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of the European Union



EICAA



MAGAZINE

ISSUE 5

2024



CELEBRATING 3 YEARS OF GROWTH:
THE JOURNEY OF EICAA

univations




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KOMMUNIKATION





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Welcome to EICAA



Florian Bratzke,
Project Coordinator
Univations GmbH –
Lead Partner of EICAA

“The EICAA Digital Platform closes an innovation gap inside the EU - standardized entrepreneurship competence self-assessment connected to tailored learning suggestions for larger groups of learners. This is offered as a free service now to educators and trainers, thanks to the hard work of the EICAA consortium and funding from the EU.”

FLORIAN BRATZKE

The project “Entrepreneurial and Intrapreneurial Competences Assessment Alliance” (EICAA) is an Erasmus+ Knowledge Alliance funded for 3 years. During this third and final year of the project, a digital platform for the assessment and development of entrepreneurial competences has successfully been developed and tested across the EU. This will enable universities, companies and other organisations to carry out profiling and monitoring of entrepreneurial competences.

To foster entrepreneurial competences efficiently, it is vital to know what proficiency level learners are on and which competences need more educational attention than others. With the EICAA Digital Platform, it will be easier for entrepreneurship educators, coaches and managers to determine the entrepreneurial competence profile of learners. It does so through standardized and empirically validated self-assessments and an automatic analysis of the data thereof. We call this instrument the Competence

Monitor. This data-driven approach allows to design entrepreneurial teaching and training activities more targeted. The results from the Competence Monitor facilitate to determine which competences should be worked on – contributing to better identify a tailored competence development pathway for a group of learners.

Teaching and training materials to foster entrepreneurial competence development have also been developed by the EICAA Consortium. We call this instrument the Competence Development Kit. A selection of these materials – depending on the respective assessment result – is suggested to the user of the platform for each assessed

group. Our consortium believes that the EICAA Digital Platform provides a new value to entrepreneurship educators and trainers in the EU and beyond. The creation of this added-value has been the main motivation behind the innovation pathway pursued by the EICAA partners.

We invite you to read the fifth issue of our electronic magazine, which focuses on highlights of the past three years of the EICAA journey as well as on providing valuable insights for how to use the EICAA Digital Platform.

Enjoy your reading!

VISION

“EICAA seeks to assess, analyse, and develop entrepreneurial competences among university students and staff as well as among employees of the corporate sector.”

MISSION

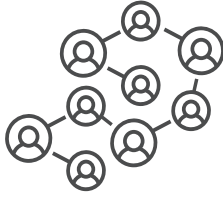
“By building a digital platform, university and industry stakeholders will be enabled to assess and analyse the level of entrepreneurial competence within their organisation. Furthermore, suitable education and training interventions will be provided to accurately address specific entrepreneurial competence development needs.”



Strengthening entrepreneurial competences of students, academic staff and employees in Europe.

Facts about EICAA

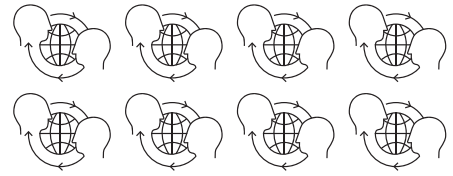
PROJECT



9 Partners



5 Countries



8 Transnational Partner Meetings

69 Newsletters



20 News Articles



PUBLICATIONS

5 Electronic Magazines

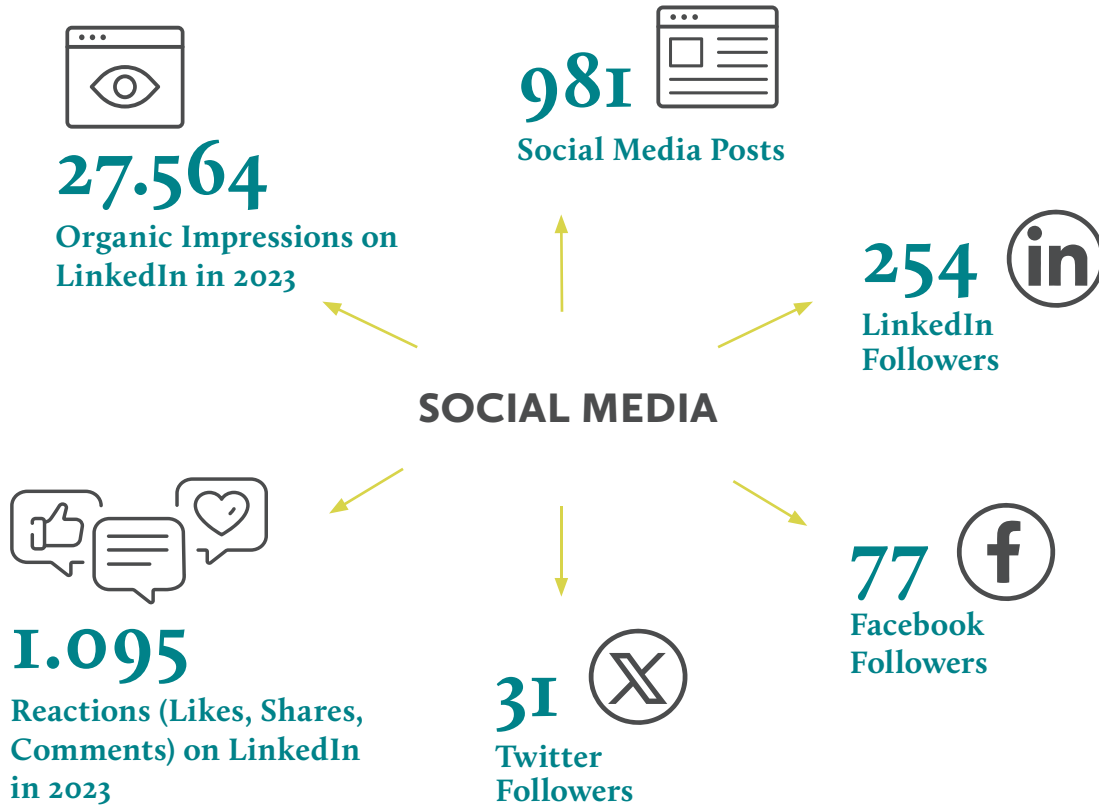


13 Blog Posts

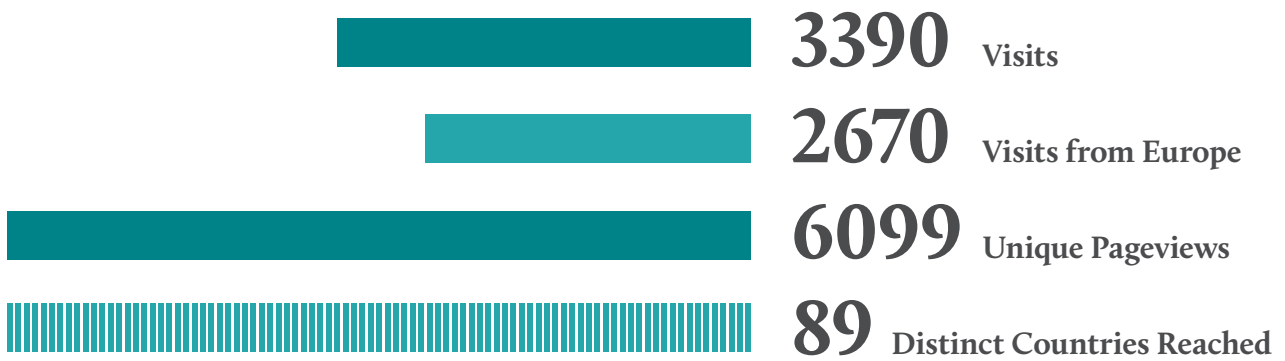


18 Videos





WEBSITE IN 2023



5 Steps for Using the EICAA Digital Platform

The combined use of Competence Monitor and Competence Development Kit is highly recommended to exploit the full potential of the EICAA Digital Platform. To do so, users may follow the steps as illustrated below.

User Steps

Platform Area

1 Create User Account & Log In

- Go to: platform.eicaa.eu/
 - Consent to data processing
 - Log in
- Leave credentials
- Click on "create user account"

Create Account

Form fields: Email, Password, First Name, Last Name, Organization, Position, Role (dropdown). Includes a consent checkbox and a "Create account" button.

Log in

Form fields: Email, Password. Includes a "Remember me" checkbox, a "Forgot password?" link, and a "Log in" button.

2 Enter Platform & Create Self-Assessment

- You are "Home"
 - Select type of self-assessment (student or employee)
 - Press button "create survey"
- Press button "create new self-assessment"
- Select settings of self-assessment
- Preview survey

You've created your 1st self-assessment on the EICAA Digital Platform!

