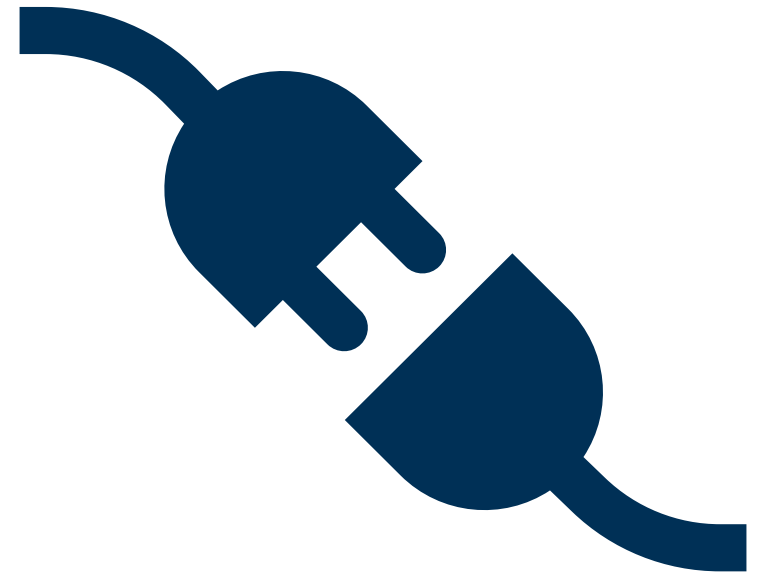


Europe, the University of Mannheim and the Region

Connecting European frameworks and local impact

From Fragmentation to Strategy

- **Coordination** across units
- **Institutionalization** of engagement
- **Recognition** and **incentives**
- Multi-level ecosystem **alignment**



