



ACEEU

ACCREDITATION COUNCIL
FOR ENTREPRENEURIAL &
ENGAGED UNIVERSITIES

ENTREPRENEURIAL AND ENGAGED UNIVERSITY ACCREDITATION

Get recognised for your achievements, promote organisational development and join a global group of universities celebrating excellence in entrepreneurship and engagement.

2017

BROCHURE

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Dr. Thorsten Kliewe
Chair of the Council

Welcome

Many thanks for your interest in ACEEU accreditation. These are exciting times. Over the past two years, we have worked intensively to develop the world's first accreditation programme for Entrepreneurship and Engagement at an institutional level, and since the end of 2016 we are in the process of accrediting the first 14 pilot institutions. Seeing the enthusiasm with which these institutions recognise and go through our accreditation programme is fantastic and it fuels our ambition to make ACEEU's accreditation programmes the standard for Entrepreneurial and Engaged University evaluation worldwide.

This brochure has been designed to give you an overview of ACEEU

accreditation and to support you in the decision making process whether or not ACEEU accreditation could be beneficial to your organisation. Please also visit our website www.aceeu.org for more information.

Should you consider ACEEU accreditation or have any questions or concerns, please do not hesitate to get in contact with me or our team.

Enjoy reading!

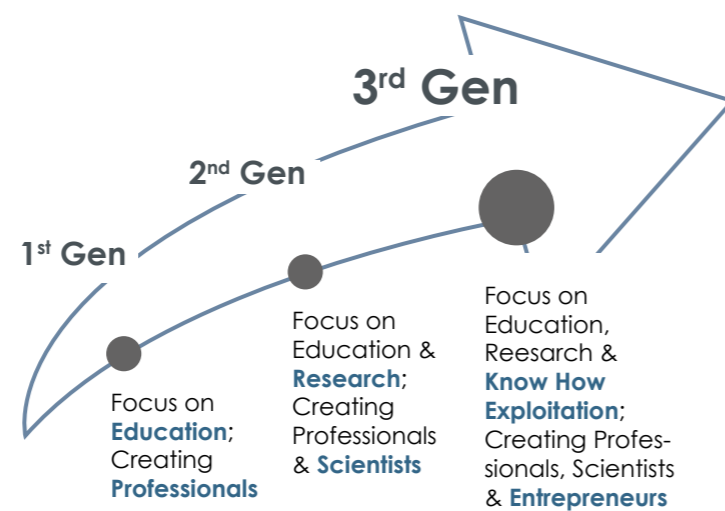
A blue ink signature, likely of Dr. Thorsten Kliewe, written in a cursive style.

Towards a new generation of universities

Universities around the world are moving beyond solely performing education and research and add engagement and entrepreneurship to the core activities of their institution.

Governments, universities, businesses and the general public alike recognise today that higher education has both a special capability and responsibility to make larger social, economic and cultural contributions in the future. In this respect, entrepreneurship and engagement with external parties have advanced to key enablers and drivers of this transition. While the concept of an engaged and entrepreneurial university is certainly not new, today's changing environment finally creates the demand to further explore the concepts and practically implement them on a larger scale.

Universities worldwide put significantly higher emphasis onto their external relationships and the exploitation of their



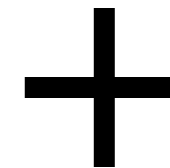
- **Transdisciplinary or interdisciplinary research and curricula**
- **Exploitation of know how and research results**
- **Hands-on training**
- **Strong collaboration with external organisations, in the region and beyond**
- **(Social) Entrepreneurship**
- **Operation on international markets**



intellectual resources. These universities are referred to in literature as 3rd Generation Universities, following the idea that in the past universities were just focused on education (1st Generation Universities) or education and research (2nd Generation Universities).

Transforming the higher education system and especially transforming universities, that are not very dynamic by nature, however, is a major and difficult undertaking. In the absence of proven frameworks, good practice examples, tools and methods, universities need to undertake a journey that requires experimentation and an evidence-based management approach to find out what works and what doesn't. In addition, becoming a 3rd generation university cannot be considered as a purely internal challenge. Rather, the change process requires universities to engage with and win over a wide range of stakeholders, including businesses and own teaching and research staff, to increase the likelihood that the university will make the future impacts that it is expected to make.