- Copy self-assessment URL or QR code & share with to target group
 - Simply stop self-assessment when finished
- Monitor incoming data

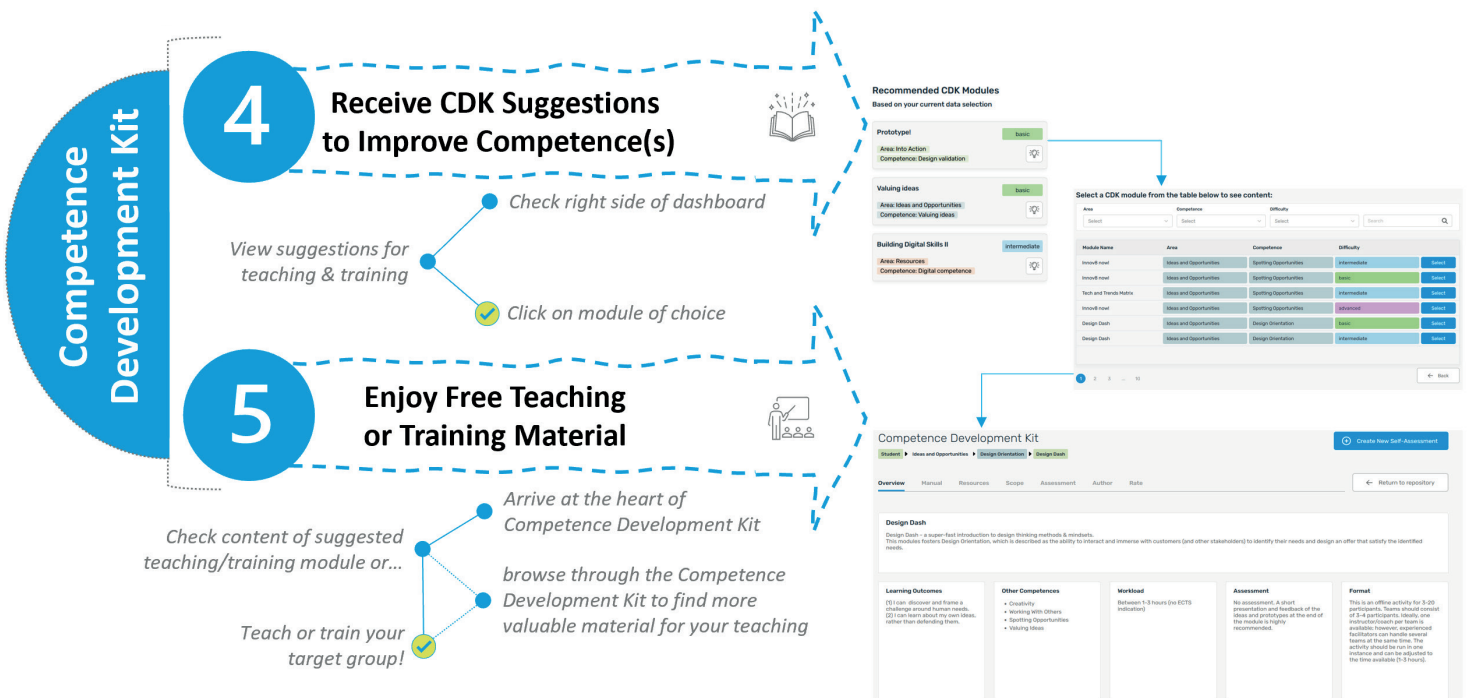
3 Get Analysis of Self-Assessment Data

- Select relevant self-assessment
 - Consult or download analytical charts on dashboard
- View list of strengths & weaknesses
- Export self-assessment dataset for further analysis

Competence Monitor

User Steps

Platform Area



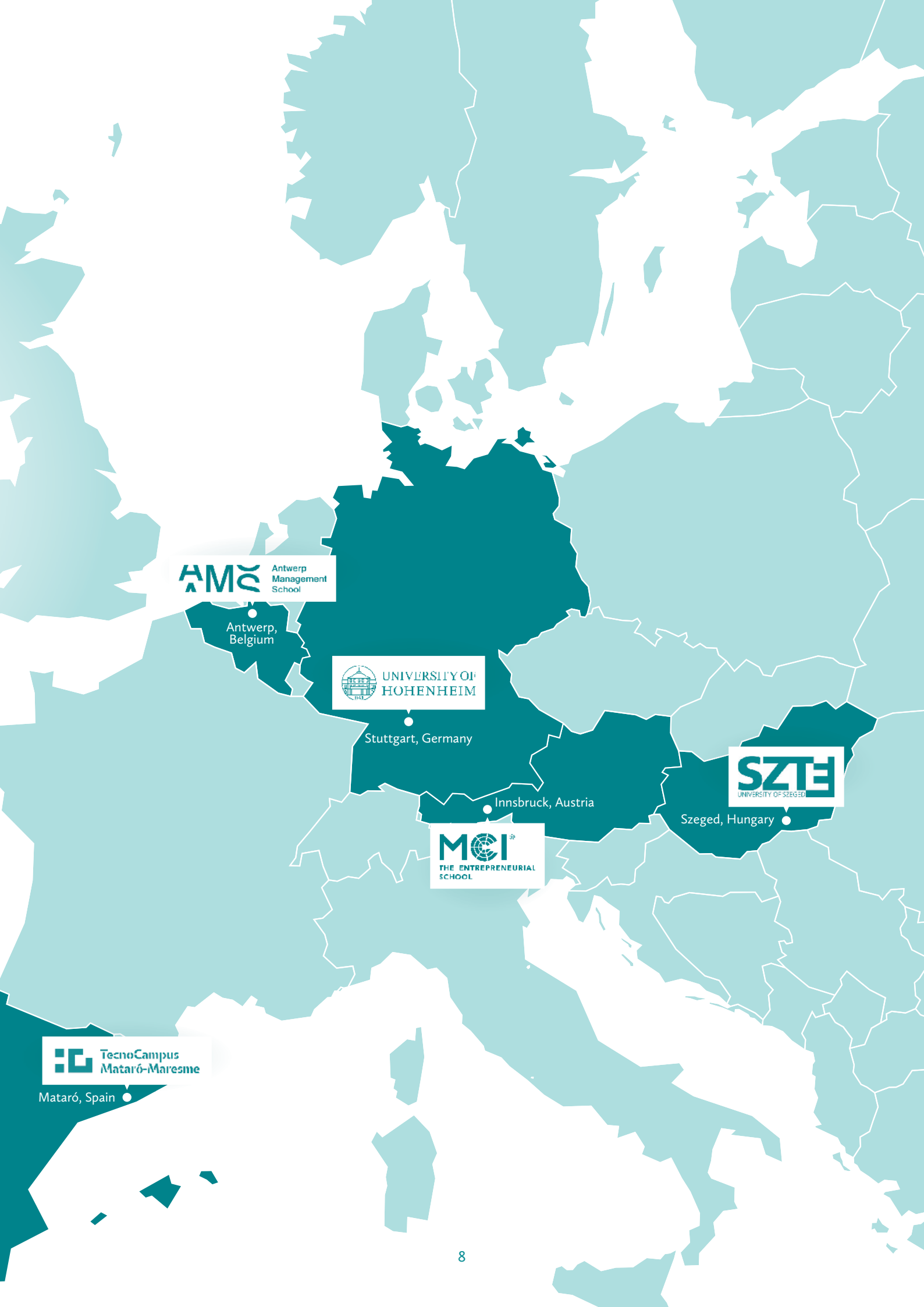
Valuable insights into actual combined applications of the platform are provided inside the EICAA Digital Platform Handbook. We recommend you to closely consult it for finding inspiration on how the platform can be exploited in different educational settings: www.eicaa.eu/results/digital-platform.



3-Year Journey with EICAA

within the university
partners' organisations





AMBA Antwerp Management School

Antwerp, Belgium

 UNIVERSITY OF HOHENHEIM

Stuttgart, Germany

MCI
THE ENTREPRENEURIAL SCHOOL

Innsbruck, Austria

SZTE
UNIVERSITY OF SZEGED

Szeged, Hungary

 TecnoCampus Mataró-Maresme

Mataró, Spain

Antwerp Management School

Antwerp, Belgium



15

study
programmes

300

students
50 % foreign students

Turning academic expertise into a powerful tool

How to translate academic knowledge and best practices into useful tools is something Wouter Van Bockhaven and Tanvi Anand know a lot about. While Anand's focus is on statistics with an economic focus, Van Bockhaven has his own university spin-off in the field of psychometric testing. Therefore, the two researchers from the Antwerp Management School (AMS) were the right ones when it came to work package 3: the development of the self-assessment and analysis tool, the heart of the EICAA platform. And the heart is beating, as the tests so far shows.

"The current pilot phase is incredibly exciting for us," says Tanvi Anand, who was responsible for the design and validation of the EICAA Competence Monitor. "The fact that the platform is now up and running is proof that the hard work done so far has paid off." Even more gratifying, she said, is the positive response from the students, employees and instructors who are testing it. "In addition, the pilot round provides a fantastic opportunity to follow up on the analyses from the third work package, as we can finally test the platform with a much larger sample. A goal we have been working towards for quite some time," says Anand.

WORK PACKAGE 3, A COMFORT ZONE

Even though Wouter Van Bockhaven has been involved in European projects before and led some of them, EICAA was a first for him. "I had never worked in an Erasmus+ project before," says the professor of strategy and innovation ecosystems. "The main differences were the focus on a concrete and coherent practical toolkit and the quality of engagement of the partners, which was higher than in most projects."

As a researcher, Van Bockhaven has long been involved in entrepreneurship education, innovation and skills development. At EICAA, he was able to bring his experience and technical skills to bear, for example, in setting up the interface between the Competence Monitor and the Competence Development Kit - the main instruments of the EICAA Digital Platform.. However, he says the implementation took place in a comfort zone for him for two reasons: "The conceptual model had been very well prepared in work package two and with Tanvi, a specialized and eager to learn researcher was involved."



© PROMEDIA

As a researcher, Wouter Van Bockhaven has long been involved in entrepreneurship education, innovation and skills development.



© AMS

AMS has always been committed to producing not only the best leaders in the world, but also for the world.

“Every word, its presentation and careful design are the result of extensive and focused thought and reflect an impressive depth of thought and reasoning.”

TANVI ANAND

Which is not to say that there were no challenges for the AMS team in three years of EICAA. In particular, he says, the coordination within the diverse project consortium regarding methodological decisions and their retention was an exciting learning process for all. “Ultimately, though, this just showed the strong commitment and ownership of the various partners,” says Van Bockhaven. The group’s drive to really achieve something was a key factor for him in deciding to participate in the project.

DELIVERING THE UTMOST BEST

With its high standards and focus on entrepreneurship, EICAA fits the AMS profile. The business school has always been committed to producing not only the best leaders in the world, but also for the world. Through the co-developed EICAA platform, the AMS now has the opportunity to constantly measure and develop its own educational work.

