



EURECA-PRO 2.0 MISSION STATEMENT

EUROPEAN UNIVERSITY ON
RESPONSIBLE CONSUMPTION AND PRODUCTION

2023-2027



THE EURECA-PRO BRIDGE ACROSS EUROPE



Politechnika
Śląska



MONTANUNIVERSITÄT LEOBEN

UNIVERSIDAD DE LEÓN

TECHNISCHE UNIVERSITÄT BERGAKADEMIE FREIBERG

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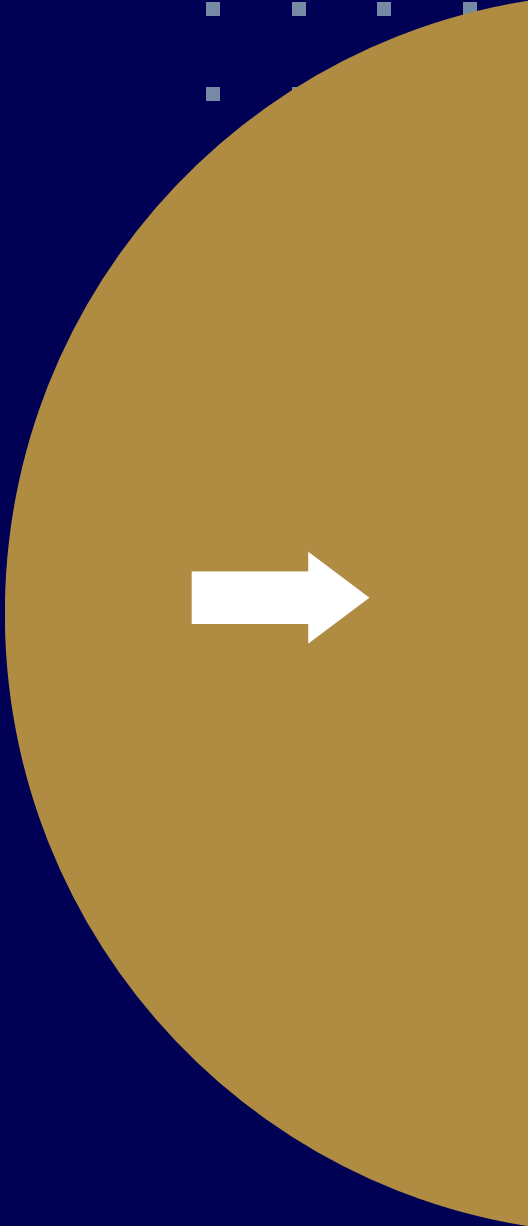
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EXORDIUM

The European University on Responsible Consumption and Production, in short EURECA-PRO, unites the universities of Chania, Freiberg, Gliwice, Hasselt, Leoben, León, Mittweida, Lorraine and Petroşani. They are a blend of nine technical and comprehensive, research-led universities from eight different countries around Europe. They share a long-standing cooperation history amongst one another and together make-up a profile that covers a wide array of interdisciplinary subjects.

EURECA-PRO derived its name from Sustainable Development Goal 12 of the United Nations. The systematic implementation of SDG 12 in society is at the core of EURECA-PRO's goals, strategies and activities. As such, its interdisciplinary composition and expertise covering consumption as well as production competences, are an ideal breeding ground for innovation and social innovation in this area. EURECA-PRO stands for motivating awareness for responsibility in the individual as well as a long-term transformation of the European Higher Education Area and sees itself as a testbed for trying out new approaches that will change the future of education in alignment with societal development.

During the period 2020-2023, under the funding of Erasmus+, EURECA-PRO and Horizon Europe SwafS RE-EURECA-PRO, the intensification of deep institutional, systemic and aligned cooperation between all nine partners through the European University Alliance initiative has genuinely brought interaction and mutual comprehension to the next level. It has created a solid foundation for the future evolution of EURECA-PRO towards its 2040 vision and connects the institutions in such a profound way that it is a novel experience for all involved. A process of grasping the inherent importance of cross-national cooperation and its contribution to the European knowledge economy, employment, creativity, culture and welfare has started to evolve within EURECA-PRO, which represents an essential development dimension for the future in these times of environmental pressures and societal turmoil.

Our two new partners from Hasselt and Lorraine, who joined EURECA-PRO in 2021 and 2022 as part of the enlargement strategy to balance geographical and complementary interdisciplinary distribution, have already contributed to the work of the consortium in valuable ways and have been integrated successfully in the working communities. All nine partners make an explicit commitment to pursue our vision towards 2040 independent of which funding streams will be used for this endeavour in the future.

This Mission Statement is a revised and more advanced version of the first mission statement of 2020. It draws on the experiences made during the collaboration between 2019 and 2022. Many precious lessons have been learned with regards to the goals that are being sought, especially during the COVID-19 pandemic. A careful reflexion has thus led to a consolidated vision and mission for the future that is presented in the forthcoming pages.

THE VISION

04

In 2040 EURECA-PRO is the global educational core hub and interdisciplinary research and innovation leader in responsible consumption and production (RCP) of goods and resources.

It is a European role model for inter-university cooperation across borders and the open integration of society into its objectives and actions.



THE LONG-TERM VISION IN DETAIL

BY 2040

EURECA-PRO is the global educational core hub and interdisciplinary research and innovation leader in qualitative environmental and social framework development for responsible consumption and production of goods and resources, in a comprehensive view of the whole value chain, on the specific topics it has chosen to focus on. This comprises technological, ecological, economic, societal, legal and policy aspects and their transfer into society and industry. Staff and future graduates will have internationally oriented, sustainable, interdisciplinary, intercultural and systemic thinking engrained in their natural way of operation, fostering a prosperous societal development and a healthy economy while at the same time relieving environmental pressures.

