



COLOURS
European University Alliance

COLOURS – International Tuesday

Uni Paderborn 14. Januar 2025



Foto by: Besim Mazhiqi

Ablauf

COLOURS Allianz – Konsortium und Fokus

COLOURS in Paderborn – Arbeitspakete und Aktivitäten

COLOURS in Paderborn – Co-Space und CoLabs

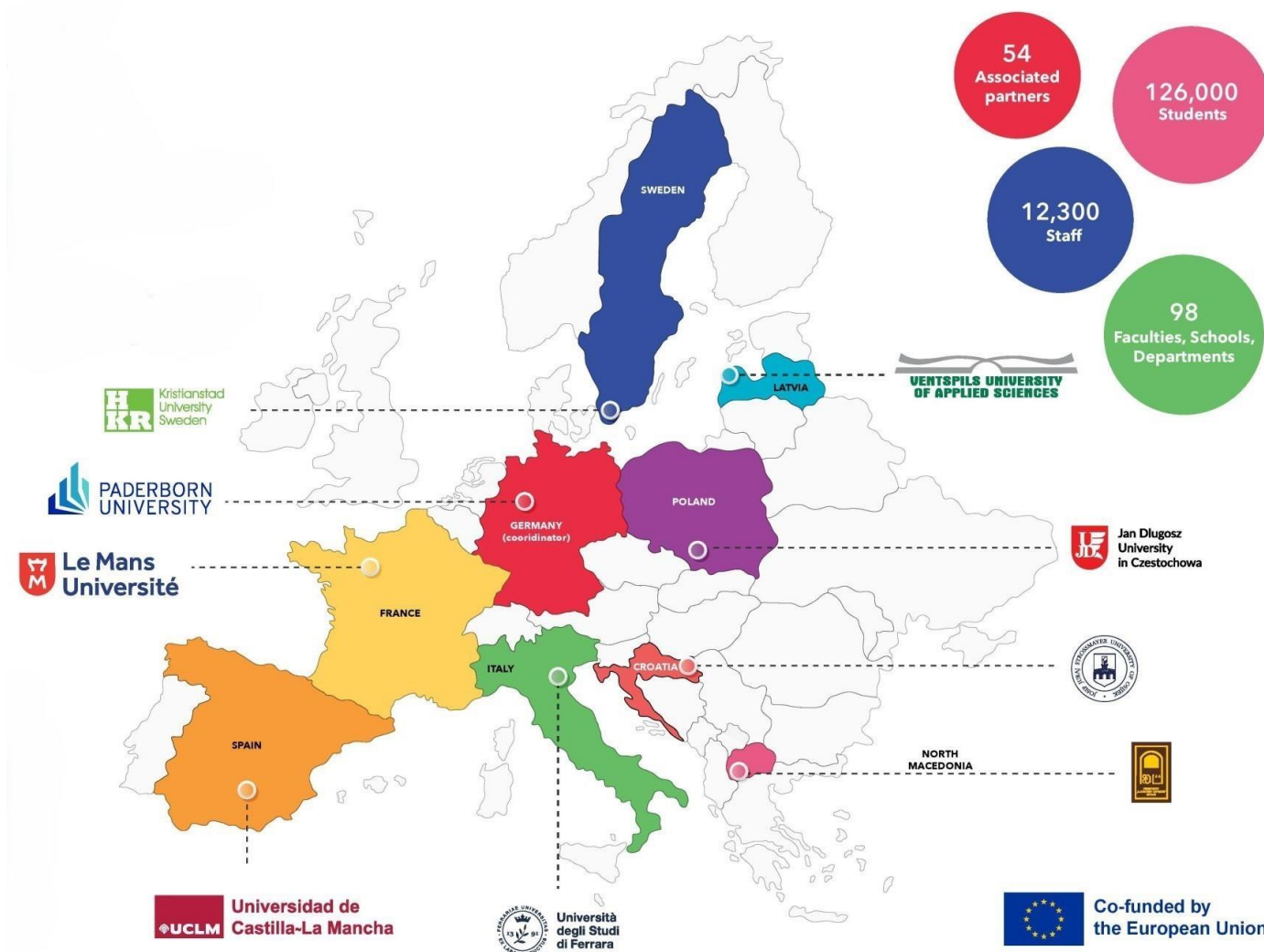
COLOURS in Paderborn – Kontaktdaten und weitere Informationen

Zeit für Ihre Fragen – Wie können Sie sich beteiligen?