What entrepreneurial competences have the experts from Antwerp been able to strengthen through EICAA? Wouter Van Bockhaven and Tanvi Anand agree: working with others, design and mobilizing others. And fortunately, the project is not over yet.

„Since all work packages are interconnected and the competence monitor is the core of the platform, we are still very much involved in the overall process,” says Tanvi Anand. Small adjustments are made at the last minute. But if she and Wouter Van Bockhaven must draw a conclusion now, they are proud of every single element of the platform. „Every word, its presentation and careful design are the result of extensive and focused thought and reflect an impressive depth of thought and reasoning,” says Anand. „On this project, everyone committed to delivering their utmost best.“

Q&A

with Antwerp Management School

TODAY



What is a core memory that sticks out when thinking of the past 3 years in this project?

13:42

Wouter Van Bockhaven

To me, it was a testament of the strong engagement and cohesiveness of the project that we could have days full of heavy and lively discussions to ensure the outputs were to the standard of each partner's expectations, yet then also reflect on the day's discussions together at the bar with equal fervour.

13:54



Share a personal anecdote that represents the spirit of this project.

14:12

Tanvi Anand

At our Mataro meeting, it was Louisa Mach's (a researcher from University of Hohenheim) birthday. The team of Tecnocampus brought a cake and we all celebrated her birthday. This experience, although seemingly unrelated to our project goals, perfectly encapsulated the exceptional spirit and camaraderie that permeate our team.

14:14



How has EICAA impacted your personal growth and development?

14:30

Tanvi Anand

Everyone at EICAA has a voice and can contribute without fear. This sense of psychological safety helps us grow without the fear of failing as a relatively junior researcher.

14:34





UNIVERSITY OF
HOHENHEIM

University of Hohenheim

Stuttgart, Germany



© UNIVERSITÄT HOHENHEIM / NILS DITTBRENNER

48

study
programmes

143

partner universities
in 43 countries

8,965

total number
of students

1,892

average graduates
per year

„We have innovated“

Promoting entrepreneurship is a tradition at the University of Hohenheim, yet working on the EICAA project is special for Prof. Dr. Bernd Ebersberger and his team. “We have developed a product with the EICAA platform,” says the head of the Chair of Innovation Management. “We have innovated and set up something that did not exist in this form before.” In research, a result with rarity value. According to Ebersberger, for a transfer into products or services, implementation-oriented funding and an implementation-oriented team are needed. In the EICAA project, both were true.

Louisa Mach is a research assistant at the University of Hohenheim and has been involved in EICAA since the beginning. She and a colleague were intensively involved in work package 6, the pilot phase of the platform. “My task were the case studies.” Mach analysed the data sets of the test cohorts and developed application examples from them to simplify the later use of the platform. “We wanted to find out where else EICAA could be used outside of courses for students and how employees could be addressed?”

FIRST CONCLUSION ON THE PILOT ROUND

An exciting project phase for the 25-year-old. “On the one hand, the task is very rewarding. We are the ones who can now collect data for the first time via the platform and see if it works,” says Mach. “On the other hand, it was also exciting. Just before the pilot phase, we had problems with the platform logic again. Getting that corrected in time was nerve-wracking.”

For the Stuttgart-based team, the three-year journey with EICAA has been one thing: varied.



“We had to get to know each other digitally for one and a half years and find our way together. That was a challenge in itself. After the first analogue partner meeting, many things went easier.”

LOUISA MACH



© PROMEDIA

For Louisa Mach, planning and working together with others are among the entrepreneurial skills she was able to train through EICAA.

As for what the results show so far? “It’s working. The platform is running,” says Bernd Ebersberger. The Competence Assessment, the Competence Monitor, and the Competence Development Kit are already in use. “Documenting that and then showing what you can do with the data beyond simply showing strengths and weaknesses will keep us busy until the end of 2023.”

For the Stuttgart-based team, the three-year journey with EICAA has been one thing: varied. Various entrepreneurial skills, which are to be recorded and further developed with the help of the EICAA platform, were also required of the team from the University of Hohenheim during the project work. For Louisa Mach, planning and working together with others are among the entrepreneurial skills she was able to train through EICAA: “The semester times within the EU are very different. In order to time the tests sensibly in the pilot phase, good planning was necessary.”

Starting the project in the middle of the COVID-19 pandemic also initially made it difficult to work as a team. “We had to get to know each other digitally for one and a half years and find our way together. That was a challenge in itself. After the first analogue partner meeting, many things went easier,” says Louisa Mach.

CONTINUATION CONCEIVABLE

For Bernd Ebersberger, motivating others was an important entrepreneurial skill. “Throughout the project, it was always important to stay motivated. Which is not to say it was always necessary.” But the organisations involved have very different timelines and incentives. “Coordinating that over three years, staying on it, and developing a vision together of where we want to go was very important.”

For the University of Hohenheim, which is currently also planning an innovation and entrepreneurship centre in Stuttgart, EICAA fits the profile. At the Chair of Innovation Management, Bernd Ebersberger and his team are fundamentally interested in finding out which competences entrepreneurs and innovators need to have and how they can be taught. The EICAA platform is a tool that can provide answers to these and other questions. An end to the journey with EICAA does not seem to be in sight yet for the scientist. “EICAA is definitely more widely conceivable than we thought it was at the beginning,” says Ebersberger. “We could drill down into this platform and make another project out of it.”

Q&A

with University of Hohenheim

TODAY



Share a personal anecdote that represents the spirit of this project.

13:42

Bernd

Basically, you should only do projects if they are A) interesting and B) with teams you also like to have a beer with. I think you need both, otherwise it becomes tedious.

13:54



How do you feel knowing that this project is coming to an end? What emotions does it evoke?

14:12

Louisa

It's bittersweet. Working with this particular group of people was so much fun! Great memories, inspiring conversations, and truly the best collaboration. But: We achieved a really great project outcome!

14:14



What lessons or insights will you carry forward from this project and apply to future endeavours?

14:30

Bernd

What you learn is that the quality and enjoyment of a project depends very much on how it is managed. So, keep your eyes open when choosing a project lead.

14:34



MCI | The Entrepreneurial School[®]

Innsbruck, Austria



© MCI

29

study
programmes

306

partner universities
around the world

3,731

total number
of students

1,130

average graduates
per year

Taking entrepreneurial competences to the next level

A total of 19 entrepreneurial competences can be measured with the EICAA platform. Users can achieve four different levels of expertise in each competence. If, after taking the survey on the Digital Platform, one finds that there is still room for improvement in certain skills, the EICAA Competence Development Kit comes in. Management Center Innsbruck (MCI) was responsible for its development and elaboration.

“It is a central part of the entire EICAA project, as it contains suitable teaching and training materials,” says Prof. Dr. Anita Zehrer from MCI. “The biggest challenge of this work package was certainly to generate content that can be integrated directly and without much effort into existing or new curricula and continuing education programmes.” The training materials had to be easy to understand, practical and implementable. According to Zehrer, there was a lively exchange in the EICAA consortium about their selection, with valuable input from all project partners.

FINDING A COMMON LANGUAGE

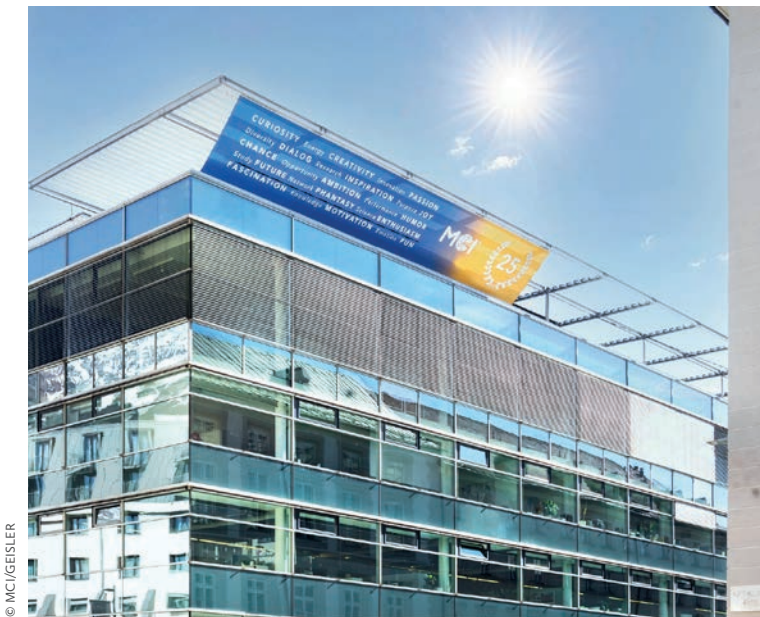
In the past, MCI | The Entrepreneurial School from Austria, together with other EICAA project partners, had already successfully participated in Erasmus+ projects such as the Embedding Entrepreneurship Education (EEE) project and developed a toolkit for high-quality and practical entrepreneurship courses. The goal at the time: to increase the number of entrepreneurial students at the universities involved in the project in the long term. Independently of this, MCI develops its own mentoring programmes and courses for its students to promote their entrepreneurial skills and support them in implementing their entrepreneurial ideas and activities.

EICAA was a special experience for the MCI for several reasons. “A project of this scale, with the development of a Competence Development Kit and a digital platform, and with project partners from both higher education and IT, requires regular coordination and finding a common language,” says the entrepreneurship expert. “The EICAA project has shown that universities and companies can successfully carry out such a project and deliver goal-oriented outputs.”

Many of their entrepreneurial skills have been particularly in demand by the MCI team over the past three years of EICAA.

“The EICAA project has shown that universities and companies can successfully carry out such a project and deliver goal-oriented outputs.”

ANITA ZEHRER



© MCI/GEISLER

Management Center Innsbruck (MCI) was responsible for the development and elaboration of the EICAA Competence Development Kit.