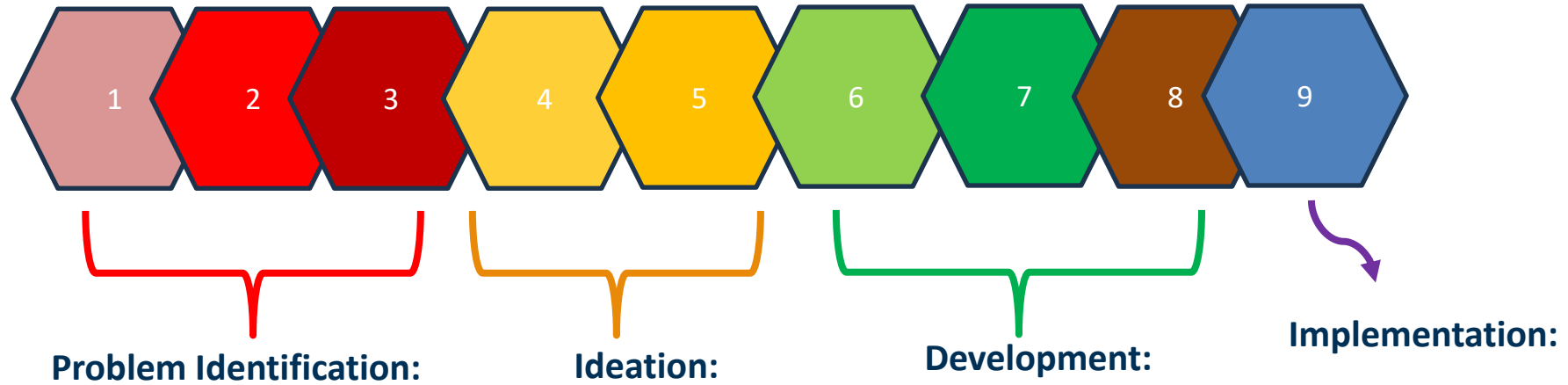
ENGAGE.EU

The European University
Engaged in Societal Change

