

# EC2U Think Tank 1

---

## Value4YourValues

DELIVERABLE 7.9  
MONTH 6

## D7.9 Think Tank 1: Value4YourValues

### Contents

I.	Summary Report.....	1
A.	EC2U Think Tanks .....	1
B.	The Survey - Value4YourValues .....	1
C.	Presentation & Discussion of the survey results.....	2
D.	Key Findings:.....	2
1.	Personal values .....	2
2.	Professional values .....	3
3.	Societal values .....	3
4.	Obstacles .....	3
5.	Solutions.....	3
E.	Reflections and Recommendations - How to use the Results .....	3
II.	Calls for Participation .....	4
III.	Annex 1 - Recommendations for Policy Makers.....	15
IV.	Annex 2 – Survey Text .....	20
V.	Annex 3 – Survey Data & Results.....	25
A.	Participation.....	25
B.	Personal Values .....	28
C.	Societal Values .....	45
D.	Professional values .....	57
E.	Obstacles.....	72
F.	Solutions .....	77
VI.	Annex 4 – Think Tank session at the 2. EC2U Forum.....	82

## I. Summary Report

### A. EC2U Think Tanks

The Think Tanks form part of European Engagement, one of three focus areas of EC2U WP 7 “Science with and for society”. Looking at the world we live in there has never been a more important time to come together and listen to diverse perspectives and work with different types of stakeholders to co-create shared visions and new solutions. The EC2U Think Tanks assemble stakeholders and change agents from as many perspectives as possible - citizens, public authorities, scientists, school teachers, journalists, politicians, students etc.

### B. The Survey - Value4YourValues

The first EC2U Think Tank, entitled Value4YourValues, took the form of a survey followed by a public discussion session with four panelists commenting and interpreting the results from the angles of students, industry, municipal politics and scientists comparing them with data from the European Social Survey.

The purpose of the Value4YourValues survey was to capture the perceptions of individuals from the alliance universities and cities towards personal, professional and societal level values, together with perceived obstacles and solutions for actively living these values. It addressed the communities in nine languages to ensure that participation is possible for all. All stakeholders of the EC2U consortium benefit from the results, but everyone interested in Europe was invited to participate.

The survey is based on validated scales for measuring perceived values at each level. It however was not designed as scientific study. The composition of the sample does not allow to generalize results. Differences in values might be real or perceived by the participants.

#### **Participation**

The survey was open from April 6 to April 30, 2021. 1389 respondents completed the survey, which took approximately five minutes to complete. 59% of the respondents were female, 39% male, 1% other and 1% preferred not to specify gender. The largest age group was 20-24 years (29%). The smallest age groups were 55-64 years (7%) and 64-74 years (2%). The remaining age groups had a fairly even distribution: 16-19 years (14%), 25-34 years (17%), 35-44 years (17%), 45-54 years (14%). In addition to the seven countries in which the EC2U partner universities are located, individuals originating from 42 countries across the globe participated. By far the largest occupational cohort was undergraduate students (31,7%). Graduate students comprised the second-largest group (14,9%), and public administration the third (11,3%).

See Annex 3 (p. 25) for detailed graphical representation.

#### **Survey Text**

See Annex 2 (p. 20) for full text

## C. Presentation & Discussion of the survey results

Think Tank session at the 2. EC2U Forum (virtual, organized by University of Turku)  
May 21, 2021 | 10:30 – 11:30 CET

*Building a value-based community: findings of the 1st EC2U Think Tank survey Value4YourValues*

The Board of WP7 invited representatives from the spheres of academia, city and businesses to share their understanding and perspective on the results of the survey at a session of the 2nd EC2U Forum. The results were presented by WP7 leaders, Dr. Claudia Hillinger and Dr. Dana Strauß, and WP7 Board Member, Prof. Adriana Zait. The panel discussion followed.

### Panelists:

- **Student perspective:** Francisco Silva, member of the Erasmus Student Network Coimbra, Master's student in Quantitative Methods in Finance, University of Coimbra
- **Scientific perspective:** Prof. Heikki Ervasti, National Coordinator of the European Social Survey (ESS), University of Turku
- **City administration perspective:** Matthias Bettenhäuser, Mayor's office, City of Jena
- **Business perspective:** Jean-Marc Neveu Co-founder of PLAXTIL/ CEO of CDA group, Poitiers

See Annex 3 (p. 82) for session slides.

## D. Key Findings:

The interpretation of results followed the main objectives of the EC2U Alliance, namely to

- **create an innovative space** allowing for unhindered mobility of people and ideas between universities and cities (personal, professional and societal values)
- **facilitate collaboration** in education, research and innovation by establishing a joint campus culture (personal, professional values of students and academics)
- **promote sustainable cities and communities** of the EC2U Alliance (professional and societal values, personal values, obstacles and solutions)
- **develop new models** for formal, non-formal and informal education (societal values)
- **connect the pillars of Science with and for Society:** European Talents, European Education, European Engagement

### 1. Personal values

The survey paints a picture of European citizens who value self-directed action that allows them to be creative in a way that does not prioritize competition and gaining power as a goal but instead is based on altruism, equality and empathy. Feeling safe is a pre-requisite and important factor as they do experience power and authority and struggle with it.

## 2. Professional values

The survey paints a picture of European citizens who seek a stable and professional working environment that supports their personal development and well-being, and who at the same time are determined and resilient working hard for recognition and reputation.

## 3. Societal values

The survey paints a picture of European societies which – across all age groups - highly rank the freedom of opinion as an essential value and which cherish life in safety and peace. These societies are open and interested in technology, innovation and entrepreneurship and at the same time express respect for nature and the environment.