EURECA-PRO has thus far effectively and successfully charted the way towards a more inclusive borderless European Education System. This not only enables the envisioned academic freedom, free mobility, civic engagement, equal participation and transparent joint governance but allows for the development of shared fundamental paradigms and philosophies, common values and solution-oriented, planet-centric approaches regarding social cohesion, responsible citizenship and humanhood as well as responsible systems design.

EURECA-PRO realises its vision through the implementation of concrete actions which ensure that everybody has access to relevant information and is aware of the importance of responsible behaviours and lifestyles in relation to the sustainable development of the planet.

THE MISSION

05

- *generating interdisciplinary, holistic and systemic knowledge on RCP,*
- *transferring knowledge into all educational activities,*
- *educating critical, future-oriented, multi-dimensional leaders and citizens on all levels,*
- *integrating outcomes with and for society,*
- *eliminating barriers and deeply integrate cooperation structures.*



THE LONG-TERM MISSION IN DETAIL

BY 2040

EURECA-PRO implements all structures and actions necessary to reach its laid-out vision. Out of these actions, Research Lighthouse Faculties eventually evolve. They unite research clusters which generate interdisciplinary, holistic and systemic knowledge on RCP. The Project Factory PROFA is established as a tool for RCP knowledge creation, providing living labs and action spaces interweaving cross-sectoral innovation and societal contribution into ideation and creation processes. The knowledge created is then transferred into the educational activities that are housed in the EURECA-PRO Life-long Learning Academy ELLA, the Doctoral School and the Degree Programmes that are set up. In these schools and programmes critical, future-oriented, multi-dimensional change-makers and citizens on all levels are cultivated and transversally skilled by highly innovative educators. Through EURECA-PRO's unified approach in establishing joint structures and cross-border collaboration encompassing extensive exchange and mobility between the partners, barriers can be identified and strategies devised to eliminate these for the evolution of deeply integrated cooperation.

This huge endeavour seeks to transform the mindset of all stakeholders involved so that science, education, innovation and integration are recognised as key to the solution of complex societal challenges. Only interdisciplinary and systemic approaches can lead to the desired solutions.

THE CONVICTION

Through its novel approach to knowledge transfer, on the one hand, EURECA-PRO holistically contributes to the highly topical issue of empowering society for Responsible Consumption and Production under the umbrella of Sustainable Development Goal 12. On the other hand, EURECA-PRO effectively contributes to the transformation of the European Higher Education Area, complementary to Sustainable Development Goal 4.

The basis of human existence is a complex interaction between social, cultural, environmental, technological and industrial aspects resulting in the consumption of the environment for wealth generation. Anthropogenic damage to the environment and human health is largely the result of activities related to the production and consumption of goods, in relation with the required energy generation. In combination with the actual scope of human industrial and economic activity and population growth, this has led to a critical planetary situation, which is characterised by unprecedented environmental pressures on natural and biological resources. This has resulted in environmental pollution, loss of ecosystem services, and increasingly severe climate crises. Dealing with these challenges requires the integration of knowledge about the entire supply chain, from resource extraction to goods' end of life.

Innovation, be it technical, social or organisational, is one of the main keys to reaching the targeted CO₂ reduction and associated sustainability practices of the EU Green Deal by 2050. Its realisation is based on new technologies, major social innovations (including major behavioural changes from the collective level to the individual one, and evolutions in public policies, including subsidisation and evolution of legal frameworks), and processes that integrate primary and secondary resource material flows and efficient resource use in the sense of a circular economy. The aim is also to find substitutions for resources which are not compliant with SDG 12, a clean energy supply, the *Planetary Boundaries*, or *Climate Neutrality* goals. Importantly, responsible consumption behaviours need to be aligned with societal expectations concerning the fight against climate change, biodiversity loss or atmospheric and land system changes. Thus, most, if not all, of the SDGs are intricately linked to SDG 12.

An inclusive, borderless and integrated European Education system is the key to providing education and training to more competent and skilled graduates who can contribute to relieving these grand environmental pressures. System and context-oriented, interdisciplinary approaches ensure that graduates grasp the complexity of the systems and that only by working together, across disciplines, solutions can be generated. The application of holistic, multi- and interdisciplinary approaches ensures a heightened awareness of interconnectedness. An understanding of culture-specific attitudes and behaviours, as well as of the complexity and importance of regulations through extensive mobility, is the foundation of a more interconnected approach for the design of a green future.

EURECA-PRO will pave the way for systemic reflection on the complex interrelation between the European societal and economic development (growth and responsible competitiveness) and its societal as well as ecological impact.

By 2027 EURECA-PRO is well-known throughout Europe for its competence as an educational core hub and interdisciplinary research and innovation leader in qualitative environmental and social framework development for responsible consumption and production of goods and resources as well as responsible systems design.

It is a major innovation contributor to the realisation of the EU Green Deal and develops:

- ✓ New technologies and processes that integrate primary and secondary resource material flows while promoting the inclusion of sustainable energy in the whole process, in the sense of a Circular Economy.
- ✓ The elements to activate the social and socio-economic levers that enable society to move towards more responsible consumption behaviours by contributing to the education of European citizens (citizen awareness).
- ✓ Technological, economic and social solutions through research and innovation in all necessary spheres.
- ✓ Space and time for critical thinking and reflexivity about the development of the alliance for staff, students and actors from society, business and industry.



EURECA-PRO delineates responsible consumption behaviours that are aligned with societal expectations as well as an awareness of planetary boundaries.

