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EC2U Career Plan Certificate

Programme Design

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D7.1 – Career Plan Certificate

Programme Design

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I. Basic description and rationale of the activity

A. Introduction

New generations graduating from European universities must cope with a multitude of new challenges due to a rapidly changing labor market ("Transformation 4.0"). Therefore, flexible and innovative learning opportunities are needed. To help students prepare, universities need to see themselves as mentors fostering a multidirectional development of competences and skills. Transversal skillsets help students connect expertise gained within academia, with real-world demands and challenges; Consequently, rising the employability of graduates when entering the European labor market. Moreover, it is a long-term asset to master changes and to shape one's career proactively. The EC2U Career Plan Certificate is, therefore, an important endeavor to create the European universities of the future, building the workforce of the future. The activities within the Career Plan guide students to acquire valuable skills. The recognition of extracurricular commitments increases students' motivation to engage proactively. Finally, the awarded personal certificate is a clear and credible overview that helps employers to learn more about the candidate.

By including experience in innovation, intercultural exchange, and civic engagement, students are empowered to find solutions for societal challenges. This, in combination with the Sustainable Development Goals (SDGs), is at the very core of the European Universities Initiative and the EC2U alliance.

"Now, more than ever, education has a responsibility to be in gear with 21st century challenges and aspirations, and foster the right types of values and skills that will lead to sustainable and inclusive growth, and peaceful living together."

Irina Bokova, Director-General of UNESCO

B. Process and people behind the EC2U Career Plan Certificate

The European Campus of City-Universities (EC2U) is a multi-cultural and multi-lingual Alliance consisting of seven long-standing, education- and research-led, locally and globally engaged universities from four diverse regions of the European Union: The University of Coimbra (UC), the University of Iasi (UAIC), the University of Jena (UJena), the University of Pavia (UNIPV), the University of Poitiers (UP), the University of Salamanca (USAL) and the University of Turku (UTU).

The EC2U Career Plan Certificate is part of the focus area "European Talents" of the WP7 "Science with and for Society". The WP7 Board, composed of representatives of all seven EC2U partner universities, nominated career experts from their respective institutions, e.g. faculty members and representatives of the universities' transfer services or career services. This transnational group of experts developed the curriculum through a consensus-based process and will continue to contribute and/or develop content throughout the Career Plan Certificate programme.

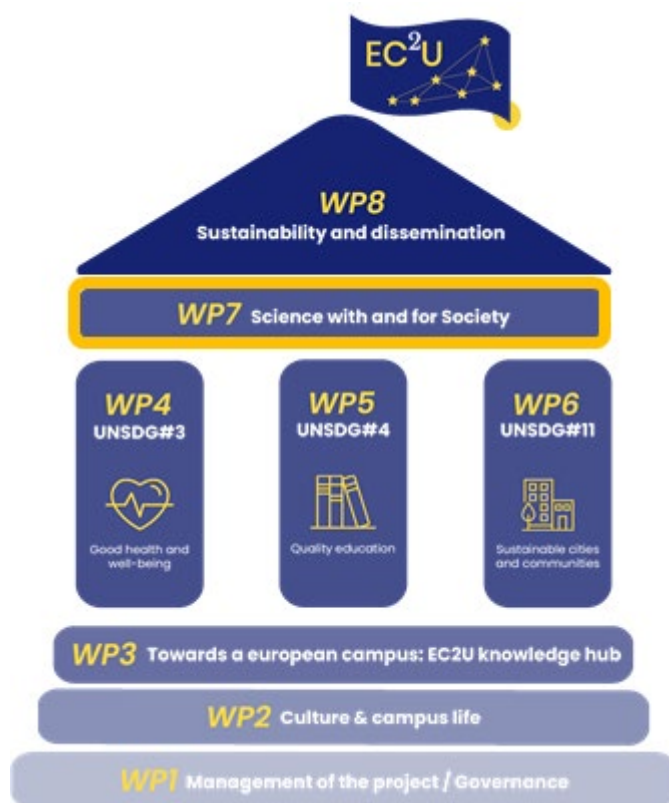


Figure 1: EC2U pilot phase project structure showing the overarching topic of WP7 “Science with and for Society”

II. Target group

We aim to reach students of all disciplines. There is no registration deadline; enrolment in the EC2U Career Plan Certificate is ongoing.

We encourage students at the start of their course of study to participate in the Certificate programme. The Career Plan Certificate can help students prepare the next steps and reflect on their career start, notably a year before graduation. Students should join the programme no later than the semester before their final semester, as participation in the Certificate programme warrants time to prepare the required activities alongside the regular studies. It is expected that, alongside studies, the Certificate programme will take two semesters to complete. However, the participants can finish the certificate at their own pace.

III. Structure of the Certificate programme

A. The phases

The curriculum is structured into three basic phases:

Orientation: The orientation module gives the participants an overview of the programme, its goals and requirements. It includes a self-assessment of transversal skills and the statement of personal goals. It is implemented on the self-learning platform (see Section VII.A). In addition,

the students are invited to assist a live virtual service desk meeting if they have any questions or would like a personal welcome.