## 4. Obstacles

The survey paints a picture of European citizens who are confronted with egoistic and disrespectful behavior in their societies and explicitly express the need to overcome inequalities and materialism in order to live their personal and professional values.

## 5. Solutions

The survey paints a picture of European citizens who postulate increased efforts in environmental protection to be able to pursue their value settings. They see mutual respect, equality and listening skills as decisive factors for societal change and transformation.

## E. Reflections and Recommendations - How to use the Results

With a large proportion of students and academics participating in the survey - who share the common culture of academia - the results show little differences amongst the countries in terms of personal values. However, professional and perceived societal values vary meaning national culture influences have to be taken into account when designing measures, activities or communication. Building up intercultural competencies bridging these differences is key.

To reach the communities in a broad range activities and communication messages should emphasize the common basis and shared values – like “the trunk” of a tree - but should also allow different “branches” tailored according to persons’ individual sets of values as they influence attitudes, intentions and behaviors (needed to accomplish the common EC2U objectives)

In terms of age and gender differences become visible in the survey. Thus, for both present and future generations of students and citizens activities and communication need to be conceived accordingly. Each generation has to be made aware and “won” for the European idea. Especially for the age group 16-19 the motto should be clearly - think and act for the future!

Methods and tools need to be developed to teach and learn these values throughout all stages of the educational systems and beyond. Reflection on values as part of the curriculum in school, discussion of values in adult and community education, promotion of lifelong learning, encouragement for individual learning experiences are essential to create a broad awareness in order to feel and act as responsible European citizens.

Education and learning should be shaped and organized in a more appealing way using virtual and digital tools (gamification etc.) to transmit more easily professional and societal values.

In order to intensify the dialogue with all stakeholders in different settings and formats listening skills need to be developed at all levels. This also entails that as a consequence collaboration is stimulated versus competition in the sense of coopetition.

In addition, developing value-based political skills with the aim of making informed and solution-oriented decisions rather than enforcing them per authority will help improve the perception of power and the in many cases negative connotation of politics and politicians on all levels.

Strengthening innovation and entrepreneurship as a joint agenda that is given time to develop in the sense of a European team building measure based on trust is essential to secure Europe's position at the forefront of innovation. This will reflect back on the opportunities for individuals seeking for stability, safety and room to be creative.

Expanding networks with impulses from outside academia will provide insights and perspectives beyond the academic community, encourage a shift in values and will thus inspire to accomplish common goals, for example towards a common European Union Skills agenda.

Two recurrent themes emerging from the survey are the esteem and respect for each other and the environmental protection – they can be used as “the glue” for future actions.

Creating a value-based vision and mission statement for the EC2U Alliance will provide a visible signal of a value-based community of universities and their associated partners.

By and large there is enormous similarity of countries in terms of judgements on viable solutions. This is encouraging when aiming at European solutions.

In conclusion, the data deliver a basis to develop the respective agenda for the next think tanks that will address explicitly various stakeholders and layers of policymakers to design concrete action items.

See separate document “Recommendations for Policy Makers” in Annex 1, p. 15

## II. Calls for Participation

Calls to participate in the Think Tank Survey Value4YourValues were published by all participating universities and some municipalities in all the local languages and English over various media: social media (Twitter, Facebook), press release, websites. The following selection of screen shots is representative of the range of communication channels.