It is a role model for civic engagement, equal participation and transparent joint governance. EURECA-PRO's shared fundamental philosophy seeks to develop solution-oriented approaches regarding social cohesion, responsible European citizenship and shared humanity.

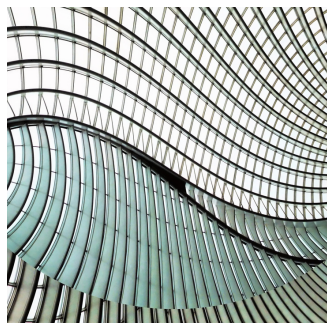
By 2027 EURECA-PRO has established all necessary mechanisms to ensure academic freedom and the development of free mobility throughout Europe. It has effectively implemented all necessary communication channels, dissemination and science communication measures to reach out to the various constituents of society at large.



By 2027 Governance Phase 2.0 "Connecting ways towards 2040" is in full operation with an established network of virtual administration and highly developed digital platforms. The governance structure and all its associated groups and committees are competent in working, deciding and mitigating obstacles jointly. The implemented structures provide room for student and staff participation in design and creation processes in a transparent way. Decision-making processes are completed through the Board of Rectors.

THE AMBITION

Evolving **COMMUNITIES OF ACTION**



Governing new Structures

The structural work from 2023-2027 is, first of all, concerned with the transformation of project governance into long-lasting institutionalised structures through the establishment of the Implementation Management Board (IMB) as the operational body to realise these transformations, as well as a permanent University Statute. Secondly, a common approach regarding shared ethics and values is developed through the creation of a joint policies charter, *The Compass Charter*. Thirdly, legal and financial sustainability is aimed at through the formation of a permanent legal office and the design of implementation strategies and actions.



Operating new Systems

The operational work from 2023-2027 is concerned firstly with establishing joint management and administration offices through the transformation of the project-based task forces into permanent operational bodies. The second aim is to strategise resources through consolidation and expansion of the joint pool of resources built in EURECA-PRO 1.0 but also in RE-EURECA-PRO in various areas. The creation of a digital immersive 4D-space will further enable the strategic utilisation of resources and transform the existing EURECA-PRO virtual network of digital platforms into a veritable digital immersive inter-university campus.



Involving new Communities

The work from 2023-2027 revolves around integrating as many individuals and communities as possible in the work of EURECA-PRO, specifically by drastically increasing the seamless mobility between stakeholders of the partner institutions. This will be done by creating awareness for EURECA-PRO in the institutions through the development of strategies, structures and actions to increase internal stakeholder involvement as well as systemically enlarging and involving the associated partner network.

Empowering through FLEXIBLE LEARNING

Education

EURECA-PRO develops joint European Responsible Consumption and Production degree programmes encompassing all 3 cycles. They are multi-partner track programmes with several degree options. The programmes will be very flexible in terms of organisation and content. Students participate in cross-disciplinary courses face-to-face but also virtually, with full- and part-time study options, based on the T & Y-shaped profile concept (the vertical bar being the core competences and subject expertise and the two diagonal bars providing breadth competences in RCP and transversal skills that expand the profile, to train future professionals to be able to engage in dialog with a broad range of experts, while adapting the compliance of the core competences to sustainable development), leading to a wide variety of graduates with deep specialisations and cohesive understanding of social responsibility.

The establishment of a Doctoral School offers a programme in which PhD students are presented with knowledge acquisition opportunities for research, training in international and transversal skills, a platform for knowledge exchange with international peers, and the opportunity to generate new knowledge primarily, but not exclusively, on RCP. The school sets out to award joint doctoral degrees and accelerate PhD mobilities.

The EURECA-PRO Lifelong Learning Academy (ELLA) is set-up and structured along two sets of training: (1) education on innovative teaching methodologies and (2) RCP education and transversal skills for citizens of all ages. Ella will be structured in two schools which reflect the mission of the knowledge square integration into education:

Teaching Training School (TETRA)

Citizen's Training School (CITRA)

ELLA seeks to foster flexible learning opportunities, challenge-based approaches and learning paths that align educational development with social and economic evolution. It equips students, higher education staff and lifelong learners at all levels with the T & Y-shaped model of knowledge, skills and competences for personal and career development and makes lifelong learning a reality.

Integrating the KNOWLEDGE SQUARE

Research, Innovation and Third Mission

To systematically pursue excellence in its educational offerings, EURECA-PRO, supported by enhanced cooperation in research and innovation within RE-EURECA-PRO, establishes a **Project Factory (PROFA)** which supports all educational programmes with their incorporation of research, innovation and 'contact to society'. It does so by embedding education firmly within the **European Knowledge Square (EKS)** and by enhancing an organisational culture where collectively pursuing innovation is the starting point of joint projects between EURECA-PRO partners. PROFA provides the tools to transform those partnerships into interdisciplinary, cross-European research teams. The PROFA consists of four pillars:



1

Increasing joint RCP Research Practices through (1) organising joint events with the goal to enhance the cooperation and research activities of (and between) EURECA-PRO's 6 lighthouse missions, (2) supporting the development of joint funding applications and joint publications, and (3) by hosting joint knowledge-sharing events involving, where relevant, other European University Alliances.

2

Enhancing collaboration in Innovation through becoming (1) a hotbed for projects with regional impact and a potential European reach (achieved by reaching out to business and industrial stakeholders), and through (2) providing an action space within the Innovation Living Lab to build capacities and provide support.

