

## Report of the 6th meeting

30-11-2023 and 01-12-2023

### Location

ACEEU Wilhelm-Schickard-Str. 14, 48149 Muenster, Germany

### Attendees

University of Barcelona (online)

*Jan Philipp Czakert - philippczakert@ub.edu*

*Rita Berger - ritaberger@ub.edu*

ACEEU - Münster, Germany

*Adisa Ejubovic - ejubovic@aceeu.org*

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Trendhuis - Mechelen, Belgium

*Nathalie Bekx - nathalie.bekx@trendhuis.be*

*Véronique Verbraeken - veronique.verbraeken@trendhuis.be*

University of Camerino, Italy

*Fabrizio Fornari - fabrizio.fornari@unicam.it*

*Andrea Marconi - andrea.marconi@unicam.it*

*Arianna Bartoletti - arianna.bartoletti@unicam.it*

Momentum, Leitrim, Ireland

*Laurence Cole - laurence@momentumconsulting.ie*

Warm welcome by ACEEU to all participants

We reviewed the interim report, filled out and submitted by Trendhuis.

Regarding the overall administrative progress, we are slightly behind schedule, but with concerted efforts, we can catch up efficiently.

Trendhuis gave some explanation on the traffic light method

1. Green Light: Progressing Well
2. Yellow Light: Caution/Attention Needed
3. Red Light: Critical Attention Required.

## Partner presentations on national summaries

### Italy

Since 1969, CINECA has expanded infrastructure to support academic and research needs, fostering innovation and offering digital skills training. Italian universities accelerated their digital transition under the Bologna Process, with technology investments leading to the Guidelines for Digital University by 2012. The COVID pandemic further sped up digital integration, resulting in the emergence of telematic universities.

The National Programme for Open Science 2021-2027 prioritizes open access, facilitating global research collaboration. Italy strategically invests in digital education, yet funding remains a persistent challenge.



### Ireland

The aim of Ireland's National Strategy for HE is to integrate technology, giving priority to digital competency, institutional modernization, and flexible learning in areas such as research, digital literacy, professional development, and infrastructure.

The All-Aboard Initiative promotes digital literacy by employing a comprehensive skills framework and engaging strategies. The National Forum for the Enhancement of Teaching and Learning in Higher Education introduced a roadmap. Subsequently, the Enhancing Digital Teaching & Learning project, led by the Irish Universities Association and funded by the Higher Education Authority, is dedicated to advancing digital attributes and actively enriching the overall educational experiences of university students.



### Germany

In Germany, most federal states have digital agendas addressing digitization challenges. For HE institutions, the primary goal of digitalization strategies is enhancing teaching quality. Drivers for digitalization include innovation, inclusivity, flexible education, preparation for the future, and fostering digital literacy.

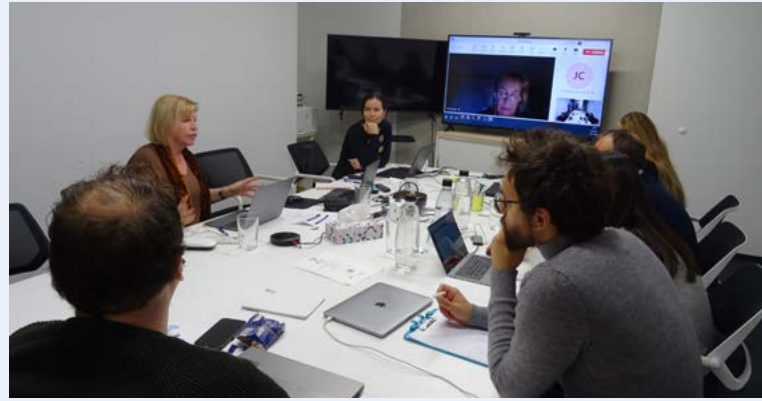
Barriers include a lack of top-level strategic commitment, communication issues among stakeholders, insufficient structural support, concerns about data protection and privacy, resistance to change and lack of funding. The future envisions a "digitalization allowance" for universities and ongoing teacher upskilling to stay current with trends.