Personal curriculum: The participants can either choose learning offers from the portfolio (see Section V.A) or request the recognition of external activities. Each of the three topical learning dimensions (see Section III.B) is introduced by a short self-learning lesson that underlines the importance of this learning method, provides information about the minimal requirements, and gives examples of actions and directions students can take. Mobility is an important cross-dimensional activity here.

Final reflection and evaluation: In addition to the reflection sheets for single activities, a final reflection sums up the overall learnings. The initial self-assessment is completed a second time. A review of the stated goals in the orientation phase helps evaluate personal achievements. Students are also asked to state new goals to help implement the different learnings and continue a multidimensional development beyond the Certificate programme.

Once the local Career Plan Certificate coordinator (“CPC coordinator”) at each university has confirmed the minimal requirements have been fulfilled, the participant receives a personal EC2U Career Plan Certificate, on paper and in digital form.

Participating students are invited to join the EC2U Career Plan Certificate alumni network to stay in touch.

B. The topical dimensions

The contents are structured into three modules, here called “dimensions” (see Figure 2 below).

Professional dimension – “Advance your career” – Length

With focus on transdisciplinary skills: competences that are important for many disciplines, or to learn from another discipline that has some synergies in combination with the original field of study.

Examples that fall into this category: Digital skills, project management, complex systems competency, innovation and problem-solving skills, sustainability, entrepreneurship, practical work experience, etc.

Cultural dimension – “Broaden your horizons” – Width

With focus on interpersonal skills: competences that are important to communicate and collaborate with other people who might come from different backgrounds.

Examples that fall into this category: Communication, language, cultural awareness, normative competency, collaboration, networking skills, etc.

Personal dimension – “Deepen your mind” – Depth

With focus on intrapersonal skills: competences regarding oneself, to unleash one's own potential and develop a clearer self-concept.

Examples that fall into this category: Personal development, self-awareness, self-efficiency, perseverance and resilience, motivation, presenting oneself, taking the initiative, civic engagement, etc.

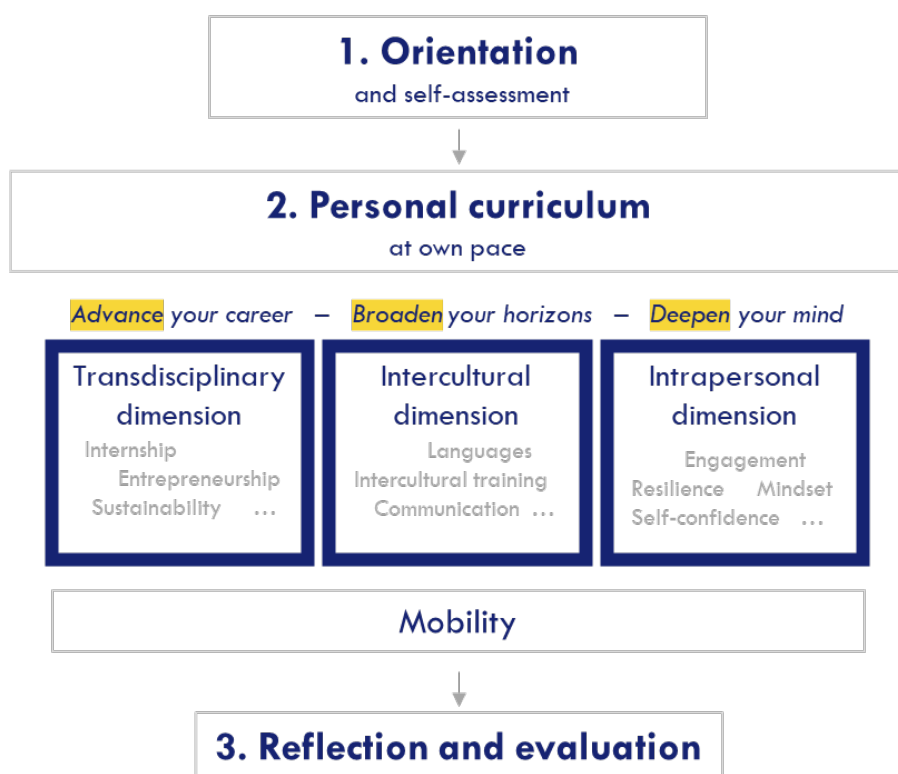


Figure 2: Overview of the Certificate programme, with phases and topical dimensions

IV. Learning methods

Versatile teaching methods are applied.

A. Input

Classical input formats are offered by the EC2U universities, e.g. lectures and seminars. Additional self-learning online courses also help students gain knowledge.

B. Interaction and practical experience

There are also highly interactive formats and opportunities for practical experience, e.g. internship, intercultural simulation game, language course, civic engagement, etc.

C. Reflection and self-assessment

Self-assessment and reflection are very important instruments in this programme. Similar to the “Skills 4 Employability” programme, the EC2U Career Certificate programme sees self-assessment as a “key instrument to scaffold self-regulated learning in higher education”.¹ S4E Final Report underlines that self-assessment boosts metacognitive knowledge and skillfulness.