3

Enhancing Third Mission (contact to society) by creating synergies with third parties (EU and government agencies, public and private companies, grassroots organisations, activist associations, NGOs and civil societies), driving social change towards sustainability, and raising citizen awareness towards responsible consumption patterns, carbon neutrality, and bio-based solutions.

4

Pursuing a collective engagement with Innovation in Teaching through supporting knowledge exchange and best practice-sharing of results generated by developing and providing adequate mechanisms for efficient knowledge transfer into all educational activities.

Acting as a ROLE Model

Communication with stakeholder communities

A key factor of evolution is the creation of an **efficient, open and inclusive communication system** within EURECA-PRO as a basis for all stakeholders to equally be able to participate in the activities and to profit from the outcomes of EURECA-PRO. This is a prerequisite for a democratic, open, fair and sustainable society, sustainable economic growth and successful educational and scientific institutions. For this, four lines of action will be pursued:



1

Designing effective internal communication and information flows to drive community-building amongst partners, facilitate transnational institutional cooperation, support a European identity formation within the consortium, raise the level of informedness and awareness amongst partners and stakeholder groups, and enhance transparency of information flows.

2

Enhancing external communication and information flows to advance, distribute and share knowledge and values on sustainability issues with the entire spectrum of society's stakeholders as well as to disseminate information, output and best practices with other EUAs and collaborating HE institutions. This encourages overcoming barriers and moving towards the future in an aligned way. Additionally, external communication incentivises the valorisation of EURECA-PRO's innovations in the business and industrial contexts and supports future-oriented policy making in RCP-related matters.



3

Emphasising marketing and student recruitment to strengthen and widen the EURECA-PRO brand image related to its vision of becoming a RCP excellence hub, which contributes towards a more united, inclusive, innovative, connected and green Europe. EURECA-PRO will be positioned in the public and academic realms in terms of the solutions it offers to societal challenges and through actions which systematically enlarge the student community.

4

Coordinating fruitful newsmaking in relevant channels with content related to its RCP vision. Thus, EURECA-PRO will position itself as the global educational core hub and interdisciplinary research and innovation leader in qualitative environmental and social framework development for responsible consumption and production.

To create an efficient working platform for the four objectives a **Communication and Dissemination Centre (CODI CENTRE)**, as a long-term office according to governance, is set up. The CODI centre is the technical communication office that interacts with and supports all other areas of EURECA-PRO to support them with their communication goals and contents and transforms them into successful media and communication formats as needed.

THE DIMENSION

2020-2023 Paths of Action in Review

Governance phase 1.0 has laid out and built the foundations that can now be utilised to consolidate and further develop EURECA-PRO as a permanent institution with a long-term vision. Phase 1.0 has enabled all partners to deepen mutual trust, understanding and connections.

COMMUNITIES BUILT

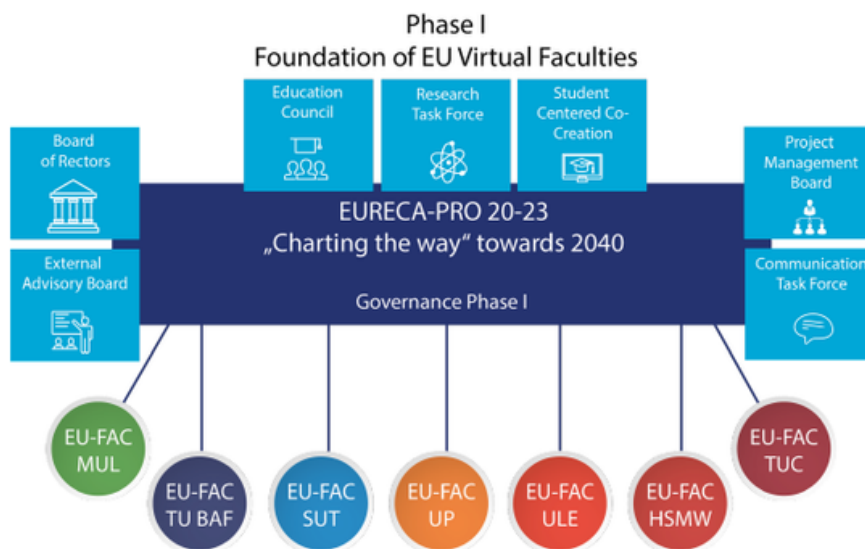
On the working level, many communities have come into existence that work on furthering the implementation of specific goals. In the first year of EURECA-PRO 1.0, the COVID-19 pandemic forced the community to solely work online. In terms of gaining mutual trust and building communities this hindered the collective work. Once personal relationships were established and the extent of the endeavour was grasped by all participating individuals a leap in collaboration was achieved. In retrospective, however, the mode of working online only enabled the consortium to professionalise digital expertise in ways that would have never been the case otherwise. It has thus massively enhanced cross-border collaboration and it remains unclear whether all that has been achieved would have been possible otherwise.