COLOURS Konsortium

COLlaborative innOvative sUstainable R egional univerS ities



COLOURS: Associated Partner

Associated Partner

Business

Paderborn überzeugt.



Research & Education



it's owl

Public Administration

Civil Society



Schwerpunktthemen

- 4 allianzweite Schwerpunktthemen
- Themen mit regionaler und globaler Relevanz

Ziel: Ko-kreative Lösungen für gesamtgesellschaftliche Herausforderungen





COLOURS
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COLOURS in Paderborn

Arbeitspakete und Aktivitäten



Foto by: Besim Mazhiqi

Arbeitspakete: Laufzeit 01.2024-12.2027

WP1

Consortium Management and Decision Making-Development, Testing, Implementation and Long-Term Sustainability

WP2/WP7

Collaboration without Barriers

WP3/WP8

Open Education/Challenge-based Education

WP4/WP9

Challenged-based Research & Innovation in Regional Innovation Ecosystems

WP5/WP10

Equality, Diversity, and Inclusion (EDI) Policy/ EDI Action Plan

WP6/WP11

Dissemination and Exploitation



COLOURS in Paderborn

- WP2
 - Multilingual Events
 - Digital CoHub
- WP3
 - Double Degree Programmes and Joint Degrees
 - Challenge-Based Seminars
 - Microcredentials
 - Open Internships
 - Field Studies and Summer Schools
 - Challenge-Based School Sessions



<https://www.uni-paderborn.de/universitaet>



COLOURS in Paderborn

- WP4

- CoLab Innovation Processes
- CoSpace
- Student Hackathons

- WP5

- Imagine Seminars
- EDI Policy

- WP6

- Public Engagement Events

Wichtig: Aktivitäten sind nicht beschränkt auf COLOURS Partner!



<https://www.uni-paderborn.de/universitaet>



Microcredentials an der UPB

- **Microcredentials:**
 - Ermöglichen die Erweiterung und Sichtbarkeit von Skills
 - Verbessern die Beschäftigungsfähigkeit: „Lifelong Learning im Digital Age“
 - Ermöglichen ein dynamisches Reagieren auf aktuelle Themen
 - Nicht-curricular verankertes Wissen findet Anerkennung
- **Geplante Microcredentials**
 - GVTs PROJECT, Global Virtual Teams by Rachel Lindner, International Business Studies
 - Microcredential “UPB-For Future” – Stabsstelle Bildungsinnovation und Hochschuldidaktik
- **Ansprechperson für Microcredentials an der UPB**
 - Amanda Sophie Fiege (amanda.fiege@uni-paderborn.de)



Double Degrees

UPB & UNIFE: 2 Double Master Degree Programme in Wirtschaft und Management ab WS 2024/25

1 Abschluss UPB: Master in International Economics and Management of the Faculty of Business Administration and Economics.

2 Abschluss UNIFE: Laurea Magistrale in Small Business Management in International Markets of the Department of Economics and Management

Oder

1 Abschluss UPB: Master in International Economics and Management of the Faculty of Business Administration and Economics.

2 Abschluss UNIFE: Laurea Magistrale in Green Economy and Sustainable Transition of the Department of Economics and Management.



Public Engagement Events

- Ermöglichen den aktiven Austausch mit der Öffentlichkeit
- bieten Raum für Beteiligung, Ideenentwicklung und gemeinsame Lösungsansätze.
- z.B: Podiumsdiskussionen, Workshops, Bürgerdialoge, science Café...



Open Education Internship Projects

- **Kooperation mit regionalen Stakeholdern:** Enge Zusammenarbeit mit regionalen Stakeholdern und Studierenden an praxisnahen, realen Herausforderungen (“Challenges”).
- **Problemstellungen aus der Praxis:** Stakeholder definieren spezifische Challenges, an denen die Praktikant*innen arbeiten sollen.
- **Internationale Teams:** Jedes Praktikanten-Team besteht aus mindestens zwei Studierenden (ein*e Student*in von der UPB + ein*e Student*in von einer COLOURS Partneruniversität).
- **Fachliche Betreuung:** Begleitung durch eine*n Professor*innen von jeweils einer Partneruniversität



Weitere geplante Aktivitäten

- Summer School
 - Thema: “Responsible Digitalisation: AI, Social Media and their Contribution to a Sustainable Society”
 - Juli 2025 an der UPB in Kooperation mit den COLOURS Partneruniversitäten
- Field Study am 25. Juni
- School University Transition Projects
- Public Engagement Events
- Hackathons