According to Anita Zehrer, these included creativity, vision, the mobilisation of resources or learning through experience. What does the head of the MCI's Family Business Center take away for future projects after EICAA? "That it is important to have a good project leader with a lot of experience like Univations," says Zehrer. "And that all project partners are brought on board from the beginning and work together on the project goal. Then, nothing stands in the way of a successfully implemented project."

STILL DEFICITS IN THE FIELD OF ENTREPRENEURSHIP EDUCATION

For Anita Zehrer and the MCI, entrepreneurship education is one of the central topics not only in higher education, but also in the corporate sector. The university works closely with the industry and stands for solution-oriented research and development. In this context, the promotion of entrepreneurial education for faculty, students and graduates is of particular importance. "In our daily work we have noticed that there are still deficits in the field of entrepreneurship education," says the researcher. "The EICAA project starts exactly here, so we were convinced of the importance and necessity of the project."

The hopes and expectations of having EICAA itself as a helpful tool to promote and develop entrepreneurial thinking among MCI students and staff have already been fully fulfilled for the university. "We are pleased that we, as the EICAA team, have succeeded in generating a digital platform that enables not only universities but also companies to gain a good insight into the competences of students and employees by assessing them and to improve and strengthen their entrepreneurial skills using the proposed teaching and training materials," says Anita Zehrer.

Q&A

with MCI | The Entrepreneurial School®

TODAY



What is a core memory that sticks out when thinking of the past 3 years in this project?

13:42

Anita Zehrer

One of the most significant insights from this project is the importance of a holistic approach to entrepreneurial education. It's not just about teaching business concepts but also fostering skills in critical thinking, problem-solving, resilience, and adaptability.

13:54



How has EICAA impacted your personal growth and development?

14:12

Christine Pirhofer

The fascination of projects like that of EICAA is that you have the chance and the possibility to work intensively with international partners from different countries and different institutions and companies over a longer period of time. These experiences gained are not only important for my professional work, but are also important for my personal development in working together with people and pursuing a common goal.

14:14



How do you feel knowing that this project is coming to an end? What emotions does it evoke?

14:30

Desiree Wieser

I feel hopeful. More than anything else, I hope for EICAA to make a real-world impact to the field of entrepreneurship education. I am hopeful and optimistic that the EICAA outputs inspire and will be used by many more educators and practitioners, students and employees in the future.

14:34



University of Szeged

Szeged, Hungary



© UNIVERSITY OF SZEGED

427
study
programmes

510
partner universities
around the world

21,805
total number
of students

5,062
average graduates
per year

And what about Tripoli?

That Dr. Ábel Garamhegyi is part of the EICAA project is the result of a misunderstanding. “Ábel and I share an office,” says Dr. Szabolcs Pronay from the University of Szeged. “He overheard me talking in a video call about EICAA, which was to be a follow-up project to Embedding, Entrepreneurship Education. Internally called Triple E.” Garamhegyi, who was often in Libya, said afterwards that no matter what the project was about, he was in. “At the next meeting, I introduced EICAA to him and he asked: where is Tripoli?” said Pronay. But the expert in quality assurance and evaluation was true to his word. “Once I say yes, I stick to it.” And Garamhegyi jumped right in.

As co-responsible for the quality assurance of the entire project, there is always something for him to do. Unlike his professor colleague Pronay, both of whom work in the Faculty of Economics and Business Administration, EICAA was the first Erasmus+ project for the experienced businessman. “I have never done something like this before, but I wanted to try it for this very reason,” says Ábel Garamhegyi. “EICAA is also interesting and challenging in terms of quality assurance. I like that.”



© PROMEDIA

“EICAA is also interesting and challenging in terms of quality assurance”, says Ábel Garamhegyi.

SURPRISE, SURPRISE

For Szabolcs Pronay, it was above all the long-standing and successful cooperation with partners such as Univations and the Management Center Innsbruck that convinced him of EICAA. “We have already carried out several Erasmus+ projects together,” says the professor of marketing. “It’s an almost 10-year history with us. And all the projects built on the EntreComp framework and the teaching of entrepreneurial skills.” Which is not to say that EICAA did not have surprises in store for him.

“There were several interesting work packages, but especially the deep analysis of the literature in work package 2 was exciting,” says Szabolcs Pronay. “What looked simple at first entailed a considerable amount of work. More than I could have imagined.” Other work packages were less complex than initially thought, he says. “That’s always the best thing about surprises,” says Ábel Garamhegyi. “Because if we don’t learn anything during the process, the whole process was useless.”

“I think EICAA will be able to support this process to practically measure others and understand what we are talking about when we talk about entrepreneurial competences.”

SZABOLCS PRÓNAY

TAKING THE HARD WAY

The team from the University of Szeged has learned a lot so far: how other colleagues manage extensive literature research or how to reach an agreement when there are many different opinions on a task. The large and international project consortium alone makes EICAA enriching. “For me it is really a special experience. I come from a corporate environment, and there the approaches and working methods are completely different,” says Ábel Garamhegyi. He says that scientific pride in particular gave the project its drive. “We went the hard way 99 per cent of the time - with a smile on our faces. We didn’t do things by halves here and worked in almost perfect harmony despite sometimes having different attitudes. That was an interesting lesson for me.” Both are convinced that it was ultimately the team that led to the success of the project and the implementation of the EICAA platform. “We are not at the end yet, but the fact that we have come this far is entirely due to the good personal relationships among us,” says Szabolcs Pronay. It is only on this basis that one can master the great challenges that such projects entail. “And the biggest challenge is that all members involved have full-time jobs or research interests, and have to give lectures.”

What they would like to see for the EICAA platform after the project ends? “It is still not easy to understand the complexity of entrepreneurial skills,” Pronay says. “I think EICAA will be able to support this process to practically measure others and understand what we are talking about when we talk about entrepreneurial competences.”

Szabolcs Pronay and Ábel Garamhegyi are co-responsible for the quality assurance of the entire project.



© EICAA/GERI BERGER

Q&A

with University of Szeged

TODAY



Share a personal anecdote that represents the spirit of this project.

13:42

Ábel Garamhegyi

We had a heated discussion during one of the first partner meetings over the project content, so everyone had the idea that I find something wrong with the way how the process goes. When Szabolcs after a while kind of realized the atmosphere and the public opinion, he stoically said: he is like that most of the times – don't worry a bit. Later on such kind of trouble never happened again. We knew each other already – the most important outcome of the work!

13:54



What lessons or insights will you carry forward from this project and apply to future endeavours?

14:12

Ábel

There is always a better way to do what you believe doing the best. Smart people are all over the world and there is nothing like put those to the same room and give them enough time. I had so many positive surprises on and off the actual project content with these people.

14:14



If you could summarise this 3-year journey in one word or phrase, what would it be and why?

14:30

Ábel

"Just One More" – during the project there was always an extra option, a better way, one more book or article to read, ... You name it. These guys never stop thinking! Unbelievable!

14:34



TecnóCampus

Mataró, Spain



3,688

enrolled
students

119

partner universities
in 34 countries

113

hosted businesses
in the park

88

businesses
created

The science behind entrepreneurial skills

Ester Bernadó Mansilla and Marta Carceller Aragall were responsible for work package 2 and thus a mountain of over 140 scientific documents. The researchers from TecnoCampus in Mataró, together with two colleagues, used the publications to investigate what competences are needed for people to become entrepreneurially active. In a way, this was the basis for the work on the EICAA Digital Platform.

“We knew that it was very important for EICAA that we do a good job,” says Ester Bernadó Mansilla. “So, we really took it very seriously and tried to get all the partners on board.”

If a systematic literature review in research usually comprises about 40 documents, in the case of the EICAA research it was three times that amount. To master this challenge, it was therefore first essential to manage the flood of documents and to agree on certain criteria, rules and ways of thinking with all the partners involved.

REFINING THE ENTRECOMP FRAMEWORK

Because of the EntreComp model, this did not start from scratch. The reference framework issued by the European Commission in 2016 already identified essential key entrepreneurial competences. But are these still relevant? This was just one of the questions that TecnoCampus dealt with in connection to EICAA.

“We didn’t want to change EntreComp, we just wanted to refine it, update it, make it more manageable,” says the professor at TecnoCampus. At the end of an elaborate synthesis, the EICAA team confirmed the competences of the reference model, added digital skills among others and operationalised the competences into a rubric which was the basis for the self-assessments surveys of the Competence Monitor. The rest is three years of EICAA history.

At the EAIR Forum in Linz at the beginning of September 2023, where not only the EICAA platform but also the scientific work behind it was presented, the participants were enthusiastic. “The audience consisted mainly of teachers,” says Marta Carceller Aragall. “Participating in the conference was a very good experience,



© TCM

The researchers from TecnoCampus in Mataró, together with the other staff of the EICAA consortium used 140 publications to investigate what skills are needed for people to become entrepreneurially active.



With EICAA, Ester Bernadó Mansilla and Marta Carceller Aragall were able to approach entrepreneurial education from the individual level.

“The project is a constant learning experience for us and also unique in that not only universities were involved, but also partners from companies or industry.”

ESTER BERNADÓ

as they appreciated the value and the different applications of the EICAA platform provides to entrepreneurship educators and trainers.” The research assistant and Ester Bernadó Mansilla are proud of what they have achieved.

A SPECIAL ERASMUS+ PROJECT

Both researchers had previously collaborated in a project on the entrepreneurial development of higher education institutions, with EICAA they were able to approach entrepreneurship education from the individual level. But the project was not only enriching on the research level. Real friendships were built. “We formed a very nice team,” says Marta Carceller Aragall. “I’m even going to start my PhD now under Ester’s supervision thanks to this project.”

What entrepreneurial skills have been most required of them so far with EICAA? “Definitely the ability to cope with uncertainty, determination and learning from experience,” says Ester Bernadó Mansilla. “The project is a constant learning experience for us and also unique in that not only universities were involved, but also partners from companies or industry.” This was a new experience in the context of an Erasmus+ project, she adds.

