EICAA

EICAA
Entrepreneurial and Intrapreneurial
Competences Assessment Alliance

MAGAZINE

ISSUE 3   2023

THE BENEFITS AND CHALLENGES
OF WORKING ON EICAA

Table of content

Welcome to EICAA

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

"Without good information on entrepreneurial competence levels of learners, it is difficult to match actual entrepreneurial learning needs to adequate education and training offers. Our project EICAA has been designed to tackle this 'blackbox-like' phenomenon."

FLORIAN BRATZKE

The project "Entrepreneurial and Intrapreneurial Competences Assessment Alliance" (EICAA) is an Erasmus+ Knowledge Alliance funded for 3 years. It aims to develop a digital platform for the assessment and development of entrepreneurial competences. This will enable universities, companies and other organisations to carry out profiling and monitoring of entrepreneurial competences. EICAA is subject to the supervision of the Education, Audiovisual and Culture Executive Agency of the European Commission (EACEA) from which it has been selected as one of 30 projects from 217 applications across all of Europe in the course of the Erasmus+ 2020 Knowledge Alliance application cycle.

Heading into the third year of the project, the development of the EICAA Digital Platform – the main output – is in its final stage. To foster different entrepreneurial competences, it is essential to know which elements are already there and which ones need to be strengthened or even learned. With the EICAA Digital Platform, it will be easy for entrepreneurship educators, coaches and managers to determine the entrepreneurial competence profile of learners. The tool does so through standardized and empirically validated self-assessments. Teaching activities and training offers can be designed more targeted to strengthen entrepreneurial thinking and acting. The results will help decide, which relevant competences can and should be worked on in the future in order to ensure the best possible entrepreneurial development within a group. The suitable teaching and training material that facilitate entrepreneurial competence development are also being developed by the EICAA consortium. A selection of these materials – depending on the respective assessment result – will be automatically suggested to the users.

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The EICAA consortium consists of 9 organisations (5 universities, 4 companies) from a total of 5 EU countries:

- Univations GmbH (EICAA Coordinator, Germany)
- Adsata (Germany)
- University of Hohenheim (Germany)
- TecnoCampus (Spain)
- Antwerp Management School (Belgium)
- Management Center Innsbruck - MCI (Austria)
- ProMedia Kommunikation GmbH (Austria)
- Evista Ltd. (Hungary)
- University of Szeged (Hungary)

In addition to the core team, the project is also supported by a prominent and growing network of associated partners across Europe.

We invite you to read the third issue of our electronic magazine, which highlights the benefits and challenges of working on EICAA as well as the project's developments.
Enjoy your reading!

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

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."

Establishing the EICAA Competence Development Kit (CDK)

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The team of the MCI has been responsible for establishing the EICAA Competence Development Kit (CDK)

WHAT IS THE EICAA COMPETENCE DEVELOPMENT KIT (CDK)?

The EICAA Competence Development Kit (CDK) foresees the establishment of a catalogue of entrepreneurial learning intervention resources for both settings HE teaching and business trainings (in-house or external). The aim of the CDK is to foster entrepreneurial and intrapreneurial skill development of students and employees by providing suitable teaching and training materials and resources to be used in a higher education as well as business context. The kit empowers to assess individual entrepreneurial competences (students, employees) and accurately addresses specific entrepreneurial competence development needs with suitable education & training interventions.

WHY IS IT VALUABLE FOR EDUCATORS AND TRAINERS?

Educators and business trainers may use the CDK to educate and train anyone concerned in business establishments. The CDK supports entrepreneurial activities and behaviors among students on the one hand and business employees on the other hand side. With this means, we contribute to foster entrepreneurial education especially by combining experimental learning, skills development and, the most important thing, the change in the way of thinking of individuals.

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The CDK supports entrepreneurial activities and behaviors among students on the one hand and business employees on the other hand side.

HOW DOES IT INTEGRATE INTO THE EICAA DIGITAL PLATFORM?

The CDK will be embedded on the EICAA Digital Platform and thus be accessible for the higher education as well as business side to contribute to "capturing" entrepreneurial competence profiles of learners. Our aim is to strengthen entrepreneurial thinking and action across higher education and business environments.

WHY IS IT SUITABLE FOR MICRO-CREDENTIAL USAGE?

Our catalogue of teaching and training materials disposes of single modules, which could be used as micro-credentials for extra-curricular activities among higher education institutions, but also in the business context to reach a specific learning achievement of employees. Thus, we provide educators and entrepreneurs with a concise catalogue of small learning resources and activities that may be applied to existing, or if applicable, used for the establishment of new student seminars and/or practitioner trainings. Thus, it makes the application and combination of modules possible in a flexible and individual way ("micro-learning").

