



**ACEEU**  
ACCREDITATION COUNCIL  
FOR ENTREPRENEURIAL &  
ENGAGED UNIVERSITIES

# ENTREPRENEURIAL AND ENGAGED UNIVERSITY ACCREDITATION

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

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**2019**

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BROCHURE

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**Prof. Dr. Thorsten Kliewe**  
*Chair of the Council*

# Welcome

**M**any thanks for your interest in the ACEEU accreditation. These are exciting times.

Over the past years, we have worked intensively to develop the world's first accreditation programme for Entrepreneurship and Engagement at an institutional level, and we are currently in the process of accrediting 20+ 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.

As a full member of the International Network for Quality Assurance Agencies in Higher Education (INQAAHE) and an associate member of the European Association for Quality Assurance in Higher Education (ENQA), we are dedi-

cated to continuously reflect upon and advance our own evaluation approach, and at the same time contribute to the development of the international quality assurance community.

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](http://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.

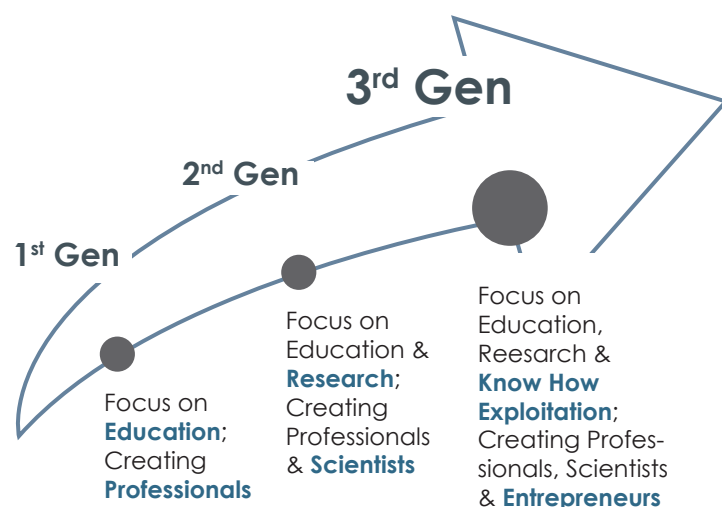
Enjoy reading!

# 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 UNIVER-  
SITIES THAT AIM TO  
PROVIDE GREATER  
SOCIAL, CULTURAL  
AND ECONOMIC  
IMPACTS**





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## 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 12 to 18 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.

# LEARN MORE ABOUT ACEEU ACCREDITATION

## ACCRED. OVERVIEW

**LEVEL**  
Institutional

**TYPES**  
Entrepreneurial &  
Engaged University

**PROCESS LENGTH**  
12 to 18 months

**VALIDITY PERIOD**  
5 years

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 BELIEF

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.



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# BENEFITS OF ACEEU ACCREDITATION

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**“ACEEU’S ACCREDITATION  
SHAPE AN ENTREPRENEURIAL  
INSTITUTIONS AND A M  
RECOGNITION FOR THE**



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.

**ATION PROCESS PROVIDES AN OPPORTUNITY TO HELP  
NEURIAL CULTURE WITHIN HIGHER EDUCATION  
MECHANISM FOR UNIVERSITIES TO EVALUATE AND GAIN  
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

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#### **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

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#### **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

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### **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

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### **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

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### **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 //