In the EC2U Career Certificate programme, self-assessment is done on the Glocal Campus platform by evaluating statements from 5 (strongly agree) to 1 (strongly disagree).

After each activity, participating students are guided to reflect on their own strengths and weaknesses and find ways to improve them. With the online reflection sheets, students also undergo a debriefing process which places individual experiences in a broader context for understanding and learning. This development of self-awareness brings self-confidence but also allows continuous adjustments and improvements.

V. Building a Personal Curriculum

The second phase of the EC2U Career Plan Certificate, the personal curriculum, represents the bulk of activities for participating students. The three required topical dimensions—professional, cultural, personal—can be fulfilled through a variety of activities and formats.

Many learning offers will be provided by faculty and staff of the seven EC2U partner universities especially for the Career Plan Certificate. Other EC2U offers—e.g. events during the half-yearly forum (WP8) or offers designed for the Entrepreneurial Academy (WP7)—can also potentially fulfill the requirements. Students can also independently participate in external certified activities, recognized by the local CPC coordinator.

A. Portfolio of Learning Offers

The portfolio is highly dynamic and depends on the planning of individual career services and local partners. The actual offers and dates will be made public before the beginning of each semester, or at least three weeks before the particular event.

¹ Quote from the S4E final report. S4E is funded by ERASMUS+ programme under the financial agreement 2019-1-BE01-KA203-050566.

The following table provides an overview of examples for learning opportunities, grouped by the three learning dimensions (professional, cultural, and personal).

Dim.	Organizer	Title or topic	Language	Format	Type
Prof.	UNIPV	Agile project management	Italian	physical	lecture
Prof.	UNIPV	Presentation techniques	Italian	physical	lecture
Prof.	UNIPV	International entrepreneurship	English	virtual	lecture
Prof.	UNIPV	Innovation and Business Modeling	English	virtual	lecture
Prof.	UNIPV	Sustainable and Circular Entrepreneurship	English	virtual	lecture
Prof.	UJena	Digital Entrepreneurship	English	virtual	lecture
Prof.	UJena	Business Modeling – the lean start-up approach	English	virtual	lecture
Prof.	UNIPV	IT certificated courses	Italian	physical	lecture
Prof.	UP	Insertion professionnelle (Professional insertion)	French	virtual	MOOC
Prof.	USAL	Impulsa tu futuro. Competencias para la transición al empleo I	Spanish	virtual	course
Prof.	USAL	Impulsa tu futuro. Competencias para la transición al empleo II	Spanish	virtual	course
Prof.	USAL	Impulsa tu futuro. Competencias para la transición al empleo III	Spanish	virtual	course
Prof.	USAL	Knowmad	Spanish	hybrid	course
Prof.	USAL	Talleres de competencias para la empleabilidad	Spanish	hybrid	workshop
Prof.	USAL	Scape Room: Procesos de selección	Spanish	physical	workshop
Prof.	UAIC	Entrepreneurial Finance. Developing Competences to Raise Money	Romanian	virtual	seminar
Prof.	UAIC	Piloting a Job Interview. Good Practices and Possible Errors	English	virtual	workshop
Prof.	UNIPV	Online Courses about SDGs •Lifestyle, nutrition and health during lifespan •New perspectives in energy for a sustainable growth •Sustainable cities, between planning, reuse and retrofitting	English	virtual	lecture
Prof.		...			

Cult.	UJena	Intercultural Training	English	virtual	workshop
Cult.	UJena	Intercultural Training	German	physical	workshop
Cult.	UP	Internationalisation du campus (Interculturality on campus)	French	virtual	MOOC
Cult.	UJena	Intercultural Communication	English	virtual	MOOC
Cult.	UJena	Virtual Intercultural Teams	English	virtual	MOOC
Cult.	UJena	Appreciative Team Development: diversity and empathy	English	virtual	seminar
Cult.	UJena	Campus Europa - Deutsch als Fremdsprache	German	virtual	language course
Cult.	UAIC	Introduction to Romanian Language and Civilisation	English	virtual	lecture

Cult.	UAIC	Introduction to British Culture and Civilisation	English	virtual	workshop
Cult.	UAIC	Introduction to Norwegian Language, Culture and Civilisation	English	virtual	practical course
Cult.	USAL	Trabajo en equipo	Spanish	virtual	lecture
Cult.	USAL	Habilidades de comunicación	Spanish	virtual	lecture
Cult.	UP	Communiquer en milieu universitaire (Communication on campus)	English	virtual	MOOC
Cult.	USAL	OUTDOC. Outplacement support for doctorates in emerging areas	English	virtual	course
Cult.	UTU	"How to work in Finland"	English	virtual	course
Cult.	UAIC	International Mobilities - an Opportunity for Career	English	virtual	workshop
Cult.	UJena	Campus Europa - Deutsch als Fremdsprache	German	virtual	language course
Cult.	UJena	Working Out Loud – introduction and circle sessions	English	virtual	course
Cult.		...			