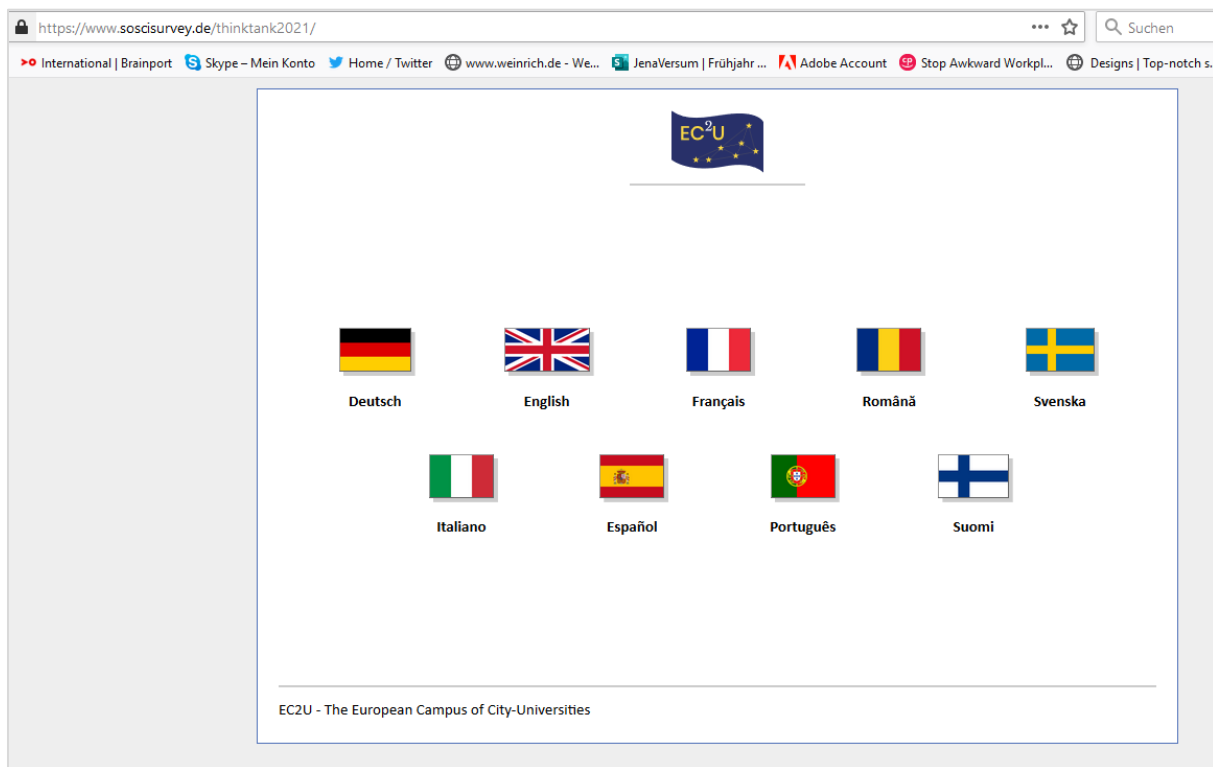


Figure II.A – Screen shot of the first page of the survey Value4yourValues showing the languages of the survey and calls to participate.



Figure II.B – Screen shot of a tweet from the EC2U Twitter account.





Figure II.C – Screen shot of a tweet from the **University of Turku** Twitter account.



Figure II.D – Screen shot of a tweet from the **JenaVersum** Twitter account.



**Universität Jena**

@UniJena

...

Was sind eure **#Werte**? Wie prägen sie euren Alltag und beeinflussen euer Handeln? Das möchte die erste Ideenschmiede **@UniJena** in einer **#Umfrage** wissen, die im Rahmen der **@EC2U\_Alliance** an der Universität Jena stattfindet.



[uni-jena.de/210415\\_EC2U](https://uni-jena.de/210415_EC2U)

Translate Tweet



Foto: Anne Günther / Uni Jena

5:06 PM · Apr 15, 2021 · Twitter Web App

Figure II.E – Screen shot of a tweet of the **University of Jena** Twitter account.



Figure II.F – Screen shot of a tweet from the **City of Jena** Twitter account.



FRIEDRICH-SCHILLER-  
UNIVERSITÄT  
JENA

Fakultäten & Einrichtungen

Universität Fakultäten Forschung Studium Wissenschaftliche Karriere International

Startseite > Nachrichtenübersicht > 210415\_EC2U

### Für welche Werte treten Sie ein?

Europäische Allianz EC2U startet die Umfrage „Lebe deine Werte“ an ihren sieben Partneruniversitäten

Die Umfrage wird von der Allianz „Europäischer Campus der Stadt-Universitäten“ (EC2U) durchgeführt.  
Foto: Anne Günther (Universität Jena)

<

Zur Übersicht

>

INTERNATIONALES

Meldung vom: 15. April 2021, 11:20 Uhr | Verfasser/in: Stephan Laudien

Was sind Ihre persönlichen Werte? Welche Bedeutung messen Sie Meinungsfreiheit, Toleranz oder Fortschritt bei? Fragen wie diese stehen im Mittelpunkt einer Umfrage, die unter dem Titel „Lebe deine Werte“ von EC2U gestartet wurde. Die Umfrage ist Kern des ersten Think Tanks, einer Ideenschmiede der Allianz „Europäischer Campus der Stadt-Universitäten“ (EC2U), in dem die Friedrich-Schiller-Universität Jena vertreten ist. Ziel der Allianz aus sieben europäischen Universitäten ist es, den „European Campus of City Universities“ aufzubauen.

„Wir möchten die Wertvorstellungen unserer europäischen Partner kennenlernen, um gemeinsam Visionen zu gestalten und neue Lösungen zu entwickeln“, sagt Dr. Dana Strauß, die den ersten Think Tank an der Universität Jena organisiert. Die Befragung wurde zeitgleich an den sechs Partneruniversitäten in Coimbra (Portugal), Pavia (Italien), Alexandru Ioan Cuza in Iasi (Rumänien), Poitiers (Frankreich), Sala-

Figure II.G – Screen shot of the announcement/call to participation on the EC2U page of the University of Jena website : [www.uni-jena.de/ec2u](http://www.uni-jena.de/ec2u).

Meldung vom: 15. April 2021, 11:20 Uhr | Verfasser/in: Stephan Laudien

Was sind Ihre persönlichen Werte? Welche Bedeutung messen Sie Meinungsfreiheit, Toleranz oder Fortschritt bei? Fragen wie diese stehen im Mittelpunkt einer Umfrage, die unter dem Titel „Lebe deine Werte“ von EC2U gestartet wurde. Die Umfrage ist Kern des ersten Think Tanks, einer Ideenschmiede der Allianz „Europäischer Campus der Stadt-Universitäten“ (EC2U), in dem die Friedrich-Schiller-Universität Jena vertreten ist. Ziel der Allianz aus sieben europäischen Universitäten ist es, den „European Campus of City Universities“ aufzubauen.

„Wir möchten die Wertvorstellungen unserer europäischen Partner kennenlernen, um gemeinsam Visionen zu gestalten und neue Lösungen zu entwickeln“, sagt Dr. Dana Strauß, die den ersten Think Tank an der Universität Jena organisiert. Die Befragung wurde zeitgleich an den sechs Partneruniversitäten in Coimbra (Portugal), Pavia (Italien), Alexandru Ioan Cuza in Iasi (Rumänien), Poitiers (Frankreich), Salamanca (Spanien) und Turku (Finnland) gestartet. Um möglichst viele Menschen zu erreichen, wird die Umfrage in neun Sprachen angeboten.

