



BeyondScale

- In [BeyondScale](#), eight higher education institutions from five EU Member States are collaborating in making their institution more entrepreneurial and innovative.
- For this, they are using the HEInnovate self-assessment platform, adapting it to their needs.
- BeyondScale is a Forward-Looking Project, co-funded by the EU's Erasmus+ Programme. It aims to create a community of practice and is managed by [WPZ Research](#) (Vienna).

HEInnovate

- [HEInnovate](#) is a self-assessment tool that helps higher education institutions to explore and improve their innovative potential.
- HEInnovate identifies areas of strengths and weaknesses in the institutions along eight organizational dimensions.



Co-funded by the
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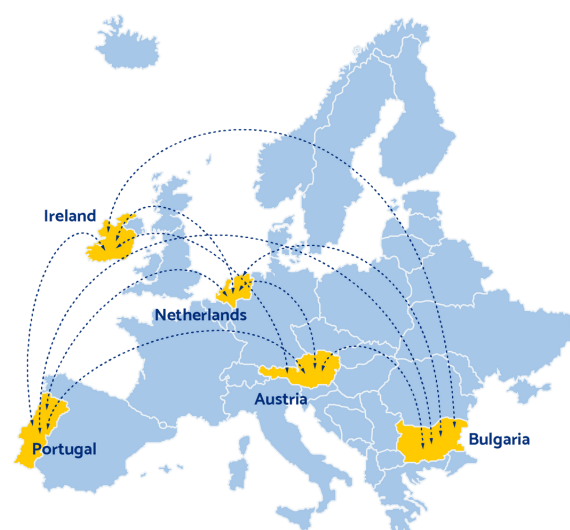
HEInnovate Value Proposition Video Tutorial Launch



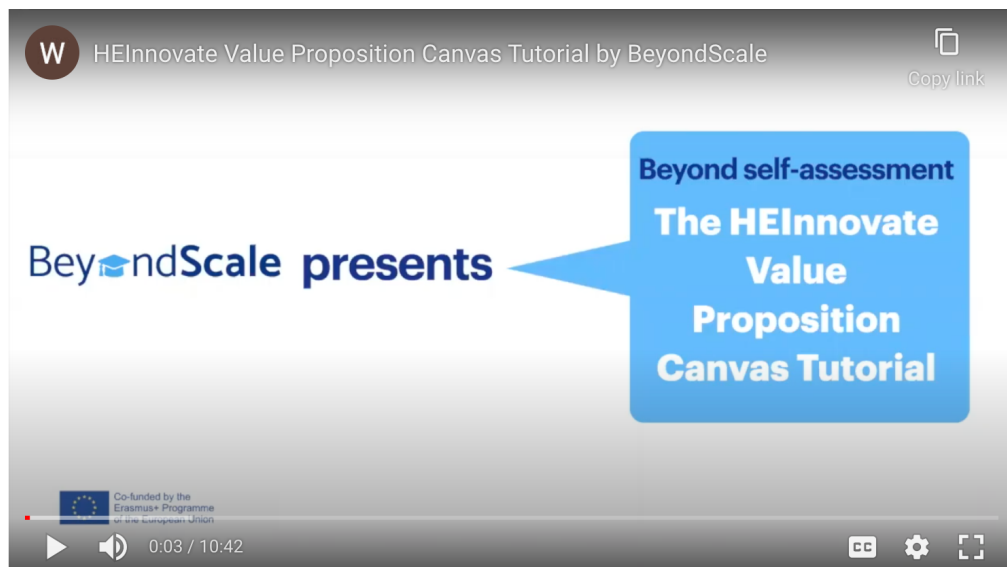
BeyondScale
14/10/21

14th, 15th, and 16th of October 2021, **Erasmus +** celebrated [ErasmusDays](#) in which all interested parties could take part and share their Erasmus experience. This year, 5667 events were organized in 67 countries worldwide.

We are proud to announce that one of these events was our HEInnovate Value Proposition Tutorial launch within the BeyondScale project. We took the opportunity to participate in the ErasmusDays and organized an **official launch** on the 14th of October 2021. The event was organized online and welcomed participants from the BeyondScale project and associated partners. The launch was preceded by a short presentation to explain the purpose of the tutorial and to credit the authors.



HEINNOVATE VALUE PROPOSITION CANVAS TUTORIAL



Credits: On behalf of the BeyondScale team, we would like to thank our partners [Ruaidhri Neavyn](#) from Higher Education Authority Ireland, [Donnchadh Kindlon](#) from Dublin City University, and [Nino Popkhadze](#) from WPZ Research for their contributions.

What is HEInnovate Value Proposition Tutorial?

HEInnovate Value Proposition Canvas Tutorial is a 10 minutes video that explains how the BeyondScale team came up with the idea to combine the HEInnovate dimensions and famous Value Proposition Canvas design. The tutorial is based on the experiences of the Value Proposition workshops organized by our partner higher education institutions (in case you have missed it, please visit previous issues of the newsletter to get additional information about the workshops and their build-up). With this tutorial, we aim to share our approach and support other HEIs' institutional transformation to become more innovative and entrepreneurial. It also provides a set of recommendations and tips to run similar workshops.

For whom we designed the tutorial?

For everyone who works for the Higher Education Institutions and is interested to get to know their internal and external stakeholders and connecting with them better.

What is covered by the tutorial?

The first half of the tutorial provides information about the HEInnovate tool, the BeyondScale project, and the Value Proposition Canvas design. It also describes the rationale of the BeyondScale approach.

The second half of the tutorial gives a detailed explanation of the workshop, how to organize and what are the integral elements to take into consideration. Besides, for illustration purposes, it includes two examples from our partners: [Munster Technological University](#) and [NOVA IMS](#).

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