Pers.	UNIPV	Talent development: skills for a successful career	Italian	physical	workshop
Pers.	UNIPV	Knowing and developing skills and organizational wellbeing	Italian	physical	lecture
Pers.	UJena	Feedback geben und nehmen	German	virtual	workshop
Pers.	UAIC	Cross-Cultural Encounter for Personal Development	English	virtual	seminar
Pers.	UAIC	Volunteering, personal development and social involvement	English	virtual	seminar
Pers.	UAIC	Personal resources in career development	French	virtual	seminar
Pers.	UJena	Designing your global career	English	virtual	workshop
Pers.	UJena	Basics Application Documents	English	virtual	lecture
Pers.	UTU	Suunnitelmallinen työnhaku/Planning your job search		virtual	Course
Pers.	USAL	Preséntate a la Empresa	Spanish	virtual	lecture
Pers.	USAL	Tu curriculum me aburre	Spanish	physical	lecture
Pers.		...			

B. Mobility

Mobility and experiences abroad are at the core of the EC2U Career Plan Certificate, as they include many learning dimensions and are very beneficial for a career in industry and academia². There will be a self-learning lesson on the various opportunities as well as advice

² Netz, N., Hampel, S., & Aman, V. (2020). What effects does international mobility have on scientists' careers? A systematic review. *Research Evaluation*, 29(3), 327–351. <https://doi.org/10.1093/reseval/rvaa007>

about mobility funding to guide students. As a cross-dimensional module here, a mobility may count double in this specific case, e.g. an internship abroad simultaneously fulfills the “internship” requirement in the professional dimension and the cross-dimensional “mobility” requirement.

There are several mobility options that can be recognized:

- EC2U events (Forums, Entrepreneurial Weeks, Summer Schools, etc.)
- Internships abroad
- Recognition of regular Erasmus+ semesters
- Depending on the general situation, perhaps also virtual mobilities (in accordance with the definition of virtual mobility currently being developed by EC2U WP3 and the corresponding taskforces)

C. Internship

Internships are important to get early hands-on professional experience. A chapter in the self-learning lesson “Professional dimension” informs the participants about their options and gives specific advice. There also will be links to find current internship and job postings at the different EC2U cities. Local companies and associated partners will be invited to offer internships directed at international EC2U students.

D. Engagement

Civic engagement, part of the personal dimension, is another valuable experience for the students to be active, to help society and reflect on what really matters to them. Each city has plenty of options for civic engagement: Being a mentor for international students, engaging with non-profit associations, volunteering as student representative, helping with events at your university, being a free tutor for disadvantaged school children, etc.

In addition to the local options for civic engagement, the EC2U alliance is setting up an Engagement Stage (D7.12) where citizens, universities, associated partners, initiatives, etc. can post calls for student engagement.

VI. EC2U Career Plan Certificate Blueprint and Example Personal Curriculum

The above description of the many components of the EC2U Career Plan Certificate is summarized in the following Blueprint which guides students in building their own personal curriculum.

Based on the blueprint, participating students build their own personal curriculum. See Figure 4 below for example.



PHASES METHODS	1. ORIENTATION	2. PERSONAL CURRICULUM			3. EVALUATION
		Professional Dimension ↳ Transdisciplinary skills	Cultural Dimension ↳ Intercultural skills	Personal Dimension ↳ Intrapersonal skills	
SELF-LEARNING on our platform	Complete the orientation lesson about this programme (and state personal goals)	Complete the self-learning lesson on <i>transdisciplinary skills</i>	Complete the self-learning lesson on <i>intercultural skills</i>	Complete the self-learning lesson on <i>intrapersonal skills</i>	Complete the concluding self-learning lesson (and plan next steps)
INPUT EVENTS lecture or workshop		Attend an input event ≥45 min	Attend an input event ≥45 min	Attend an input event ≥45 min	
ACTIVITIES for practical experience		Internship or part-time work ≥20h	Intercultural or language activity ≥10h	Civic engagement activity ≥20h	
REFLECTION with questionnaire	Complete the self-assessment	Fill in the reflection sheet	Fill in the reflection sheet	Fill in the reflection sheet	Complete the self-assessment a second time
		Mobility ≥3d			

Figure 3: Overview of the Certificate programme, with phases and topical dimensions

1. ORIENTATION	2. PERSONAL CURRICULUM			3. EVALUATION
	Professional Dimension ↳ Transdisciplinary skills	Cultural Dimension ↳ Intercultural skills	Personal Dimension ↳ Intrapersonal skills	
Complete the self-learning lesson -Define goals Improve communication skills, consider self-employment	Complete the self-learning lesson ✓	Complete the self-learning lesson ✓	Complete the self-learning lesson ✓	Complete the self-learning lesson -Define next steps Self-teach AI basics 3 applications this month for traineeship
	Attend an input event ≥45 min Digital entrepreneurship (lecture WP7 D7.3)	Attend an input event ≥45 min Intercultural team work (seminar)	Attend an input event ≥45 min Your secret strengths (workshop)	
	Internship or part-time work ≥20h Internship at Intershop	Intercultural or language activity ≥10h Intercultural simulation game (WP7 D7.3)	Engagement activity ≥20h Math tutor for disadvantaged kids	
Complete the self-assessment ✓	Fill in the reflection sheet ✓	Fill in the reflection sheet ✓	Fill in the reflection sheet ✓	Complete the self-assessment ✓
	Mobility ≥3d EC2U Forum Salamanca			

Figure 4: An example for an individual curriculum

VII. Technical implementation

A. Glocal Campus platform

Glocal Campus is a moodle e-learning platform accessible to all EC2U students. This platform provides tools to create a functional and appealing learning environment, as well as efficiently ensure participant management.