## Enge Verbindungen zwischen Stadt und Universität

Wie Dana Strauß erläutert, sind alle beteiligten Universitäten der Allianz Stadt-Universitäten wie Jena, sprich die Hochschulen sind eng mit einer Stadt verflochten. Mit der Umfrage sollen deshalb neben Studierenden und Akademikern die Bewohnerinnen und Bewohner der Städte explizit mit erreicht werden. Auch die Partner aus der Wirtschaft werden von dem EU-geförderten Projekt ausdrücklich angesprochen.

Das Ziel des Projekts ist es, neue Kapitel in der regionalen und europäischen Partnerschaft zu schreiben. Im Fokus dabei: einen offenen Raum für Bildung und Innovationen zu entwickeln. Nur zusammen können Wissenschaft, Stadt und Wirtschaft das regionale und europäische Wissens-Ökosystem gestalten. Die Umfrage hilft dabei herauszufinden, was die einzelnen Partner dabei besonders antreibt und was geteilte Werte sind. Noch bis zum 30. April können Interessierte unter <https://www.soscisurvey.de/thinktank2021/> daran teilnehmen.

## Kontakt:

Dana Strauß, Dr.  
Stabsstellenleitung kooperatives Netzwerk „JenaVersum“

+49 3641 9-401006

[dana.strauss@uni-jena.de](mailto:dana.strauss@uni-jena.de)



Foto: Gildemeister

Figure II.H – Screen shot of the press release/webpage announcement of the University of Jena : [https://www.uni-jena.de/210415\\_EC2U](https://www.uni-jena.de/210415_EC2U).

## EC2U Bulletin

Friday, 23rd April 2021

### News

- - The **WP7 Think Tank Survey's** deadline is on the 30th of April. You can still disseminate it to your communities: <https://www.soscisurvey.de/thinktank2021/>
  - The European University Association Annual Conference took place on 22-23rd of April. More info : [https://eua.eu/events/131:2021-eua-annual-conference.html?utm\\_source=social&utm\\_medium=Twitter&utm\\_name=Twitter-social-8-2-2021](https://eua.eu/events/131:2021-eua-annual-conference.html?utm_source=social&utm_medium=Twitter&utm_name=Twitter-social-8-2-2021)



Figure II.I – Screen shot of the announcement in the EC2U weekly bulletin.

**Take part in a survey on your perspective on values. The results will be used to develop the framework for a European values-based community.**

Your voice counts!

<https://www.soscisurvey.de/thinktank2021/>

The EC2U Think Tanks provide opportunities to exchange views on challenges and possible solutions to pressing social issues.

Our first **Think Tank – Value4YourValues** takes the form of a survey in nine languages. Everyone interested in Europe is invited to participate.

In this survey, we are interested in **your views on values**. Values shape our ideas. They inspire our actions, our work ethic, how we live together. With the help of the results, we will develop the framework for our European values-based community.

It takes about **5 minutes** to take the survey. For best results on your mobile device, please use it in landscape mode.

If you are interested in the results, feel free to join the discussion at the next EC2U Forum in May 2021.

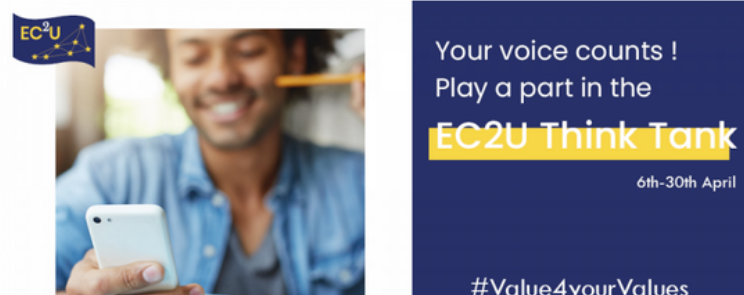


Figure II.J – Screen shot of the EC2U webpage.



### III. Annex 1 - Recommendations for Policy Makers

The following section contains the unformatted text for the recommendations for policy makers to be made available on the EC2U website and other media.

#### EC2U Think Tank - Building a value-based community

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, the University of Iasi, the University of Jena, the University of Pavia, the University of Poitiers (Coordinator), the University of Salamanca and the University of Turku. EC2U represents a community of 160 000 students and 20 000 staff, in direct reach to more than 1 600 000 citizens.

The Alliance's **ambition is to develop an innovative space allowing for mobility to flow freely between the seven universities and associated cities**. This model of openness will contribute to overcome clichéd views of regional and national identities and aims at developing a united and stronger Europe.

The Alliance will reach this vision by **creating a pan-European campus**, connected by a sense for a European identity, contributing to the creation of a smart higher education eco-system through a new model of quality education for an inclusive civic society. This unique model relies on producing synergies from education, research and innovation, and in particular from the involvement of academic communities, municipalities, higher education regulatory bodies, socio-economic entities, citizens.

#### EC2U Think Tanks

In this setting, Science with and for Society is an important action field with European Engagement being one of the three focus areas within this action field. Looking at the current condition of the world there has never been a more important time to convene in order to share and listen to diverse perspectives and subsequently work with a variety of stakeholders co-creating visions and new solutions. The EC2U Think Tanks assemble stakeholders and change agents from as many perspectives as possible - citizens, public authorities, scientists, school teachers, journalists, politicians, students, and many more.