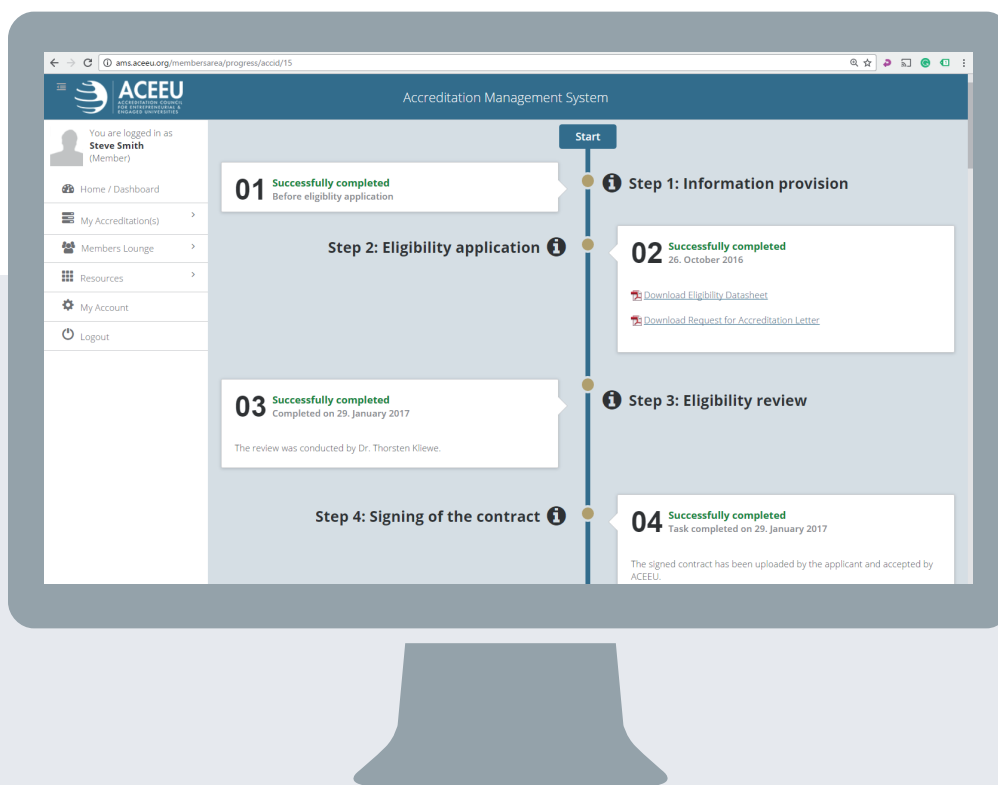
## FINAL EVALUATION

### 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 good practice case studies, and open the ACEEU Toolbox to advance your institution.

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

## *How to apply?*

- 1. Visit [www.aceeu.org](http://www.aceeu.org) and download the application package.*
- 2. Familiarize yourself with the ACEEU procedures, standards and policies and/or attend an ACEEU seminar.*
- 3. Contact the ACEEU office in case of queries.*
- 4. Submit your eligibility application using the submission form provided on the ACEEU website.*

## **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



# Accredited institutions

Since the foundation of ACEEU in 2016, five institutions have been awarded ACEEU's prestigious Entrepreneurial and Engaged University Accreditation.

## 2017

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**The University of Adelaide, Australia**  
Entrepreneurial University Accreditation  
Engaged University Accreditation

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## 2018

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**EAN University, Colombia**  
Entrepreneurial University Accreditation

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## 2019

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**Management and Science University, Malaysia**  
Entrepreneurial University Accreditation

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**Chalmers University of Technology, Sweden**  
Engaged University Accreditation

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**University of Tartu, Estonia**  
Entrepreneurial University Accreditation

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EAN University  
Colombia

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The University of Adelaide  
Australia

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# 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.

Currently, 34 international experts serve as members of the council, covering all continents and a wide variety of leadership functions in entrepreneurship and engagement.



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**To learn more about the ACEEU Council,  
please visit [www.aceeu.org/council](http://www.aceeu.org/council)**

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# Join a global community

At ACEEU we are building a unique global community 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.

Apply now to join this unique group of universities!

## Examples of further institutions undertaking ACEEU accreditation:





# Workshops & webinars

Join our workshops and webinars to learn more about ACEEU and how you can use the ACEEU Toolkit to drive institutional change.

ACEEU frequently hosts workshops to introduce higher education professionals around the world to the ACEEU entrepreneurial and engaged university evaluation and development framework. Always practically oriented, the ACEEU Canvas and Cards (part of the ACEEU Toolkit) are used to directly apply the framework to a practical case, i.e. the home institution of the workshop participants.