The webpage can be found here: <https://glocal-campus.org/>

Background

The Glocal Campus is a joint project of three Thuringian universities: the University of Jena (Intercultural Business Communication; Clinical Center), the Bauhaus University Weimar (Media Science) and the Technical University Ilmenau (Computer Science). The platform evolved from the tool "Intercultural Campus" founded in 2004 by the University Association for Intercultural Studies (IKS). The Glocal Campus platform was developed between 2014 and 2017 as part of a project funded by the Thuringian Ministry of Science and Economy.

Currently, 90 universities from over 30 countries are members of the Glocal Campus. They represent wide-ranging fields of expertise such as intercultural studies, languages, media and social sciences, education, medicine, computer sciences, architecture, urban studies, and many more.

General goals of the Glocal Campus:

- international networking of digital teaching and research through joint projects and cross-university lecture series (live streams)
- cross-university exchange of digital courses (in case of vacancies, or if subject specializations cannot be offered at one's own university)
- promotion of cross-national cooperation between students and teachers in joint courses (virtual intercultural business games, seminars, and media projects)

Advantages for the EC2U Career Certificate programme:

- A standard moodle platform - compatible with other moodle platforms, easy transfer of content packages (SCORM)
- Easy email registration – notably for external students, staff, experts, citizens, etc.
- Flexible assignment of roles and editing rights – trainers and staff can create content and mentor their students
- Many tools available (see list below)
- Many languages available (English, German, French, Italian, Spanish, etc.)
Server and IT administration at the University of Jena
- Can reach a broader student community than EC2U students (dissemination) and can be opened to other European University Alliances

Useful tools for the Certificate programme:

- **Lessons** with text and embedded pictures, audios, and videos
- **Quiz, Questionnaire, and Feedback** with all kinds of answer types, from multiple choice to free text fields.
- **Download and upload** of materials and forms and to submit proofs and reflection sheets
- **Glossary and Databases** to provide detailed information
- **Forum and chat** to exchange with mentors and peers
- **A Calendar tool** is being investigated

The following picture is a screenshot of the Learning Environment for the EC2U Career Plan Certificate. A clear structure and an appealing design are important aspects. More screenshots can be found in the Appendix (see Section XIII).