The first EC2U Think Tank, entitled Value4YourValues, took the form of a survey followed by a public discussion session with four panelists commenting and interpreting the results from the angles of students, industry, municipal politics and scientists comparing them with data from the European Social Survey. The Think Tank survey and discussion focused on individuals' views on values. Values shape our ideas, they inspire our actions, our work ethic, how we live together. The results of the survey will be used to kick-off a dialogue to develop the framework for a European values-based community in EC2U.

#### The Survey

The purpose of the Value4YourValues survey was to capture the perceptions of

individuals from the alliance universities and cities towards personal, professional and societal level values, together with perceived obstacles and solutions for actively living these values. It addressed the communities in nine languages to ensure that participation is possible for all.

The survey is based on validated scales for measuring perceived values at each level. It however was not designed as scientific study. The composition of the sample does not allow to generalize results. Differences in values might be real or perceived by the participants.

### Participation

The survey was open from April 6 to April 30, 2021. 1389 respondents completed the survey, which took approximately five minutes to complete. 59% of the respondents were female, 39% male, 1% other and 1% preferred not to specify gender. The largest age group was 20-24 years (29%). The smallest age groups were 55-64 years (7%) and 64-74 years (2%). The remaining age groups had a fairly even distribution: 16-19 years (14%), 25-34 years (17%), 35-44 years (17%), 45-54 years (14%). In addition to the seven countries in which the EC2U partner universities are located, individuals originating from 42 countries across the globe participated. By far the largest occupational cohort was undergraduate students (31,7%). Graduate students comprised the second-largest group (14,9%), and public administration the third (11,3%).

### Gender

female	male	gender-variant	prefer not to say
59%	39%	1%	1%

### Current Residence

Finland	10%
France	41%
Germany	13%
Italy	17%
Portugal	4%
Romania	13%
Spain	1%
Others	1%

### Key Findings:

The interpretation of results followed the main objectives of the EC2U Alliance, namely

- Create an innovative space allowing for unhindered mobility of people and ideas between universities and cities (personal, professional and societal values)

- Facilitate collaboration in education, research and innovation by establishing a joint campus culture (personal, professional values of students and academics)
- Promote sustainable cities and communities of the EC2U Alliance (professional and societal values, personal values, obstacles and solutions)
- Develop new models for formal, non-formal and informal education (societal values)
- Connect the pillars of Science with and for Society: European Talents, European Education, European Engagement

### Personal values

The survey paints a picture of European citizens who value self-directed action that allows them to be creative in a way that does not prioritize competition and gaining power as a goal but instead is based on altruism, equality and empathy. Feeling safe is a pre-requisite and important factor as they do experience power and authority and struggle with it.

### Professional values

The survey paints a picture of European citizens who seek a stable and professional working environment that supports their personal development and well-being, and who at the same time are determined and resilient working hard for recognition and reputation.

### Societal values

The survey paints a picture of European societies which – across all age groups - highly rank the freedom of opinion as an essential value and which cherish life in safety and peace. These societies are open and interested in technology, innovation and entrepreneurship and at the same time express respect for nature and the environment.

### Obstacles

The survey paints a picture of European citizens who are confronted with egoistic and disrespectful behavior in their societies and explicitly express the need to overcome inequalities and materialism in order to live their personal and professional values.

### Solutions

The survey paints a picture of European citizens who postulate increased efforts in environmental protection to be able to pursue their value settings. They see mutual respect, equality and listening skills as decisive factors for societal change and transformation.

## **Reflections and Recommendations - How to use the Results**

With a large proportion of students and academics participating in the survey - who share the common culture of academia - the results show little differences amongst the countries in terms of personal values. However, professional and perceived societal values vary meaning national culture influences have to be taken into account when designing measures, activities or communication. Building up intercultural competencies bridging these differences is key.

To reach the communities in a broad range activities and communication messages should emphasize the common basis and shared values – like “the trunk” of a tree - but should also allow different “branches” tailored according to persons’ individual sets of values as they influence attitudes, intentions and behaviors (needed to accomplish the common EC2U objectives)

In terms of age and gender differences become visible in the survey. Thus, for both present and future generations of students and citizens activities and communication need to be conceived accordingly. Each generation has to be made aware and “won” for the European idea. Especially for the age group 16-19 the motto should be clearly - think and act for the future!

Methods and tools need to be developed to teach and learn these values throughout all stages of the educational systems and beyond. Reflection on values as part of the curriculum in school, discussion of values in adult and community education, promotion of lifelong learning, encouragement for individual learning experiences are essential to create a broad awareness in order to feel and act as responsible European citizens.

Education and learning should be shaped and organized in a more appealing way using virtual and digital tools (gamification etc.) to more easily transmit professional and societal values.

In order to intensify the dialogue with all stakeholders in different settings and formats listening skills need to be developed at all levels. This also entails that as a consequence collaboration is stimulated versus competition in the sense of competition.

In addition, developing value-based political skills with the aim of making informed and solution-oriented decisions rather than enforcing them per authority will help improve the perception of power and the in many cases negative connotation of politics and politicians on all levels.

Strengthening innovation and entrepreneurship as a joint agenda that is given time to develop in the sense of a European team building measure based on trust is essential to secure Europe’s position at the forefront of innovation. This will reflect back on the opportunities for individuals seeking for stability, safety and room to be creative.

Expanding networks with impulses from outside academia will provide insights and perspectives beyond the academic community, encourage a shift in values and will thus inspire to accomplish common goals, for example towards a common European Union Skills agenda.

Two recurrent themes emerging from the survey are the esteem and respect for each other and the environmental protection – they can be used as “the glue” for future actions.