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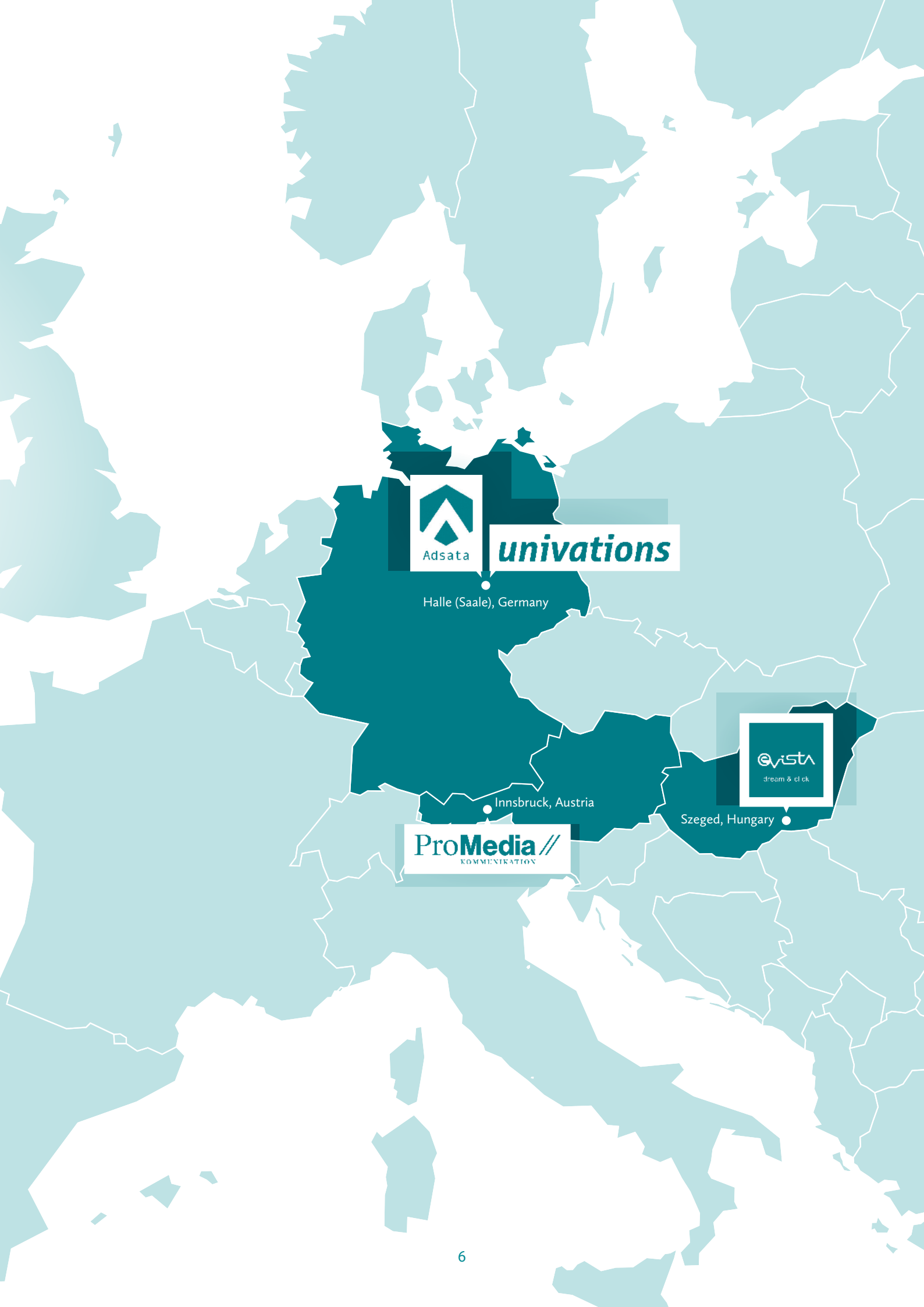
The CDK will be integrated into the EICAA Digital Platform:

The benefits and challenges

of working on EICAA for
the corporate partners

Adsata

univations

Halle (Saale), Germany

Innsbruck, Austria

ProMedia //
KOMMUNIKATION

eVISTA
dream & click

Szeged, Hungary

Univations

Halle (Saale), Germany

12
current
projects

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team of

2006
established in

The benefits and challenges of working on EICAA for Univations

We are proudly leading the EICAA project as the idea for it was born inside our company. It is the first time that an organization inside the state of Saxony-Anhalt has been successful with an application in the very competitive Knowledge Alliance strand of the Erasmus+ programme. Our institute's strategic position between academia and business enables us to take on a crucial intermediary role within the EICAA consortium.

Operatively, we take charge of the overall project coordination or with other words, that the consortium holds the promise given in the funding application: To succeed in the development of the EICAA Platform. This mission can only be accomplished through close and sound collaboration of all EICAA partners, an effort which needs to be well organised and guided. However, our involvement in EICAA stretches also to the content level of the project where we contribute to establish the theoretical basis for the Competence Monitor and the Competence Development Kit.

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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.

© UNIVATIONS

Operatively, Univations takes charge of the overall project coordination, but the involvement also stretches to the content level of the project.

The assigned operational team of Univations has a fine track record on European projects that focus on entrepreneurship (education).

Our staff involved in EICAA is well-experienced to live up to Univations decisive role. The assigned operational team has a fine track record on European projects that focus on entrepreneurship (education) and is experienced in leading international consortia. To add, they bring in expertise originating from regionally embedded actions on fostering entrepreneurial thinking and acting among learners and educators, as well as from supporting start-ups in the business ecosystem.

"The idea for the EICAA project was born inside Univations and it is the first time that an organization inside the state of Saxony-Anhalt has been successful with an application in the very competitive Knowledge Alliance strand of the Erasmus+ programme."

GETTING BETTER THROUGH CHALLENGES

Of course, operations in EICAA were also impacted by the Covid-19 pandemic. The consortium could not meet in person in the first year of the project, had to switch all meetings to be held digitally and somewhat (understandably) moved down on the priority list as involved partners struggled to uphold their core duties during these burdensome times. Apart from that macro phenomenon, EICAA experienced numerous smaller operational challenges that were not foreseen originally. While this is rather normal in large scale projects, it is determining good answers to these challenges that ultimately matters for the success of the project.

Univations has had to face numerous challenges during the project, one of them being the impacted operations due to the Covid-19 pandemic.