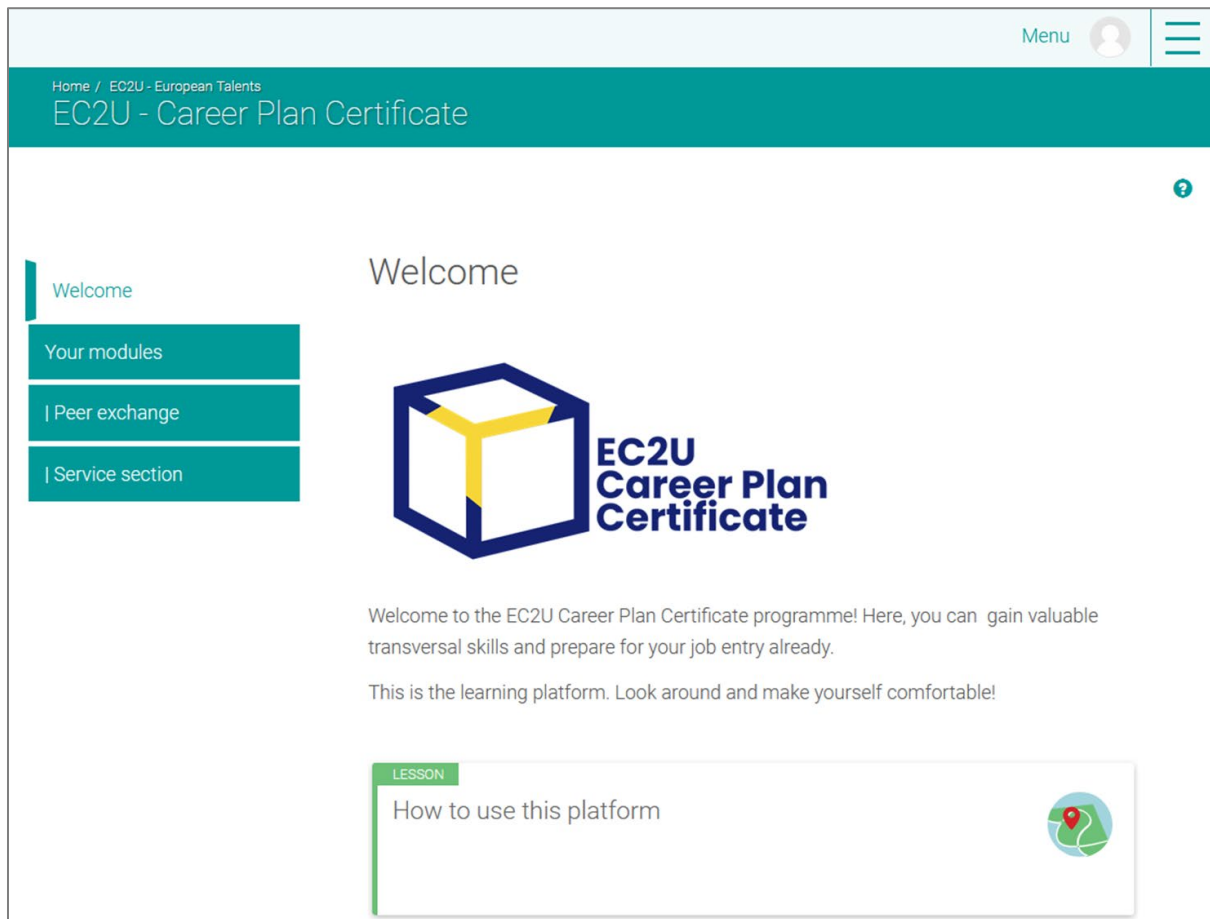


Figure 5: Big picture with menu, tabs, and welcome page

B. Other supporting platforms

To compile and publish an up-to-date calendar with the portfolio and other interesting learning opportunities, we will use the ec2u.eu webpage and the EC2U social media channels to promote the included events and opportunities. The Engagement Stage platform (D7.12) will support the participants to find further opportunities, especially regarding engagement.

VIII. Quality standards and rules

A. Overview of quality standards

- Define minimal requirements for all phases and dimensions (see Section VIII.B)
- Define ways of verifying the activity (e.g. attendance lists, tests, reflection questionnaires) - and assist in implementing the chosen verification mechanisms (see Section VIII.C)
- Allow only voluntary activities, i.e. exclude activities that are a part of the participants' university degree or that are mandatory in some way
- Define rules for acknowledging other/external activities (see Section VIII.D)
- Ensure transparency on the final individual certificates
- Undergo a periodic quality monitoring and enhancement (see Section VIII.E)

B. Minimal requirements

All the defined minimal requirements need to be completed in order to get awarded with the Certificate. Please also see Figure 4 on page 12 for the requirements in the Blueprint format.

1 Orientation

- Self-learning lesson: Introduction to the programme
- Self-assessment (survey) and statement of personal goals

2 Personal curriculum

2.1 Professional Dimension

- Self-learning lesson: Professional dimension
- 1 input event ≥45 min (e.g. lecture)
- 1 internship or part-time work ≥20h

2.2 Cultural Dimension

- Self-learning lesson: Cultural dimension
- 1 input event ≥45 min (e.g. seminar)
- 1 intercultural or language activity ≥10h (e.g. intercultural simulation game, language course)

2.3 Personal Dimension

- Self-learning lesson: Personal dimension
- 1 input event ≥ 45 min (e.g. workshop)
- 1 engagement activity ≥ 20 h (e.g. being buddy, mentor, student representative)

2.4 Mobility

- 1 mobility ≥ 3 days (e.g. career camp abroad, attendance at an EC2U Forum, EC2U Entrepreneurial Week, Summer Schools, Winter Schools, Erasmus semester, language course abroad)

3 Reflection and evaluation

- Filled out reflection questionnaires to all activities
- Self-learning lesson on next steps
- Self-assessment (survey) and reflection on achievements within the EC2U Career Plan Certificate.

C. Ways of verifying completion of an activity and assessing competence

Verification: Defining ways of proving a multitude of activities and assessing transversal skills is not an easy task, but it is nonetheless important. This programme starts with three main methods, but it is our aim to elaborate and provide more flexibility with more credibility at the same time.

- Test: multiple choice tests or open text answers (especially after a self-learning lesson)
- Proofs of attendance: attendance lists saved by lecturers or supporting personnel - or a certificate of attendance
- Completed recognition sheets with contact person (e.g. lecturer, coach, organizer)

Whether an activity is recognized is ultimately up to the local CPC coordinator at the EC2U partner university where the student is enrolled.

D. Recognition of external activities

External activities can only be included in the personal EC2U Certificate, if the following criteria apply:

- **Recency:** The activity took place during the study period at the specified EC2U university and within the last 5 years.
- **Topic:** It corresponds to the contents/aims of the Certificate.
- **Authenticity:** Evidence (certificate, letter, etc.) and a contact person can be submitted. There is no reason to doubt the authenticity.
- **Voluntary:** The activity was a voluntary, extra-curricular activity. It does not count toward the formal study degree.

