



ACEEU

ACCREDITATION COUNCIL
FOR ENTREPRENEURIAL &
ENGAGED UNIVERSITIES



Call for Pilot
Institutions

Introduction to ACEEU Accreditation

The higher education ecosystem has significantly changed over the past decades with universities and other education institutions now being considered to not only have a special capability but also a certain responsibility to make a greater social, economic and cultural impact. ACEEU has been founded to contribute to this favourable change through promoting the recognition and development of entrepreneurial and engaged institutions.

THE NEED FOR A NEW ACCREDITATION

Higher education institutions (HEIs) are key actors in today's knowledge society. Since the early 18th century, these institutions have been both education and research oriented organisations. More recently they have become more entrepreneurial and engaged to external stakeholders such as business and society, thereby adding a third mission to their organisation. Although sometimes for financial gain, there are today many reasons why institutions actively engage with their environment. Universities aim to provide students with the skills demanded by organisations in the private, public, not-for-profit and governmental sector, to generate the best possible return on their research investments, to address today's societal challenges and to collaborate with a variety of stakeholders for mutual benefit, just to name a few.

Given the benefits of accreditation to provide recognition and to support organisational development and cultural change, most universities today accredit their study programmes and many accredit their quality management and international focus. The university's entrepreneurial orientation and engagement with their surrounding region and society, however, is largely neglected in accreditations.

ACCREDITATION COUNCIL FOR ENTREPRENEURIAL AND ENGAGED UNIVERSITIES

The Accreditation Council for Entrepreneurial and Engaged Universities (ACEEU) is the first council focusing on entrepreneurship and engagement on institutional level. ACEEU aims to set a global standard for entrepreneurial and engaged institutions.

ACEEU's focus is reflected in its belief, vision, mission and values.

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.

Our values

The following core values form the foundation on which we perform work and conduct ourselves:

- *Integrity*
We are honest, transparent and fair.
- *Collaboration*
We work with others to create mutually beneficial partnerships.
- *Respect*
We acknowledge the diversity of university missions and cultures.
- *Excellence*
Through customer orientation and continuous innovation, we create extraordinary results.
- *Accountability*
We are committed to meeting the highest professional standards.

ACEEU ACCREDITATION

The ACEEU accreditation process for both entrepreneurial and engaged universities has been established through a process of close cooperation between a wide variety of experts from various backgrounds, nationalities and career levels in the fields of entrepreneurship, collaborative innovation, university-business cooperation, 3rd generation universities and associated fields. These experts have worked collectively on the accreditation process, standards and guidelines as well as policies which combined provide a framework and tool for recognising and advancing entrepreneurship and engagement in higher education.

BENEFITS OF ACEEU ACCREDITATION

In addition to promoting entrepreneurship and engagement in higher education worldwide, ACEEU provides significant benefits for institutions that aim at and are awarded ACEEU accreditation:



Promotion of cultural change

Given that entrepreneurship and engagement have become crucial in a university's missions rather recently, universities need to drive mind-set and behavioural change among individuals and groups within the organisation. 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. Ultimately, this mind-set and behavioural change will drive staff to actively contribute to the generation of social and economic impact.



Acceleration of organisational development

As the first accreditation of its kind, ACEEU accreditation allows universities to evaluate their status-quo in respect to entrepreneurship and engagement. Through the accreditation procedures, the results and derived recommendations institutions gain significant insights into their current entrepreneurship and engagement practice, ultimately enabling them to make more informed decisions on their strategic planning and operational activities, and to improve their performance. Associated with ACEEU are also large scale entrepreneurial universities and engagement focussed events that allow universities to network with peers, exchange ideas and take home new concepts to implement in their organisation.



Amplification of the recognition of excellence

There is an ongoing debate if universities are educating their students with the appropriate skills and capabilities, if they conduct impactful research, and if they fulfil their societal role as knowledge provider. ACEEU accredited institutions receive acknowledgement for addressing the above and related issues and promote themselves as a suitable organisation for current and future students, employees and partner from the public and private sector. The accreditation also contributes to the institution's

standing amongst national and international funding bodies, governmental organisations, the scientific community as well as the general public.

Increase in performance

Accreditation profile

While several other accreditations involve entrepreneurship and/or engagement elements, they are targeted towards another main goal, e.g. education, internationalisation or quality management. ACEEU's accreditation for entrepreneurial and engaged universities is the world's first comprehensive approach to accredit institutions with respect to their third mission, clearly promoting the entrepreneurial and engagement orientation of an institution.

ACEEU provides institutional accreditation for both entrepreneurship and engagement. Universities can apply for single accreditation (either entrepreneurship or engagement) or dual accreditation (both entrepreneurship and engagement). The accreditation process takes between 10 to 16 months with estimated staff efforts of 240 to 440 hours for single accreditation, depending on the university's experience with accreditation procedures and its pro-active behaviour. ACEEU's entrepreneurial and engaged university accreditation is awarded for a period of 5 years.

Accreditation types

The below descriptions highlight ACEEU's understanding of entrepreneurial and engaged universities and provide a reference point for those universities interested in applying for one or both accreditations.



