

# Assessing Third Mission of Universities: Contemporary Practices and Modern Challenges

*Adisa Ejubovic, ACEEU Executive Director*





1st Generation

Education

Defending the truth

2nd Generation

Education & Research

Discovering nature

3rd Generation

Education, Research &  
know-how exploitation

Creating value

A difficult transformation

# ACEEU APPROACH TO THIRD MISSION

## *Qualitative approach*

---

- First **accreditation focused on third-mission aspects** (entrepreneurship / engagement)
- Accreditation as **Entrepreneurial University** and/or **Engaged University** (single and dual accreditation possible)
- Third mission terrain is **diverse** across different countries
- **Qualitative** approach is needed
- Guidelines that steer the input, yet leave enough **freedom to** institutions
- Multiple rounds of **peer-reviewed** assessments
- Constant communication is key

# THE BENEFITS WE AIM TO PROVIDE TO UNIVERSITIES

## *Supporting university transformation*



### PROMOTION OF CULTURAL CHANGE WITHIN THE UNIVERSITY

*People and mindset development*



### ACCELERATION OF ORGANISATIONAL DEVELOPMENT

*Organisational learning and advancement*



### AMPLIFICATION OF THE RECOGNITION OF EXCELLENCE

*Benefitting from (international) recognition*



# UNDERSTANDING THE DIFFERENCES

## *Entrepreneurial vs. Engaged University*

### Entrepreneurial University



Focus on **economic impacts**



Development of **entrepreneurial mind-sets and skills**

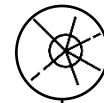


Research leads to **income and commercialisation**

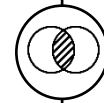


Encourages and promotes **innovation**

### Engaged University



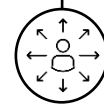
Varied forms of **societal impacts**



Education and research **aligned with society needs.**

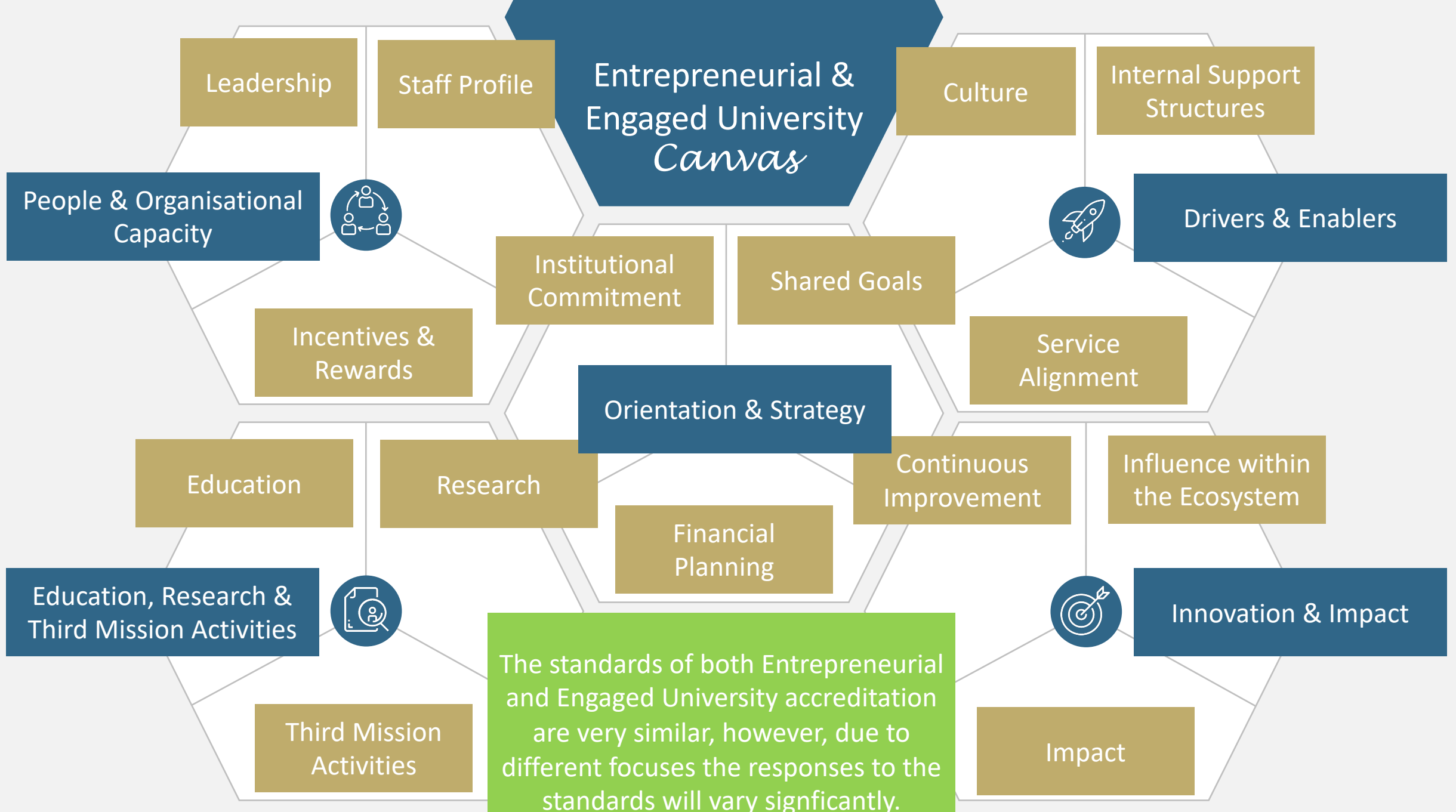


Research is **collaborative and mutually beneficial**



Encourages and promotes external **collaborations**

Institutions can be both!