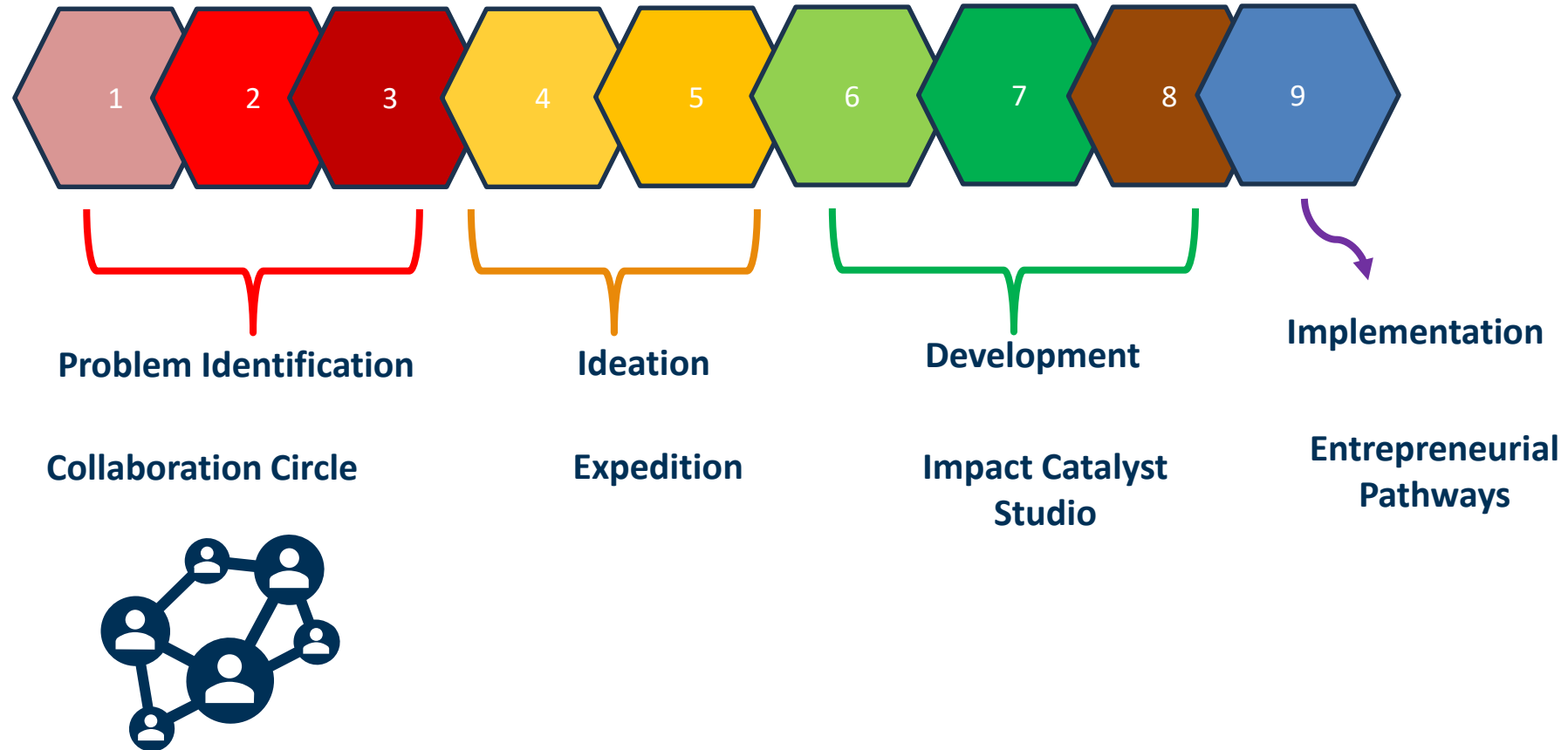




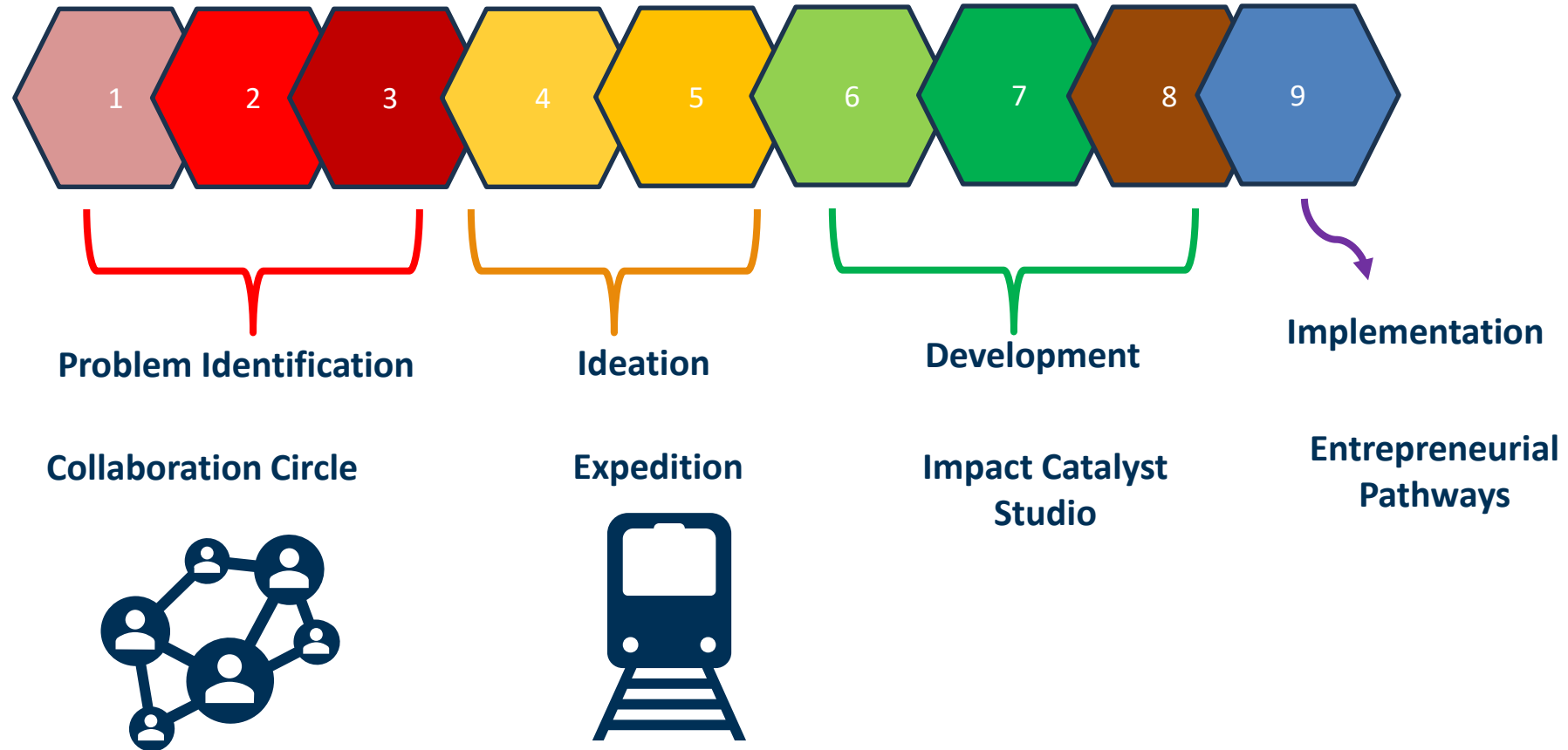
ENGAGE.EU Impact Pathway