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EICAA aims to develop a digital platform for the assessment and development of entrepreneurial competences. The platform will enable universities and companies to carry out education and training activities ((e.g., among students or employees) that foster the entrepreneurial competence development more efficiently. By recording entrepreneurial competence profiles on the digital platform, learning activities or training opportunities can be used in a more targeted way to strengthen entrepreneurial thinking and action. Suitable teaching and training materials to promote entrepreneurial competences are also being developed by the EICAA consortium. A selection of these materials will be automatically suggested to the users of the digital platform – depending on the assessment result – to improve entrepreneurial competence areas.

One good example for such a challenge was to establish a data privacy environment on the EICAA Digital Platform. The platform will allow users to create large scale self-assessments of learners, which generates a lot of data to be dealt with appropriately. Thus, it is of utmost important that the platform fully respects EU data privacy regulations. However, GDPR implementation differs across the EU and EICAA itself has no legal entity. At the same time, the responsibility to establish a sound data privacy structure was somewhat underestimated at application stage and not clearly assigned to any partner. This is why Univations decided to take charge for designing a suitable data privacy structure and for seeking legal advice to establish all user privacy statements. In a consortium of 9 partners, from 5 EU countries, this has not been trivial. However, our self-understanding as EICAA coordinator is that we also do not shy away from tricky challenges. Thus, several internal project meetings dedicated to the issue of data privacy on EICAA platform, the support and openness of all partners as well as external legal advice helped us to overcome this challenge.

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One of the tougher challenges for Univations and all partners within the consortium was to establish a data privacy environment on the EICAA Digital Platform.

3 questions for

© UNIVATIONS

Florian Bratzke

**Project Coordinator Univations GmbH
and Lead Partner of EICAA**

How does EICAA complement the entrepreneurial mindset? Our project provides innovate instruments for educators and trainers that help them to understand better what entrepreneurial competence needs learners actually have. This knowledge can be exploited to develop entrepreneurial thinking and acting more efficiently. In fact, the EICAA digital platform also contains learning interventions that are suitable to improve entrepreneurial competences. Connecting competence assessment with competence development can also increase the likelihood for entrepreneurship education to have a positive impact on the entrepreneurial mindset of learners. After all, creating this valuable connection has been one of the main ideas behind the EICAA project.

What can users expect when they choose the EICAA Digital Platform for their entrepreneurial analysis? Entrepreneurial skills must be learnt, one does not simply have them or is born with them. Whether on the job, at university, personal life or within a community, entrepreneurial skills are needed to discover ideas and opportunities and to put them to practice. Our platform allows to look "inside" the entrepreneurial competence profile of learners. It does so by allowing users to establish self-assessments for learners (e.g., students, employees) and by providing a core set of analytical metrics and visuals that help to better understand the assessment results. Moreover, the platform also supports educators to develop entrepreneurial competences by suggesting learning activities suitable to the assessment outcome. These suggestions are retrieved from the Competence Development Kit of the platform which has also been set up to serve as a general source of inspiration to bolster entrepreneurship education.

What is the key to the success of EICAA? As in every project, it is vital to work with a functional and motivated team. While this sounds trivial, it is not as easy as it sounds – especially in joint projects that involve stakeholders from different countries, organisations, and cultures. However, we have been carefully selecting our partners at application stage and co-designed the work programme with each one of them. We believe to have managed the project well so far and are confident that the current results and as well as those that are still under development will speak for themselves.

Adsata

Halle (Saale), Germany

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team of

2018
established in

The benefits and challenges of working on EICAA for Adsata

Adsata is a young technology startup based in Halle (Saale), Germany. Adsata was established in 2018 to develop an innovative SaaS (Software as a Service) product for web-cam-based eyetracking. Within EICAA, Adsata is mainly co-leading the work on the EICAA Digital Platform and also responsible for sustaining and valorising EICAA. We see our main role in translating the conceptual framework as well as the survey logic into ideas and requirements for the tech development mainly handled by our closest partner Evista. We are also helping the project think about and implement strategies to preserve our work in the future.

FROM ADMINISTRATION TO RELATIONSHIP

As a small company, basically evolving around our own core product and team, it is a challenge to allow for enough room and flexibility that a complex project such as EICAA brings. Organizing and collaborating with 8 other organizations around Europe meant plenty of additional meetings, structures, legal and administrative responsibilities on top of our existing ones. While those were not necessarily complicated or difficult, they demanded more administration from us which automatically meant less time for development.

Once we had adjusted to the new structures in EICAA, we were not only able to contribute with our experience from our own product and past projects, but also learned a great deal from our partner institutions. The transnational partner meetings proved to be especially useful not just for strengthening relationships between partners but also taking the time to learn skills, tools and about other projects that partners are involved with.

OVERALL IMPROVEMENT

As a team, we learned how to handle several products (aka "construction sites") at once, without compromising on the quality of the work. With a completely unrelated project and product being developed, we needed to improve and extend our organizational skills, especially so since there are so many partners in the project to coordinate with. Since we are constantly "translating" between partners, we definitely also improved on stakeholder communication. This is true on the team level just as well as on the personal level.

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 web-cam-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.

Within EICAA, Adsata is mainly co-leading the work on the EICAA Digital Platform.