## Belgium

In Belgium, the government assumes a leading role in digital transformation. “Flemish Resilience”, includes “Digisprong”, targeting the reform of ICT teams in all schools. “Digital Wallonie”, features the “Digital School project,” addressing digital challenges in education. Both regions prioritize resilience, adaptability, and digital capabilities, aligning with European guidelines for innovative, flexible, and sustainable education.

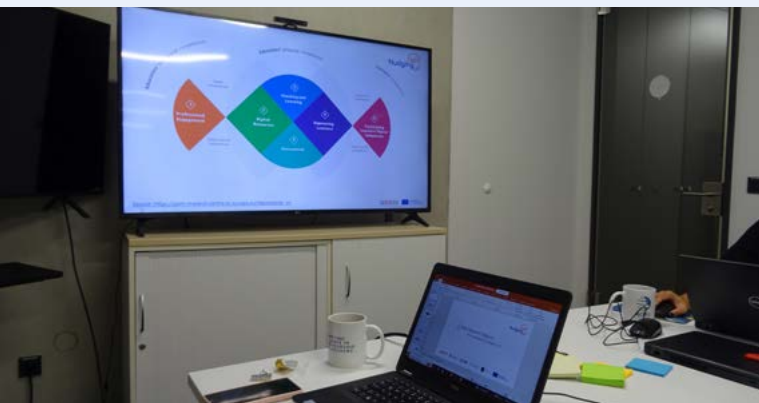
SERV, the Social and Economic Council of Flanders, advises integrating technology and a culture of learning into higher education. They recommend leaders and educators take the initiative in adapting to the new skills required in the evolving digital landscape.



## Spain

The Spain Digital Agenda 2025 guides national digitalization strategies, emphasizing inclusivity and lifelong learning. The National Digital Skills Plan targets 80% basic digital skills for the population, impacting higher education. The UniDigital Plan focuses on modernizing Spanish universities, fostering innovation, and driving digital transformation.

Despite Spain’s commitment, higher education institutions struggle to meet the demands of a digital society, as highlighted in the CRUE’s annual UNIVERSITIC report, calling for increased investment in digital technology.



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European Higher Education is actively integrating digital tools to enhance teaching quality and adapt to the challenges of a digital society.



# Nudging and Self Nudging Toolkits strategy and work organisation

Trendhuis started a presentation on nudges and self-nudges, proposing a category-specific approach. All partners need to engage their teams in brainstorming about digital nudges.

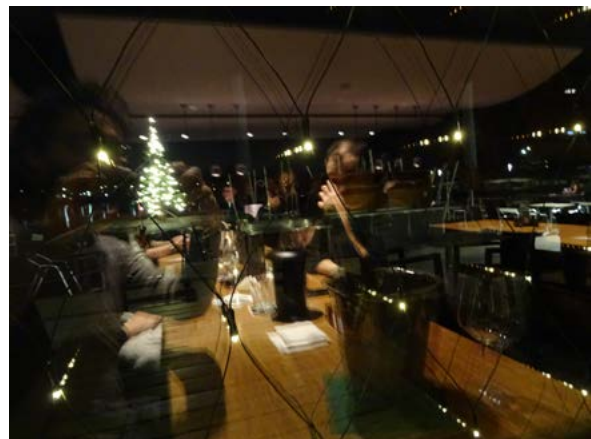
Subsequent discussions revolved around determining the next steps. Italy suggested focusing on the desired behavior rather than the tools for implementation. The same behavior can be achieved using different tools. Barcelona, stressing the insufficient rewards for professors, emphasized the importance of perceiving the nudge as facilitation rather than a demand. They proposed that nudges could offer a simpler shortcut, making it easier for additional actions to be encouraged.

Camarino mentioned that the Italian government expressed reservations about permitting ChatGPT for researchers. We discussed ethical concerns and other reservations using ChatGPT. Barcelona suggested we should prioritize or disregard specific digital tools based on the preliminary survey results. Barcelona also started the distribution of the survey and data collection now that it has been approved by their Bioethics Commission. Camarino asked for a QR-code to share the survey, to increase response.