European Campus  
of City-Universities

Co-funded by the  
Erasmus+ Programme  
of the European Union



Creating a value-based vision and mission statement for the EC2U Alliance will provide a visible signal of a value-based community of universities and their associated partners.

### **Conclusion**

The data deliver a basis to develop the respective agenda for the next think tanks that will address explicitly various stakeholders and layers of policymakers to design concrete action items.

By and large there is enormous similarity of countries in terms of judgements on viable solutions. This is encouraging when aiming at European solutions. (Noack)

## IV. Annex 2 – Survey Text

### 1<sup>st</sup> EC2U Think Tank – Towards a Value-Based Community?!

#### The time is now

Looking at the world we live in there has never been a more important time to come together and listen to diverse perspectives and work with different types of stakeholders to co-create shared visions and new solutions.

#### A fresh collaboration

The European University Initiative in general, and EC2U in particular, are such a shared visions. Together with you we want to write a fresh chapter of European partnership focusing on the development of an open space for education and innovation.

#### We value your values.

What can we do to help that vision to become reality? As a first step we'd like to reflect the very things that create the world we all live in: Values. Values shape our ideas. They spur our actions, our work ethic, how we communicate, how we live together.

#### Why this survey?

With your help we can sketch the value sets within the seven European cities – on a personal, professional and societal level. Providing this in-depth analysis, we will be able to develop the framework of a European value-based community. A community driven by a set of shared values that comes together to take action and work together more impactful, meaningful and empathetic.

#### Be a part

The findings will be presented and discussed during the EC2U Forum on the 21<sup>st</sup> May 2021. Join us and share your idea of creating value-based impact.

---

#### Possible benefits:

- gain a deeper understanding of the partners of the consortium and all its stakeholders
- raise awareness for differences and similarities and pay respect in joint work
- critically reflect and develop EC2U as a value-based community
- contribute to the discussion of a common European identity, of what it means and entails
- contribute to an engaging and empowering communication within the consortium and beyond (e.g. vision + mission statement on EC2U website)

### PART A – survey, revised version

Item	Question	items	Type of question
1 Age group	How old are you? What age group do you belong to?	18-24 years old 25-34 years old 35-44 years old 45-54 years old 55-64 years old 65-74 years old 75 years or older	Select
2 Gender	To which gender identity do you most identify?	Female Male Gender variant/non-confirming	select
3 Country of origin	Where do you originally come from?	Finland France Germany Italy Portugal Romania Spain Other (specify): .....	Select
4 Current residency	Where do you currently live?	Finland France Germany Italy Portugal Romania Spain Other (specify): .....  <i>or</i>  Iasi Poitiers Turku Coimbra Pavia Salamanca Jena Other (specify): .....	Select
5 Occupation	What is your current occupation?	High school student Undergraduate studies Graduate studies Research (academia) Research (business) Education Industry/Business Politics Public administration Non-profit organization Culture Industry Personal services (health care etc.) Craft retired Other (specify): .....	Select (or multiple choice?)



6 Personal values	How important are the following values for you personally (in your everyday life)?	<ol style="list-style-type: none"> <li><b>1. Self-Direction</b> [independent thought and action—choosing, creating, exploring] Thinking up new ideas and being creative is important to me. I like to do things in my own way. It is important to me to make my own decisions.</li> <li><b>2. Stimulation</b> [excitement, novelty, and challenge in life]: I like surprises and I am always looking for new things to do. I think it is important to do lots of different things in life. I look for adventures and like to take risks. I want to have an exciting life.</li> <li><b>3. Hedonism</b> [pleasure or sensuous gratification for oneself]: Having a good time and fun is important to me. I like to “spoil” myself. I want to do things that give me pleasure.</li> <li><b>4. Achievement</b> [personal success through demonstrating competence according to social standards]: It's very important to me to show my abilities and be successful. I want people to recognize what I do.</li> <li><b>5. Power</b> [social status and prestige, control or dominance over people and resources]: It is important to me to be in charge. I like to be able to tell people what to do.</li> <li><b>6. Security</b> [safety, harmony, and stability of society, of relationships, and of self]: It is important to me to live in secure surroundings. I avoid anything that might endanger my safety. I want a strong state that can defend its citizens.</li> <li><b>7. Conformity</b> [restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms]: I believe that people should do what they're told. It is important to me to always behave properly. I think people should follow rules at all times, even when no-one is watching.</li> <li><b>8. Tradition</b> [respect, commitment, and acceptance of the customs and ideas that one's culture or religion provides]: It is important to me to be humble and modest. I try not to draw attention to myself. I try to follow the customs handed down.</li> <li><b>9. Benevolence</b> [Defining goal: preserving and enhancing the welfare of those with whom one is in frequent personal contact (the 'in-group')]: It's very important to me to help the people around me. I want to care for their well-being. It is important to me to be loyal to my friends.</li> <li><b>10. Universalism</b> [understanding, appreciation, tolerance, and protection for the welfare of all people and for nature]: I think it is important that every person in the world be treated equally. I believe everyone should have equal opportunities in life. It is important to me to listen to people who are</li> </ol>	<p>Scaled question</p> <ul style="list-style-type: none"> <li>· Very Important</li> <li>· Important</li> <li>· Moderately Important</li> <li>· Slightly Important</li> <li>· Not Important</li> </ul>
-------------------	--	---	---