> **"What we learned however, was how to collaborate across borders within a diverse consortium of partners, thus broadening our horizon not just on a technical, but also a cultural level.."**

When joining the EICAA project, we knew how to plan, design, prototype, and develop online products as we had done with our own eyetracking platform. This included the nitty gritty details of the resources required for projects of different scales as well as what kind of skill level is required for what kind of task. What we learned however, was how to collaborate across borders within a diverse consortium of partners, thus broadening our horizon not just on a technical, but also a cultural level. We also learned how to do more with little and how to synergize different projects within a tech startup.

EXPECTED AND SURPRISING TASKS

Since this is our first EU project on that scale, there were plenty of unexpected tasks to face. The biggest challenge in projects like EICAA seems to be expectation and time management. There are too many expectations in terms of the number of ideas on what to build, and not enough time to implement everything. Therefore, the key thing is to find balance and manage these expectations. Just as in construction, building reliable and stable bridges between partners is the most complex task!

In EICAA, it was the first time we had 9 other stakeholders in the digital platform. This made it difficult to always catch everything, but we had to learn to create systems for feedback that streamlined the feedback process and made it transparent as well for all partners.

For any future project, Adsata will profit greatly from the multi stakeholder project experience and the unique network that has been built throughout the project.

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15

WHAT WE TAKE FROM EICAA LOOKING FORWARD
EICAA will definitely serve as a reference product for us, especially for our particular role of planning/translating the technological development of a complex tool. Adsata will profit greatly from the multi stakeholder project experience and the unique network we have built throughout the project. For future projects of Adsata, as well as every team member individually, the skills gained will help improve out of box thinking, project administration, multi stakeholder collaboration and (intercultural) communication.

3 questions for

Taimur Khan
Founder and Legal Representative of as well as Software Lead at Adsata

© ADSATA

How does EICAA complement the entrepreneurial mindset? EICAA helps a group to map its competence levels. Although at first, this seems like a difficult task to achieve, tools like EICAA are just emerging to help us understand what a group (e.g. of students or employees) can and cannot achieve. This goes back to expectation management, and also to provide further training of groups of people to become more entrepreneurial.

What can users expect when they choose the EICAA Digital Platform for their entrepreneurial analysis? They can expect to be able to create assessments, share them with groups, collect data, and make decisions based on the stories the data tell them. They can also use the modules of the Competence Development Kit to hone the entrepreneurial competences of their group.

What is the key to the success of EICAA? Teamwork, discipline, and lots of coffee!

Evista

Szeged, Hungary

© EVISTA

40+
team of

2003
founded in

The benefits and challenges of working on EICAA for Evista

Development projects at a company can vary greatly in terms of complexity and size, with some being routine and others presenting significant challenges that demand a lot of time and resources. The EICAA project is an example of a complex undertaking that has required collaboration with several other companies and institutes from diverse fields and countries. Unlike typical client projects, this initiative involves working on a common platform with the responsibility of delivering the final product.

The process has involved comprehending the larger context, scrutinizing and executing the contributions of partner institutes, and transforming them into code that results in a digital product that meets our initial goals. While this endeavor has demanded countless hours of planning and development, the satisfaction that comes from successfully completing a challenging project is a mixture of accomplishment, relief, and pride. Despite the difficulties, this project is valuable because we have carefully selected a technology stack that is well-suited to our needs, and the experience we have gained is transferable to similar projects. Completing a complex project instills confidence in the team's abilities, and this newfound self-assurance could inspire further ingenious ideas or solutions.

Apart from the development perspective, EICAA provides new experiences for us, like gaining a deeper understanding of entrepreneurship, including different business models. It is great to learn about and work with various competency assessment tools and techniques, such as the Competence Development Kit or the performance evaluations. It is an excellent opportunity for Evista to work with and learn from experts in different fields, such as entrepreneurship, psychology, or data analysis. Overall, working on the EICAA entrepreneurial and intrapreneurial competence monitor project provides us with a range of new experiences, from developing expertise in entrepreneurship to collaborating with experts and applying data analysis skills.
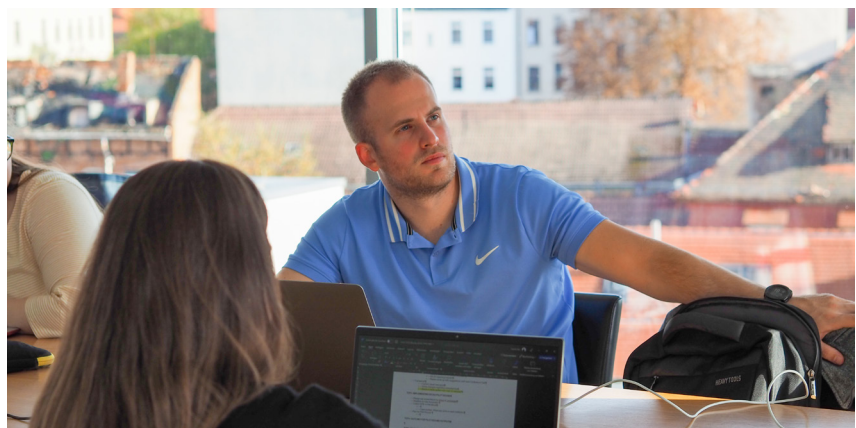
ABOUT EVISTA

Evista works in the field of digital products, stating 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, weather it is pharmaceuticals or photobook editing, they learn the domain and put everything into making a cool digital product.