Multi-level communities of EURECA-PRO 1.0 that have cross-fertilised each other:

Project and institutional governance (Board of Rectors, Vice-Rectors, Steering Committee, Work Package Coordinators)
Project and institutional management (Task Force Leaders, Directors, Deans)
University Service Departments (International Relations, Public Relations, IT, Admissions)
Academics (through collaboration in the Lighthouse Missions)
Students (through collaboration in the Students Co-Creation Group)

STRUCTURES SET UP

- Project Guidance Portfolio
- Documentation Structure of the "Virtual European Faculty"
- Scientific Framework Charter (SFC)
- Governance Boards
- Councils and Task Forces



RESOURCES SHARED

- RCP course catalogues
- Catalogue of Lighthouse Missions
- Research Inventory
- Digital platforms for different work spaces
- Global partner and competence index
- Catalogue of PBL challenges
- Conference organisation guide
- Target group index in communication
- Mutual open mobility agreements
- Manual of operations for boards and councils

ACTIONS IMPLEMENTED

- RCP degree programmes at most partner universities
- New lectures on RCP and lecture series on RCP
- PBL student projects
- PhD journeys
- Summer schools on various topics such as Innovation & Entrepreneurship or Digitised Higher Education
- Innovation STEM contests
- Lighthouse Research Missions
- Joint project applications (E+, HEUR, EIT)
- PhD Colloquia
- Women into STEM Colloquia
- Annual EURECA-PRO Conference
- Open Science Events
- Science Slams
- Training Courses for Teachers
- Workshops on various topics such as Career Development or Entrepreneurship
- International Weeks
- Bi-annual Review Weeks

2023-2027

Paths of Action in View

FURTHERING COMMUNITIES

Seamless Mobility – upsurging and streamlining

- Establishing the EURECA-PRO Mobility Kiosk brand
- Developing a Joint Mobility Operations Strategy
- Implementing all digitalisation initiatives of the EU such as the ESCI
- Launching a digital mobility monitoring system
- Devising a scholarship strategy
- Creating a joint mobility position paper
- Providing an International Communication Gazebo
- Pioneering the EURECA-PRO Passport
- Realising the Staff Week Skills Series
- Initiating a Buddy Programme

External Stakeholders – expanding and involving

- Minding geographical coverage
- Minding knowledge and expertise complementarity

Holistic Internal Involvement – enforcing and promoting

- Designing stakeholder participation strategies
- Forming of a Green Office
- Establishing an Alumni Club
- Acting in Capacity Building
- Introducing a Sustainable Development Panel

ADVANCING STRUCTURES and JOINT RESOURCES

Implementation Management Board (IMB) – set-up and operationalisation

- Evolution of three offices

Virtual Campus – potentialising and expanding

- Joint administration platforms
- Interuniversity immersive 4D campus

University Statute – deriving and implementation

Compass Charter – design and implementation

- Ethics policy
- EDI policy

Financial and Legal Sustainability Strategies – design and implementation

- Legal framework
- External funding opportunities

Accreditation Issues and QA – mapping and piloting solutions

- Accreditation for joint education programmes
- QA for project implementation
- QA for education programmes

Joint Offices – evolving them from task forces

- CODI Centre as permanent office for communication and dissemination
- International Office as permanent mobility and internationalisation coordinator
- Legal Office as enabler to overcome structural restrictions

Joint Resources Pool – consolidation and expansion

- Catalogue of courses for the EURECA-PRO horizontal dimension
- Joint SDG 12 research inventory
- Shared human resources

ENHANCING ACTIONS

3-level Degree Programmes and cross-connecting them to create flexible, inter-cultural curricula

- Furthering the roadmap towards EURECA-PRO joint degree study programmes
- Pioneering joint study programmes alongside the HER- model

Doctoral School to train versatile and critical graduates and further interdisciplinary knowledge on RCP

- Fostering PhDs with a “EURECA-PRO label”
- Developing a roadmap towards joint doctoral degrees within EURECA-PRO

EURECA-PRO LIFE-LONG LEARNING ACADEMY - ELLA makes LLL a reality and educates critical, future-oriented, multi-dimensional citizens and leaders.

- Certifications in RCP and transversal skills
- Development of certified micro-credentials
- Fostering innovative pedagogics

Transversal and RCP skills

EURECA-PRO develops transversal skills such as critical and innovative thinking, inter- and intra-personal skills, global citizenship, media and information literacy skills as defined by the UNESCO. As such EURECA-PRO understands all digital (hard and soft) skills and European skills (citizenship, European values, intercultural, diversity and language skills) as an intrinsic part of this skillset. EURECA-PRO also counts entrepreneurial skills as indispensable skillset into its TVS portfolio.

EURECA-PRO also develops skills within its skills portfolio that are considered to be essential skills within its RCP dimension and thus considered RCP skills: SDG 12, sustainability and green skills, value life-cycle skills, production and consumption system skills, interdisciplinary and systemic thinking skills, integration skills, policy skills and STEAM skills.

EURECA-PRO is constantly evolving and as such these skillsets are subject to evolve with it over time.

Establishing the Research Pillar

- Fuelling research cooperation, project submissions and mini CSA actions
- Furthering community building
- Holding the EURECA-PRO International RCP Conference

Establishing the Innovation Pillar

- Providing innovation action spaces in the Innovation Living Lab
- Consolidating the network of economic SDG 12 players
- Mapping activities, opportunities and needs of industrial partners and other stakeholders
- Evolving a Joint Innovation Cluster
- Driving a Europe-wide Innovation Hub on RCP

Establishing the Third Mission Pillar

- Creating a network of societal stakeholders
- Impacting policy through the EURECA-PRO THINK TANK
- Instituting Citizen Science Events

Establishing the Teaching Innovation Pillar

- Funneling knowledge-square results
- Transforming results into innovative teaching content
- Interweaving them into education programmes

2027-2040 Paths of Action in Preview

FULLY IMPLEMENTING COMMUNITIES

- EURECA-PRO is a sought-for open centre of expertise and consultancy for RCP related issues by politics, industry and society.
- Mobility and intercultural European skills are engrained and cultured in the mind-sets of students and staff.
- Communities of practice are matured regarding joint policies and values and they identify themselves as global citizens and members of a European University.