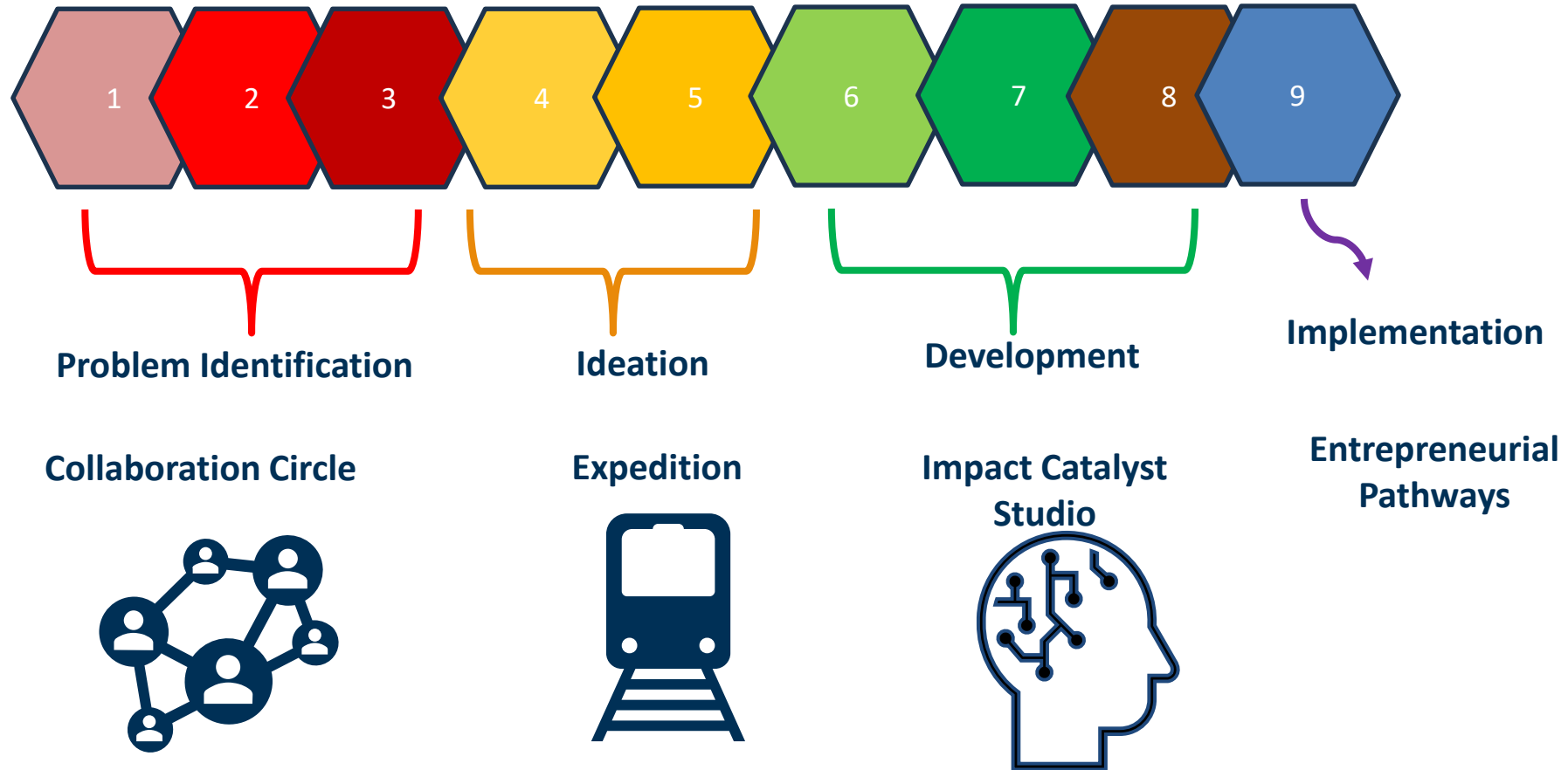
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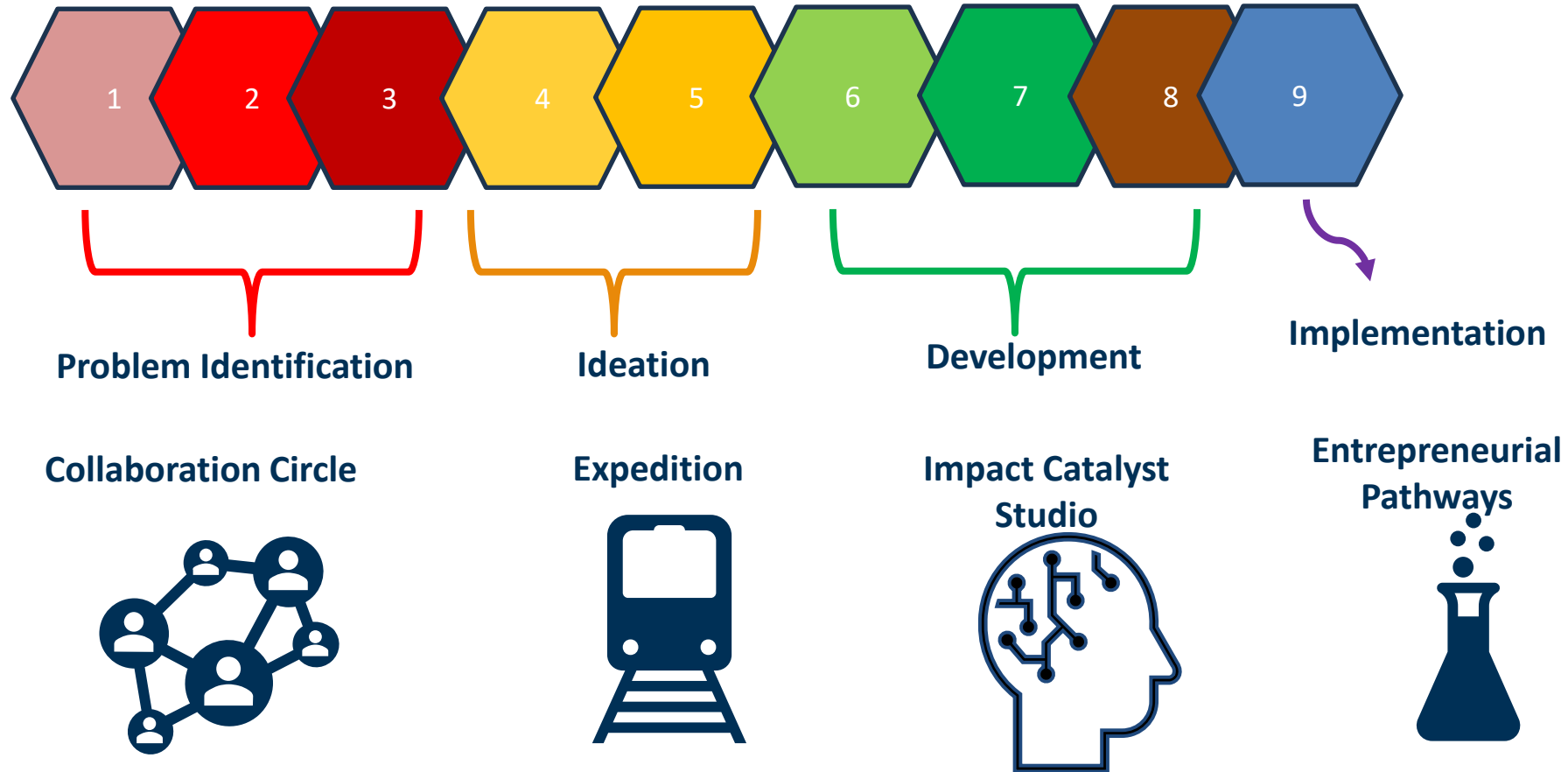