> **"It is great to learn about and work with various competency assessment tools and techniques, such as the Competence Development Kit or the performance evaluations. It is an excellent opportunity for Evista to work with and learn from experts in different fields."**

The development method we have set up together with Adsata for the EICAA project had several advantages for us, that we can use on other projects as well:

- Flexibility: The methodology is based on flexible and adaptable processes, allowing the project team to respond to changes and adjust their approach as needed. This is particularly useful in a waterfall development project like this one, which often involves uncertainty and the need to make changes quickly.
- Incremental development: As an agile development project, it involves working in short sprints or iterations, with each iteration resulting in a working feature. This approach can be beneficial in this project, where it is not possible to complete the entire project at once. Instead, we can deliver incremental features, allowing for testing and feedback, which can help ensure that the final product meets the members' and the EICAA platform's needs.
- Increased transparency: Our way of approach promoted transparency, with regular progress reports and feedback sessions, which can help to ensure that everyone is on the same page regarding project status, timeline, and goals.
- Early detection of issues: With continuous testing and feedback, we made a big step to identify issues or errors early on in the development process. This can be especially important in a development project like this one, where we deal with student and employee data and safety and compliance are critical factors that must be considered. By detecting and addressing issues early, we are able to ensure that the final product meets safety and regulatory requirements.

Completing a complex project like EICAA instills confidence in the team's abilities, and this new-found self-assurance could inspire further ingenious ideas or solutions.

Working on the EICAA project meant that we had to work with institutes from different countries and it increased our company's cultural awareness and sensitivity, which can be valuable in future projects. This experience can help our colleagues to build stronger relationships and collaborations with individuals from different backgrounds. By working together with other subgroup members to overcome these challenges, we developed our problem-solving skills and the ability to think creatively in challenging situations. These skills will be valuable in future projects, as well as in personal and professional contexts.

3 questions for

András Tóth
Managing Director of Evista

How does EICAA complement the entrepreneurial mindset? The EICAA platform provides future entrepreneurs and employees with an objective assessment of their current competences, strengths and weaknesses, which can increase their self-awareness. This increased self-awareness can help them identify areas where they need to improve and develop their competences, leading to a more effective entrepreneurial mindset.

What can users expect when they choose the EICAA Digital Platform for their entrepreneurial analysis? The platform is a time and cost-effective tool that provides the educators and employers with an objective assessment of users' current entrepreneurial competences. It can help them give an overview of the status quo regarding the competences and offer options for the improvement of those areas.

What is the key to the success of EICAA? The key to the success of the platform is to reach the required amount of user data, and the critical mass of users to keep the platform alive after the development period.

ProMedia

Innsbruck, Austria

© PROMEDIA

15 **1996**

employees established in
(2022)

The benefits and challenges of working on EICAA for ProMedia

Over the course of 25 years, the public relations (PR) agency ProMedia Kommunikation GmbH has expanded their field of activity from traditional PR tasks to further responsibilities. Today, we act as multimedia company that provides efficient content in text, photography, graphics, animation, audio and video. Having that experience, ProMedia is responsible for the dissemination part of the EICAA project, which includes everything from social media to our website to designs for various publications. The aim is to reach out to as many people as possible and introduce the EICAA Digital Platform to universities and companies.

Working on EICAA is a new and interesting field for us. As it is an EU project, it is different to what ProMedia is doing mainly – that being the work in the tourism sector in Tyrol. So, the common goal of building a new tool with an international group of partners is very appealing. Everyone seems to be on the same wavelength looking to develop a useful tool which makes it easy to work on the project. Thus, there are many new insights for ProMedia in the way of working itself, but also content-wise regarding entrepreneurship. Working on an EU project in English (instead of German) with partners spread all across Europe is obviously a different situation for the team. With the so-called "International Weather Summit" (and other weather projects) or the European Media Summit there are international projects in our portfolio with some similarities, but nothing quite the same (especially in the field of entrepreneurship). Therefore, there are a lot of new procedures we have learned as a team and company – regarding the organisational aspect for example, which is really detailed and on point in EICAA.

VALUABLE EXPERIENCES AND INSIGHTS

Some of the tasks were certainly expected beforehand, but as it is the first EU project for ProMedia, we also were not too sure of what to expect. Therefore, with time, a lot of unknown factors came into play, but regarding the work itself, the team already had the knowledge – in areas like social media, designing, tex-

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 is responsible for the dissemination part of the EICAA project.

© EICAA/GERI BERGER

Thanks to being involved in an EU project like EICAA, ProMedia will now already have the experience regarding the work dynamics within such projects for similar future tasks.

ting, etc. Now it was just important to adjust it to the topic of entrepreneurship. Of course, some assignments were challenging, either regarding the implementation of a few parts on the website, designing certain outcomes in graphics or even creating the electronic magazines, which requires building a structure for lots of elements and pages. We as ProMedia also had (and still have) to work on certain tasks that had not yet been asked by other clients we work for. As a result, we are constantly gaining a lot of experience from going further into depth in different areas.

Working with an international group, operating through video calls, tracking all the work, organising and keeping lots of deadlines, working towards one milestone after the other until you get the finished product – all of that experience will be useful for other projects within our company. The extensive insights into the field of entrepreneurship – how it works, what competences are important, how it is implemented in companies etc. – helped in broadening our horizon and extending our work spectrum.

PROFESSIONAL AND PERSONAL GROWTH
Being part of EICAA helps a lot on a professional level. Should the opportunity arise again to work on an EU project, ProMedia will now already have the experience regarding the work dynamics within such projects. It could also open new doors in the future, as we have hopefully shown to be a valuable partner that can contribute a lot when it comes to the dissemination part. However, EICAA is also very important on a personal level. We have been able to build bridges and network all over Europe with extraordinary people who gave us valuable insights in their own lives. Hopefully, some of those new friendships last a lifetime.

