Mobilisation and Mutual Learning event at Luiss University

CATALISI consortium | 2024

Welcome to Luiss MML

Luiss goals for the CATALISI project are related to:

Supporting talent circulation and mobility

Mainstreaming of Open Science and digitalization of research

Public engagement with and outreach to society to solve social challenges

For today's MML, Luiss has decided to focus on **this third intervention area**, under the umbrella term "**Third Mission**".

Today's questions

Through today's activities we will try to explore the following questions:

- ✓ What **activities** are included under the term "Third Mission"?

- ✓ Which **metrics** should be used to measure the impact of "Third mission"?

- ✓ How should those be **collected**?

- ✓ What are the **challenges** related to the measurement and collection of those metrics?

- ✓ How can these metrics then be incorporated into a university **strategy**?

Plan for the day

Start time	End time	Item description	Presenter
10:00	10:15	Welcome and Introduction to the project	- Representative from Luiss - Representative from APRE
10:15	11:15	Presentation of Third Mission activities related to Research carried out by Luiss	Luiss representatives from the Research and Third Mission office, the Library, the Lecture and Seminars office, and the ESG office.
11:15	11:30	COFFEE BREAK	
11:30	13:00	Co-creation session on the measurement of "Third Mission" impact	Luiss team members as moderators
13:00	14.30	NETWORKING LIGHT LUNCH	
14:30	16:00	2 keynote speeches: - Citizen Science practices and adoption in universities - Universities contribution in the fight against disinformation	- Maria Rosa Mondardini, Director of Research & Development, Citizen Science Zurich (University of Zurich and ETH Zurich) - Gianni Riotta, Director, Data Lab (Luiss)
16:00	End of meeting		

CATALISI

Catalysation of institutional transformations
of Higher Education Institutions through
the adoption of acceleration services

Project Overview & Capacity Building
Acceleration Service

Laura Mentini & Stefania Laneve, APRE – Coordinator

catalisiapre@apre.it

CATALISI Rationale & Aim

- Higher Education Institutions (HEIs) as **drivers of change** in alignment with the **European Research Area** objectives and the **Higher Education Transformation Agenda.**

- EC pushes to take action by developing strategies, tools and services that can help HEIs in drawing up roadmaps for institutional changes contributing to a new governance framework responding to societal missions.

- **CATALISI** <u>main goal</u> is to help and support **Higher Education Institutions** to successfully implement a **strategy** and **individual pathway** for **institutional transformation** in R&I through the adoption of **acceleration services.**

CATALISI methodology

EXPLORE

1. Assessing the state of affairs of the Intervention Areas of the implementers

2. SWOT analysis for each HEI

01

CO-DESIGN

1. Transformational pathway

2. Objectives

3. Action Plan

4. Evaluation Indicators

02

IMPLEMENT

1. Acceleration services within the framework of living labs

2. Pilot actions and R&I activities

03

EVALUATE

1. Final assessment (monitoring system)

2. Policy recommendations

04

Open RRI domains

CATALISI DOMAINS

Research careers and talent support:

Recognition of qualifications & research careers

Reform of research assessment

Digitisation of higher education sector

Talent circulation & mobility

Addressing life-long learning

Strengthening of human capital

Gender equality & inclusiveness

Research modus operandi:

Mainstreaming of open science and digitisation of research

Public engagement & outreach to solve social challenges
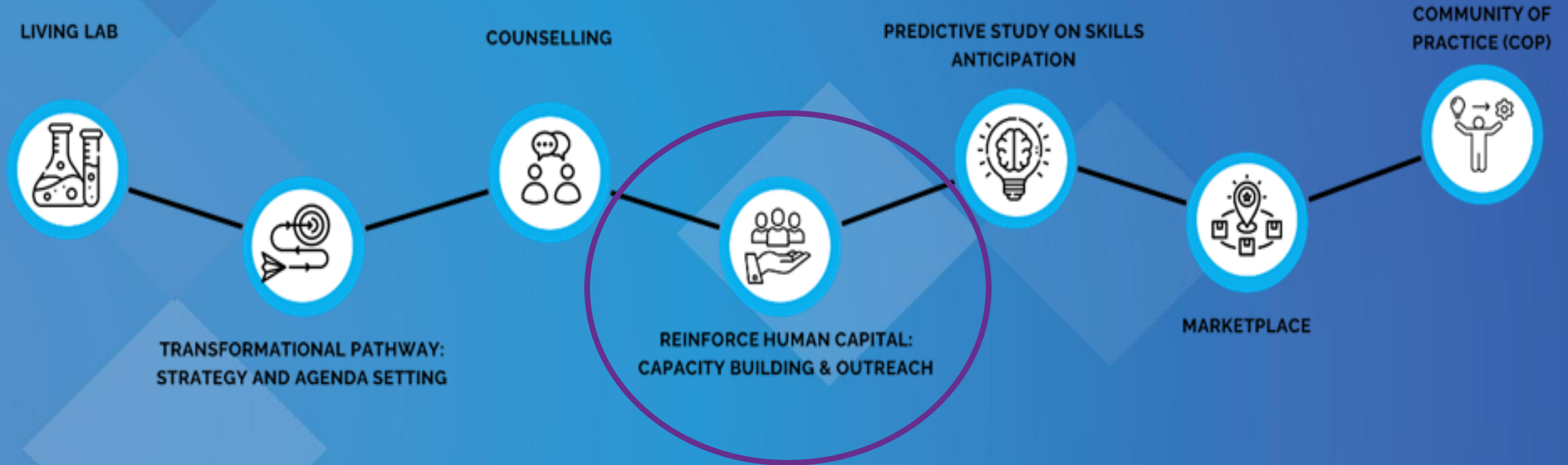
Reinforcing the role of universities in local innovation systems