Entrepreneurial University Accreditation

An entrepreneurial university is oriented towards and strategically positioned to deliver a range of societal contributions, with a focus on economic impacts. The institution undertakes education that is focused on the development of entrepreneurial mind-sets and skills, and promotes a wide range of career opportunities, including intrapreneurship, self-employment, and entrepreneurship. Research leads to income and intellectual contributions with a high potential for commercialisation. The priority in third mission activities is entrepreneurship and the university accordingly develops its people and organisational capacity to foster innovation. An entrepreneurial university is an influential stakeholder within the entrepreneurial ecosystem and is focused on greater economic impacts in the region.



Engaged University Accreditation

An engaged university is oriented towards and strategically positioned to deliver a range of societal contributions, benefits and impacts. The institution undertakes education and research aligned with society and business needs. Education integrates external stakeholders and promotes a wide range of career opportunities, including the private, public and not-for-profit sector. Research and projects are collaborative and mutually beneficial. The priority in third mission activities is engagement and the institution accordingly develops its people, organisational capacity and external collaborations. An engaged university is an influential organisation within the wider ecosystem and is focused on providing greater social and cultural impacts for the city and region.

Accreditation levels

ACEEU is committed to advancing educational ecosystems with regards to entrepreneurship and engagement. Next to promoting those institutions that are already leaders in the field, ACEEU also aims to support and acknowledge promising and well-performing organisations in their efforts to develop their entrepreneurship and engagement activities. In accordance with this two-fold objective, accreditations are offered at two levels.



Standard accreditation

Regular accreditation is awarded to those institutions that meet the standards as set by ACEEU's Accreditation Council.



Premium accreditation

Premium accreditation is awarded to those institutions that provide an exceptional performance with regards to the standards. Please refer to the ACEEU's Standards and Guidelines document for more information.

Please note that the graphical presentations of the seals above are exemplary. Premium accreditation is awarded for both entrepreneurial university accreditation as well as engaged university accreditation.

Benefits of becoming a pilot institution

To validate the accreditation approach and the quality of its service procedures, ACEEU is committed to test its accreditation offer with 6 pilot institutions before opening it up to all higher education around the world. Universities that become pilot institutions are provided with the following benefits:



Wide-ranging recognition

As a pilot institution you will be recognised as one of the first accredited entrepreneurial and/or engaged universities, providing a wide range of opportunities to promote your institution through communication (nationally, but also internationally).



Promotion of cultural change and institutional development

As a pilot institution you gain a first-mover advantage by fostering cultural change within your institution and by developing your institution based on the feedback you receive.



Cost saving

As a pilot institution you benefit from a significant reduction in the accreditation fees. In case of single accreditation, you pay €6.000 instead of the regular fee of €12.500, and in case of dual accreditation you would only pay €9.500 instead of €20.000.

The price is subject to 21% VAT.



Access to unique content

As an ACEEU member (that you become with the start of the accreditation procedure), you gain access to unique content on entrepreneurial universities and engagement, including the UIIN Digital Library (> 500 presentations and articles), the UIIN Good Practice Database (> 70 cases) and soon to the UIIN Toolbox.

How to apply for becoming a pilot institution?

To apply for becoming a pilot institution for ACEEU accreditation please prepare the below mentioned information and submit this information through our website.

INFORMATION TO BE PROVIDED

Institutional and contact information

- Name of the university
- Status of the university (state, private state recognised, private, other)
- Contact details (title, name, phone, email)
- University website

Interest

Please state the accreditation type you are interested in. Note that your chances of selection might be higher if you register your interest for more than one type as we aim to pilot each of the following accreditations within two pilot institutions.

- Entrepreneurial University Accreditation only
- Engaged University Accreditation only
- Dual accreditation

Commitment to entrepreneurship

(applies only if you are interested in Entrepreneurial University Accreditation or dual accreditation)

Please describe your commitment in 350 to 750 words. Evidence you might refer to includes the institution's mission, vision, strategy, infrastructure, services, budget for entrepreneurship and/or achievements (e.g. outcomes and impact).

Commitment to engagement

(applies only if you are interested in Engaged University Accreditation or dual accreditation)

Please describe your commitment in 350 to 750 words. Evidence you might refer to includes the institution's mission, vision, strategy,

infrastructure, services, budget for entrepreneurship and/or achievements (e.g. outcomes and impact).

Commitment to ACEEU accreditation

Has this request for becoming a pilot institution been discussed with the executive level of the university: yes/no

HOW TO APPLY

1. Visit <https://pilot.aceeu.org>
2. Provide the above mentioned information in the online form
3. Click submit (you will receive a confirmation email to the email address provided)

Further information and contact

The ACEEU website provides you with a great deal of information on the accreditation procedure. For all further questions, please contact us via email or phone.



ACEEU pilot website (www.pilot.aceeu.org)

The pilot website contains the central accreditation documents (such as the accreditation process, standards and guidelines, as well as ACEEU's policies) that are currently being revised by the Accreditation Council. In addition, the page allows you to apply for becoming a pilot institution (see above).



Contact via email or phone

If you have any questions or concerns, please do not hesitate to contact Dr. Thorsten Kliewe, Chair of the Accreditation Council, via email or phone:

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