When it comes to the future of EICAA, the two experts hope that the platform will have an impact on entrepreneurship education and be used throughout Europe. The researchers can also imagine commercialization. “It would be nice if we could offer companies such a tool,” says the professor for data science and entrepreneurship. She sees an opportunity for this in opening up the platform to innovation skills. “If you want your employees to be innovative and able to develop innovative products and services, you should know and promote these competences.”

Q&A

with TecnoCampus

TODAY



What lessons or insights will you carry forward from this project and apply to future endeavours?

13:42

Ester Bernadó Mansilla

One of the key learnings is to have a great communication within the team. Always communicate to align processes and tasks but also to align expectations, potential misunderstandings and find agreements.

13:54



What is a core memory that sticks out when thinking of the past 3 years in this project?

14:12

Marta Carceller Aragall

The ease with which we all work together, understand and complement each other is one of the strengths of this project. The first time we met in person in Antwerp after some months working online due to covid, it felt as if we already knew each other for a long time!

14:14



How has EICAA impacted your personal growth and development?

14:30

Jaume Teodoro Sadurní

The project has helped me come into contact with a multidisciplinary group of people. It has been a challenge to be able to work from different points of view and different sensitivities on the subject of training.

14:34

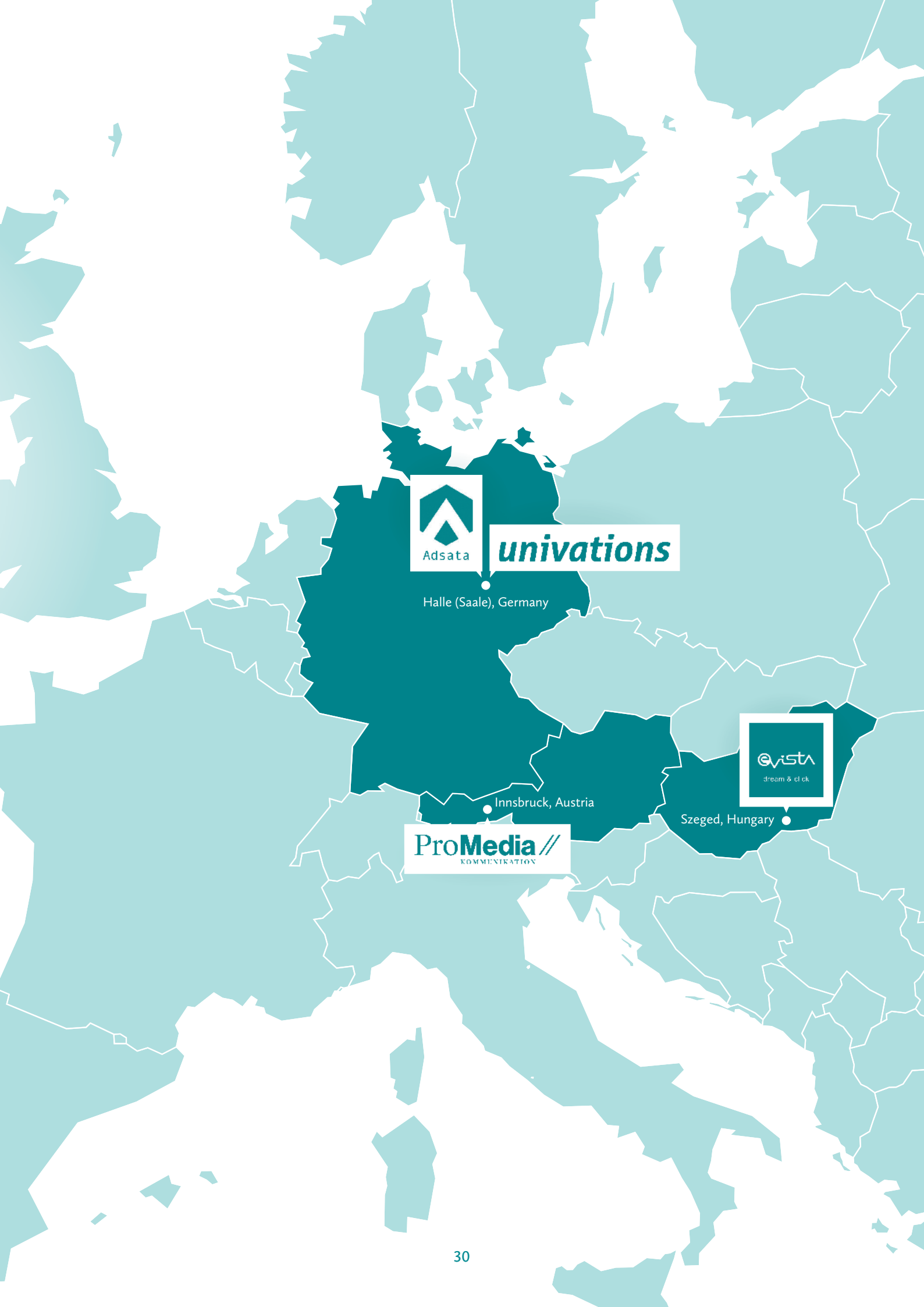




3-Year Journey with EICAA

within the corporate
partners' organisations





Adsata

univations

Halle (Saale), Germany



Innsbruck, Austria

Szeged, Hungary

ProMedia //
KOMMUNIKATION

Adsata

Halle (Saale), Germany



7
team of

2018
established in

Confident in translation

No matter the project: communication is everything. To ensure that nothing gets lost in translation in three years of EICAA and within the international consortium, there is Adsata. The start-up from Halle (Saale) speaks both Academia and the language of the developers.

“Our role is to mediate between the academic part of the project and the technical part,” says Taimur Khan, CEO of Adsata. “Our company comes from an academic background. Our first users or customers were academic institutes. So we work a lot with academia,” says Khan. “And we have experience in system design of survey tools that we could bring in.”

IDEAL EICAA PARTNERS

As a start-up, the data scientist and his co-founder and innovation coach Jonas Kuehl are developing a webcam-based eye tracking platform themselves. As a 2-man team, however, they also support other European projects with their experience and skills. This combination made Adsata an ideal project partner for EICAA.

The duo significantly shaped both the project idea and the approach to the development of the EICAA platform. They brought the design thinking approach to the prototype development at the beginning and structured the individual technical development steps and information with the help of a planning tool they created themselves. With success.

“We are out of the development phase. We actually built what we wanted to build and kept to the schedule pretty much in the process,” says Taimur Khan. And this despite the fact that Evista, the developers of the EICAA platform, were over 1000 kilometres away in Hungary. “I didn’t think it would be so easy to work together.” Personally, he prefers working with people in a room and discussing ideas. “But the good thing was that the methods we used were also familiar to Evista. So that helped.”

What entrepreneurial skills in particular were required of Adsata while working on EICAA? “That’s a good question,” says the software developer. “I would say resourcefulness. Working with what you have and making sure things stay within that was an important skill to rely on. Communication and teamwork were also an important part of the project,” says Khan.



ABOUT ADSATA

Adsata is a software development company based in Halle (Saale)/Germany. As a team of software developers, product designers, data analysts, and marketing professionals they transform user needs into solutions through software.

Adsata’s first own product is a real-time webcam-based eyetracking platform for understanding users’ visual interaction with digital media. They bring experience from several national and international development projects in Halle (Saale), Germany.



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“Our role is to mediate between the academic part of the project and the technical part,” says Taimur Khan from Adsata.



“I would say resourcefulness. Working with what you have and making sure things stay within that was an important skill to rely on. Communication and teamwork were also an important part of the project.”

TAIMUR KHAN

Adsata was able to prove that even as a very small company it can exist in large consortia and make an important contribution.

SMALL START-UP, BIG IMPACT

There are still some minor changes to be made to the Digital Platform specifically for Adsata and Evista, but the tool is ready for the public, he said. “This is very exciting for us because it means we get to see how our work is performing in practice. The feedback so far has been great,” Khan said. Shortly before the finale, he says, the main issues for him now are the user documentation and how EICAA will endure after the project ends.

Even though the project is still running for a few weeks, it is already clear that EICAA was important for Adsata. The team was able to prove that even as a very small company it can exist in large consortia and make an important contribution. “Our work was appreciated by the other project partners. That was nice to see and very fulfilling from that perspective,” says Taimur Khan. It was simply fun to work with the partners. The energy among them was great.

The most important insight from EICAA for Khan: “In the future, when it comes to building a bridge between technical and non-technical partners, this seems to be a niche where we as Adsata could help other people with other projects in the future.”



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Q&A

with Adsata

TODAY



What is a core memory that sticks out when thinking of the past 3 years in this project?

13:42

Taimur Khan

Traveling together for Transnational Partner Meetings and interacting with great people involved in the project to actually get a feeling for who we work with.

13:54



What lessons or insights will you carry forward from this project and apply to future endeavours?

14:12

Taimur Khan

We will carry the insight of how to be financially independent as a start-up by offering our talents as services where they fit and where we can also grow.

14:14



Describe a time when the team's collaboration and camaraderie shone brightly.

14:30

Taimur Khan

I cannot recall any single moment, but there were many moments where all the moving pieces from different Work Packages had to move simultaneously for co-dependencies to be met and we always had willing and collaborative experiences with our partners in EICAA.

14:34



Evista

Szeged, Hungary



© EVISTA

40+

team of

2003

founded in

Bridging science and tech with success

It's the fate of techies: when the EICAA project ends in December 2023 after three years for most partners, the work doesn't stop for Evista. "With these development projects, it is hard to say when they will really end," says András Tóth, CEO of the Hungarian development company. Most of the project is finished from Evista's side, he says "But of course there will still be maintenance work to keep the platform alive." The experienced team from Szeged are specialised in the design and development of digital products. In the EICAA project, they were responsible for the technical implementation of the EICAA platform together with the Halle-based start-up Adsata.