"The extensive insights into the field of entrepreneurship – how it works, what competences are important, how it is implemented in companies etc. – helped in broadening our horizon and extending our work spectrum."

3 questions for

Christian Jost

CEO of ProMedia Kommunikation GmbH

How does EICAA complement the entrepreneurial mindset? EICAA does so by building a tool that will contribute to entrepreneurship education in general. The main goal is to foster entrepreneurial thinking and acting. With the EICAA project, we want to help people realise which entrepreneurial competences they already have and which ones they could work on.

What can users expect when they choose the EICAA Digital Platform for their entrepreneurial analysis? Users will get an in-depth analysis covering the entrepreneurial strengths and weaknesses within a group of people. But not only that: the EICAA Competence Development Kit will provide them with material – adjusted to the group's needs – which is instrumental in further developing the entrepreneurial skills.

What is the key to the success of EICAA? The key most certainly is the group dynamic of many international partners who all work on a common goal. With all those different inputs from partners working in various fields, the final outcome promises to include a wide range of knowledge making the tool a success.

EICAA at Conferences

University of Hohenheim at the RMER Conference

The 9th Responsible Management Education Research (RMER) Conference took place from the 27th–29th of September in Innsbruck, Austria. EICAA Partners from the MCI | The Entrepreneurial School® organized and hosted the global conference with 150 delegates from 30 countries. Under the motto "Societal Impact through Entrepreneurship & Innovation: Responsible Leadership Education for the Changemakers of tomorrow" researchers, students, and managers from around the world exchanged their insights and applications of entrepreneurship and innovation in education.

REPRESENTING EICAA
Louisa Mach (University of Hohenheim) traveled to Innsbruck as part of the EICAA consortium and as an educator to represent EICAA (along with colleagues from MCI) at the conference and participate in entrepreneurship education workshops.

LEARNINGS AND INSIGHTS
The EICAA Competence Monitor is being tested in our pilot round. The self-assessment aims to provide an overview of employees' and students' entrepreneurial competences and recommends modules to improve less developed competences. The conference showcased different teaching approaches to foster competence and improve skills among university students. Various approaches, such as international cooperation courses or digital scavenger hunts, introduced new methods for competence development. Interesting insights were collected and can be integrated into our Competence Development Kit.

TecnoCampus and MCI at the EAIR Conference

EICAA Partners Prof. Ester Bernadó from Tecnocampus and Gundula Anna Glowka from MCI | The Entrepreneurial School® had the chance to present EICAA at the 44th Annual EAIR - The European Higher Education Society Forum held in the Malta College of Arts, Science & Technology (MCAST) between the 4th and 7th September 2022.

The University of Hohenheim and the MCI were present at the RMER Conference in Innsbruck.
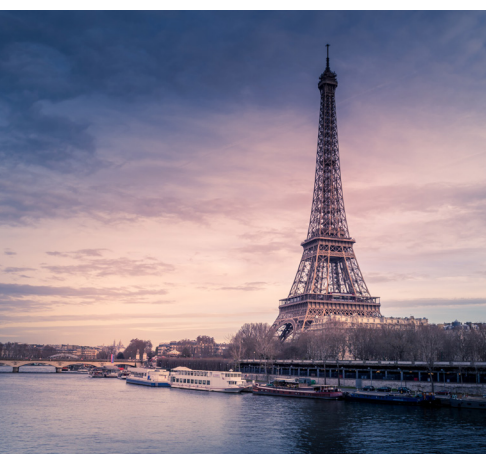
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The focus of the presentation was on the three main components of the EICAA Digital Platform: the Competence Framework, the Competence Monitor, and the Competence Development Kit. The aim of the digital platform is to assess, analyse and develop entrepreneurship and intrapreneurship competences.

The forum was a nice opportunity to present EICAA to other entrepreneurship educators and researchers, who showed interest in testing the platform once it is accessible. The audience was particularly interested in the match between the competence assessment survey and the modules that are suggested based on the level of competence development of the assessed group. In a way, the two speakers used the metaphor of an ecommerce site: the educator or trainer gets a profile of the group's competence level and then, a recommended algorithm suggests the best modules targeted for that group. It is expected that EICAA will help develop entrepreneurship competences of students and employees across Europe!

© TCM

TecnoCampus and MCI presented EICAA at the EAIR Conference in Malta

TecnoCampus at the OpenU Conference

© UNSPLASH/CHRIS KARIDIS

Dr. Jaume Teodoro, member of the TecnoCampus team, presented the EICAA project publicly at the OpenU Conference in Paris.

The OpenU International Conference was an open event to all stakeholders involved in European higher education, such as researchers, lecturers, educational and support staff, practitioners, policy makers, university representatives and students. Dr. Jaume Teodoro, member of the TecnoCampus team, presented the EICAA project publicly in Paris on the 14th October 2022, at the headquarters of the University of Paris 1, La Sorbonne – Pantheon. About 150 people from different European institutions were in the audience listening to the information about EICAA.

The presentation under the title "Online support for education in entrepreneurial and intrapreneurial competences: a proposal for an assessment tool, and support for tailor-made training", responded to the research work collected in the scientific article with the same title published in the journal "Education Science" in the special issue of November 2022: "Experimenting with Online Pedagogical Resources for European Universities".

EICAA Partner Meetings

Univations GmbH and Adsata hosted the fifth transnational partner meeting in Halle (Salle), Germany.

Fifth transnational partner meeting: In Love With Halle

The fifth partner meeting took place in Halle (Saale), Germany with the hosts being Univations GmbH and Adsata.

