
Building a Stakeholder Engagement Strategy for the Ulysseus University Alliance

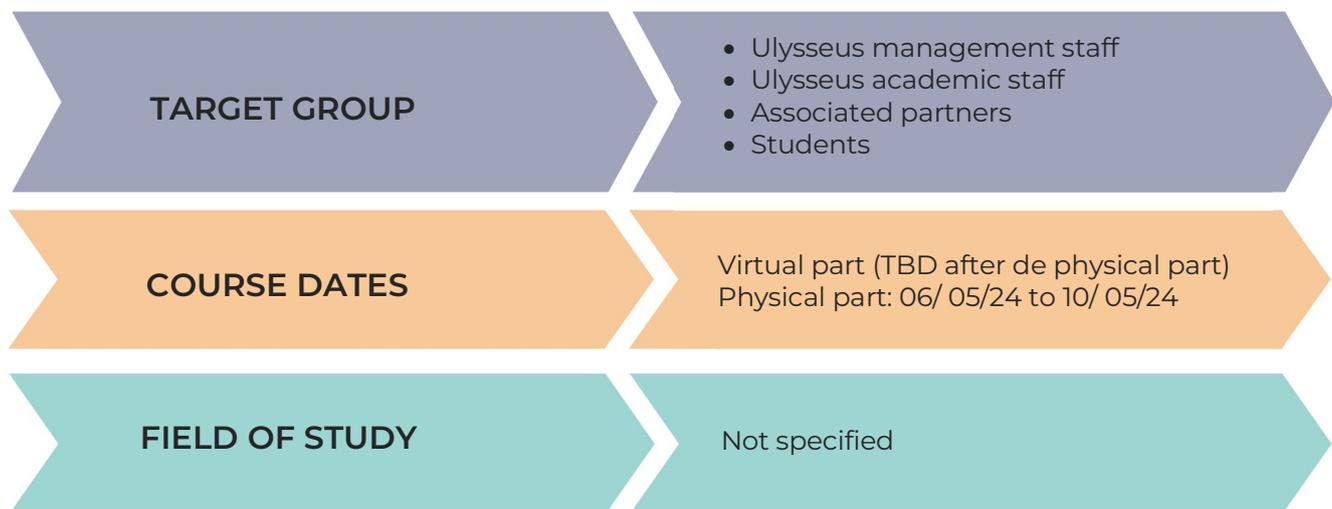
Ulysseus Blended Intensive Programme (BIP)



General Course Information

Course description

Associated Partners and stakeholders are crucial to the Ulysseus European University Alliance, offering both challenges and opportunities. This course aims to strengthen positive relationships across the Alliance. A significant part of the course's objective is to analyse the profiles of Ulysseus Associated Partners and jointly explore ways to enhance communication with them, aiming to foster their engagement in Ulysseus activities.



Course content

Course Outline

This course prepares participants for building cross-sector partnerships and engaging with partners efficiently. The curriculum covers the theoretical bases of partnerships, including the Quadruple Helix concept, and practical activities for aligning partner activities and crafting communication strategies. Visits to Seville's innovative collaborative spaces highlight successful academia-industry collaborations.

Course content

- Stakeholder Mapping
- Identifying relevant activities Partners based on the Grant Agreement
- Communication Principles and Engagement
- Partner Profiles and Needs
- Ulysseus' Associate Partners' Engagement Strategies
- Developing a Collective Engagement Roadmap
- Collaborative Frameworks and Action Plans

Learning Outcomes

After this course, participants will:

- Understand the Quadruple Helix model, in enhancing the Ulysseus Alliance.
- Identify and engage with potential partners, using structured stakeholder mapping and prioritization techniques.
- Develop communication strategies suited to the profile of diverse partners within the Ulysseus ecosystem.
- Analyze internal capabilities and external landscapes to align activities with Ulysseus Alliance and its partners' strategic goals.
- Learn from examples of successful academia-industry partnerships through site visits and experienced partner insights.
- Design tailored engagement strategies for the diverse profiles and needs of the 152 Associated Partners to foster efficient collaboration.