The manager is very satisfied with the preliminary result of their work. "It was a long road. But I think it worked well in the end," says András Tóth. The primary goal was achieved: with the EICAA tool, entrepreneurial competences can be recorded and analysed at this stage. "Since it is open source, the solution can be used by others, and you can build on it. We really hope that we have created something that will last for some time."

ON THE CUTTING EDGE OF TECHNOLOGY

With web developers, UI/UX experts, DevOps specialists, and front-end and back-end developers, Evista was overall the EICAA partner with the most manpower in the project. While András Tóth was responsible for resource management and communication with the EICAA consortium, his colleague Botond Vozár took care of the operational tasks at the company headquarters in Hungary. His verdict on the work done? "The platform is user-friendly and easy to use in many aspects," says Vozár. However, three years is a long time in the world of technology and IT. If you were starting over today, you might use a different technology and methodology. "But the platform is definitely state-of-the-art and keeps up with the demands," says András Tóth. "We don't feel like we would be starting from scratch tomorrow."

Basically, it was important for the Evista team to understand the logic behind EICAA. With input from eight partners from four countries, not an easy task but a delightful one. "Of course, we first looked at the project from a technical point of view and to



ABOUT EVISTA

Evista works in the field of digital products, starting from web pages through mobile applications and all the way to complex web applications. The company is not specialised on one domain, but works in different fields, whether it is pharmaceuticals or photobook editing, they learn the domain and put everything into making a cool digital product.



© PROMEDIA

Evista are specialised in the design and development of digital products.

“What really appealed to us was the cooperation with all these different institutes and universities from different countries. We wanted to gain experience, and of course have a great reference in our portfolio.”

ANDRÁS TÓTH

be honest, we expected the effort to be less,” says Tóth. What looked like a simple survey at the beginning turned out to be a more complex medium-sized platform. “What really appealed to us was the cooperation with all these different institutes and universities from different countries. We wanted to gain experience, and of course have a great reference in our portfolio.”

NEW APPROACHES AND METHODS

The biggest challenge: turning scientific theory into something visual that everyone would like. “We didn’t have just one client, so to speak, but many different ones,” says Botond Vozár. “We first had to understand the mindset of all the partners and merge them into a whole.” In this process, there was support from Jonas Kühn and Taimur Khan from Adsata. They bundled the information and derived the orders for the technical implementation from it. “We learned a lot from them about working with scientific institutes,” says András Tóth. “We also liked some of the start-up’s approaches and methods.”

What remains for Evista in terms of insights and entrepreneurial skills after three years of EICAA? “We have learned so much,” says Tóth. Among others, that for a better understanding in the team it is sometimes necessary to talk more about how the development side works. And they were also able to learn a few things from project manager Florian Bratzke from Univations for future projects. “The way he guided the EICAA consortium, that’s how you have to do it to get things going.”

Q&A

with Evista

TODAY



What is a core memory that sticks out when thinking of the past 3 years in this project?

13:42

András Tóth

I have to say one of the best memories I have is when we had the Szeged meeting, and we went out eating dinner together. These moments bring up a lot of interesting discussions regarding this project, and many other topics from the member's own professional life.

13:54



What lessons or insights will you carry forward from this project and apply to future endeavours?

14:12

András Tóth

I have learned a lot about working with foreign universities and institutions, how to build up such a project, how to administrate the tasks. Also working across so many borders and working cultures, I am more confident in taking part of such projects in the future.

14:14



If you could summarise this 3-year journey in one word or phrase, what would it be and why?

14:30

András Tóth

Alone, we can do so little; together, we can do so much.

14:34



ProMedia

Innsbruck, Austria



© PROMEDIA

15

employees
(2023)

1996

established in

„EICAA has become our baby“

If you imagine the 3 years of EICAA from the first conversation to the release of the Digital Platform for recording and developing entrepreneurial competences as a journey, it was a real adventure trip for ProMedia GmbH. The focus of the PR and communications agency from Innsbruck is usually on the tourism industry. With the Erasmus+ funded project, Rafaela Bodner and her colleagues entered completely new territory thematically and in terms of requirements.

“Often we have ready-made products, services or events for which we develop campaigns,” says Rafaela Bodner. “With EICAA, it was really exciting to also accompany the whole development process of the platform in terms of communication.”

One of the first milestones for the communication experts was to create the corporate identity (CI) for EICAA, which was crucial not only for external communication but also for internal coordination. The CI included logo, colours as well as fonts and formed the cornerstone for all communication work.

LOGO SHOWS CONNECTION TO THE EU

Among other things, it was important to the ProMedia team that the elements harmonise with the logos of the nine partners. “And that we always create the context and connection to the EU with the combination of blue and green through the colour scheme alone,” says the PR consultant.

The preparatory work of the Austrians for EICAA was extensive. It was necessary to constantly build up the interest of the target group in the project long before it could show visible results to the outside world. Here, the website and social media channels from LinkedIn to X formerly known as Twitter played a crucial role. “Social media doesn’t happen overnight. We wanted to build up a certain level of awareness in advance,” says Rafaela Bodner. The approach: Continuous presence and relevant content. The proportional increase in interactions and analysis data shows that this tactic is still working today.



ABOUT PROMEDIA

As a PR agency ProMedia is working with companies and on projects from all kinds of areas, including tourism, EU projects or sports. The range has been steadily expanded since its foundation. The people behind ProMedia are (almost) always on the road and close to the action. This enables them to respond even better to the needs of individuals and to work in a solution-oriented way. Ultimately, the goal always is to offer the best possible service to the customers.



© PROMEDIA

One of the first milestones for the communication experts was to create the corporate identity (CI) for EICAA.

“It can be adapted to specific sectors or other competences. The possibilities are endless. It would be nice if EICAA is further developed as a basis for other projects.”

CHRISTIAN JOST

IDENTIFICATION THROUGH POSITIVE GROUP DYNAMICS

Now that the EICAA tool is public and can be used, the challenge is to get more traffic to the website and platform. But they are in the flow, as Bodner says. After three years of EICAA, she and her colleagues involved in the project know the topic and the partners well. “EICAA became our baby,” says the social media expert. “We didn’t programme the tool, but that doesn’t make us any less attached to it.”

Especially the international partners, the positive group dynamic and the appreciative interaction within the consortium have ensured ProMedia’s identification with EICAA. “The group was a real highlight. We learned a lot from each other and were able to contribute our expertise in many places,” says Rafaela Bodner.

EICAA AS A BASIS FOR ENDLESS POSSIBILITIES

When asked about the entrepreneurial skills that were particularly required for the public relations work on this project, the PR woman mentions digital competence first. In addition, she says, flexibility and time management when working across national borders as well as creativity in creating ever new content were important factors.

What would she like to see for the EICAA platform? “That the project is built upon,” says Rafaela Bodner. The tool has the potential to address many more people. For example, through further training based on the analysed strengths and weaknesses of the assessment users. “It can be adapted to specific sectors or other competences. The possibilities are endless. It would be nice if EICAA is further developed as a basis for other projects.”

The international partners, the positive group dynamic and the appreciative interaction within the consortium have ensured ProMedia’s identification with EICAA.



© EICAA/GERI BERGER

Q&A with ProMedia

TODAY



If you could summarise this 3-year journey in one word or phrase, what would it be and why?

13:42

Christian Jost

Transformative collaboration: Uniting with an international team, swiftly achieving synergy, and navigating exciting, instructive challenges seamlessly.

13:54



How do you feel knowing that this project is coming to an end? What emotions does it evoke?

14:12

Rafaela Bodner

I'm sad and very proud at the same time. It was an inspiring journey and I think the EICAA Consortium can be proud of what we have achieved as a group.

14:14



What is a core memory that sticks out when thinking of the past 3 years in this project?

14:30

Nemanja Sever

The exceptional communication. I've never experienced such a diverse team valuing each other's expertise, collaborating towards a common goal without any sense of hierarchy.

14:34



How has EICAA impacted your personal growth and development?

14:38

Julia Zoller

EICAA has offered me crucial networking opportunities with diverse institutions. The project has inspired me and fostered continuous improvement in my work.

14:42



Univations

Halle (Saale), Germany



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12
current
projects

9
team of

2006
established in

Closing the competence gap (with fun and joy)

It takes a good idea, intensive proposal writing and a little luck to get funding from the European Commission for a Knowledge Alliance. Florian Bratzke from Univations had it all when he developed the concept for EICAA. “There was this theoretical Entrepreneurship Competence Framework from the European Union, but people weren’t using it to do competence assessments yet,” says the EICAA project manager. Bratzke was convinced that the framework held immense potential for this purpose, and he was determined to bridge the gap with a suitable instrument.

The fact that the EICAA proposal was awarded was a very personal success. “I wanted to win the competition for the Knowledge Alliance with our small company, work with good European partners and find new partners for our network,” says Florian Bratzke, who has been involved in entrepreneurship education projects at Univations since 2016.

After an intensive three-year development effort, EICAA became a reality. The EICAA platform effectively closed the innovation gap, thanks to the collaborative efforts of an international project consortium that transformed into an EICAA family. Alongside Bratzke, Katharina Nordhaus and Sandra Bier from Univations played vital roles in supporting project coordination, ensuring the smooth operation of the project.

A BIG LEAP

“Especially in the beginning, there was a lot of paperwork,” says Katharina Nordhaus. The time required for the bureaucratic tasks was huge. The onset of the COVID-19 pandemic further complicated the project’s launch, with most interactions taking place digitally. It wasn’t until a year and a half later that all partners could finally meet in person in Innsbruck. “That’s also where I joined the EICAA team,” says Sandra Bier. “I have very fond memories of that meeting. It was important to get to know everyone.”