Sharing of infrastructure and capacities

Finance:

Sustainability in education & funding

CATALISI Acceleration services

LIVING LAB

COUNSELLING

PREDICTIVE STUDY ON SKILLS ANTICIPATION

COMMUNITY OF PRACTICE (COP)

TRANSFORMATIONAL PATHWAY: STRATEGY AND AGENDA SETTING

REINFORCE HUMAN CAPITAL: CAPACITY BUILDING & OUTREACH

MARKETPLACE

Acceleration services are designed to facilitate and catalyze the process of institutional transformation of Higher Education Institutions in the field of Research and Innovation and are characterized by an innovative feature that crosses the domains.

Reinforce Human Capital: Capacity Building & Outreach

REINFORCE HUMAN CAPITAL

- Learning Hub
- Twinning Schemes
- **MML Events**

GOAL: to connect different HEIs around Europe and other societal actors to share their knowledge, best practices and expertise in placing research results into practical use.
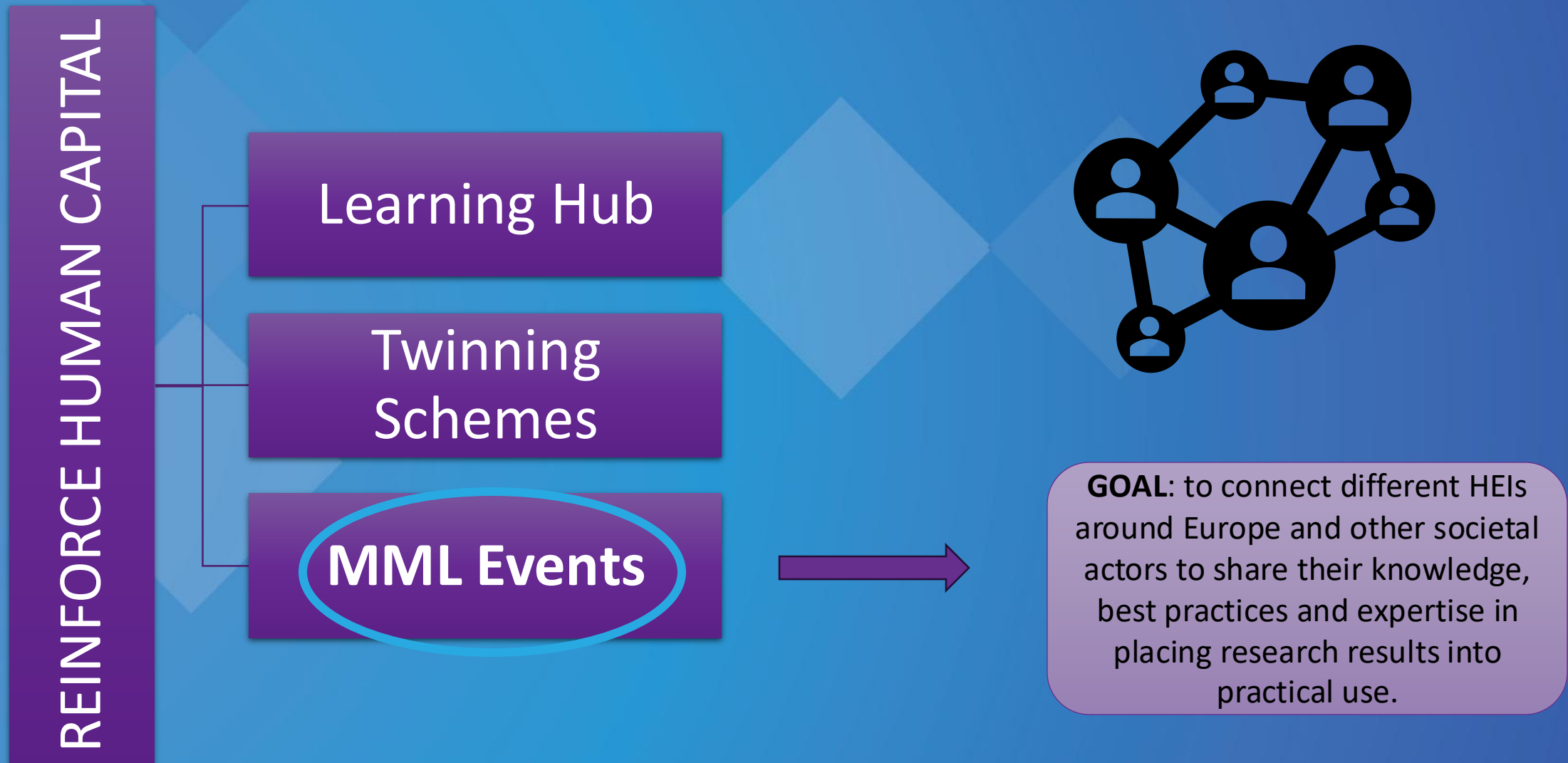
MML Events

In CATALISI project, **7** on-site MML workshops will be organized, one in each implementer location with a double aim:

- To deepen and transfer knowledge with regards to the respective area of intervention also to the other participants.