ENTREPRENEURSHIP AND ENGAGEMENT ARE KEY FOR UNIVERSITIES THAT AIM TO PROVIDE GREATER SOCIAL, CULTURAL AND ECONOMIC IMPACTS





LEARN MORE ABOUT ACEEU ACCREDITATION

ACCRED. OVERVIEW

LEVEL
Institutional

TYPES
Entrepreneurial &
Engaged University

PROCESS LENGTH
10 to 16 months

VALIDITY PERIOD
5 years

Accreditation profile

ACEEU offers the world's first institution-level recognition for entrepreneurship and engagement. Through ACEEU, universities can be accredited as an Entrepreneurial University and/or Engaged University (single or dual accreditation).

ACEEU accreditation is focused on the so-called third mission of universities, often explained by terms such as business, entrepreneurship, innovation, commercialisation, engagement, external relations, knowledge transfer or similar. Institutions undertake an about 10 to 16 months long process in which they are evaluated against 15 standards (for more information on the process and standards, please refer to the pages 10 to 14). Following common accreditation practice, ACEEU accreditation applies a peer review-based assessment approach that starts with an application phase and is followed by a self-evaluation phase, a peer review visit, and a final evaluation.

ACEEU accreditation is awarded on an institutional level, thus requiring universities to provide evidence that entrepreneurship and engagement is not only fostered in one or selected faculties or departments (e.g. the business school), but across the entire institution. Accreditation is awarded to those universities that satisfy all 15 standards. Universities that provide an excellent performance to at least 12 standards, including 2 standards in each of the 5 dimensions, are awarded premium accreditation and receive a special seal. ACEEU accreditation are awarded for a period of five years so that institutions are required to undertake a re-accreditation to continue their accreditation.

Compared to the initial accreditation process, re-accreditation is focused on institutional development and quality improvement since the last accreditation procedure, requires less efforts for completion and is associated with less costs.

Accreditation fees

Initial accreditation fee:

- Single accreditation: €12.500
- Dual accreditation: €20.000

Re-accreditation fee:

- Single Accreditation: €8.500
- Dual accreditation: €13.500

Once an institution has been awarded ACEEU accreditation, a yearly membership fee of €1.500 applies.

OUR BELIEVE

We believe that universities can and should create greater social, economic and cultural impacts.

OUR VISION

The way we envision universities creating these impacts is by them becoming more entrepreneurial and engaged.

OUR MISSION

ACEEU's mission is to promote cultural change, to accelerate institutional development and to amplify the recognition of excellence through the provision of world-class accreditation services.

BENEFITS OF ACEEU ACCREDITATION

ACEEU accreditation is oriented towards students, business and academic partners, university employees and the wider community. We engage with people, innovation and university transformation, fostering the process of improvement as much as the status.



PROMOTION OF CULTURAL CHANGE

Aiming for ACEEU accreditation creates a mutual goal and requires collaborative efforts, allowing institutions to initiate and support the process of reconstructing or changing the culture across the organisation.



ORGANISATIONAL DEVELOPMENT

Through the accreditation procedure, the results and derived recommendations institutions gain significant insights into their current entrepreneurship and engagement practice, ultimately enabling them to make more informed decisions, and to improve their institution's performance.



RECOGNITION OF EXCELLENCE

ACEEU accreditation advertises both commitment and excellence. It gives a clear message to current and future students, business and academic partners, employees and funding bodies "what you are", an entrepreneurship and/or engagement-oriented institution.

"ACEEU'S ACCREDITATION PROCESS PROVIDES AN OPPORTUNITY TO HELP SHAPE AN ENTREPRENEURIAL CULTURE WITHIN HIGHER EDUCATION INSTITUTIONS AND A MECHANISM FOR UNIVERSITIES TO EVALUATE AND GAIN RECOGNITION FOR THEIR ENTREPRENEURIAL AND ENGAGED APPROACH."

GURPREET JAGPAL
Director Research, Enterprise and Innovation,
CEO South Bank University Enterprises Ltd

Accreditation standards

ACEEU's thorough accreditation process is based on standards that have been developed by world-leading experts in the field of entrepreneurship and engagement in higher education. The 15 standards are structured in 5 dimensions.

This page highlights the standards for ACEEU's Entrepreneurial University Accreditation. While the Engaged University Accreditation shares the same dimensions, differences exist in the individual standards.