FULLY IMPLEMENTING STRUCTURES and JOINT RESOURCES

- Efficiently operating joint offices on all service levels
- Fully-functioning legal body
- Full 4D immersive campus with joint staff
- Automatic recognition of previous academic credentials
- Full flexible joint degrees that award a joint European Degree
- Efficiently functioning internal and external communication modalities
- Institutionally integrated management and decision-making mechanisms

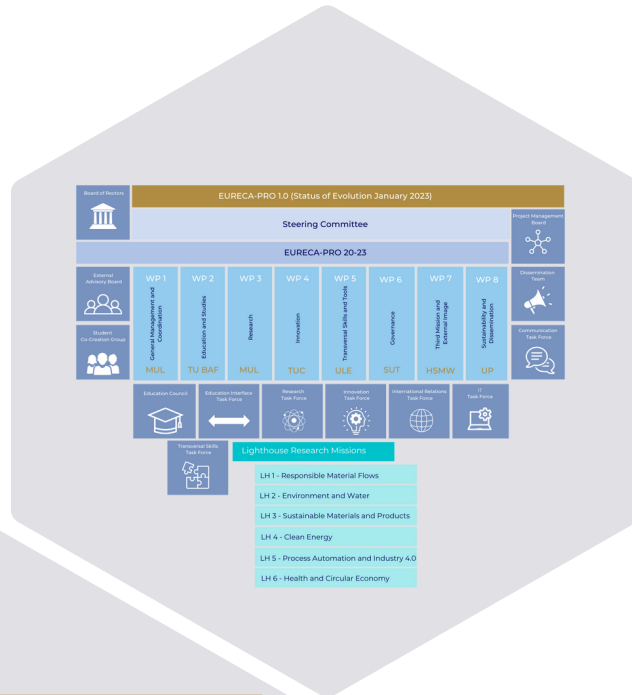
FULLY IMPLEMENTING FINAL ACTIONS

- Efficiently working highly indexed interdisciplinary research and innovation groups
- Penetration of transversal and digital skills micro-credentials and modules in full curricula
- Highly professionalised and interculturally skilled staff
- EURECA-PRO as an international and attractive reference in the RCP field

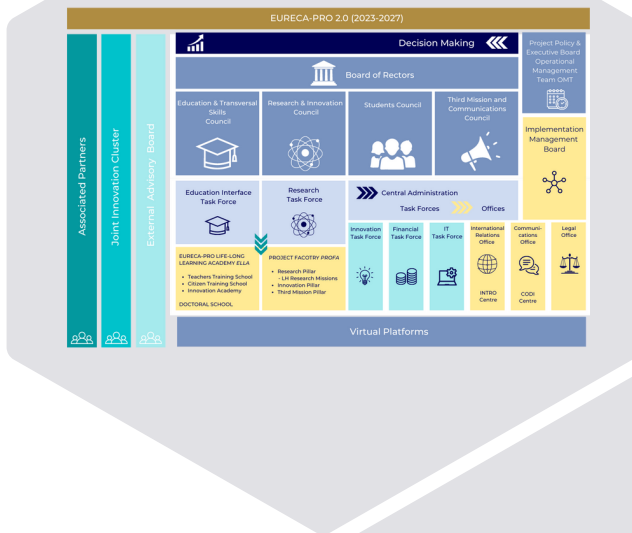
PATHS OF GOVERNANCE

EURECA-PRO is convinced that the governance structure of this European University will still not be set in stone from this period onwards, it will rather be a running and flexible process developing throughout the years. EURECA-PRO is set on considering governance as an open flexible construct which can change according to the development of the alliance.

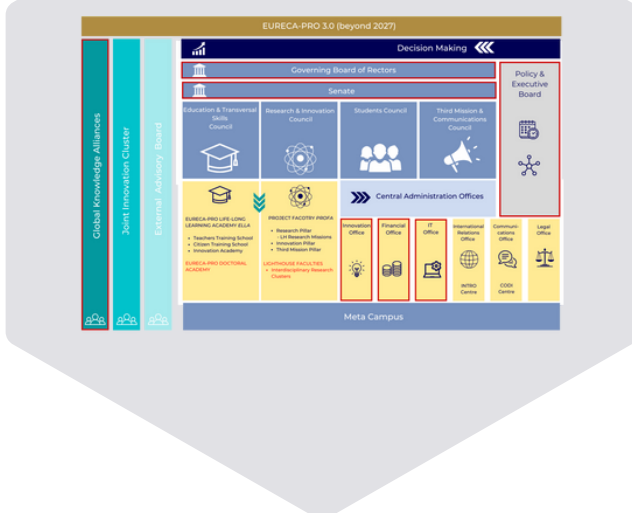
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EURECA-PRO 2.0