- To take advantage of the MML workshops to **improve**, **advance** and **consolidate** the **process of institutional transformation** in their own HEI.

Knowledge sharing and mutual learning can be considered as an effort to broaden the network of people involved in the areas of intervention of institutional change, identify best practices and discussing actionable knowledge and potential solutions
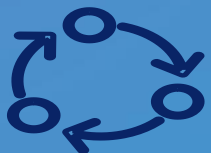
Fostering exchange of knowledge between HEIs to **disseminate** the knowledge and know-how achieved on the areas of transformation also to other societal actors. MML actions allow discussion and **cooperation between science and society**

JOIN US:

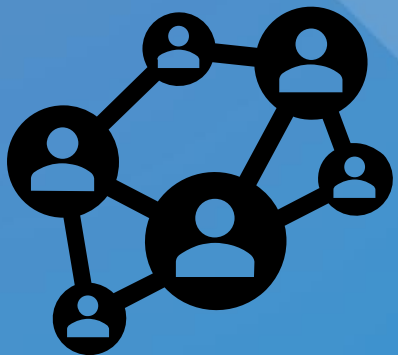## COMMUNITY OF PRACTICE

Group of people, belonging to **different sectors**, who share common interests, valuable and different expertise and experience in institutional transformation in HEIs.

Role being engaged in joint activities and discussions, to share experience to build collective knowledge in their domain of interest.

118 members from **20** different Countries

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CATALISI COMMUNITY OF PRACTICE

The CATALISI Community of Practices (CoP) will be composed by a group of people, belonging to different sectors, who share common interests, valuable and different expertise and experience in institutional transformation in HEIs.

Members of the CoP will engage in joint activities and discussions, and will share experience to build collective knowledge in their shared domain of interest.
The **role** of CoP is to feed the project activities with relevant expertise, methods, stories, tools and documents /publications, providing advice and guidance for the transformation of Higher Education Institution's governance, while simultaneously benefiting from the knowledge generated by CATALISI In this way the CoP will create a safe learning environment that allows people to learn by doing. The CoP will be supported by a knowledge sharing online platform that will maintain the community alive. CoP members will be selected from the categories of: education and research, digitalization and ICT, marketing, policy-makers, funding organisations, civil society.

Members of the CoP will engage in joint activities and discussions, co-create actions and share experience and good practices, ultimately **contributing to the acceleration of transformations in the governance of CATALISI HEIs in the field of Research & Innovation**, which will strengthen European Universities collaborations and alliances as lighthouses of European values.

Join the Community of Practice

Thank you!

@catalisiproject catalisi-project @catalisiproject catalisi.eu info@catalisi.eu

Third Mission
at Luiss University

CATALISI

Third Mission

"Third Mission" is defined as the set of activities through which universities **collaborate and directly interact** with **civil society** and the **business community** with the aim of promoting the economic, social, and cultural **growth** of the territory.

These are activities through which:

knowledge

generated by scientific research
(Second Mission)

transmitted to students through teaching
(First Mission)

is *transferred* outside the academic context
(Third Mission)

