Campus Iberus
The Circular University Challenge: Academia-Industry interaction for a transition towards a Circular Economy

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REGионаl DiMension

- Strategic Alliance of 4 Public Universities
- 2010: Campus of Internacional Excellence
- 2012: University Consortium (legal entity)

8 Cities along the Ebro River Valley with an Univ. Campus

60,000 Students
3.500 PhD students

5,500 Teaching & Research Staff

370+ Educational programs
160 Grade
140 Posgrade
72 PhD
PRINCIPLES

Aggregation

• Education, R&I capacities
• Research Infrastructure
• Multi-stakeholder Alliances
• Large mobility initiatives

Specialization

• Agrofood & Nutrition
• Energy & Environment
• Health Technologies
• Social & Territorial Development

Internacionalization

• Cross-border Campus Spain-France
• Europe
• International: Latin-America, Asia
University-Business Cooperation
✓ Filling the gap: Student-oriented
✓ Renewing ways of learning-teaching
  - Challenge-based/Project-based
  - Industry-oriented
  - Intense interaction with
  - Academic + industrial mentoring
✓ Local context. Replication @ larger scale

ACTIVITY AREAS

✓ Joint Degrees
✓ Skills: Vocational & Industry-Driven Education

Education & Training

Innovation

Research

PhD

✓ Inter-university Action Groups
✓ Joint R&I Projects and mobility
✓ Strategic EU Initiatives

✓ Joint PhD programs
✓ Iberus Doctoral School
✓ Iberus Talent PhD programe (MSCA COFUND)
✓ Three Minute Thesis
U-B cooperation in Campus Iberus

- **400 students**
- **76 universities**
- **60+ institutions**
- **0,9M€ invested**

**Santander Intraemprende**
- 76 universities, nationwide
- 20 companies, 20 challenges
- Up to 80 students

**The Circular University challenge**
- 11 universities, 9 regions
- 1 company, 2 global challenges
- 120 students

**Iberus LABS**
- 11 universities, 9 regions
- 7 labs
- 53 students

**Campus Iberus-Demola**
- 4 universities, 4 regions
- 25 challenges, 20+ institutions
- 120+ students, 10+ study disciplines

**Iberus Emprende**
- 4 universities, 4 regions
- 62 projects selected, 10 projects granted
U-B COOPERATION FOR CIRCULAR ECONOMY

THE CIRCULAR TALENT LAB

- **Young Talent (20-30 yrs)**
- **Different Profiles**
- **Challenge**
- **3-6 Months**
- **Collaborative Design**
- **Design Thinking**
- **Co-Creation**

CHALLENGES

- Smart Bin (smart monitoring & IoT for waste management)
- Eco-design principles for food packaging
- Valorisation of plastic waste for generation of by-products

CAMPUS IBERUS

- Conceptualize the “Talent Lab”
- Detects and attracts young talent
- Provides own methodology (CIR), training and mentors
- Sets up & manages teams of students
- Assists universities in the process

COMPANY

- Sets the challenge
- Deploy resources
- Provides mentoring
- Gets and manage IPR
- May exploit results
U-B COOPERATION FOR CIRCULAR ECONOMY

- 11 Universities, 9 regions
- 120 Students, 2 Global challenges
- Fresh talent finds the solution
- Students, company and society wins

CAMPUS IBERUS

- Co-designs and disseminates the initiative
- Coordinates implementation
- Selects & recruits students
- Sets up & manage teams of students and resources
- Provides own methodology (CIR), trainers and mentors
- Assists universities in the process
**U-B COOPERATION FOR CIRCULAR ECONOMY**

**Challenge A**
- How can we get citizens to **recycle more and better**?

**Challenge B**
- How would you **improve packaging design** for a better recyclability and more efficient and sustainable reuse of recycled materials?

**How does it work?**

- **Challenge + Team = Innovation**

- **Step I:** Ideas submitted by students (5 weeks)
- **Step II:** Development of ideas selected to prototype level (9 weeks). 1 team per university
- **Step III:** Open presentation of prototype selected

More info: [https://www.circularuniversitychallenge.com/](https://www.circularuniversitychallenge.com/)
FRESH FROM THE OVEN, GOING BIGGER

SANTANDER INTRAEMPRENDE

1st Pilot Edition of the "Santander Intraemprende Scholarship Program"

Goals
✓ Detect, attract and growth: external young talent, in-company talent
✓ Generate value within companies by intrapreneurship
✓ Implement innovation methodologies
✓ Enable students to access high-quality in-company traineeships

Features of this 1st Pilot
✓ Performing short-term in-company intrapreneuship projects
✓ 80 students, 20 companies (circa 100 companies expressed their interest)
✓ 76 universities, nationwide
✓ Multicisciplinary teams of 4 students, 600€/month, 2 months duration
✓ Entirely designed by Campus Iberus – Coordination of Technical Office @ national level:
  - Managing call for expression of interest
  - Selects & recruits students
  - Sets up & manage teams of students and resources
  - Provides methodology (CIR), training and mentors
  - Assists universities in the process

More info: https://www.becas-santander.com/program/becas-santander-intraemprende
Muito obrigado
Thank you very much
Let’s talk...

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