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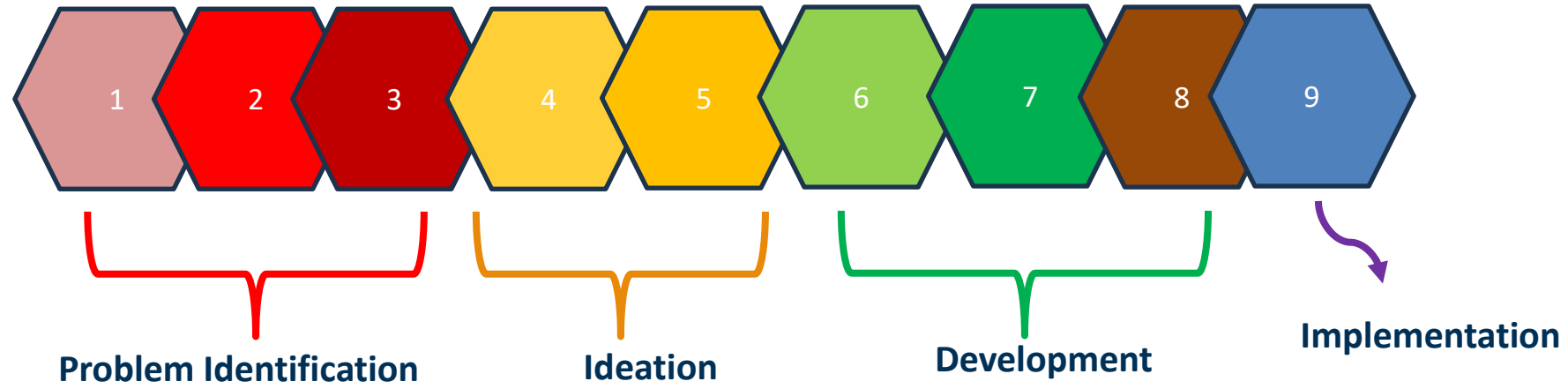
ENGAGE.EU Impact Pathway