		different from me. Looking after the environment is important to me.	
7 Societal values	In your country: What are the values which (most) people act on?	<ol style="list-style-type: none"> <li>1. Peace</li> <li>2. Respect for Nature and the Environment</li> <li>3. Social Equality and Solidarity</li> <li>4. Freedom of Opinion</li> <li>5. Tolerance and Openness to others</li> <li>6. Respect for History and its Lessons</li> <li>7. Progress and Innovation</li> <li>8. Cultural Diversity</li> <li>9. Entrepreneurship</li> </ol>	<p>Scaled question</p> <ul style="list-style-type: none"> <li>• Almost always</li> <li>• Often</li> <li>• Sometimes</li> <li>• Seldom</li> <li>• Never</li> </ul>
8 Professional values	At your job/the organization you are working with: What are the values which (most) people act on?	<p><b>Intrinsic:</b></p> <ol style="list-style-type: none"> <li>1. Fairness, honesty, truthfulness</li> <li>2. Compassion, affection, empathy, kindness</li> <li>3. Endurance, determination, resilience</li> <li>4. Humility, respect, gratitude, teamwork, loyalty</li> <li>5. Creativity, artistic expression, innovativeness</li> <li>6. Critical thinking, systemic thinking</li> <li>7. Excellence, responsibility, professionalism</li> </ol> <p><b>Extrinsic</b></p> <ol style="list-style-type: none"> <li>8. Benefits, wealth, prosperity</li> <li>9. Job security and stability</li> <li>10. Recognition and reputation</li> <li>11. Personal development, career growth, advancement</li> <li>12. Authority, power</li> <li>13. Connection and networking</li> <li>14. Well-being and quality of life</li> <li>15. Other (specify): .....</li> </ol>	<p>Scaled question</p> <ul style="list-style-type: none"> <li>• Almost always</li> <li>• Often</li> <li>• Sometimes</li> <li>• Seldom</li> <li>• Never</li> </ul>
9 Translation	I succeed in living my personal values in my everyday life.	<ol style="list-style-type: none"> <li>1. <b>Self-Direction</b> [independent thought and action—choosing, creating, exploring]</li> <li>2. <b>Stimulation</b> [excitement, novelty, and challenge in life]</li> <li>3. <b>Hedonism</b> [pleasure or sensuous gratification for oneself]</li> <li>4. <b>Achievement</b> [personal success through demonstrating competence according to social standards]</li> <li>5. <b>Power</b> [social status and prestige, control or dominance over people and resources]</li> <li>6. <b>Security</b> [safety, harmony, and stability of society, of relationships, and of self]</li> <li>7. <b>Conformity</b> [restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms]</li> <li>8. <b>Tradition</b> [respect, commitment, and acceptance of the customs and ideas that one's culture or religion provides]</li> <li>9. <b>Benevolence</b> [Defining goal: preserving and enhancing the welfare of those with whom one is in frequent personal contact (the 'in-group')]</li> </ol>	<p>Scaled question</p> <ul style="list-style-type: none"> <li>• Almost always</li> <li>• Often</li> <li>• Sometimes</li> <li>• Seldom</li> <li>• Never</li> </ul>

		10. <b>Universalism</b> [understanding, appreciation, tolerance, and protection for the welfare of all people and for nature]	
10 obstacles	What are the obstacles in society that keep you from living your personal values?	Egoism materialism inequalities racism sexism excessive competitiveness social pressure lack of respect lack of vision lack of empathy no opportunities for personal development Other: _____	Scaled question · To a Great Extent · Somewhat · Very Little · Not at All
11 solution	What has to change in our society so that you can live according to your values?	Better Work-life-balance Respecting each other More equality More civic participation/engagement Less work Better payment More listening More environment protection More action More cooperation More joint European projects Free mobility More flexibility More cake (😊) More flowers (😊😊) Other (specify): .....	Scaled question · Definitely · Very Probably · Probably · Possibly · Probably Not · Definitely Not

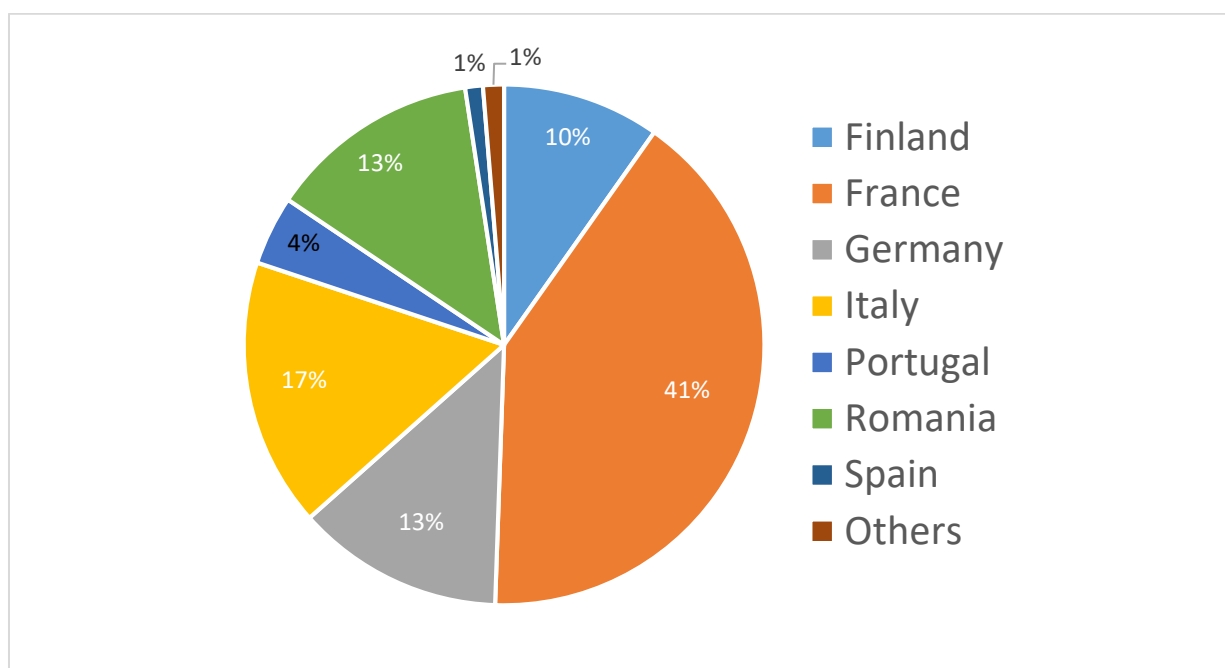
Please note that the text of the survey is available in the different languages of the EC2U Alliance upon request.