and becomes instrumental in generating an *impact* on society

at *economic* level:
«Valorization of research» activities

at *cultural* and *social* level:
«Production of public goods» activities
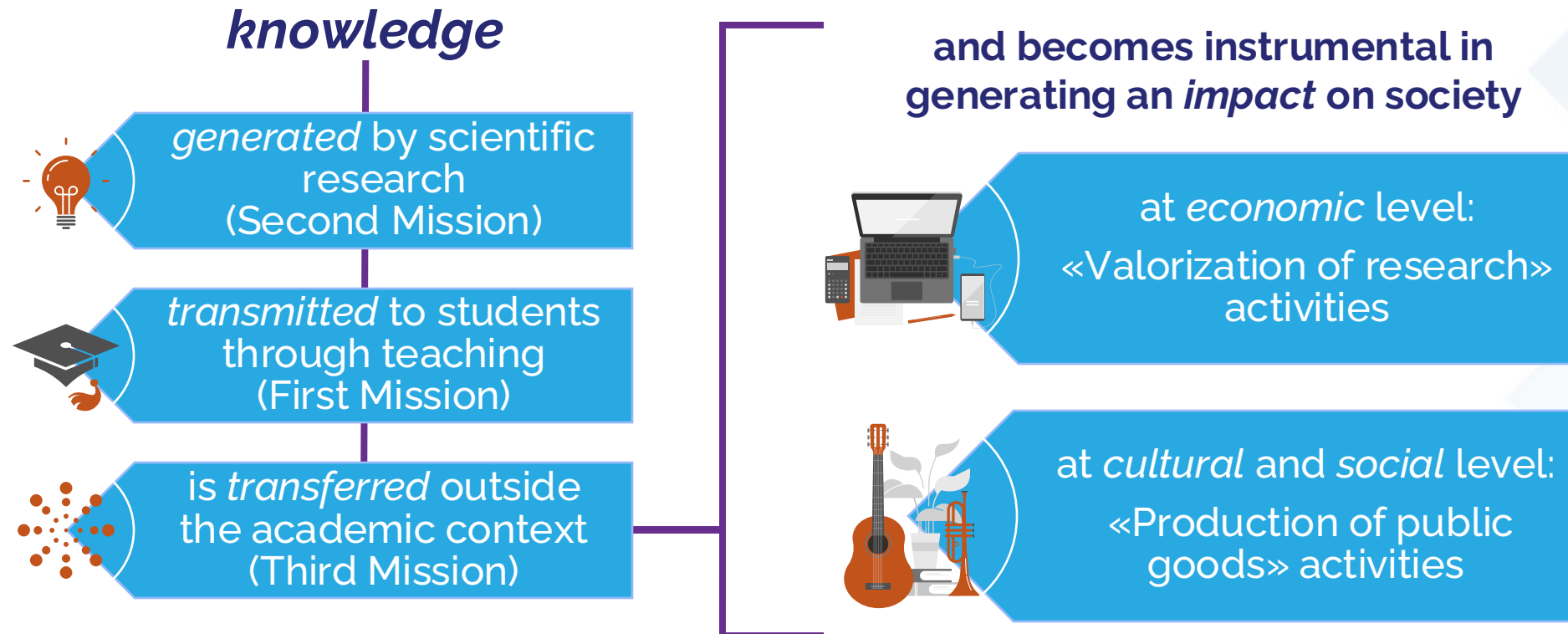
Third Mission at Luiss | History

01
Third Mission has always been **strongly rooted in Luiss** for the relationship with the productive world it has had since its foundation, and permeates its **Strategic Plans**

02
Over the years, numerous **Third Mission activities** have started, which often arise **from individual initiatives** without central coordination

03
In 2020, the national assessments carried out by the Ministry were the opportunity to make a **census** of the activities and start their systematic **monitoring**

04
In the **2015-2019 VQR** (national Research Quality Assessment) Luiss ranked **2nd** among Italian non-state Universities and **15th** overall for TM quality

05
At the end of 2022 the **Third Mission Office** was established under the Research & Governance Directorate, within the Research and Third Mission Office

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Third Mission at Luiss | Activities

Third party activities

Luiss Research Centers
(commissioned engaged research)

Third mission intermediary structures

- Luiss Alumni Network
- Career Service
- Incubators: Luiss EnLabs and LA4G

Production and management of artistic and cultural heritage

- Theater workshop
- Historical buildings
- PalaLuiss

Lifelong learning and open education

- Lifelong learning courses for professionals
- Orientation projects for high school students
- 42 Roma Luiss, 42 Firenze Luiss

Public Engagement

- Events open to the community
- Activities with schools
- Projects for the development of the local area
- Communication and publication activities
- Research dissemination

Valorization of research

Activities related to the SDGs of the UN 2030 Agenda

Third Mission

Production of social, educational and cultural public goods

Open Science

Third Mission at Luiss | Monitoring of activities

✓ **SUA-R/TM (Annual Form for Research and Third Mission)**, the main tool for the census and monitoring of TM activities at both **University** and **Departmental** levels

✓ **KPIs for monitoring the Strategic Plan** related to TM activities and areas (e.g. number of research dissemination events, number of newsletter issues, funding awarded from third-party activities)

✓ **Integrated Report** and **KPIs for monitoring the Sustainability Plan** (especially those related to scientific research and communication and engagement activities)

✓ **Gender Budget** and **KPIs for monitoring the Gender Equality Plan** (especially those related to research conducted by women)

✓ **CRM platform** where all **events** held at University are recorded, classified by mission of reference (First / Second / Third), as well as all **commissioned research projects** carried out by Research Centers with all the related information and documents

✓ **Internal reporting** made by the Office on commissioned research projects of the Research Centers (number, amount, funding entities, etc.), research newsletter performance, research communication activities, etc.

✓ **Satisfaction survey** sent annually by the R&TM Office to researchers, allowing evaluation of service effectiveness

*These are tools for monitoring activities and their immediate performance,
but not for monitoring the impact they produce*

Third Mission at Luiss | People

Governance

Stefano Manzocchi
Deputy Rector for Research and Third Mission

Alessandro Lubicz
Research & Governance

Emiliana De Blasio
Advisor Diversity, Inclusion and Sustainability

Michele Costabile
Advisor Entrepreneurship, Venture Capital and Start-up Ecosystem Development