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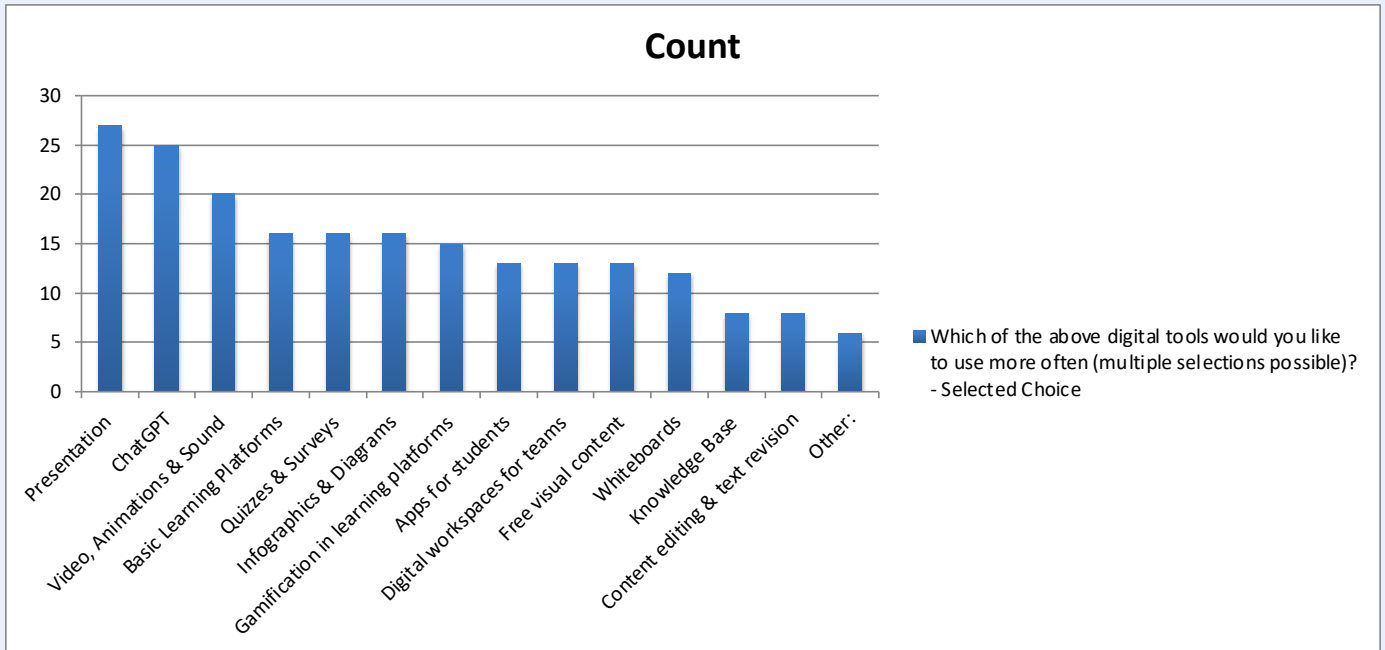
We concluded the day with a cozy and delightful dinner at 'A2 am See.'