According to Florian Bratzke, the fact that despite some hurdles, the EICAA tool was able to make a “big leap” both technically and qualitatively within a very short time is due to two things

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ABOUT UNIVATIONS

Established in 2006 as a spinoff and affiliated institute of Martin Luther University Halle-Wittenberg (MLU), Univations GmbH and its 9 employees take charge of entrepreneurship and knowledge transfer activities in Saxony-Anhalt. Our institute fulfils an important bridge function between (higher) education, industry and policy-makers inside the regional innovation ecosystem. By doing so, Univations pursues a holistic approach to innovation and start-up support - from entrepreneurship awareness raising and competence development activities at school and university level, to management consulting for start-ups and experienced small and medium-sized companies.



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For Univations, EICAA is a remarkable chapter filled with enthusiasm, success, and even friendship.

“It has advanced me in terms of content in the area of entrepreneurship education and entrepreneurial skills. But I also take away a better understanding of IT processes. Being taken on the journey there by the partners from Evista and Adsata was a new experience.”

FLORIAN BRATZKE

in particular: Ambition and fun. “Thanks to research and recommendations, we simply found the right partners, both in terms of the organisations and the people acting,” says the EICAA initiator. “That’s where ambitious junior staff met experienced managers with the relevant know-how, who themselves had a great interest and enjoyment in making EICAA good.”

The fact that in the end it also became more complex than expected was definitely a surprise for the project management at Univations. The consortium went the extra mile to ensure quality. They pushed each other from work package to work package, and permanent learning was included for everyone involved. “Many emails were written within EICAA. Often there was a need for an update or a summary,” says Katharina Nordhaus. “This persistence and level-headedness were important. I’ll take that with me for other projects.”

NO NEED TO HIDE

But the project also strengthened the Univations staff methodically and thematically. “It has advanced me in terms of content in the area of entrepreneurship education and entrepreneurial skills,” says Florian Bratzke. “But I also take away a better understanding of IT processes. Being taken on the journey there by the partners from Evista and Adsata was a new experience.” What does the trio from Halle (Saale) wish for EICAA? “That the platform stays alive, of course, and that it can continue to develop,” says Sandra Bier. For Florian Bratzke it is clear: “The platform is there. It offers value. Be it for the design of curricula, further education or long-term studies. Now EICAA has to get enough attention.”

For Univations, EICAA is a remarkable chapter filled with enthusiasm, success, and even friendship. As Florian Bratzke reflects on this journey, he envisions a well-deserved break in the short term. “But only a short one”, says Bratzke. He’s confident that they will return to EICAA. “We don’t have to hide behind other EU Erasmus+ projects. This is top of the top.”

Q&A

with Univations

TODAY



What is a personal core memory that sticks out when thinking of the past 3 years in this project?

13:42

Florian Bratzke

Presenting EICAA at the 3E Conference 2023 in Aarhus was a gratifying experience. We hosted a successful workshop, received recognition from leading experts who inspired the project, and found the project's rightful community. This energized us for the project's final phase.

13:54



How do you feel knowing that this project is coming to an end? What emotions does it evoke?

14:12

Katharina Nordhaus

I feel sad, because the time with the consortium passed fast. I am hopeful, because I am already curious about the impact of the project and if a follow-up project arises from EICAA.

14:14



How has EICAA impacted your personal growth and development?

14:30

Sandra Bier

During the project I became more confident in working in a bigger team as the consortium of EICCA consisted of many people. Also, in some way, each partner inspired and influenced me positively!

14:34



EICAA at Conferences

EICAA at the EAIR Forum 2023 in Linz

EICAA made a significant mark at the EAIR Forum 2023 held in Linz, Austria from September 3rd through 6th. This gathering of educators and researchers witnessed the EICAA Consortium's active participation, which included a series of remarkable contributions.

A standout moment for the EICAA project during the event was the workshop on the EICAA Digital Platform led by core staff member Ester Bernadó from TecnoCampus. After almost three years of relentless dedication, the consortium unveiled the EICAA Digital Platform during this prestigious event. The workshop served as a platform to introduce the core ideas, achievements, and the immense potential of the digital platform to educators and researchers alike. It encouraged meaningful exchanges, inspired attendees, and garnered valuable feedback for further enhancements.

The consortium unveiled the EICAA Digital Platform during the EAIR Forum 2023.





This event marked a pivotal moment in the journey of EICAA.

In addition to the workshop, several other sessions featured noteworthy presentations from EICAA partners. Louisa Mach from the University of Hohenheim shared insights on “Competences for a Great Big Beautiful Tomorrow? Innovation, Sustainability, and Responsibility in Further Education.” Meanwhile, Tanvi Anand from Antwerp Management School, along with Ester Bernadó and Marta Carceller Aragall from TecnoCampus, presented the “Validated Taxonomy of Entrepreneurial Competences.” Furthermore, Prof. Dr. Anita Zehrer and Christine Pirhofer from MCI | The Entrepreneurial School® hosted a session titled “Putting EICAA into Practice - Speed Dating with Family Firm Entrepreneurs to Foster Enterprising Literacy in Entrepreneurship Education.”

The EICAA Consortium’s active involvement and insightful contributions at the EAIR Forum 2023 underscored their commitment to advancing entrepreneurial and intrapreneurial competences in education and research. This event marked a pivotal moment in their journey, showcasing the fruits of their labor and setting the stage for continued innovation in the field.



EICAA at the EuroCHRIE & the G Forum 2023: EICAA Into Practice – Fostering Entrepreneurship Literacy Through Speed Dating

EICAA core staff members Anita Zehrer and Gundula Glowka from MCI | The Entrepreneurial School® recently presented their work on EICAA and Entrepreneurship Education at two renowned conferences, the 26th Annual Interdisciplinary Conference on Entrepreneurship, Innovation, and SMEs, hosted by the Technical University of Darmstadt and the 40th Annual EuroCHRIE - The Hospitality & Tourism Educators Conference, held in Vienna. They presented a best practice approach titled “Entrepreneurship Education Practice: Speed Dating to Improve Entrepreneurship Literacy.” The aim is to bridge the gap between traditional education and the dynamic needs of today’s industry.

USE CASE MCI | THE ENTREPRENEURIAL SCHOOL

To address this challenge, the team of MCI has developed a special concept. After students completed the EICAA self-assessment of their competences on the EICAA Digital Platform, they embarked on a three-stage process:

- 1. Connecting Competences to Course Content:** Students identified and linked their competences to theories, models, and experiences gained during their studies.
- 2. Engaging with Family Firms Entrepreneurs:** Students interacted with family firm entrepreneurs to understand the challenges they face and how competences can address these challenges.
- 3. Speed Dating with Entrepreneurs:** In a structured format, students engaged in short intense discussions with family business entrepreneurs, exchanging information and gaining insights into various topics.



© MCI

MCI’s speed dating event aimed to facilitate maximum interaction and knowledge exchange.

The speed dating event aimed to facilitate maximum interaction and knowledge exchange between students and entrepreneurs. Afterwards, a reflective session allowed both parties to share their experiences and observations.

The EICAA Digital Platform proved highly effective in higher education, facilitating the creation and execution of a master's level management course. Beyond competence assessment, it served as a versatile tool for structuring course content and interactions. Additionally, students didn't just enhance their entrepreneurship literacy, they also developed key competences like identifying opportunities, fostering creativity, ethical decision-making, self-awareness, motivation, resource mobilization, and effective process management.

The EICAA Digital Platform proved highly effective in higher education, facilitating the creation and execution of a master's level management course.



© MCI



EICAA at the Responsible Management Education Research Conference

The 10th RMER Conference was hosted by ISCTE Business School in Lisbon, Portugal, from September 26th to 28th. This year's conference was held under the motto of "Sustainable and Responsible Management: A Decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship."

Over the course of ten years, RMER Conferences have delved into the intricacies and global issues associated with shifting towards more sustainable methods of production and consumption. Various stakeholders, including businesses, non-profits, governmental entities, institutions, individuals, and society, must collaborate harmoniously to effectively advance the 2030 Agenda and beyond. Through diverse and interdisciplinary discussions and the exchange of knowledge involving management educators and various other stakeholders, progress has been made in promoting responsible management education and learning. While the challenge persists, further conversations are necessary to address how economic restructuring and social transformation are essential on the path to a more sustainable world.

Louisa Mach from the University of Hohenheim presented her research on competence-based learning as part of the EICAA consortium. Building on the competence-mapping approach, her research delves into sustainability-related competences in innovation management for further education as part of the European lifelong learning initiative. Despite extensive research in primary and secondary education, adult education often remains overlooked. Competence-based learning serves as a favored approach to integrating knowledge, skills, and attitudes across various domains. Through thematic analysis and deductive coding, the study examines 72 innovation management-related further



© UNIVERSITY OF HOHENHEIM

Louisa Mach from the University of Hohenheim presented her research on competence-based learning as part of the EICAA consortium.



© UNIVERSITY OF HOHENHEIM

The conference served as a small EICAA reunion with colleagues from MCI.

education programs conducted in Baden-Württemberg, Germany, between June and December 2022. The findings unequivocally demonstrate the inclusion of sustainability competences in innovation-related further education. Notably, Strategic Competence emerges as the most prevalent, while Normative Competence appears least frequently. This research significantly advances the convergence of further education in innovation management, responsible management education, and competence-based learning, emphasizing the importance of sustainability competences in adult learning contexts. By shedding light on this underexplored domain, the study prompts further exploration and development of sustainable educational practices for lifelong learning.

Other contributions from the conference also focus on competence-based teaching and learning to foster transversal skills necessary for achieving the targets of the 2030 Agenda. Moreover, the conference served as a small EICAA reunion with colleagues from MCI, which is always a pleasure.



The EICAA consortium provided key insights into the EICAA project at the Being Entrepreneurial 2023 conference.