01 //

ORIENTATION & STRATEGY

Institutional Commitment

The university has made a public and strategic commitment to entrepreneurship.

Shared Goals

The university has established entrepreneurship goals, with measurable targets and deadlines, which are understood and owned by a range of people in the organisation.

Financial Planning

The university has a sustainable commitment to entrepreneurship which can be identified in its commercial activities, financial income and expenditure plans.

02 //

PEOPLE & ORGANISATIONAL CAPACITY

Leadership

The university's values and its approaches to leadership combine to foster entrepreneurship, including risk-taking.

Staff Profile

The university manages its profile of academic and non-academic staff to meet the current and future demands of the entrepreneurship strategy.

Incentives and Rewards

The university has a coherent system of incentives and rewards to stimulate staff to undertake and support entrepreneurship activities.

03 //

DRIVERS & ENABLERS

Culture

The university promotes a culture conducive to thinking and acting entrepreneurially.

Internal Support Structures

The university's internal support services and facilities enable individuals to progress through the stages of their entrepreneurship journeys.

Service Alignment

The university enhances its internal support structures by brokering access to external services, thus providing a comprehensive support system for entrepreneurship.

04 //

EDUCATION, RESEARCH & THIRD-MISSION ACTIVITIES

Education

The university provides a variety of opportunities for students to improve their entrepreneurial knowledge, skills and actions, and thus supports a wide range of graduate careers, including intrapreneurship, self-employment, entrepreneurship.

Research

The university's research aims to support the creation of economic impacts and also to contribute to the field of entrepreneurship.

Third-Mission Activities

The university undertakes a wide range of external commercial activities.

05 //

INNOVATION & IMPACT

Continuous Improvement

The institution is achieving continuous improvement in entrepreneurship by regularly evaluating its performance against targets.

Influence within the Ecosystem

The university is an influential stakeholder in the entrepreneurship ecosystem.

Impact

The university generates a wide range of benefits through entrepreneurship and is working towards greater economic impacts in the region.

Accreditation process

ACEEU accreditation follows a clearly designed four-phase and peer review-based process involving a variety of stakeholders.



01 // APPLICATION

ACTIONS:

1. Information procurement
2. Eligibility application
3. Eligibility review
4. Signing of the contract
5. Payment of application fee

Following a period of information gathering with potential contact to the ACEEU office to answer open questions, interested institutions submit their eligibility application through the ACEEU website. Should the application indicate that the institution is likely to satisfy the 15 accreditation standards, and that the institution has a certain decision autonomy and financial stability, the institution will be declared eligible.

The first phase ends after completing two administrative tasks, namely the signing of the accreditation contract and the payment of the application fee, resulting in the official start of the accreditation procedure.



02 // SELF-EVALUATION

ACTIONS:

1. Appointment of Accreditation Committee
2. Accreditation Committee challenge
3. Self-evaluation
4. Initial Evaluation Report

The self-evaluation phase starts with the appointment of a 3-person strong accreditation committee. Within 30 days, the applicant institution has the opportunity to challenge the appointment by bringing forward current and potential future conflicts of interest.

Once the accreditation committee cannot be challenged anymore, the applicant starts preparing a Self-evaluation Report of maximum 50 pages (per accreditation) in which it responds to each of the 15 accreditation standards. Based on the submitted report, the applicant will receive an Initial Evaluation Report, highlighting if the accreditation committee has enough evidence to assume that the accreditation could be awarded. The report, however, has a purely informative character and thus has no effect on the applicant's ability to proceed in the accreditation. The purpose of the report is to highlight potential issues and prevent applicants from additional efforts and costs.



03 // PEER VISIT

ACTIONS:

1. Payment of peer review fee
2. Appointment of Peer Review Team
3. Peer Review Team challenge
4. Peer review visit planning
5. Peer review visit
6. Peer Review Report
7. Position statement on Peer Review Report

The third phase commences with the payment of the peer review fee and the appointment of the Peer Review Team members that will visit the applicant institution. As with the Accreditation Committee, the applicant institution has the opportunity to challenge the appointment by outlining conflicts of interest.

With the Peer Review Team being appointed, the planning of the peer visit begins, including the development of a preliminary schedule and the finding of a suitable date for the visit. The Peer Review Team will then visit the applicant institution and prepare a Peer Review Report. Within 30 days of the receipt of the Peer Review Report, the applicant institution can hand in a position statement in which it comments and/or provides evidence on factual inaccuracies.