Following this course, students will be able to: generate new lines of innovative engagement, communication, and collaboration strategies within the Ulysseus Alliance, informed by successful real-world examples and tailored to diverse partner needs.

Course Practical Details

Practical details

	Start date of virtual part	TBD, after the physical component
	Start date of the physical part	06/05/2024
	Teaching language	English B2 level
	Location	Sevilla, Spain
	ECTS	3
	Workload	45 hours
	Maximum number of participants	Not specified
	Application details	Please contact your International Relations Office (IRO) of your home university. They will do their internal selection.
	Contact	mobilityulyseus@us.es

Virtual Component/Part

- Lecturer by Dr. Manuel Laranja, Professor of Management of Innovation, Entrepreneurship, Technology and Operations Strategy
- Lecturer by Dra. Fatime Barbara Hegyi, Science Officer, European Cooperation in Science and Technology

Dates TBD (after de physical part)

Requirements

No specific requirements. Any level of study and any field of study.

Person in charge

Inmaculada Periañez – General Manager of Ulysseus

Accademic Team

Dra. Fatime Barbara Hegyi, Science Officer, European Cooperation in Science and Technology

Dr. Manuel Laranja, Professor of Management of Innovation, Entrepreneurship, Technology and Operations Strategy

PhD. Candiate, Inmaculada Periañez

Dr. Marina Rosales Martínez

Prf. Catalina Gómez Quiles

Physical Mobility: On-Site Agenda

Dates and location

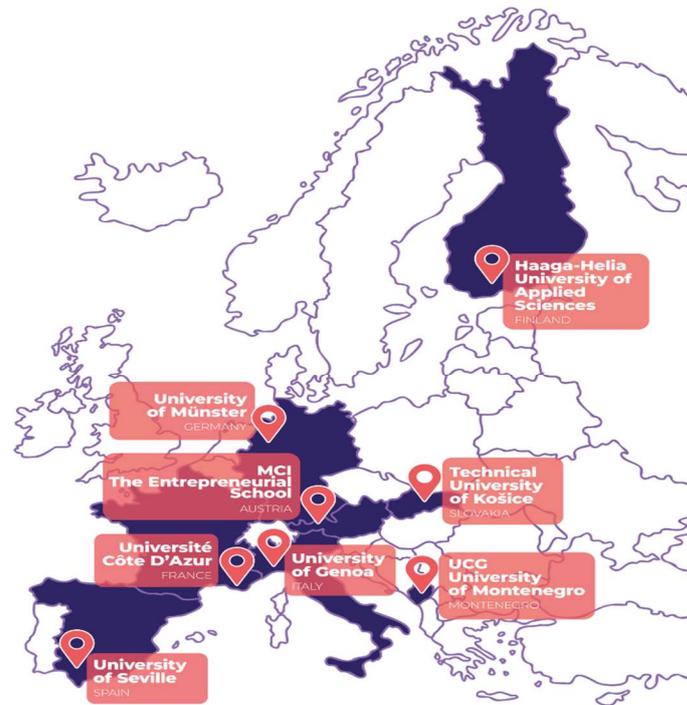
DAY 1 / MAY 06	
9 :00	Check-in and Welcome Coffee
9 :30	Introduction and Stakeholder Mapping <ul style="list-style-type: none">• Course introduction, objectives, and methodology overview.• Building effective cross-sector partnerships: general considerations<ol style="list-style-type: none">A. BenefitsB. Theoretical foundations: the Quadruple Helix concept and its relevance to the Ulysseus Alliance.C. Partnership models and principles for initiating the collaborationD. Identifying, engaging and prioritizing partners• Overview of Associated Partners and other potential stakeholders
11 :00	Coffee break
12 :00	Analysing Partner Profiles and Needs <ul style="list-style-type: none">• This session focuses on analysing and categorizing the diverse profiles of Ulysseus' 152 APs.• The session will start by organizing profiles by partner, then move to thematic classification. Through group activities, our goal is to identify specific interests and create a customized communication strategy tailored to the unique profiles of the APs.
13 :00	Lunch
14 :30	Learning from Ulysseus' Associate Partners' Engagement Strategies <ul style="list-style-type: none">• Selected APs will present their engagement strategies, highlighting experiences, challenges, and expectations from their collaboration with the Ulysseus Alliance. These discussions will offer valuable insights from various Quadruple Helix perspectives.
16 :30	Conclusions