Workshops are hosted at international events, or following an invitation of a single university. Past workshops have been hosted in Australia, Finland, Ireland, Kazakhstan, Mexico, Poland, Qatar, Russia, the United Kingdom.

If you are interested in hosting an ACEEU workshop at your event or institution, please contact us.



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**2019/2020**

## **JOIN OUR WEBINARS**

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In this 1-hour long free webinar, participants will be given a general overview of ACEEU, including ACEEU's general understanding of what an entrepreneurial and engaged university is, benefits of ACEEU accreditation, information on the accreditation process and its standards as well as key learnings from institutions that have gone through the process. After a 40 minute presentation, questions of participants will be answered.



In this 1-hour long free webinar, participants will be introduced to the ACEEU Toolkit, including the purpose of each tool as well as how it can be applied by university leaders to advance their institution and by university professors and lectures to educate future higher education leaders and managers. The webinar will include a question and answer (Q&A) section.

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**For up-to-date information on our workshops and webinars, please visit [www.aceeu.org/events](http://www.aceeu.org/events)**

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# Entrepreneurial University *Toolkit*

Map, design and evaluate universities

## **What is the ACEEU Toolkit?**

The ACEEU Toolkit consist of five instruments that facilitate and support the analysis and design of a university entrepreneurial profile. Each instrument can be use alone or in combination with the others, according to your needs.

## **Who can use the ACEEU Toolkit?**

The Toolkit has been designed for practitioners and educators alike. It helps university leaders and managers to develop more entrepreneurial institutions and supports teachers to prepare students to undertake these tasks in the future.

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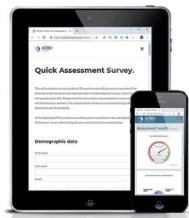
**For further information on the Toolkit, please visit:**  
**<https://toolkit.aceeu.org>**

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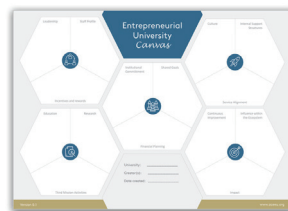
## Entrepreneurial University *Quick Assessment*



The Entrepreneurial University Quick Assessment is a self-evaluation survey consisting of questions that are based on the 15 standards of ACEEU's accreditation framework.

The results are presented in a visual way and give an overview of the dimensions and standards that need attention in the development of a university's entrepreneurial profile.

## Entrepreneurial University *Canvas*



The Entrepreneurial University Canvas is a visualisation tool that provides a holistic overview of the key aspects of an entrepreneurial university.

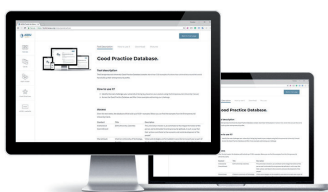
Together with the Cards, the Canvas guides discussions on and supports the analysis of the current state of a university's entrepreneurial profile.

## Entrepreneurial University *Cards*



The Entrepreneurial University Cards consist of 15 cards presenting the 15 ACEEU accreditation standards. Each card details the definition of the standard in combination with guiding questions and reference examples to support interactive discussions on the key aspects of an entrepreneurial university.

## Entrepreneurial University *Good Practices*



The Entrepreneurial University Good Practice Database contains more than 150 examples of how universities around the world have built up their entrepreneurial profile.

The examples are organised according to the ACEEU standards and have keywords to facilitate your search.

## Entrepreneurial University *Pathfinder*



The Entrepreneurial University Pathfinder is a flexible framework for the visualisation of pathways to develop a university's entrepreneurial profile. The Pathfinder consists of 15 hives that represent each standard of ACEEU's Entrepreneurial University accreditation. The hives can be flexibly organised and connected to design new actions, strategies and plans.

AFFILIATE OF  
**ENQA**



MEMBER OF

**INQAAHE**  
INTERNATIONAL NETWORK FOR QUALITY ASSURANCE  
AGENCIES IN HIGHER EDUCATION



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ENGAGED UNIVERSITIES

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