© XXX

EICAA’s Impact at Being Entrepreneurial 2023 in Brussels, Belgium

On November 7th, 2023, the EICAA workshop titled “Fostering Skills for Change More Data-Driven - the EICAA Platform” took stage at the Being Entrepreneurial 2023 conference in Brussels, Belgium. Led by EICAA Partners Florian Bratzke, Anita Zehrer, Jonas Kuehl, Tanvi Anand, and Bernd Ebersberger, the session provided key insights into the EICAA project, focusing on the evolution of the EICAA competence framework and the introduction of the EICAA Digital Platform.

EICAA WORKSHOP HIGHLIGHTS

The EICAA workshop at the conference drew attention to the project’s commitment to cultivating skills for change. The EICAA team provided a snapshot of the EICAA competence framework, emphasizing its adaptability to the dynamic entrepreneurial landscape. The session also showcased the EICAA Digital Platform, illustrating how data-driven insights can personalize and enhance the learning experience.

BEING ENTREPRENEURIAL 2023: EXPLORING ENTREPRENEURIAL SKILLS

Following the success of the 2022 conference, Being Entrepreneurial 2023, organized by the EntreComp Community, aimed to explore entrepreneurial skills as the catalyst for driving change. The conference tackled essential topics like the digital and green transition, the role of entrepreneurial education in addressing skills gaps, and the impact on sustainable development goals (SDGs).



© XXX

The session also showcased the EICAA Digital Platform, illustrating how data-driven insights can personalize and enhance the learning experience.

EICAA Showcases Innovative Digital Platform at the International Entrepreneurship Education Summit 2023 in Stuttgart, Germany

The International Entrepreneurship Education Summit (IEES) serves as a dynamic forum that brings together professionals in innovation and entrepreneurship from universities, corporations, and start-ups globally. Hosted at the Stuttgart Media University, the summit facilitates the exchange of knowledge and experiences through best-practice presentations, hands-on workshops, and science pitches.

At the IEES 2023, Bernd Ebersberger and Louisa Mach, representing the University of Hohenheim, seized the opportunity to introduce the EICAA Digital Platform to a distinguished audience of entrepreneurship education experts. Their interactive workshop provided participants with a look into the platform, featuring the Competence Monitor and the Competence Development Kit.

The hands-on workshop allowed attendees to explore various aspects of the EICAA platform, delving into practical use cases. Bernd and Louisa guided participants through the platform's features, including the innovative Competence Monitor and the versatile Competence Development Kit. Throughout the workshop, different use case scenarios were presented, offering participants valuable insights into the platform's recommendation system. Attendees gained inspiration for implementing teaching interventions and learned effective methods for assessing entrepreneurship competences within their student cohort.

The presentation of EICAA tools aimed to inspire a greater emphasis on student-driven entrepreneurship education. By providing practical tips and resources, the University of Hohenheim team hopes to foster an environment conducive to the development of entrepreneurial skills among students.

The IEES 2023 served as a platform for EICAA to showcase its innovative solutions in entrepreneurship education. The engaging workshop not only highlighted the features of the digital platform but also encouraged educators to adopt student-centric approaches in fostering entrepreneurship competences.



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EICAA Partner Meetings

The recent return to Antwerp marked the culmination of collaborative efforts.



Eighth transnational partner meeting: Final countdown

The recent return to Antwerp, Belgium marked the culmination of collaborative efforts as international partners gathered for a final transnational meeting at the Antwerp Management School.

This meeting became a pivotal juncture where crucial aspects of the project were meticulously discussed and refined. Foremost among the agenda items was the EICAA Digital Platform, which had reached an advanced stage. Deliberations revolved around minor tweaks necessary for implementation before the project's conclusion. An intriguing aspect was the usability eye-tracking study conducted by Adsata, adding valuable insights into enhancing user experience.

The meeting also centered on evaluating the Pilot Round results and outlining their utilization in crafting a comprehensive handbook along with detailed data analysis. Simultaneously, the focus extended to disseminating final outputs, including the finalisation of an engaging E-Zine and website modifications geared

towards heightened user-friendliness. Quality Assurance stood as a paramount focus in the project's concluding stages and the partners also discussed the sustainability of EICAA beyond 2023, ensuring its continuity and relevance.

Despite the intensive work sessions, partners seized the opportunity to immerse themselves in Antwerp's rich history. Explorations into the city's past unveiled intriguing narratives about the old stock exchange, the etymology behind Antwerp's name, and the tale of "Nello and Patrasche". Post-meeting, the partners actively participated in the Being Entrepreneurial 2023 conference. Their involvement included holding a workshop aimed at bridging EICAA with entrepreneurs and educators, fostering greater awareness and engagement within the entrepreneurial community.



The focus of the partner meeting was on the EICAA Digital Platform.

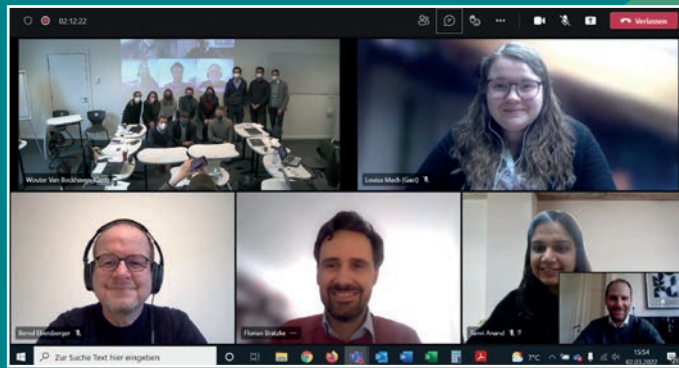
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3 Years of




Memories

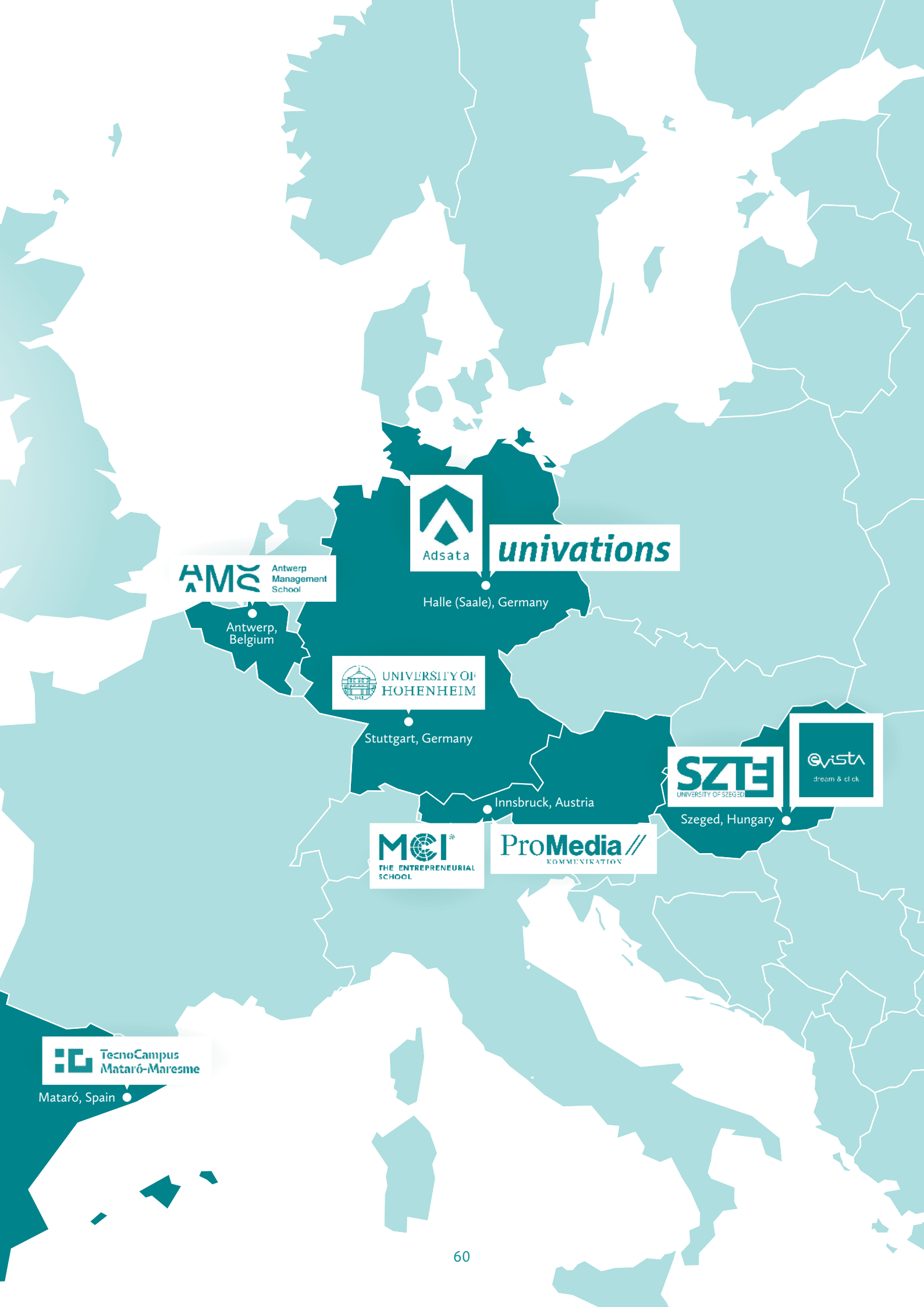




The EICAA consortium – nine partners from five EU countries

The EICAA consortium consists of five universities (TecnoCampus, University of Hohenheim, Management Center Innsbruck, University of Szeged, Antwerp Management School) and four corporate partners (Evista, Adsata, Univations, ProMedia) across five European countries. In addition to the core team, the project is also supported by a prominent and growing network of associated partners across Europe.





AMS Antwerp Management School

Antwerp, Belgium



Adsata

univations

Halle (Saale), Germany



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Stuttgart, Germany



ProMedia //
KOMMUNIKATION

Innsbruck, Austria



Szeged, Hungary



TecnoCampus
Mataró-Maresme

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