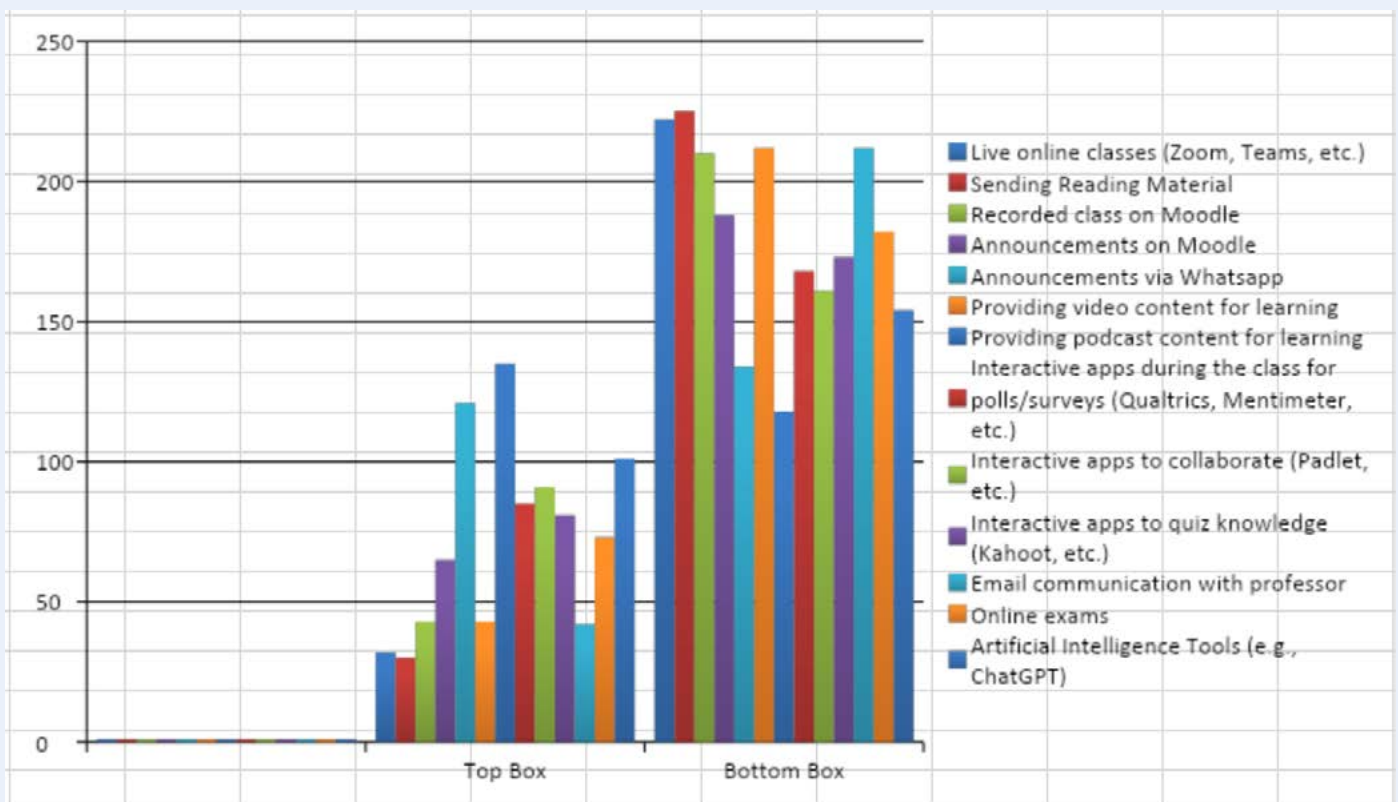
## Preliminary results of the surveys

Barcelona presented the preliminary results of the surveys in an excelsheet. The result from the educators was somewhat different from the result of the students.

Educators: On the graph below, you can see which tools educators would like to use more often.



Students: On the graph below, you see which tools students prefer.



## Concerns about the barriers

The current educational landscape reflects a challenge for teachers to allocate time for essential activities such as quizzes, encouraging student participation, and incorporating quotations into their teaching. Many educators utilize digital tools like whiteboards and learning platforms mainly for archiving purposes rather than tailoring them for individualized learning.

Teachers are hesitant to use digital tools in their teaching because of limitations in the curriculum and a lack of clear planning. Without a clear strategy, they are less likely to adopt these tools, and there's also a general resistance to change. Additionally, the combination of in-class and distance teaching in a hybrid format presents challenges, proving more demanding for teachers than concentrating on either mode individually.

We also have to address practical issues affecting the educational environment, such as the shortage of charging points in Barcelona. Collaborative efforts are needed to find solutions to these real-world challenges.

## Thinking about a starting point for designing the nudging toolkit

Example of a nudge: imagine there's a default setting that asks teachers if they want to upload recordings. It helps teachers use tech tools better by giving them a little nudge. This default setting can be enforced by the administrator or the educator can choose their own default setting, making it a self-nudge.

As said in our Erasmus+ contract, we are required to incorporate and disseminate 15 or more digital tools in this project.