Matteo De Angelis
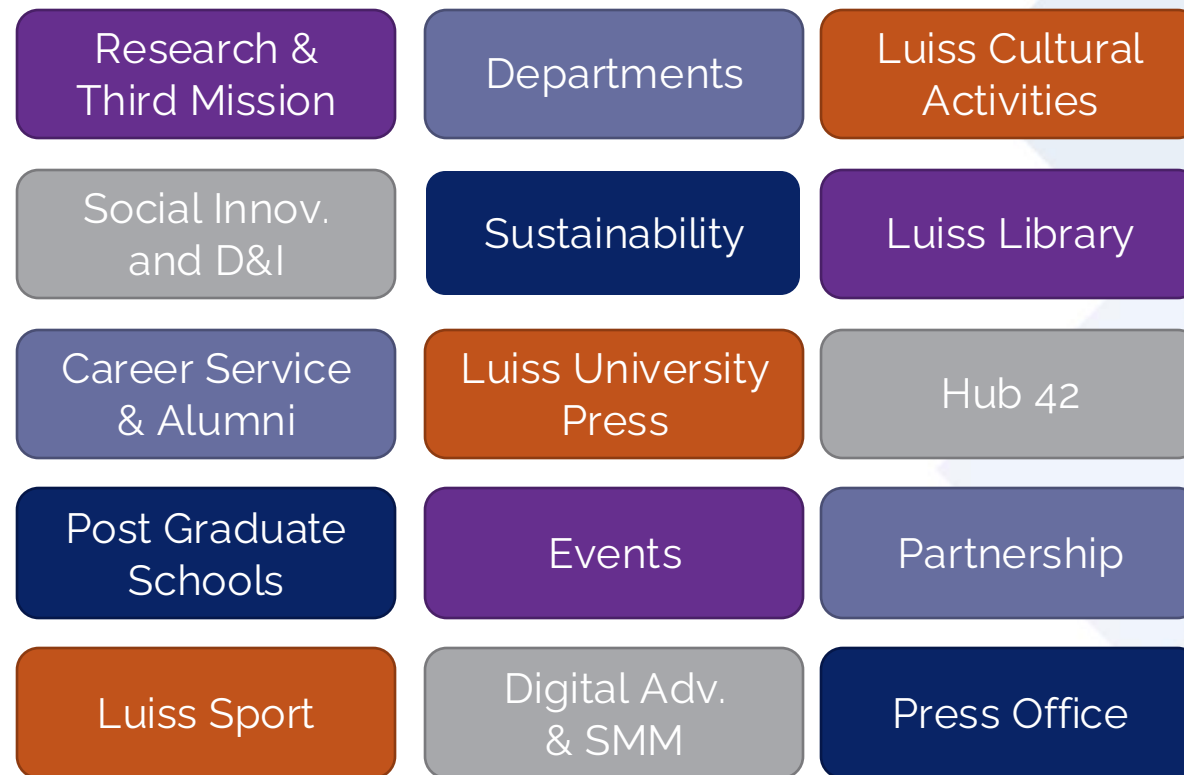Advisor Marketing, Student Orientation, and Recruitment

Francesco Di Ciommo
Deputy Rector for the Development of Alumni Relations and for Sport

Giovanni Fiori
Advisor for the Development and Coordination of the International Luiss Alumni Chapters

Offices

Research & Third Mission	Departments	Luiss Cultural Activities
Social Innov. and D&I	Sustainability	Luiss Library
Career Service & Alumni	Luiss University Press	Hub 42
Post Graduate Schools	Events	Partnership
Luiss Sport	Digital Adv. & SMM	Press Office

R&TM Office | Third Mission Office activities

Support and monitoring of the TM activities of the Luiss Research Centers (e.g. commissioned research, PE events)

Organization of seminars and other activities for the mainstreaming of Open Science

Promotion of knowledge of TM activities and initiatives (e.g. survey on awareness of TM, video on TM in Luiss)

Data collection and compilation of the documents for the TM monitoring and QA; support in monitoring Sustainability and D&I goals

Research dissemination activities, including the international newsletter "R&TM at Luiss University"

Study of incentive measures and rewards for TM activities (e.g. engaged research, public engagement, Open Science)

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Communication of Scientific Research as a tool of the Third Mission

The Third Mission includes all activities related to engagement and communication with society in general.

One aspect that the Third Mission focuses on is enhancing research and its impact on civil society.

This main goal is pursued through communication activity.

The process of publishing and promoting research excellence and disseminating scientific research results to a non-expert audience.

The Three Steps of Dissemination

Collecting research-related data produced within the University;

Selecting relevant research data for external audiences, based on the identification of specific targets;

Disseminating research through the use of clear and concise language.

Dissemination is a process through which scientific knowledge is made accessible to a non-specialist audience.

1 Grasp and identify the focal point of the research to be communicated;

2 Present it through targeted communication strategies (e.g., using questions and keywords, referencing contemporary issues, employing emotionally resonant language, etc.);

3 Immediately show the implications of the research, clarifying the target audience of interest.

Communication Activities at Research and Third Mission Office

1 Communications directed at the Faculty, where we provide targeted information highlighted by a specific template to ensure recognition:

- **Open and Forthcoming Calls for Proposals**
- **Training Opportunities**
- **Research Events**

To keep the Faculty updated and to facilitate their research activities is indeed the first step in creating scientific knowledge.