ENGAGE.EU Impact Pathway



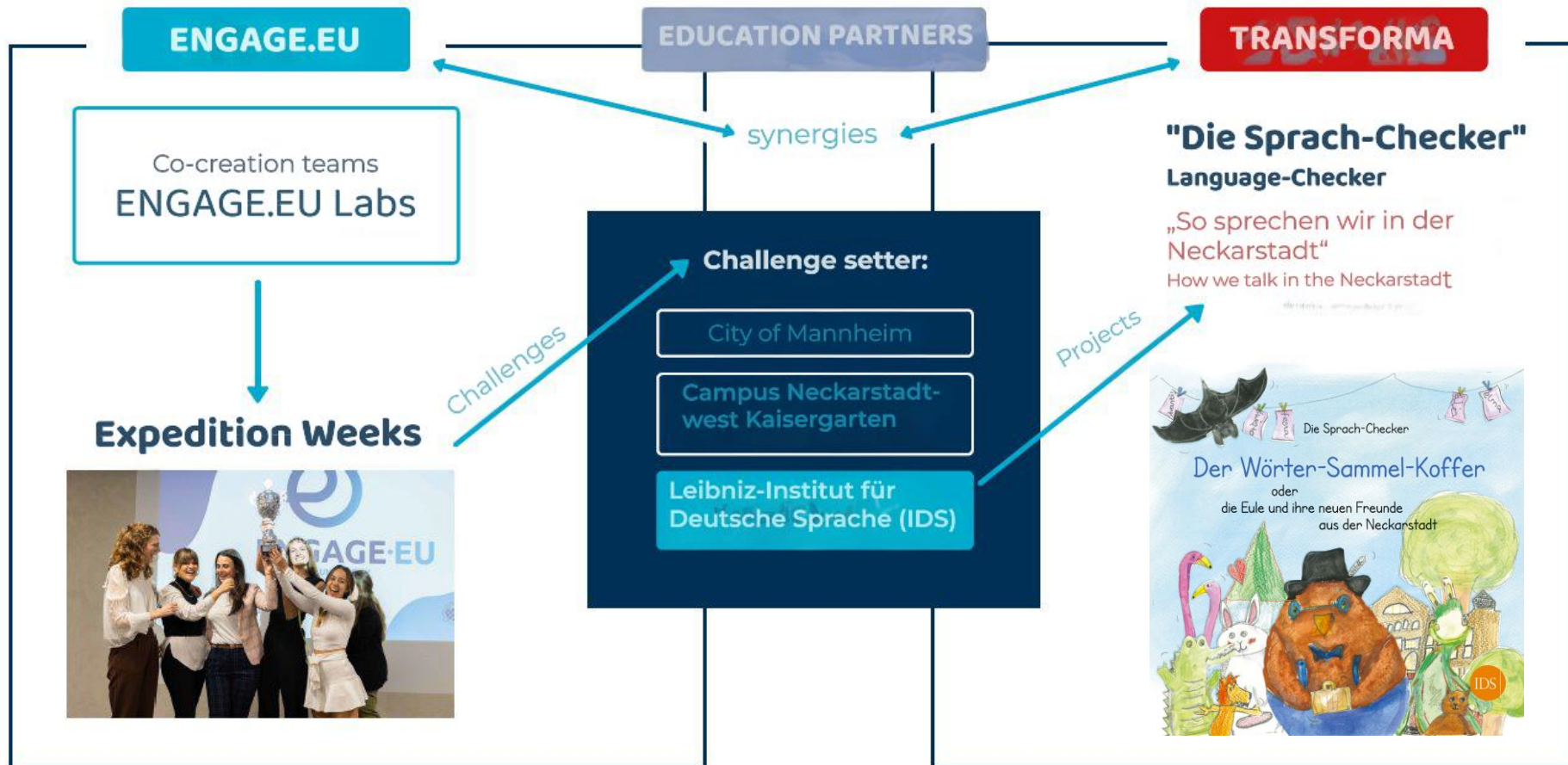
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The TransforMA Open Innovation Lab



Knowledge transfer through synergies



Lessons Learned: Structuring Societal Engagement

- **Co-creation** must be designed
 - clear formats, roles, and processes
- **Institutionalisation** is key
 - embedded engagement in strategy
- Engagement is **bidirectional**
 - mutual learning & “connecting the dots”
- Balance **framework** and **context**
 - adapt European models locally
- Focus on **long-term processes**
 - not just outputs, but relationships



THANK YOU

Any Questions?

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