The standards of both Entrepreneurial and Engaged University accreditation are very similar, however, due to different focuses the responses to the standards will vary significantly.

# THE ACCREDITATION PROCESS I

*4 phases and 20 steps*

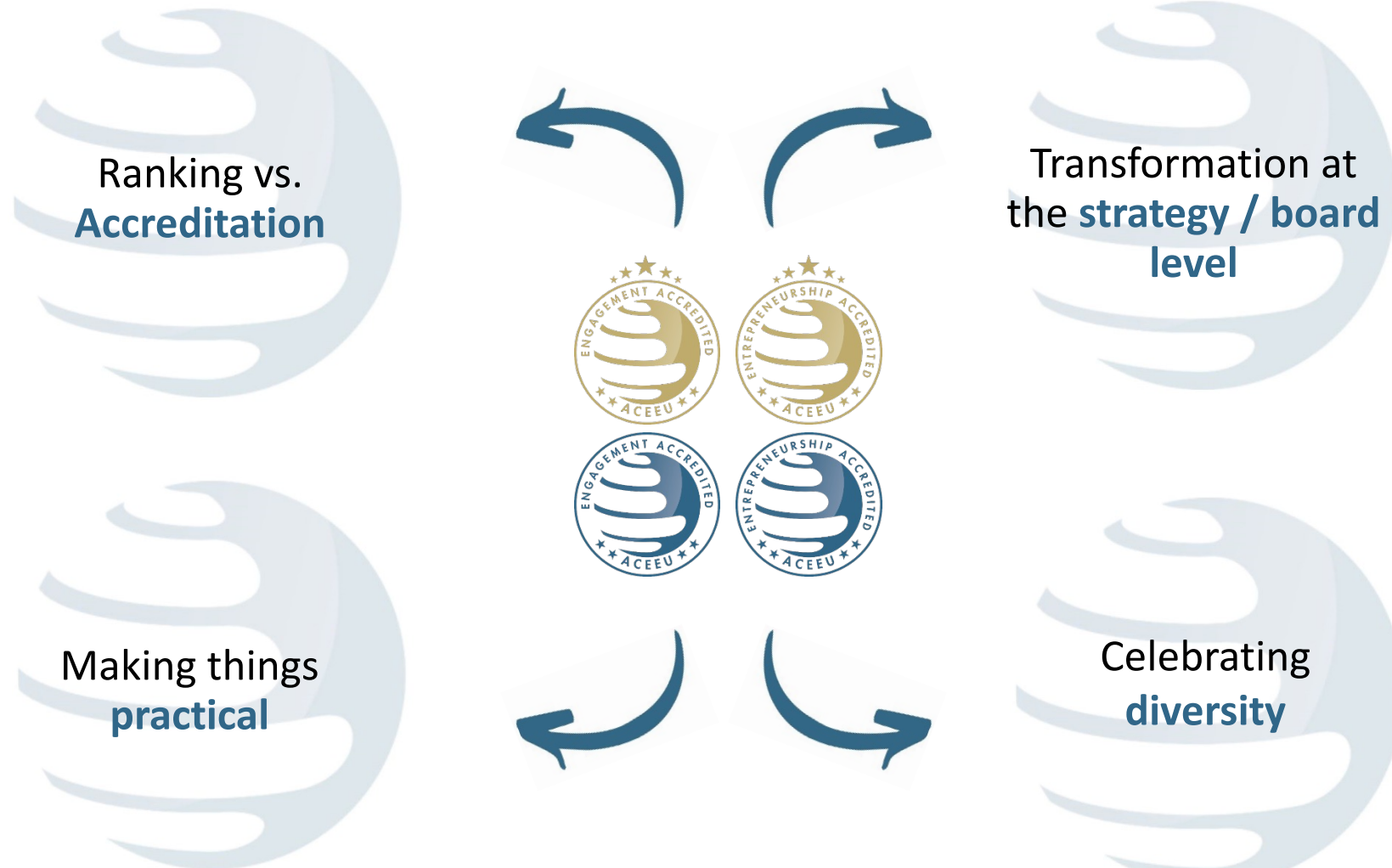


The entire process can last from 9 months to up to 2 years



# OUR STORY

## *Evaluation and recognition of the third mission*





# ACEEU KEY DOCUMENTS

## *Standards and Guidelines*

---



Thank you!



# ACEEU

ACCREDITATION COUNCIL  
FOR ENTREPRENEURIAL &  
ENGAGED UNIVERSITIES



[www.aceeu.org](http://www.aceeu.org)



[@aceeu\\_org](https://twitter.com/aceeu_org)



[/aceeu](https://www.linkedin.com/company/aceeu)