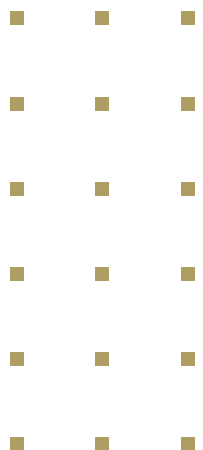
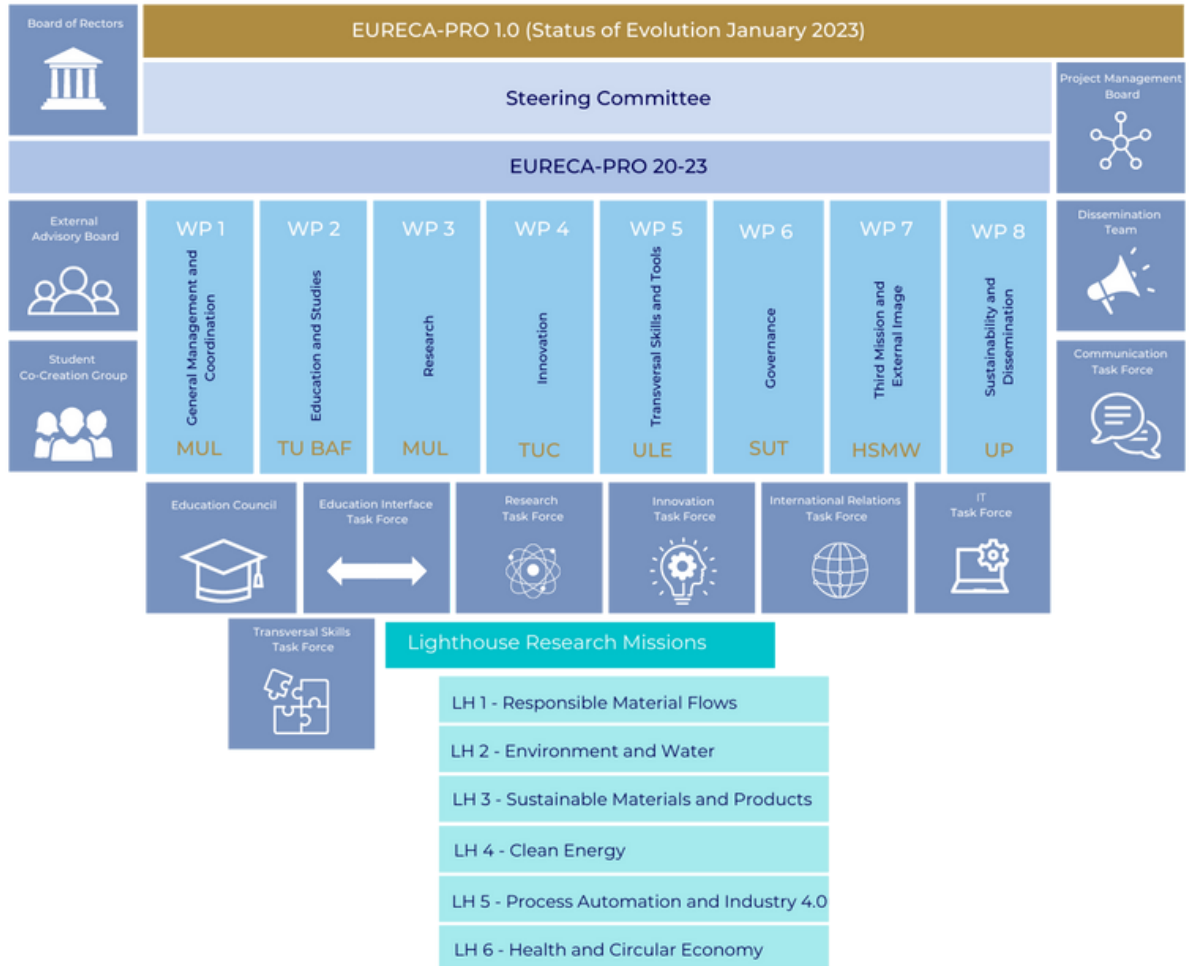


EURECA-PRO 3.0



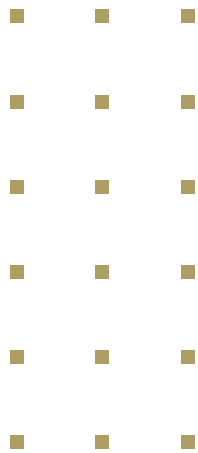
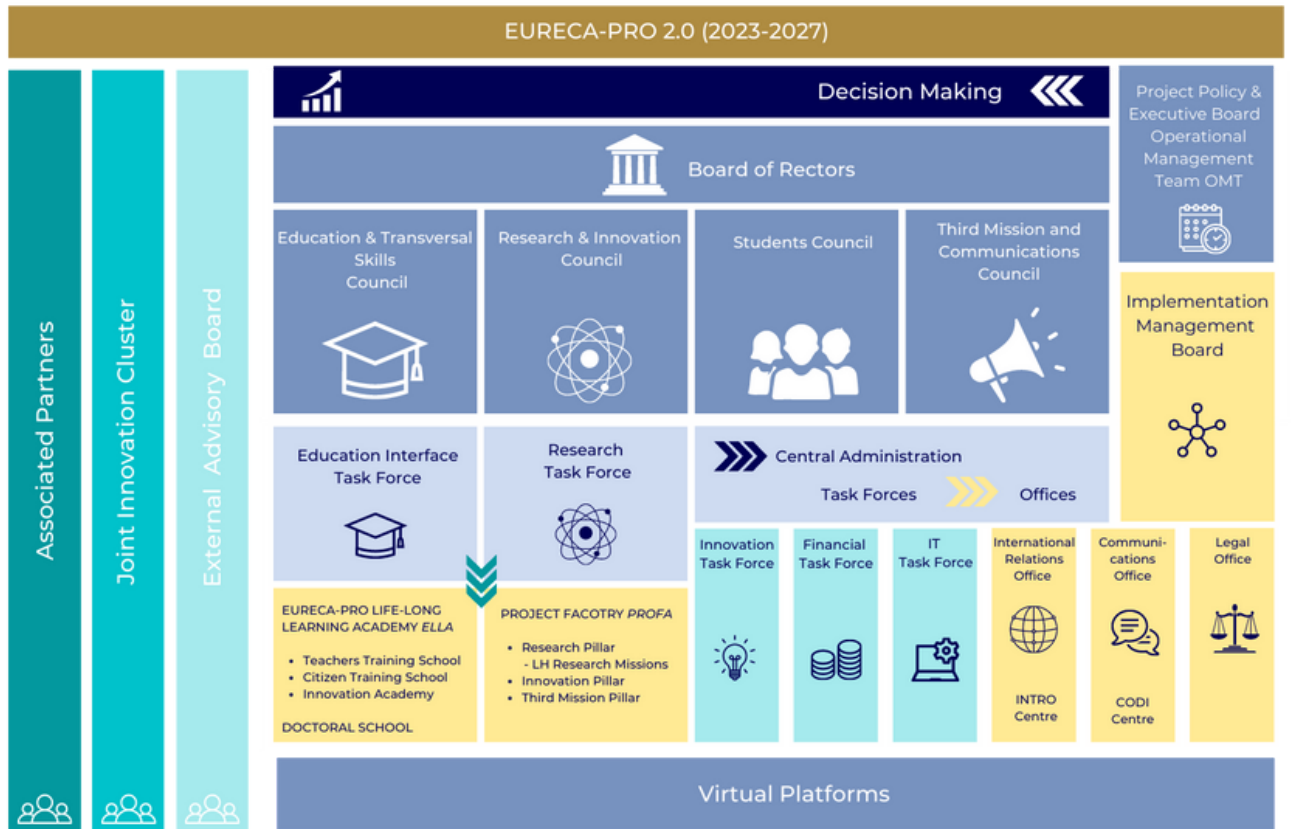
PATHS OF GOVERNANCE

