



BEYONDSCALE

BeyondScale is seeking to create a pan-European community of practice that will share and document emerging good practices, based on the outcomes of the individual and collaborative activities of the participants.

BeyondScale utilises the **HEInnovate** self-assessment platform to drive entrepreneurial and innovative change.

HEInnovate

HEInnovate is a self-assessment tool by the European Commission and the OECD for higher education institutions to explore their innovative potential. HEInnovate diagnoses areas of strengths and weaknesses, opens up discussion on respective topics. HEInnovate covers eight areas for self-assessment.



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Dimension: Knowledge Exchange & Collaboration

Organiser: University of Innsbruck (UIBK)

Date: 25 March - 15 April 2021

Outbound Activity: "Innovation & Entrepreneurship in NGO/Charity/Social Enterprise Sector"

Format: The UIBK team has conducted 10 bilateral expert interviews with CEOs and team leaders of Tyrolean non-profit organizations.

Purpose/Goals:

- to get an insight into the needs of the NGO/charity/non-profit/social enterprise sector regarding entrepreneurial mindset and innovation;
- to gain information on how to attract entrepreneurial teaching and learning and awareness building for graduates who want to engage in this sector and show the needs of this sector;
- to exchange knowledge about entrepreneurial topics and innovation for NGO/charity/non-profit/social enterprise and University of Innsbruck;
- to establish better contacts/relationships with this sector;
- to generate ideas on how to improve the interaction between the sector and the University of Innsbruck.

In this issue:

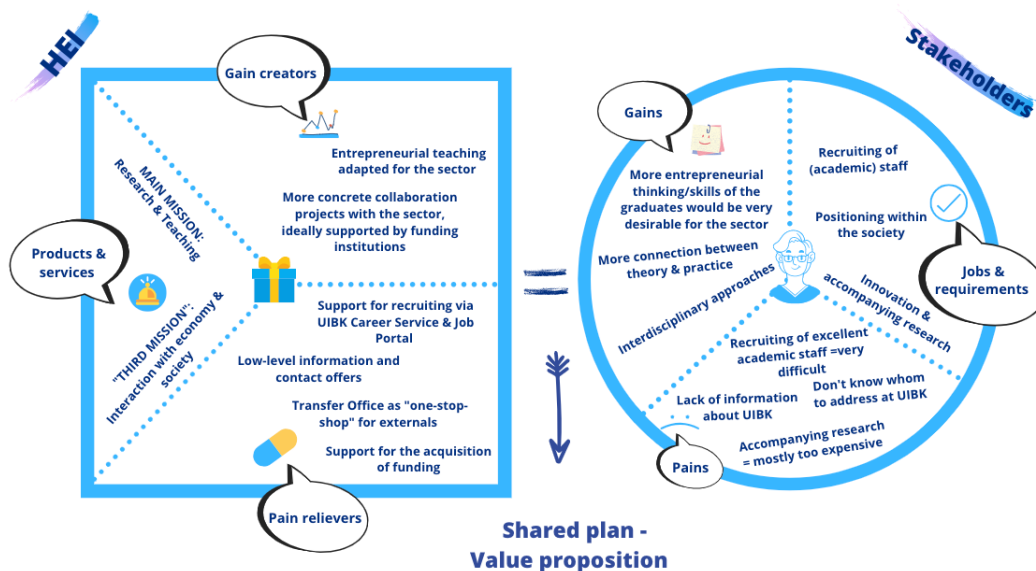
Value Proposition Interviews by
University of Innsbruck, UIBK

Interview questionnaire & method:

The HEInnovate questionnaire for the dimension "Knowledge Exchange & Collaboration" was enriched by supplementary (more open-ended) questions and was – now serving as the interview questionnaire – filled out during the interviews together with the interview partners. The questions from HEInnovate were used in their original German version, the supplementary ones were added in order to discuss the aspects of the Value Proposition Canvas (VPC). After the interviews, the answers were sorted and clustered according to the VPC-scheme.

HEInnovate Value Proposition Canvas

Dimension: Knowledge Exchange & Collaboration



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Key findings from the interviews:

Besides the "gains", "pains" etc. sketched above in the VPC several barriers and obstacles were identified, e.g.:

- unclear responsibilities at UIBK;
- visibility of the UIBK Transfer Office in the sector is insufficient;
- cooperation with the sector = not as well established as with STEM-based companies;
- lack of good information material for the sector;
- lack of time resources apart from daily business;
- HEIs don't know enough about the needs of the sector;
- sometimes: political obstacles;
- threshold fears (university = still often perceived as "closed system").

Not only "vague ideas and rough propositions" were expressed, but even with some of the interview partners concrete plans and project ideas for future collaboration were reflected.



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Action Plan

Based on the findings of the expert interviews, the following action plan for follow-up activities was defined:

- assistance for the non-profit sector concerning recruiting of academic staff and employer branding by offering better access to the UIBK job portal & enterprise profiles;
- specific follow-up meetings with select interview participants: an exploration of options for collaborative research projects;
- the contacts and dialogues with the sector will be fostered and intensified further on: new contacts shall be gained and the visibility of UIBK within the sector improved;
- ongoing knowledge exchange with the BeyondScale buddies for mutual enrichment of the project experiences and outcomes.

Overall Experience:

All the interview partners were initially "cold contacts". Due to the bilateral dialogue setting, the UIBK team could build trust and establish a sustainable "axis" with each of them: All the interview partners wish to stay in contact and to be involved in follow-up activities. UIBK could gain a lot of valuable information and insights concerning the needs, wishes, "pains" and "gains" of the non-profit sector. Summing up briefly, the major goals of the interview series could be reached.