COLOURS CoSpace

Dr. Christine Hante-Koch, Dr. Alena Diedrich
14. January 2025





Agenda

- 1. COLOURS CoSpace**
- 2. COLOURS CoLabs**
- 3. CoLab Body Image, physical activity and mental health**
 - a. Topic
 - b. Agenda
 - c. Outcomes
- 4. CoLab Communicating Green Transitions**
 - a. Topic

COLOURS CoSpace





COLOURS CoSpace – CoSpace Officer

- Unterstützung von offenen Innovationsprozessen in den Bereichen
 - Transfer
 - Gründung
 - Forschung
- Koordination des CoSpace als Ort für offene Innovationsprozesse
- Durchführung und Unterstützung von CoLabs und studentischen Hackathons

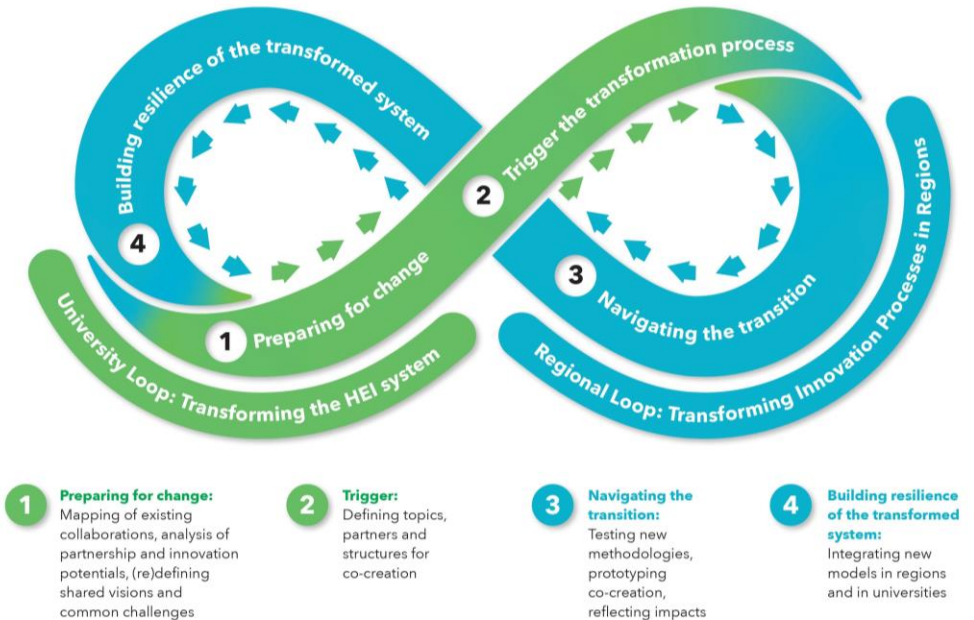


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COLOURS CoSpace – Concept

- Activities for
 - Open Science
 - Open Innovation
 - Co-Creation
- Place for cooperation among
 - Research & Education
 - Business
 - Public Administration & Policy Makers
 - Civil Society



Grant Agreement, Figure 1: The COLOURS "Transformation Loop"



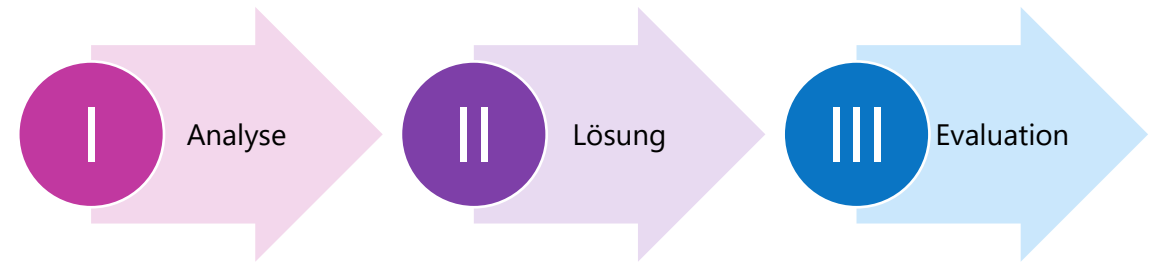
COLOURS CoLabs





COLOURS CoLabs – Concept: Ablauf eines CoLab

- *Phase I:* Analyse der Problemstellung und Erstellung eines Anforderungsprofils für Lösungsansätze
- *Phase II:* Entwicklung von Lösungsansätzen (Ideen, Möglichkeiten, Szenarien oder Geschäftsmodelle)
- *Phase III:* Vorstellung, Diskussion und Evaluation der entwickelten Lösungsansätze