After almost two of the three years of the project had passed, some main outputs were on the agenda of the meeting. One of the main topics was the EICAA Digital Platform. After reaching all the development goals up to this point, the status quo was presented to the EICAA consortium and further improvements were suggested to finish the tool. With that in mind, the next milestone was set in motion – the implementation of the EICAA Pilot Round. Part of the discussions were also the EICAA Competence Development Kit as well as the EICAA Competence Framework, but the consortium mainly focused on the possibilities of how to implement the pilot round in the respective

partners' universities (and at a later stage companies). By setting the parameters and communicating the desired outcomes, the partners had everything prepared for a successful first round of what is to become a helpful tool for entrepreneurial competence assessments.

What made the meeting with all the partners even more special, was the beautiful view outside the conference room on the city and the "Market Church of Our Dear Lady". During a guided tour, everyone learned about the rich history of the city in detail from the early beginning to where it is now. Fun fact: former famous German-British Baroque composer George Frideric Handel was born in Halle. About 300 years later the EICAA consortium started composing their own work!

During a guided tour all the EICAA partners fell in love with Halle.

The „Market Church of Our Dear Lady" is one of the main sights in Halle.

EICAA Partner Meetings

Sixth transnational partner meeting: Hungarian Hospitality

The sixth partner meeting took place in Szeged, Hungary with the hosts being the University of Szeged and Evista.

The start of the third and final year of the project meant that it was now crunch time regarding a lot of the planned outputs. One of the main topics was the further development of the EICAA Digital Platform. Adsata and Evista presented the parts that were ready and outlined the road to finalisation. The consortium also put the finishing touches on the Competence Development Kit which was ultimately linked to the Digital Platform. Furthermore, another big step was made by the discussion of the EICAA Pilot Round. After lots of responses, first conclusions were able to drawn and the group brainstormed possibilities to expand the user base. Increasing the public awareness is also a big part of

The University of Szeged and Evista hosted the sixth transnational partner meeting in Szeged, Hungary.

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The partners were delighted by the city of Szeged during a guided tour at night.

The Cathedral and Votive Church of Our Lady of Hungary – a beautiful sight for everyone.

the dissemination partners who gave their updates about upcoming outputs. Finally, the consortium talked about the future options of sustaining EICAA with a follow-up project, which concluded the two intensive days.

As is the case during every transnational partner meeting, the fun activities in the free time were not to be missed. The University of Szeged and Evista showed the Hungarian hospitality by organising guided tours through the city itself – full of interesting facts – and by introducing them deeply into the culture. Fun cultural talks and delicious Hungarian specialities contributed to an unforgettable memory in the charming city of Szeged.
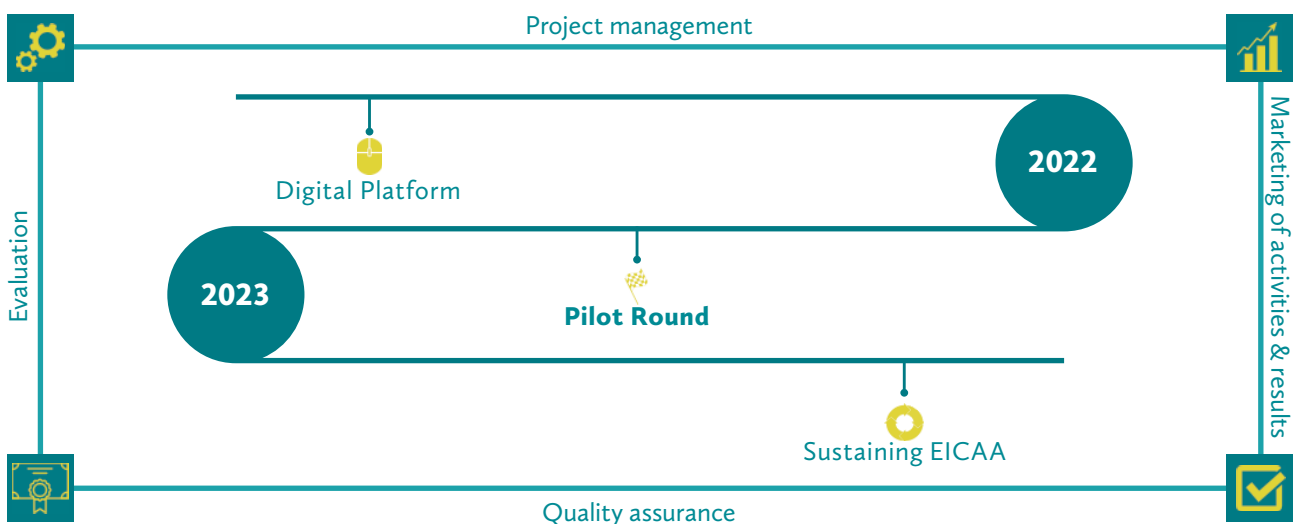
What's to come?
Outlook on the EICAA Pilot Round

One of the current main tasks in the project is the "EICAA Pilot Round & Data Analysis". The teams of the University of Hohenheim and University of Szeged are the two partners responsible to coordinate this first full application of EICAA instruments inside and outside the EICAA consortium. With the activities, we are in the process of establishing the first use cases for the exploitation of the EICAA core outputs that are hosted on the EICAA Digital Platform – the EICAA Competence Monitor and the EICAA Competence Development Kit. These applications will give the consortium an indication of how the EICAA instruments perform in different organisational settings (e. g. business school, traditional university, or SME), varying levels of applications (e. g. entire organisation or course level), and in differing cultural contexts. Currently, all partners have already started or are about to start with the EICAA Pilot Round. The experiences and findings from the pilot round will be captured in an application handbook which showcases the different scenarios for the deployment of EICAA resources. It will be disseminated widely to state the case for EICAA and, ultimately, to motivate other organisations to make use of our digital platform.