2 **Dissemination of the University's Top Publications through social media.**

Articles by the Faculty published in top-ranked Journals are selected, and a conceptual summary of the most relevant aspects of the publication is prepared.

The use of non-specialist language is necessary to propose a carousel that is accessible to social media targets.

Communication Activities at Research and Third Mission Office

3

Luiss R&TM Newsbook is an electronic Journal directed at about 30,000 internal and external contacts. It aims to present top-ranked publications (<u>Contents</u>), the Faculty, its research areas and activities, often related to Centers and Observatories (<u>People</u>), and Research events (<u>Events</u>).

4

The updating of the University's Scholars Directory to maintain an operational and detailed mapping of the Faculty and its research areas through the identification of specific thematic keywords.

These contents are elaborated thematically for each issue and presented through video products that involve the Faculty, images, graphs, and textual summaries of the scientific content.
A link to the publication is provided for each selected content to encourage direct reading.

This mapping becomes essential to align the needs of society and tackle future challenges with the university's research and teaching proposals.

Luiss R&TM Newsbook
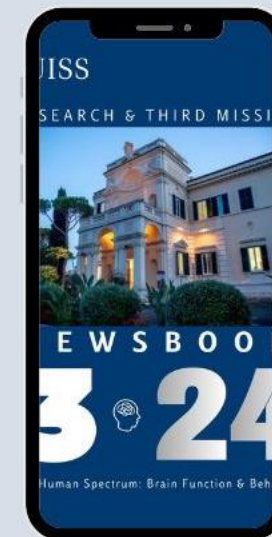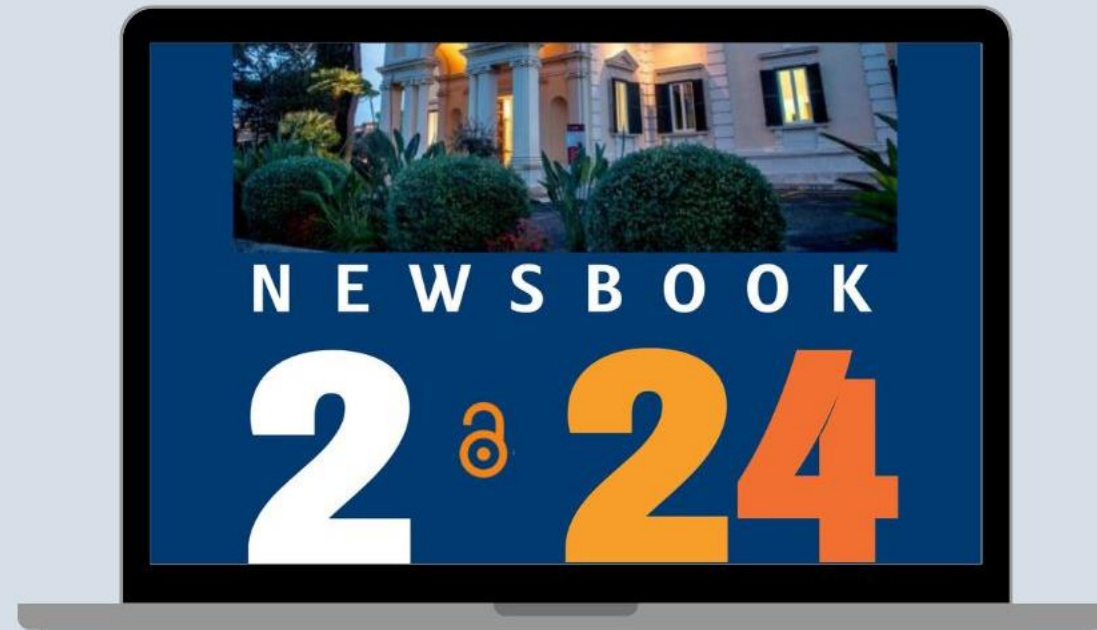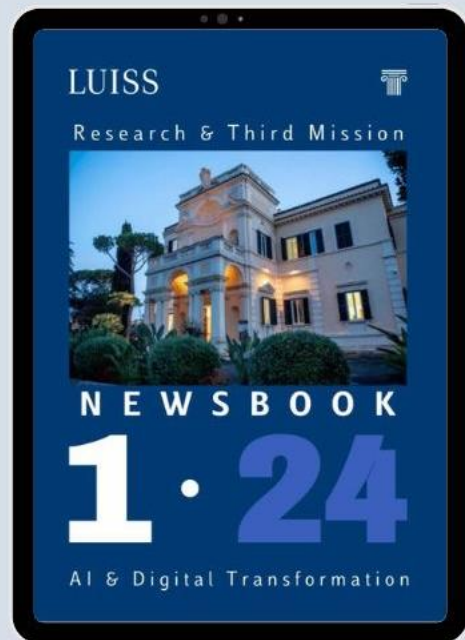
Why Research Dissemination?

Disseminating results of scientific research is an effort not only to inform non-experts about scientific discoveries, but also **increase public awareness of research activities, enhance public interest in science, create a "scientific community" to address current challenges, inform public policies, and influence the attitudes and behaviours of people even outside the University.**

Thank you for listening!