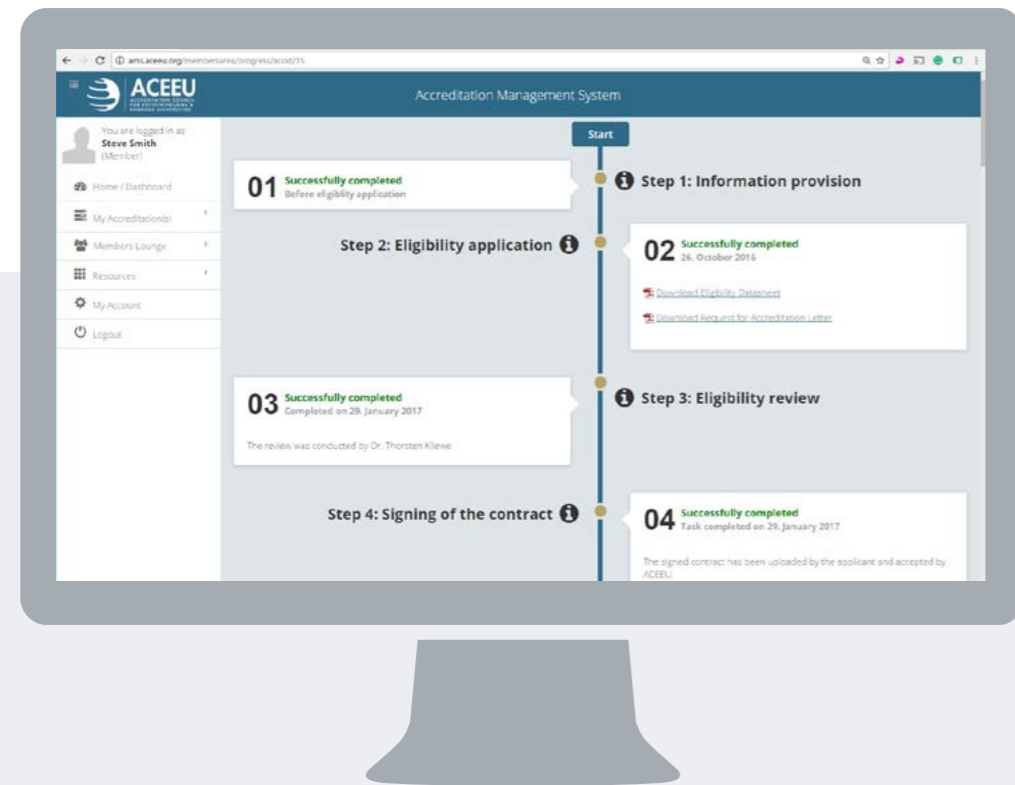
04 // FINAL EVALUATION

ACTIONS:

1. Final Evaluation Report
2. Position statement on Final Evaluation Report
3. Final evaluation
4. Publication

The last phase starts with the Accreditation Committee preparing a Final Evaluation Report based on all documented material (e.g. Self-evaluation Report, Initial Evaluation Report, Peer Review Report, position statement on Peer Review Report) and recommends to the Accreditation Council the granting of accreditation without conditions, accreditation with condition(s) or rejection of accreditation. The applicant institution has again the chance to submit a position statement on this report before the Accreditation Council, represented by its Chair, will review the documents and accreditation decision to ensure the consistent application of the set procedure and standards. The final result will be communicated to the applicant institution and, in the case of a successful accreditation, the applicant's logo will be added to the list of accredited institutions on the ACEEU website.

Accreditation Management System



STATUS OVERVIEW

Check the current status of your application and access information on past and future steps.

DOCUMENTS UPLOAD

Hand in required documents through ACEEU's easy to use data upload forms.

NETWORKING OPPORTUNITIES

See which other organisations are applying for ACEEU accreditation and get in contact with them.

ACCESS TO RESOURCES

Access more than 250 case studies, open the ACEEU Toolbox, and view more than 700 resources in the Digital Library.

Apply now to become one of the first accredited entrepreneurial and engaged universities.

Deadline: 1st May 2017

How to apply?

Please visit www.aceeu.org and submit your eligibility application using the submission form provided.

