

SEEDS OF INNOVATION from Campus to Society

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To bridge the gap between academic theory and real-world practice, universities must integrate entrepreneurial culture directly into study programs and provide support.



THE FIRST TASK FOR UNIVERSITIES

- **Scattered resources** and a **wide gap** between academic classes and the job market leave students isolated.
- Persistent **stereotypes** about leadership and business hinder early professional orientation and skill development.

Solutions

- **Specialized office** for employment, orientation, and recognized student **internships**.
- Implement an **"Employment Passport"** system to actively reward and incentivize proactive student participation.

Implementation:

- **Universities** must centralize career resources, making professional development a mandatory, recognized part of every degree.



THE ENTREPRENEURIAL COMMUNITY ZONE

- Current entrepreneurship support structures are **unknown** or **fragmented**.
- Students **lack** a **centralized** community to express ideas, find support, and develop practical skillsets.

Solutions:

- Establish active **university-based hubs** and host **interdisciplinary networking events** (hackathons, startup conferences,...)
- Incentivize engagement by offering **academic credits** to students who participate in entrepreneurship-related activities.

Implementation:

- **Universities, local authorities, student organizations** must collaboratively build and sustain supportive innovation communities.

CENTRAL HUBS CONNECTED ACROSS EUROPE

- Innovators consistently generate great ideas, yet **lack clear pathways to mentoring, funding, and investor networks**.
- The **conversion rate** from academic concepts to scalable economic ventures remains **low** across institutions.

Solutions:

- Develop a **structured network of hubs** offering targeted incubation support, pitch practice, and venture training.
- Strong **expert networks** that guarantee access to experienced industry specialists and lecturers.

Implementation:

- University-led frameworks must be embedded within European alliances to ensure scalable, cross-border economic collaboration.



RECONNECTING SCIENCE & SOCIETY

- Research is **not** easy to access (hidden by paywalls, complex scientific jargon)
- Academic research can struggle to align with societal needs and practical real-world applications.

Solutions:

- **Promote understandable media formats** to improve public engagement
- Create collaborative feedback loops to co-develop solutions alongside society.

Implementation:

- Modernize outreach through **collaborative platforms** (Science Parks, citizen projects, Hackathons, community forums etc...)

CONCLUSIONS

- **Universities must actively integrate career orientation and entrepreneurship into every degree.**
- **Centralized hubs, mentoring networks, and internship systems need to be implemented across Europe.**
- **Universities, industry, and public institutions must collaborate to support innovation and startup development.**
- **Science communication and public engagement platforms must be strengthened to reconnect research with society.**