Department Offices | Events and newsletters

Number of Professors

53 *Business and Management*

27 *Economics and Finance*

38 *Law*

29 *Political Science*

14 Issues of departmental newsletters sent in 2023

4.800 Average contacts reached per issue

35 Public Engagement events organized in 2023

Office Support for the TM activities of the Luiss Departments

- Preparation of **departmental newsletters** and content creation, in collaboration with the faculty
- Organization, promotion, and monitoring of **research dissemination events** and other **Public Engagement** initiatives
- Management of **partnership agreements** with national and international institutions and companies
- Management and updating of the Departments' **websites**
- Collaboration with the R&TM office in **promoting excellent publications** on the University's social media
- Support for the R&TM office in the activities related to the **census and monitoring** of TM initiatives
- Support in monitoring the Department's strategic **KPIs**

Lectures & Seminars Office | Research Seminars

The Research Seminars are a <u>core activity common to all the Departments at Luiss University</u>. They offer a unique opportunity for the Research Community to discuss relevant and rigorous research presented by Visiting or Guest Professors. The Research Seminars take place throughout the academic year and are open to tenured professors, adjunct professors, PhD students, fellows and post-docs.

Every week, a research seminar brings together all our faculty members and early-stage researchers to discuss cutting-edge research across a variety of scientific topics. Our **Departmental Research Seminars** <u>Newsletters</u> summarize the initiatives organized by our 4 Departments to keep the Community updated on the scientific activities. Sent every Friday during the academic year, is made available in real time on the Department web site.

The account [envelope icon] lectures.seminars@ luiss.it was created on 07/07/2020 (although the office staff already worked across departments offices)

Lectures & Seminars Office | Research Seminars

Calendars of our Departments' upcoming Research Seminars

Department of Economics and Finance | Seminars (luiss.it)

Department of Business and Management | Luiss | Seminars

Department of Law | Seminars (luiss.it)

Department of Political Science | Seminars (luiss.it)

151 Resarch Seminars from January to December 2023

55	Business and Management
37	Economics and Finance
22	Law
37	Political Science

Tasks & Activities

- Invitation of Guest speakers
- Releasing content on the weekly seminars Newsletter Attendance and support at the beginning of the event
- Data entry on CRM and on the Department Website
- Opening of a registration form for external participants
- Link for remote participants
- Room bookings and Classroom set-ups
- Catering arrangements
- Booking of transfers and accommodations for external participants
- Coordination with external suppliers for the creation of marketing materials (photographer, video footage, prominent guest interviews)
- Handling pf payment and reimbursement requests

ESG Office | D&I and Social innovation

Gender Equality Plan – areas covered

1. Work-life balance and organizational culture

2. Gender balance in leadership and in decision-making

3. Gender mainstreaming in research and teaching content

4. Gender balance in recruitment and in career progression

5. Measures against gender-based violence, including sexual harassment

6. Measures for gender mainstreaming in external communication and in events

Additional internal documents produced:

- Gender Equality Report
- Code of Conduct for the Prevention and Combating of Discrimination and Moral and Sexual Harassment
- D&I Statement
- Guidelines for the Welcoming and Inclusion of International Students

Initiatives:

- National certification on gender equality
- D&I Learning and Sharing – 'D&I Intersections'
- Activities with secondary schools on D&I topics

ESG Office | D&I and Social innovation

## Gender Equality Report as a Best Practice at Luiss

- A **reflection** on the investments and results achieved, enriched by testimonies, examples, and **best practices** to shed light on the health of the University, including in terms of the inclusion of women, female workers, and students.
- An **assessment** aimed at making gender equality a daily and common practice, **integrated** into all processes.
- Luiss is the first non-state university to obtain the PdR 125:2022 certification.
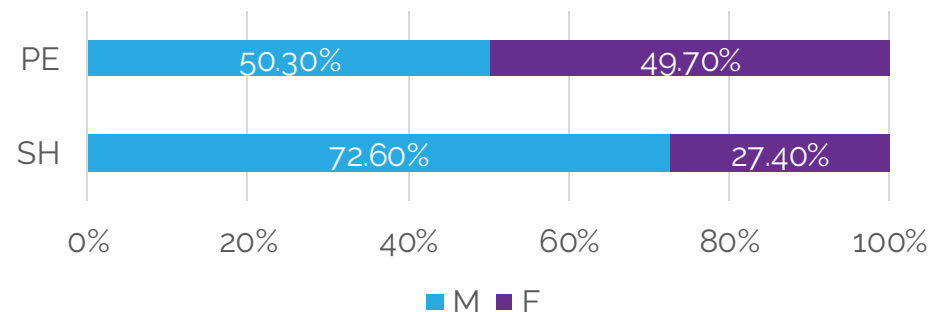
Gender composition