ACEEU feels there is a need to set some criteria for the nudges, to narrow down the field. They also suggested each partner could create an individual case study rather than conduct a broad brainstorm session. ACEEU and Barcelona suggested a mix of digital and non-digital nudges, but in the contract we only speak of digital nudging. Momentum proposed that each participant craft a case study featuring three examples of nudging and three examples of self-nudging, which caused some discrepancy about the term 'case'. Barcelona suggested a three-part plan: creating general nudges, discipline-specific nudges and a guidebook (guidelines for teams to create their own nudges). They want everyone involved, especially stakeholders and decision makers, to help improve education and create a facilitating environment.

There is also a small piloting stage at the end of WP4. WP4 involves creating guidelines for constructing nudges.

## Homework for our next meeting in January:

Trendhuis summarizes that every partner has to find three good examples of digital nudging along with the corresponding proposed behaviors.

ACEEU has set a doodle for our next online meeting in January.

# Your communication tasks

Registrare all communication efforts in **the excell sheet** ACEEU provided

## 1. Your company / university website

- Every partner has to mention the project visually on their own website
- Every partner has to make at least one relevant blogpost on a topic of their choice, this can be the same as on the nudging 360° blog (ACEEU already created some blogposts about nudging).

## 2. Social media channels Nudging 360°

- Trendhuis started Twitter, LinkedIn and Facebook channels in november 2023  
Every partner will take turns in populating the social media channels of Nudging 360°  
2023 December Trendhuis - 2024 Januari Barcelona - 2024 februari Momentum - 2024 March Camarino - 2024 April ACEEU - ...  
You can find a **Social media management calendar** in the dissemination folder on teams, with the months listed each partner has to post in. Everybody has been added to the linkedin page, so you can post there. For twitter everyone can login using the same username and password. When nobody in your team has a facebookaccount, you can send the required content and images for facebook to Trendhuis when it is your turn, otherwise send me account details so I can add you as a contributor.
- Every partner will share at least 1 post / per channel / per week (12 posts per month) including one post about their own organisation with a nice team picture, you can also share an existing blog article or the one you submitted, a digital nudge and/or self-nudge example or choose your own relevant topic to write about.

## 3. Your own social media channels

Every partner will promote Nudging 360° on their own social media channels. Your own Posts with pictures and/or reposts of the Nudging 360° channels.

## 4. Blog

Trendhuis started a blog page on the nudging 360° website.

Every partner has to create 2 articles for our blog and send the text to Trendhuis.

- The first one is about your organisation and your contribution to our project, your experiences so far + some nice pictures of your team or work environment. Write this one before the end of februari or earlier please.
- For The second one, you can choose a subject or angle, please consider what has already been written by other partners. You can submit it in the month your on social media duty. You can use the same article on your own website or write another one.

# Guidelines communication

1. Use the Nudging 360° logo in combination with the co-funded by the European Union logo
2. If you use fonts, preferably use:
  - Varela Round Regular for headers
  - Noto Sans or Noto Regular for broad text
  - Calibri for powerpoint or word
3. Colors used:
  - white: #FFFFFF (C0 M0 Y0 K0)
  - light blue: #e0ebf6 (C10 M4 Y0 K0)
  - dark blue: #2a3990 (C100 M90 Y10 K0)
  - black: #000000 (C0 M0 Y0 K100)
  - orange: #f15a29 (C100 M80 Y95 K0)
4. Use images, illustrations or photo's of our team
5. You can also use the partner logo's

## Social media guidelines

- Sizes for social media posts:
  - 1200 x 675 pixels or another horizontal size
  - 1200 x 1200 pixels or another square size

## Best Practices for Social Media Post Length:

X: 120-240 characters

Facebook:

- Short and Sweet: 40-80 characters
- Engaging Content: If your post includes a link, image, or video, you can use a bit more space, but still try to keep it under 100-150
- Storytelling Posts: for a longer story or detailed information, you can go beyond 150 characters

LinkedIn:

- 150-300 characters for status update. Short posts perform well.
- For an article or longer content, around 600-1.300 characters

Use hashtags like #HigherEd #EdTech #DigitalTransformation, ...

Tag partners and react on what is posted for more reach

Best wishes for a happy Christmas and a great 2024.