Furthermore, the data collected with the pilot round will be analysed by the EICAA staff from University of Hohenheim and University of Szeged. The results will be shared within a comprehensive report that will become publicly available and demonstrate the beneficial value of the EICAA Digital Platform – both for practitioners and scientists working in the field of entrepreneurship education.

Project management

Evaluation

Marketing of activities & results

Digital Platform

2022

2023

Pilot Round

Sustaining EICAA

Quality assurance

WANT TO JOIN US FOR THE EICAA PILOT ROUND?

Get in touch with the coordinator of EICAA (bratzke@univations.de) or with any other partner of the alliance: www.eicaa.eu/partners
We gladly offer you our support in participating in the EICAA Pilot Round.

1
PARTICIPATE IN THE EICAA PILOT ROUND
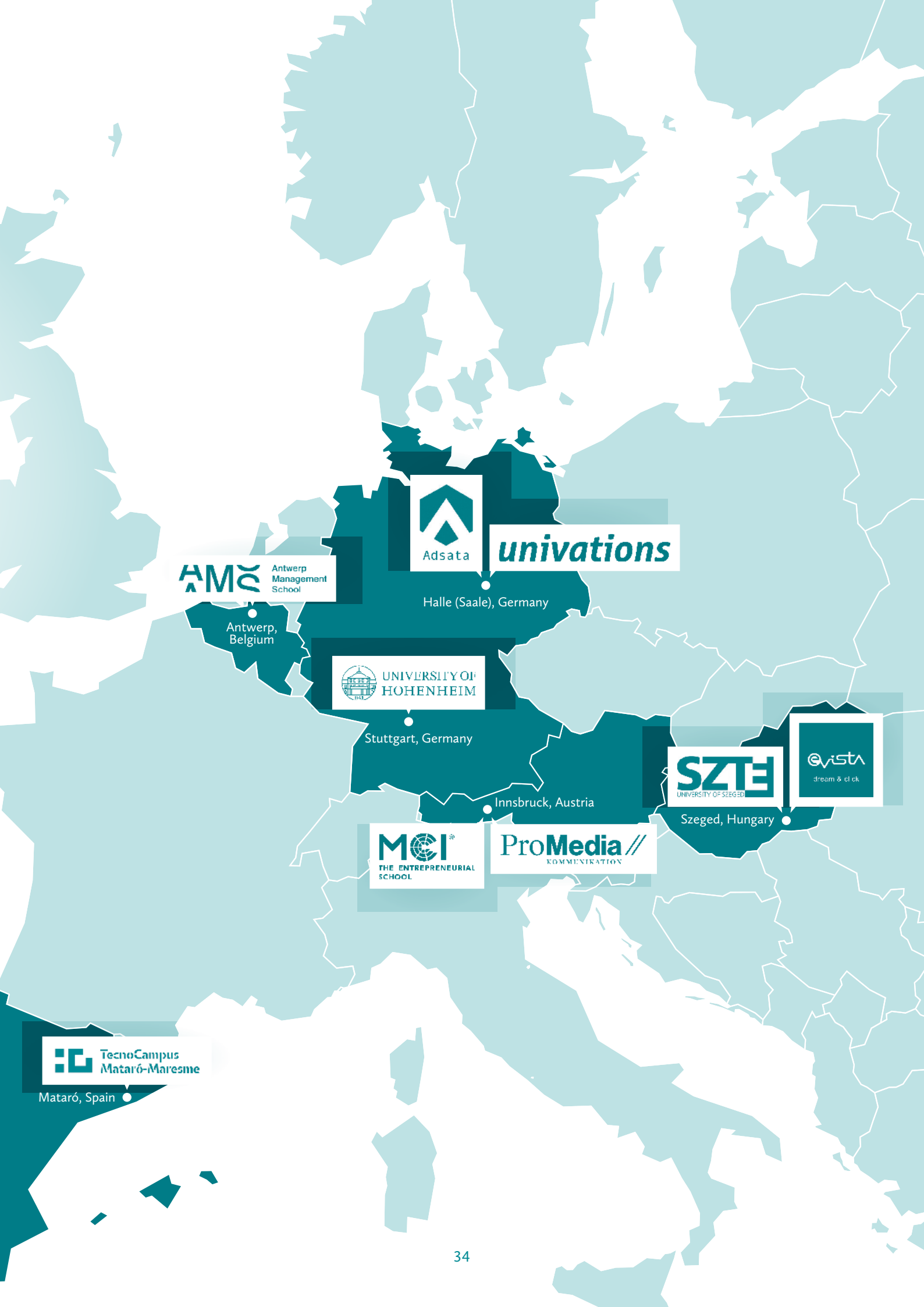
2
GET A DETAILED ANALYSIS OF THE COLLECTED DATA

3
BE PART OF A GROWING COMMUNITY

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.

Adsata

univations

Halle (Saale), Germany

Antwerp Management School

Antwerp, Belgium

UNIVERSITY OF HOHENHEIM

Stuttgart, Germany

SZTE UNIVERSITY OF SZEGED

eVista dream & click

Szeged, Hungary

Innsbruck, Austria

MCI THE ENTREPRENEURIAL SCHOOL

ProMedia// KOMMUNIKATION

TecnoCampus Mataró-Maresme

Mataró, Spain

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