Phasen lt. CoLab-Protocol (D 4.1)



COLOURS CoLabs – Concept: Themen

- 4 Schwerpunktthemen
 - Passend zu den Sustainable Development Goals der UN
 - Regionale und globale Relevanz
 - Von allen Allianzpartnern ausgewählt
- CoLab
Body Image, physical activity and mental health
29.-31. Oktober 2024
- CoLab
Communicating Green Transitions (Arbeitstitel)
24.-26. Juni 2025 (geplant)

HEALTH AND
WELL-BEING



FOOD
PRODUCTION



GREEN
TRANSITION



IT AND
DIGITALISATION



CoLab: Body Image, Physical Activity and Mental Health



CoLab topic: Body Image, Physical Activity and Mental Health



- **Develop** solutions for higher body satisfaction regarding exercise, society and the media
- **Discover** the challenges connected to higher body satisfaction in our public panel discussion
- **Collaborate** on a profile for potential solutions
- **Explore** ideas and opportunities to solve the problem in interdisciplinary groups
- **Create** scenarios or business models for implementing a solution in international teams
- **Discuss** and evaluate potential solutions and their implementation with all participants

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CoLab topic: challenges (selection)

- How can exercise and movement best contribute to body satisfaction and mental health?
- How can we motivate people to engage in lifelong exercise?
- How do we equip them with the confidence to move their body in group or public settings?
- How can we establish a healthy middleground between the total rejection of and addiction to exercise?
- How do we counteract the impact the constant and all-encompassing manipulation of pictures has on people's body images?
- How can we adequately respond to gender-specific use of exercise in this context?
- How can we move away from using physical activity as a weight loss/maintenance or body shape change tool?



CoLab agenda October 29-31, 2024

Tue, October 29, 2024

12.45 p.m. Guided tour through the Start-Up Centre (optional, please register in advance) and hike to CoLab location

*Start-Up Centre:
Ausblick 1, 33100 Paderborn*

*CoLab Location:
AStA Stadtcampus, Königsplatz 1, 33098 Paderborn, Germany*

3.30 p.m. Beginning of programme

4.00 p.m. Panel discussion by experts + Q&A

5.30 p.m. Creation of a profile for potential solutions

6.30 p.m. Conference dinner in the city
(self-paid, optional, please register in advance)

*Restaurant Location:
Restaurant Mundus, Kamp 12, 33098 Paderborn*

Wed, October 30, 2024

9.00 a.m. Beginning of programme, presentation of profile for potential solutions

10 a.m. Development of solutions (ideas, opportunities, scenarios or business models) in groups

1 p.m. Lunch on site

2 p.m. Development of solutions (ideas, opportunities, scenarios oder business models) in groups

6 p.m. Dinner on site

Thu, October 31, 2024

9.00 a.m. Beginning of programme

9.30 a.m. Presentation, discussion and evaluation of potential solutions

11.30 a.m. Snack on site

12 p.m. Departure



CoLab „Body Image“: Outcomes



- Concept for a safe space for physical activity
 - Baskinos - basketball for little bambinos
 - Idea for a book club for the development of critical thinking
 - Program enhancing resilience among university students
- > follow-up CoLab planned

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CoLab topic: Communicating Green Transitions (working title)



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- **Develop** solutions for communicating green transitions in the context of transport and mobility
- **Discover** the challenges connected to effective communication of green transitions in our public panel discussion
- **Collaborate** on a profile for potential solutions
- **Explore** ideas and opportunities to solve the problem in interdisciplinary groups
- **Create** scenarios or business models for implementing a solution in international teams
- **Discuss** and evaluate potential solutions and their implementation with all participants



CoLab topic: challenges (selection)

- What are feasible ways to communicate complex and uncertain scientific findings and research on green transition, transport and mobility?
- How can we counteract false narratives, misinformation and fake news when it comes to green transitions?
- What are the roles of popularization and content-marketing in this context?
- How can effective communication best contribute to increase societal acceptance of green transitions?
- How do we best articulate negative effects of green transitions and address potential discontent in those negatively affected?
- ...

Thank you for your attention

COLOURS CoSpace

Dr. Christine Hante-Koch, Dr. Alena Diedrich



Kontakt und weitere Informationen

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• Weitere Informationen

- [COLOURS Website](#)
- [UPB interne Website](#)