DAY 2 / MAY 07	
9 :30	<p>Communication Principles and Engagement</p> <ul style="list-style-type: none"> • Lecture on basic principles for effective communication between the academic world and different actors in the Ulysseus ecosystem • Presentation of tools and mechanisms for efficient communication with different actors. • Small group practice to design communication strategies using the presented tools.
11 :00	Coffee break
12 :00	<p>Lessons learned from the Smart Specialization entrepreneurial discovery process</p> <ul style="list-style-type: none"> • Providing guidance and a clear set of codified rules of engagement. • Promoting the use of thematic groups or workshops; • Promoting activities of wider awareness raising, dissemination or communication among the general public.
13 :00	Lunch
14 :30	<p>Visit to public-private collaboration spaces</p> <p>These visits aim to explore and understand the innovative ways in which public and private sectors come together to foster growth, share knowledge, and solve complex challenges.</p>
16 :30	Conclusions

DAY 3 / MAY 08	
9 :30	<p>Workshop on identifying relevant activities for Associated Partners based on the Grant Agreement</p> <ul style="list-style-type: none"> • Part 1 - Activity Identification <p>In the first part of the workshop, the participants will identify potential activities derived from the Grant Agreement that align with the interests and strengths of Associated Partners.</p>
11 :00	Coffee break
12 :00	<ul style="list-style-type: none"> • Part 2 – In-depth analysis of alignment <p>In the workshop's second part, participants will use specialized templates for a thorough analysis and alignment of partner activities, ensuring a structured and efficient approach.</p> <ul style="list-style-type: none"> - Internal Capabilities & Gap Analysis - External Partner Landscape - External Partner Profile & Prioritization
13 :00	Lunch
14 :30	Conclusions
15 :00	Cultural Visit – Real Fábrica de Tabacos

DAY 4 / MAY 09	
9 :30	<p>Workshop at the JRC (TBC)</p> <ul style="list-style-type: none"> • Discover the transformative power of partnerships between universities and other key stakeholders in our focused session. This session will highlight how these collaborations are essential in realizing the potential of Rural Europe, aligning with the EU's Long-Term Vision for Rural Areas. • Learn about the role of academic institutions in enhancing data, insights, and sustainable solutions through the Rural Observatory, driving progress and innovation in communities across Europe.
10:30	Coffee break
11 :30	<p>Ulysseus´ presentation</p> <ul style="list-style-type: none"> • Overview of Ulysseus University Alliance • Partners´ presentations where participants will share insights into their local contexts. <p>Discussion: This opportunity allows for the showcasing of challenges and successes faced in various communities, opening the floor to receive tailored recommendations from peers and experts alike.</p>
13 :00	Lunch
14 :30	<p>Developing a Collective Engagement Roadmap</p> <ul style="list-style-type: none"> - Participants will discuss and synthesize learnings from previous discussions on partner engagement strategies, communication approaches, and stakeholder analysis to build a unified engagement strategy for the Ulysseus Alliance. - This roadmap will aim to align the diverse needs and profiles of the 152 APs with the Alliance's strategic objectives, ensuring a cohesive and effective collaboration ecosystem.
16 :30	Conclusions

DAY 5 / MAY 10	
9 :30	Collaborative Frameworks and Action Plans This session focuses on the development of a collaborative framework incorporating all learned elements.
11 :00	Coffee break
12 :00	Group presentations and feedback sessions <ul style="list-style-type: none"> • Closing discussion: Committing to implementation and continuous improvement.
13 :00	Lunch
14 :30	Conclusions
15 :00	Cultural Visit - Los Reales Alcázares de Sevilla



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