. But as AI-powered tools proliferate, how can universities successfully – and responsibly – manage the leap from experimentation to systematic integration?

For universities, change is nothing new. Curiosity and adaptability are at the core of academic communities, sparking enquiry, innovation and critical reflection on established practices. Steady and transformative advances in the technological sphere have tested – and reinforced – universities' capacity to manage change, cementing the sector's position and influence in the digital transition. But with big developments come important questions: will AI technologies form part of this steady transformation or will they upend traditional ways of working? And can the sector's approach set the tone for the integration of AI across society?

This event will showcase selected practices in the adoption of AI within the institutional context. Presentations will be framed by expert input on the political and regulatory backdrop and complemented by panel discussions on the ethical considerations surrounding the integration of new technologies. The conference will examine the effectiveness of policies and frameworks in guiding implementation and setting boundaries around the use of digital technologies. Plenary and parallel sessions will explore the critical importance of training and the role of leadership, educators and learners in determining where AI brings benefits and where it does not.

### PROGRAMME *(last update 14 May)*

#### Thursday 22 May / 09.30-12.00

09.30	<b>Introduction + welcome</b>
09.50	<b>PLENARY SESSION</b>  <b>Principles and policies in AI – what are the implications for research, education and innovation?</b> <ul style="list-style-type: none"> <li>• <b>Jose Martinez-Usero</b>, Director of Projects, DIGITALEUROPE</li> <li>• <b>Andrea Renda</b>, Director of Research, CEPS</li> <li>• <b>Heidi Beate Bentzen</b>, Institute of Health and Society, University of Oslo</li> </ul>

	<p><i>Moderator: Wim van de Donk, Rector Magnificus, Tilburg University, Netherlands and EUA Board member</i></p>
10.50	<p><b>Break – Connect with other attendees through the discussion feature</b></p>
11.05	<p><b>PARALLEL SESSIONS</b></p> <p><b>Ethics and frameworks – where to begin?</b></p> <ul style="list-style-type: none"> <li>• <b>James Mackay</b>, Associate Professor of Literature and Digital Cultures, European University Cyprus</li> <li>• <b>Roel De Meu</b>, Policy Advisor &amp; <b>Johan Philips</b>, Coordinator of Research Data Management Competence Centre &amp; <b>Rune Vercauteren</b>, student and member of GenAI Expert Committee, KU Leuven, Belgium</li> <li>• <b>Susanne Schumacher</b>, Chair of the Digital Council, Zurich University of the Arts, Switzerland</li> </ul> <p><i>Moderator: Clare Phelan, Policy and Project Officer, European University Association</i></p> <p><b>Beyond the classroom – AI in management and services</b></p> <ul style="list-style-type: none"> <li>• <b>Catherine Eagleton</b>, Librarian and Director of Collections and Museums, University of St. Andrews, United Kingdom</li> <li>• <b>Lovisa Liljegren</b>, Librarian &amp; <b>Anna Borgström</b>, Writing instructor, Karolinska Institute, Sweden</li> <li>• <b>Robert Clarisó</b>, Lecturer in IT, Multimedia and Telecommunications, Open University of Catalunya, Spain</li> </ul> <p><i>Moderator: Thomas Jorgensen, Director for Policy Coordination and Foresight, European University Association</i></p>
12.05	<p><b>Round up / closing day 1</b></p>

## Enjoy the afternoon to connect with attendees and check out more content available

Catch up with our previous webinars on Artificial Intelligence:

- Artificial intelligence and ethics: the place of new technologies within university missions
- Artificial intelligence: From experimentation to institutional strategies
- EUA-ELIA webinar – Beyond ChatGPT: what next for generative AI in higher education

Have a look at video presentations showcasing:

### AI-RELATED INITIATIVES AND PRACTICES AMONG EUA MEMBERS

- **Stefan Lang**, Vice-Dean at the Faculty of Digital and Analytical Sciences & **Gudrun Wallentin**, UNIGIS Program Director, University of Salzburg, Austria
- **Loretta Goff**, Academic Integrity Education Officer, University College Cork, Ireland
- **Diana Andone**, Director, Digital Education and Distance Education, Politehnica University of Timisoara, Romania
- **Yevhen Ponomarov**, Student & **Maksym Tatariants**, Assistant at Department of Computer Mathematics and Data Analysis, National Technical University Kharkiv Polytechnic Institute Ukraine

### GLOBAL PERSPECTIVES ON THE TAKE UP OF AI IN UNIVERSITIES BEYOND EUROPE

- **Jenay Robert**, Senior Researcher, EDUCAUSE Research and Insights, United States
- **Héctor G. Ceballos**, Director of the Institute for the Future of Education at Tecnológico de Monterrey, Monterrey Institute of Technology and Higher Education, Mexico
- **Willem Fourie**, Chair of Policy Innovation and Policy Innovation Lab Lead, Stellenbosch University, South Africa

## Friday 23 May / 09.30-12.00

09.30	<b>Welcome back</b>
09.40	<p><b>PARALLEL SESSIONS</b></p> <p><b>AI driven learning and teaching – selected practices</b></p> <ul style="list-style-type: none"> <li>• <b>Maria Ranieri</b>, Delegate for Teaching Innovation, University of Florence, Italy</li> <li>• <b>Agon Memeti</b>, Associate Professor, Department of Informatics &amp; <b>Ibrahim Neziri</b>, Associate Professor at Department of Psychology, University of Tetova, North Macedonia</li> <li>• <b>Goda Strikaite-Latusinskaja</b>, Lecturer &amp; <b>Paulius Jurcys</b>, Senior Lecturer, Vilnius University, Lithuania</li> </ul> <p><i>Moderator: Hallvard Fossheim, Committee leader for the National Committee for Research Ethics in Science and Technology (NENT), University of Bergen, Norway</i></p> <p><b>Addressing AI in higher education – an interuniversity approach</b></p> <ul style="list-style-type: none"> <li>• <b>Ana Elena Schalk</b>, Academic Developer and Digital Learning Lead &amp; <b>Pauline Rooney</b>, Head of the Centre for Academic Practice, Trinity College Dublin, Ireland</li> <li>• <b>Robert Queckenberg</b>, Project Coordinator, Ruhr University Bochum, Germany</li> <li>• <b>Kalle Åström</b>, Professor, Lund University &amp; <b>Thomas Moeslund</b>, Professor, Aalborg University, Sweden and Denmark</li> <li>• <b>Lisa Hilde</b>, liaison for University of Antwerp &amp; <b>Tine Goovaerts</b>, liaison for Ghent University, Flanders AI Academy (VAIA)</li> </ul> <p><i>Moderator: Ekaterina Kldiashvili, Vice Rector in Research, Petre Shotadze Tbilisi Medical Academy, Georgia</i></p>
<b>10.40</b>	<b>Break</b>
10.55	<p><b>PLENARY SESSION</b></p> <p><b>Are we entering an AI winter?</b></p> <ul style="list-style-type: none"> <li>• <b>Janja Komljenovic</b>, Senior Lecturer, Centre for Research in Digital Education, University of Edinburgh, United Kingdom</li> <li>• <b>Jeroen Fransen</b>, Founder, Revisely, Netherlands</li> </ul> <p><i>Moderator: Pedro Ruiz, Vice-rector for strategy and digital university, University of Murcia, Spain and Chair of the EUA task-and-finish group on artificial intelligence</i></p>
11.40	<b>Round up / closing</b>