

BRIDGING SECTORS TO BOOST INNOVATION: BUILDING COOPERATIVE TRAINING CAMPUSES THROUGH LOCAL AND INTERNATIONAL ECOSYSTEMS

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**COOPERATION IS NO
LONGER OPTIONAL:**

**STRATEGIES OF
UNIVERSITAT CEU ABAT
OLIBA AND the EUonAIR
European University
Alliance**



THE THE EMBEDDED UNIVERSITY MODEL (EUM)

CRITICAL CURIOSITY

OpEN NETWORK HUBS

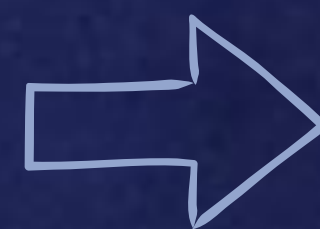
VALUE-DRIVEN GENEROSITY

STRATEGY ALIGNMENT AND OPERATIONALISATION

 **CEU** Universitat
Abat Oliba



EUonAIR
European University Alliance



European
framework

COOPERATIVE TRAINING CAMPUSES

EDUCATION,
APPLIED RESEARCH,
EXPERIMENTATION AND CHALLENGE-
BASED LEARNING ACTIVITIES,
AND SOCIETAL CHALLENGES CONVERGE



GAP BETWEEN PUBLIC AND PRIVATE HEIS
AND PUBLIC AND PRIVATE PARTNERS
BRIDGES



CURRICULA AND CHALLENGE-BASED
LEARNING

APPLIED RESEARCH PROJECTS

PILOT INITIATIVES THAT CAN BE
TRANSFERABLE IN A WIDER ORGANIC
ECOSYSTEM

CASE STUDY OF LOCAL-INTERNATIONAL INTERPLAY: COLLABORATION WITH SMART CITY EXPO WORLD CONGRESS





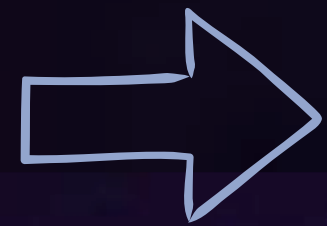
LESSONS LEARNED:

GOVERNANCE MATTERS

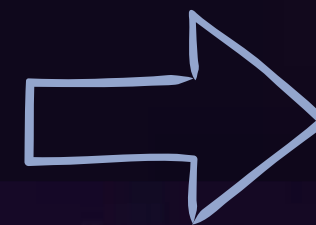
• **TRUST, STRATEGY AND VALUE ARE BUILT OVER TIME**

STANDARDISATION & FLEXIBILITY MUST COEXIST

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