AM I ELIGIBLE FOR ACEEU ACCREDITATION?

To be considered eligible, a university needs to:

- highlight a true commitment to entrepreneurship and/or engagement and have a reasonable prospect of satisfying the ACEEU standards within two years of being declared eligible
- has reasonable autonomy in order to develop and implement strategies, structures, policies and operational activities fostering entrepreneurship and/or engagement
- demonstrate sufficient institutional stability

Pilot institutions

Become part of a global group of universities that do not just provide lip service but truly drive entrepreneurship and engagement.

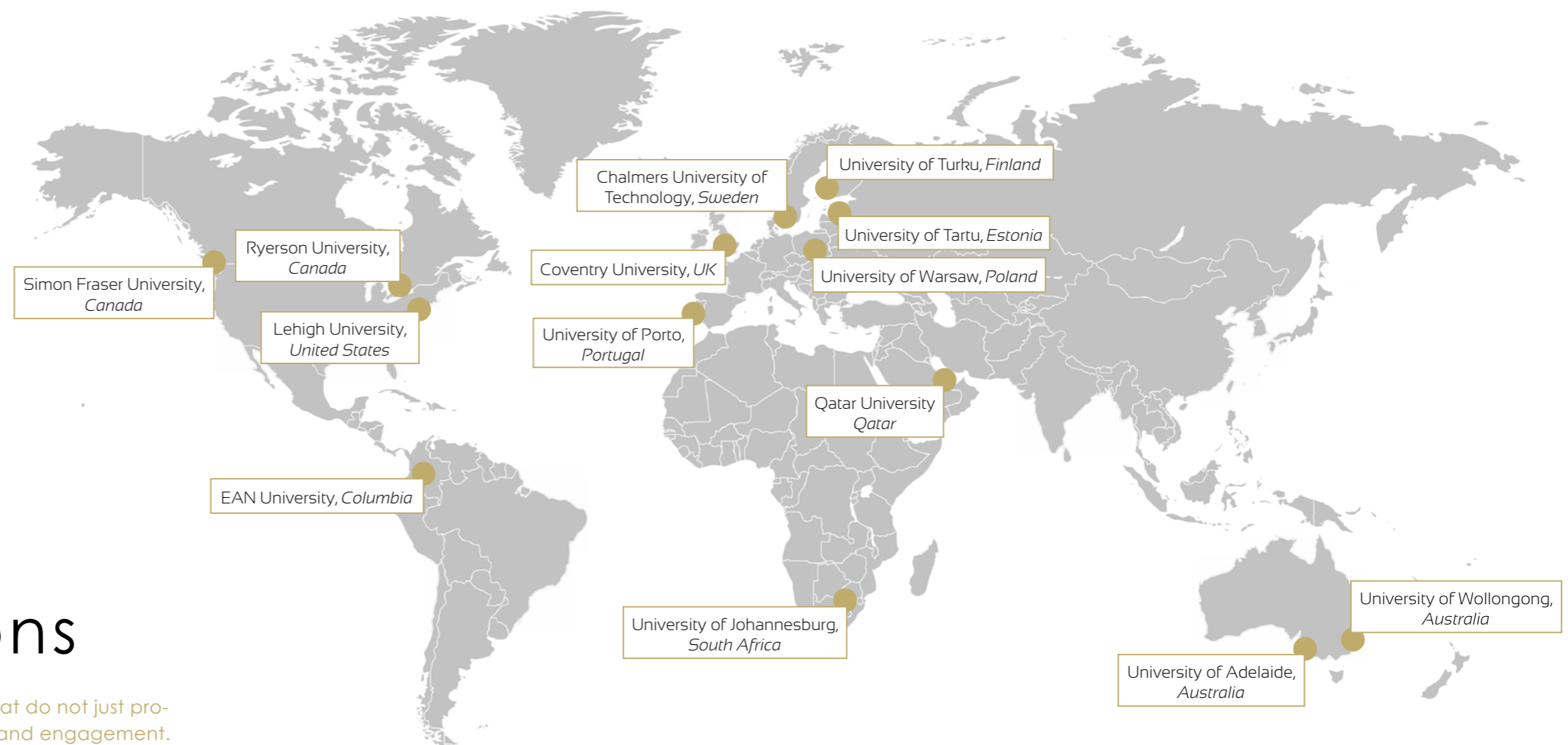
ACEEU Accreditation is more than just a global recognition for your achievements. The peer review-based accreditation procedure also supports organisational development and links you to other universities that are as passionate about entrepreneurship and engagement as you are.