EURECA-PRO 1.0



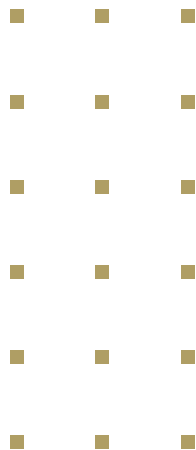
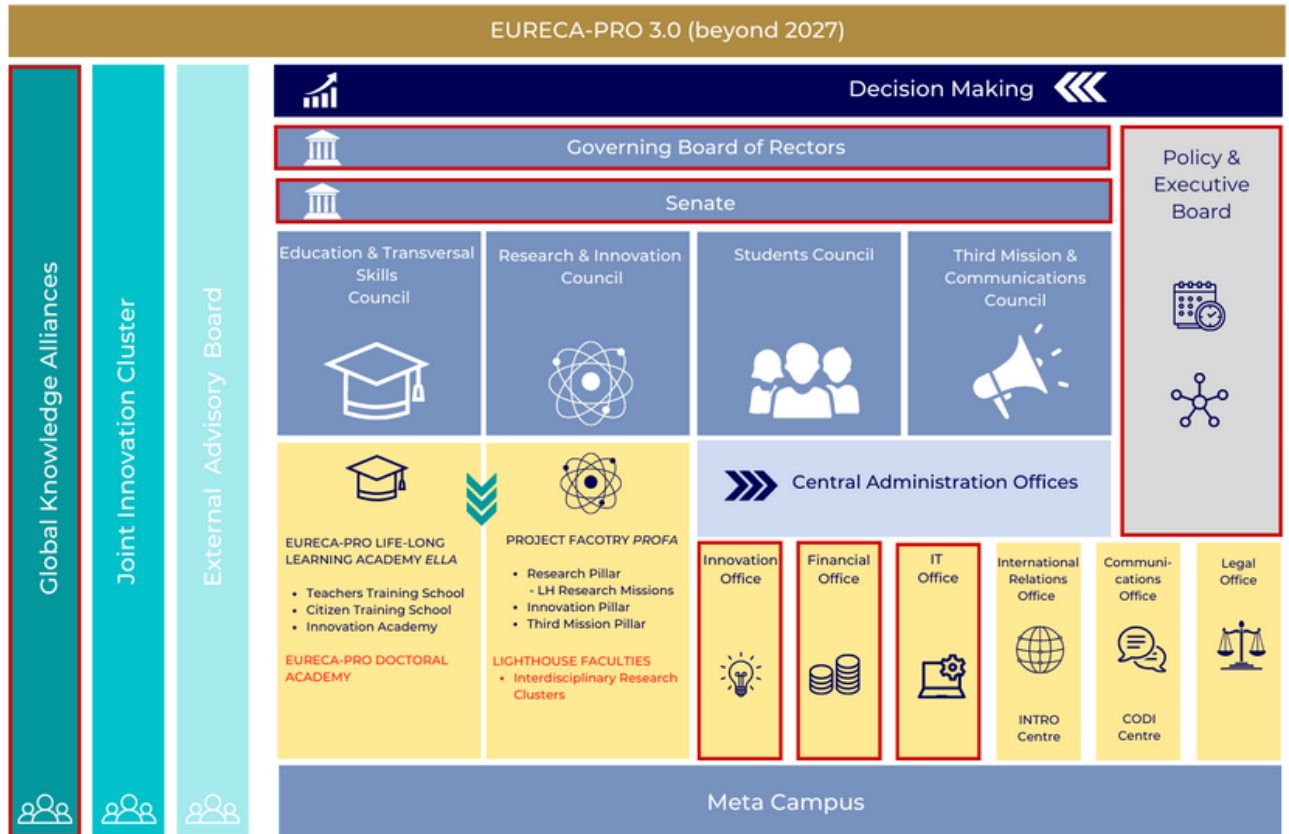
PATHS OF GOVERNANCE

EURECA-PRO 2.0



PATHS OF GOVERNANCE

EURECA-PRO 3.0





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MISSION STATEMENT 2023-2027

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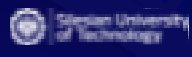
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