Students: M 51.6, F 48.4
Teaching staff: M 70.60%, F 29.40%
Administrative staff: M 30.50%, F 69.50%
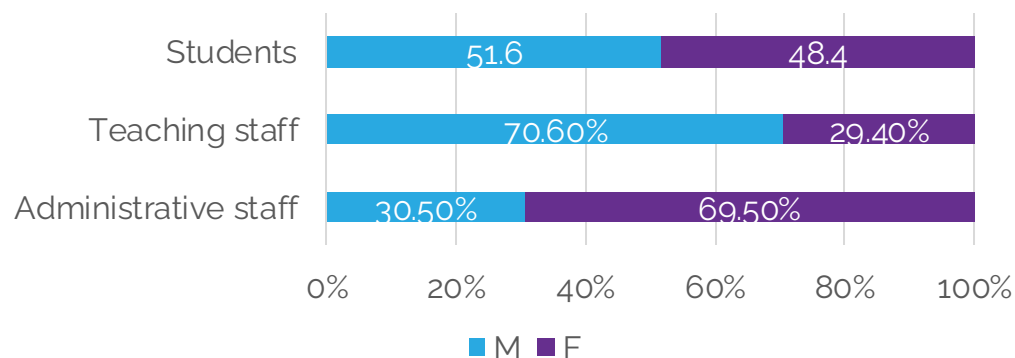
Gender Dimension in Research

PI of projects awarded in 2021-2023 by ERC sector and gender

PE: M 60.00%, F 40.00%
SH: M 65.20%, F 34.80%
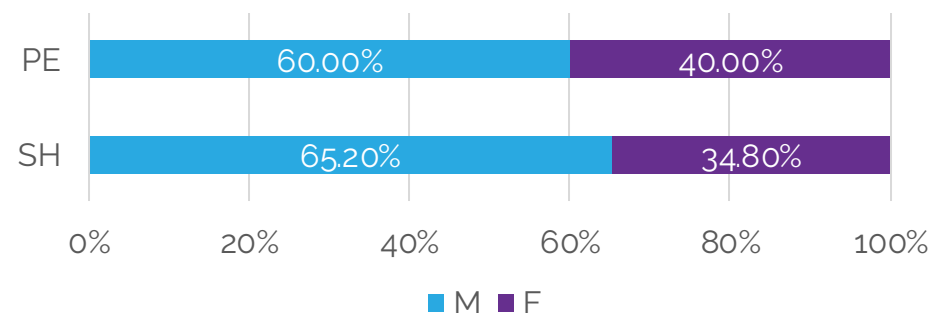
Funding for projects awarded in 2021-2023 by ERC sector and PI gender

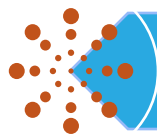PE: M 50.30%, F 49.70%
SH: M 72.60%, F 27.40%

ESG Office | Sustainability

Integrated Report as a Monitoring and Evaluation Tool

The positioning of the Office within the Luiss organizational structure makes Sustainability issues pervasive in strategic planning activities and periodic integrated reporting.

1,285 SDGs-related initietives in 2023 (+52,1%)

377 in the area of third mission

296 related to research activities

Some examples:

• Social inclusion and sustainable development education projects hosted in the Luiss Garden, inaugurated in 2014, e.g., the Orto Platform

• Training activities on environmental education for local schools, involving Luiss students

Library | Information Literacy project for schools

Context

39.3% of people have read at least one book in the last year for reasons other than scholastic or professional*

13.5% of people have visited a library or connected to a library's website*

SDG 4 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

- Luiss commitment to Third Mission
- Professional skills of Administrative Staff

LUISS

Project
Since 2021 Luiss Library has been running a project on **information literacy** for primary and secondary schools.
The initiative aims to bring young students closer to the world of **libraries**, to promote an informed approach to **research tools**, to support the educational process and the ability to **evaluate the information sources**.

Main topics
• Historical timeline of books and libraries
• Statistical data on reading
• Libraries and bookshops
• Types of libraries and services
• Web search engines and OPAC
• Open educational resources
• «Onlife»: fake news, screenagers, information overload, digital divide, functional illiteracy, filter bubble, disintermediation
• Artificial Intelligence
• Librarian's role today
• Visit of the Luiss Library's Rooms

*2022 Survey – ISTAT Italian National Institute of Statistics

Library | Information Literacy project for schools

Facts & Figures 2021-present
- **32** meetings
- **785** students
- **8** schools
- **3** Rome's Municipalities involved
- **9,6/10** teachers' level of satisfaction (45 questionnaires)

Internal Factors

Strenghts
- Professional skills
- Public speaking
- Customized topics
- Library architecture

Opportunities
- Interest of schools
- Social impact
- Reputation
- Orientation

Weaknesses
- Limited capacity of the meeting room
- Temporary unavailability of one room for Luiss students

Threats
- Discontinuous contacts with schools
- Cancellation of scheduled meetings

External Factors

CATALISI

Thank you!

@catalisiproject   catalisi-project   @catalisiproject   catalisi.eu   info@catalisi.eu

Funded by the European Union   APRE Agenzia per la Promozione della Ricerca Europea   EY   F6S   European Network of Living Labs   ktu Kaunas University of Technology 1922   UJI   UNIVERSITAT JAUME I   LUISS University - Rome   Uniwersytet Gdański   UCC University College Cork, Ireland Coláiste na hOllscoile Corcaigh   ARISTOTLE UNIVERSITY OF THESSALONIKI   Amsterdam UMC Universitair Medische Centra