14 universities are currently piloting ACEEU's accreditation procedure to ensure that the evaluation approach is reliable and provides the benefits it is supposed to provide.

The pilot institutions include some of the higher ranked and prestigious ones (e.g. The University of Adelaide, Chalmers University of Technology, University of Porto and Simon Fraser University), the up-and-coming (e.g. Qatar University, University of Johannesburg) and ones that are specifically known for their excellence in entrepreneurship and engagement (e.g. Ryerson University hosting the world's 3rd best incubator, Coventry University as former Entrepreneurial University of the Year).

Apply now to join this unique group of universities!

To apply, please visit www.aceeu.org and submit your eligibility application.



Pilot institutions currently undertaking ACEEU accreditation



Meet the council members

ACEEU's Accreditation Council is comprised of world-leading experts in the field of entrepreneurship and engagement. The council oversees initial accreditations and re-accreditations, and is responsible for the further development of the accreditation standards.

AMERICAS



Brian Darmody, United States
Associate Vice President for Corporate and Foundation Relations, University of Maryland



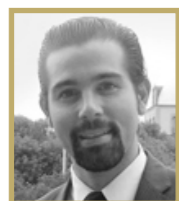
Cameron McCoy, United States
Assistant Vice President for Industry Engagement, Lehigh University



Dr. Julie Nagel, United States
Associate Vice Chancellor for Innovation & Entrepreneurship, University of Kansas



Professor Guilherme Ary Plonsky, Brazil
Full professor, University of São Paulo & Director of the Latin Ibero-American Association of Technology Management



Professor David Romero, Mexico
Sr. Researcher & Scientific Project Manager, School of Engineering and Sciences, Tecnológico de Monterrey



Dr. David Winwood, United States
Associate Executive Director, Pennington Biomedical Research Center

ASIA-PACIFIC



A/Prof Carolin Plewa, Australia
Deputy Director, Entrepreneurship, Commercialisation and Innovation Centre (ECIC), The University of Adelaide



Dr. Hanumanthu Purushotham, India
Chairman & Managing Director, National Research Development Corporation, Ministry of Science & Technology, Government of India



Jacyl Shaw, Australia
Director of Engagement, Carlton Connect Initiative of The University of Melbourne



Professor Toru Tanigawa, Japan
Specially-appointed Professor, Kyushu University (The Leader of Enhancing Development of Global Entrepreneur)

EUROPE



Prof. Dr. Andreas Altmann, Austria
Rector & Executive Director, MCI Management Center Innsbruck



Paul Coyle (Vice-chair), United Kingdom
Director for Executive Education, University Industry Innovation Network



Professor Todd Davey, Germany
Professor, Munich Business School



Professor Nuno Guimaraes, Portugal
Vice-Rector for International Affairs & E-Learning, ISCTE-University Institute of Lisbon



Professor Stephen Hagen, United Kingdom
Professor Emeritus, University of South Wales (UK)



Professor Paul Hannon, United Kingdom
Director, Institute for Entrepreneurial Leadership & Director, Leading Business Growth, Swansea University



Dr. Thorsten Kliewe (Chair), The Netherlands
Chairman, University Industry Innovation Network



Professor Gideon Maas, United Kingdom
Director of the International Centre for Transformational Entrepreneurship, Coventry University



Maciej Markowski, Poland
International Policy Advisor, Polish Accreditation Committee



Arno Meerman, The Netherlands
CEO, University Industry Innovation Network



Professor Panagiotis Ketikidis, Greece
Vice Principal for Research, Innovation & External Relations, CITY College

MIDDLE EAST & AFRICA



Dr. Abdelraheem Abual Basal, Jordan
Executive Director, Queen Rania Center for Entrepreneurship



Professor Mark Crowell, Saudi Arabia
Vice President for Innovation and Economic Development, KAUST



Professor David Kirby, Egypt
Vice President for Enterprise and Community Services, The British University in Egypt



Professor Deresh Ramjugernath, South Africa
Pro Vice-Chancellor: Innovation, Commercialization and Entrepreneurship, University of KwaZulu-Natal



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