E. Periodic quality monitoring and enhancement

The group of CPC coordinators will meet to address “Quality monitoring and enhancement” at least once a year. The EC2U Quality Council and other stakeholders (e.g. trainers, employers, and students) will also be invited to join the review and monitoring process. The current portfolio of learning offers, public communication materials, (anonymized) participant activities, and collected feedback will be monitored.

An annual quality monitoring report will evaluate the status, assess the risks/threats to quality and legitimacy and propose actions for enhancement. The report will be submitted to the WP7 Board, the central EC2U coordination, and the EC2U Quality Council.

Efforts are ongoing within EC2U, both at the level of the alliance and within the individual partner institutions, to define and eventually to issue and recognize micro-credentials as Open Badges. The digital Open Badge system will be of great benefit to the EC2U Career Plan Certificate for easy validation and transferability of the certificate. These activities will be coordinated by the Task Force “Micro credentials” and the WP3.

F. Procedure and responsibilities among the EC2U alliance

Through the Glocal Campus platform and the centralized procedures, design and communications, it is our goal to simultaneously provide both uncomplicated, time-effective implementation at the local institutions and the creation of an individual offer for all participating EC2U students.

The local CPC coordinators are involved and responsible in the following activities:

- Helping to create self-learning lessons on the Glocal Campus platform
- Keeping the portfolio up-to-date and add/organize new events
- Being a contact person for students, lecturers, trainers, and the local stakeholders
- Joining the monthly meetings which fulfill a dual purpose:
 - Jour fixe for staff to exchange experiences
 - Service Desk for student advising on a drop-in basis
- Issuing (print and sign) the certificates for students enrolled in their institution.

G. Procedure from the participant perspective

- To find out more about the EC2U Career Plan Certificate programme, information is accessible on the webpage
- Register on Glocal Campus, work through the “Welcome” and Orientation
- Join a service desk meeting (see Section F above) to say hello and to ask questions
- Design a personal curriculum and fulfill the requirements
 - Work through the lessons on Glocal Campus
 - Get invitations to input events and join them
 - Upload proofs (of participation) for the input events

- Fulfil the activity requirements (e.g. internship, intercultural simulation game, etc.)
- Fill in the recognition forms to have external activities recognized (e.g. volunteering as math tutor for disadvantaged pupils, online AI course, etc.)
- Follow the invitation to EC2U activities (e.g. an intercultural career camp in Coimbra)
- Ask the local CPC coordinator to validate your full record and issue your personal EC2U Career Plan Certificate
- Receive your EC2U Career Plan Certificate

IX. Learning outcomes

Although the participant paths are highly individual, some general learning outcomes apply to all participants.

Professional dimension:

- Improved transdisciplinary skills
- Increased ability to work on transdisciplinary challenges

Cultural dimension:

- Improved interpersonal skills
- Increased ability to work in intercultural teams

Personal dimension:

- Improved intrapersonal skills
- Higher self-awareness, more self-confidence and dedication

X. Marketing and Communications

A. Icon

The seven EC2U partners offer very heterogeneous learning formats (at different times and on different platforms) - across work packages and universities. This very broad portfolio of learning opportunities is growing dynamically. This makes it especially challenging for the students to keep an overview of what courses/events/actions are eligible for which programme. To refer to the common framework and to visually signal which courses are eligible for the EC2U Career Plan Certificate, we developed an icon (see Figure below).

The title as a block with 0.7 line space condenses the long title to a visual element - which makes it easier to recognize. The corporate design of EC2U was strictly conserved.

The icons can be placed on all public materials related to the programme to make them visually appealing and coherent. The icon and title function as a topical head banner or entry sign - e.g. on the learning platform.

The icon for the Certificate represents our model "Multidimensional qualification" with learning in three different dimensions (Length – professional; Width – cultural; Depth – personal). Furthermore, together with the words "Eligible for the EC2U Career Plan Certificate", it can be placed on event announcements for two-way advertising: participants enrolled in the Certificate programme will be interested in attending the event, and people who visit the event can be introduced to the Certificate programme.



Figure 6: Icons of the Career Plan Certificate

B. Call for participation

Channels: The curriculum of the Career Plan Certificate will be posted on the EC2U platform, on each partner's webpage and promoted via social media by the end of 2021. There will be a subpage on www.ec2u.eu with all relevant information regarding the Certificate programme that is updated regularly. Social media posts are used to promote upcoming event highlights. Where relevant, templates for posters and flyers will be provided to the partner universities for local dissemination.

Diversity is an important aspect here. During the events and in the communications, it is made clear that diversity is an asset. It is also an aim to depict successful women and to increase the visibility of female role models.

Timing: The roll-out of the Certificate programme is in the winter semester of 2021/22. As participants can enter the programme at any point, the call for participation is ongoing. It will focus on presenting various upcoming event highlights and updates.

The comprehensive documentation of the calls for participation will be submitted with the Deliverable 7.2 as per the accepted grant proposal.



Figure 7: Mock-up of calls for participation

XI. Partners

The EC2U universities each have unique areas of expertise and competences. The strength of the EC2U Career Plan Certificate comes from the pooled resources and this multifaceted approach to career development.

Local CPC coordinators and institutions:

- Oscar Nyman, Career Center (Turku)
- Stefania Meller, Career Service (COR - University of Pavia) and Giulia Falchi, EC2U local coordinator (Pavia)
- Interim: Isabel María de la Torre Olvera (Salamanca)
- Interim: Jorge Figueira, R&D International Networks (Coimbra)
- James Robert, Career Center; Arber Shtembari, Pedagogolab (Poitiers)
- Elena Simona Vrânceanu, Laura Nicoleta Borhan, and Bogdan Constantin Neculau, Learning Centre UAIC (Iasi)
- Sophia-Marie Meyer, Karolin Ulbricht, Career Point (Jena)

In addition to the EC2U partner universities, the extended EC2U network is invited to contribute to and to profit from the Certificate. The city authorities and local companies can learn from the shared good practices and gained experiences. Furthermore, the contact with bright minds can raise their own innovative potential and new talents can enter the local labor markets.

The associated partners, especially the cities' business development units, are given opportunities to provide internship positions, offer workshops, promote their city, etc.

XII. Quality control and sustainability

A. Evaluation

For quality control there will be a participant survey to rate the service, the offers and the organization and to express feedback.

B. Dissemination

EC2U social media channels and website will disseminate results and, with the consent of the participants, participant experience reports. EC2U Career Plan Certificate materials (e.g. template of the reflection sheets, reports and recommendations) will be published on the EC2U website. Thereby, other parties are invited to adopt and further develop the format of the Career Plan Certificate.

C. Sustainability

Within the EC2U alliance, the Career Plan Certificate aims to have a sustainable impact. This is secured by the pan-European involvement of many actors: students, administrative staff, career services, innovation labs, associated partners like the cities' business development units, companies, etc. The actions for the planning and implementation have long-lasting structural impacts for the transversal skills education that goes far beyond the immediate impact on the participating students:

- Expanding local offers on transversal skills training
- Sharing best practices across the EC2U alliance
- Expanding the network and finding partners for further cooperation
- The universities of the EC2U alliance can integrate the programme as a regular offer of their Career Services and/or Transfer Services.

Please note that the content of this activity / deliverable is available in the different languages of the EC2U Alliance upon request.

XIII. Appendix – Glocal Campus platform

1 Your personal path ahead

Start your journey with the first module - "Orientation". After that, you are ready to jump on the the different learning dimensions.

LESSON

Orientation - How to fully benefit from this programme

QUESTIONNAIRE

Self-assessment

2 Your three learning dimensions

Now you are at the core of the programme: the three modules - or as we call them: dimensions.

The 3 dimensions are not in a specific sequence. You can also work on them in parallel. And it might need some time until good opportunities evolve, e.g. for an interesting event to join or a suitable activity to get involved in. More is explained within each lesson.

LESSON

Professional dimension →transdisciplinary skills

Figure 8: Details of the "My modules" overview page with different self-learning lessons and self-assessment

Orientation - How to fully benefit from this programme

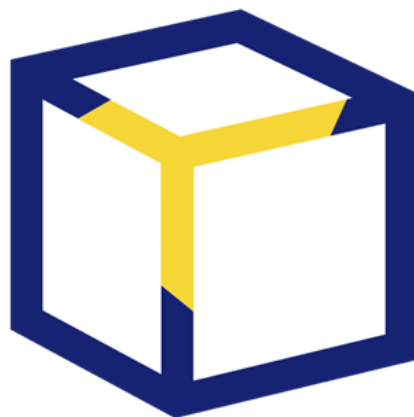
Background

The **Career Plan Certificate** programme was created by the EC2U University Alliance to help students to prepare for a successful and fulfilling career. Therefore, especially transversal skills are in focus.

Transversal skills are not related to a specific context - but they are useful in a wide variety of situations. What could it be? Communication, collaboration, adaptability, critical thinking, creativity, resilience, ... What else is missing? What is the most versatile skill from your point of view? →[Forum](#)

As you see, transversal skills go in many directions. That is why we subtitled the Certificate with **Multidimensional Qualification**. By taking part in this programme, you will develop skills in three dimensions:

- Professional dimension - *advance your career* - Length ...gain transdisciplinary skills
- Cultural dimension - *broaden your horizons* - Width ...gain intercultural skills
- Personal dimension - *deepen your mind* - Depth ...gain intrapersonal skills



Next

Figure 9: Example of lesson content, here for Orientation lesson. Also crosslinks (to Forum) and test and text boxes can be added.

| Peer exchange

This is not an explicit part of the Certificate, but we are happy that you are here! Here, you can get in touch with your peer participants, give feedback, bring in your ideas, etc.

FORUM

Self-learners forum



FORUM

Open topic forum



GLOSSARY

Getting to know each other



Figure 10: Page for peer exchange

| Service section

ASSIGNMENT

Proof upload center

Not Submitted

FORUM

Support forum

FEEDBACK

Feedback and ideas to improve the Certificate programme

Figure 11: Page for services and contact to the local CPC coordinator