## V. Annex 3 – Survey Data & Results

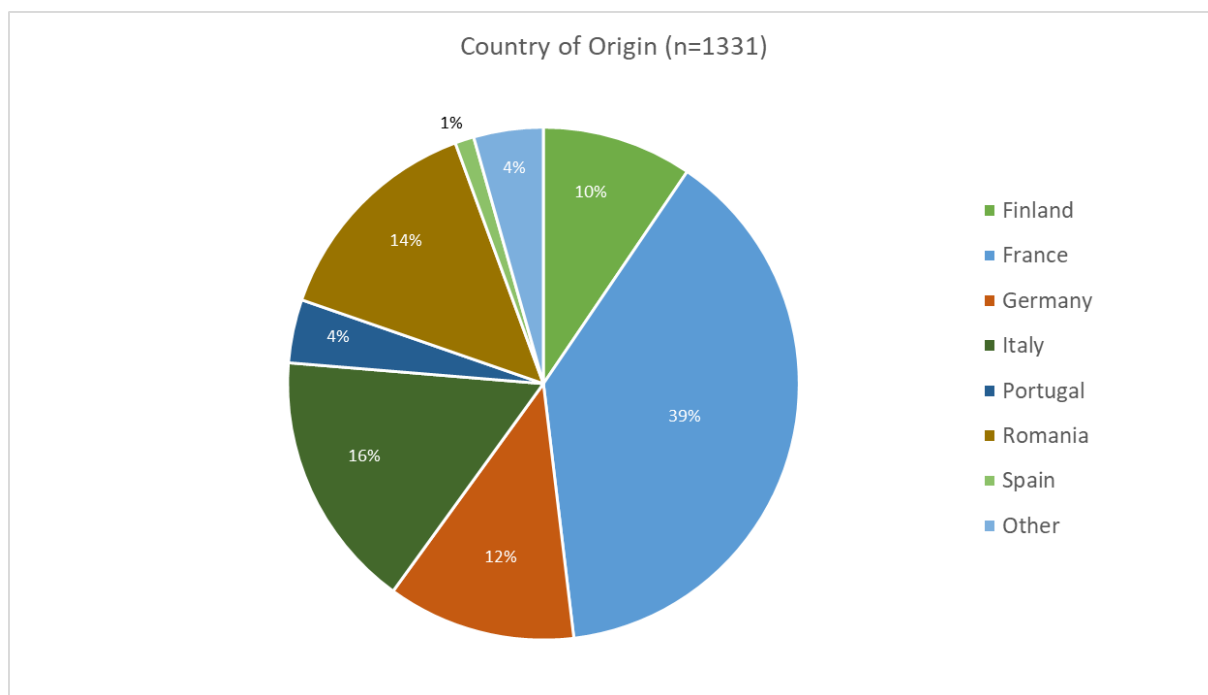
### A. Participation

1389 Participants

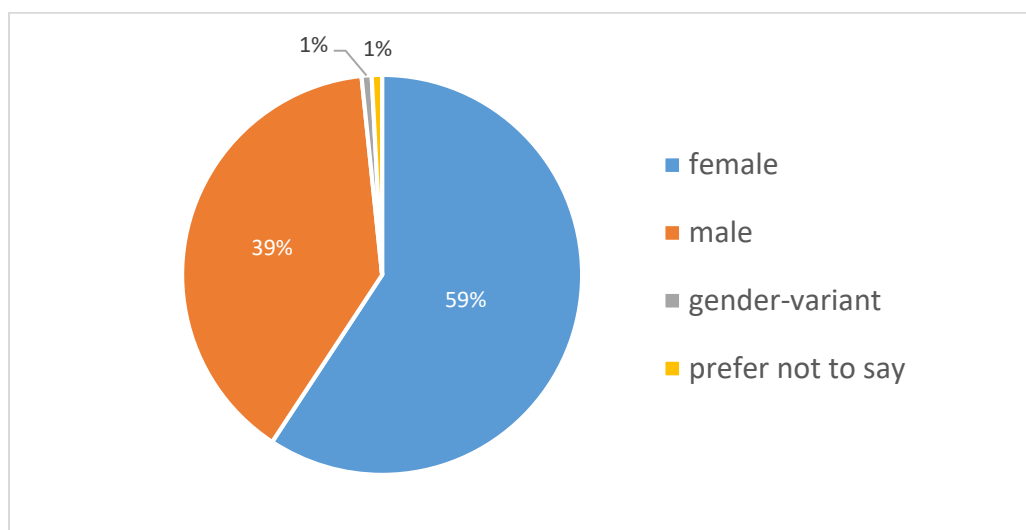
#### CURRENT RESIDENCY



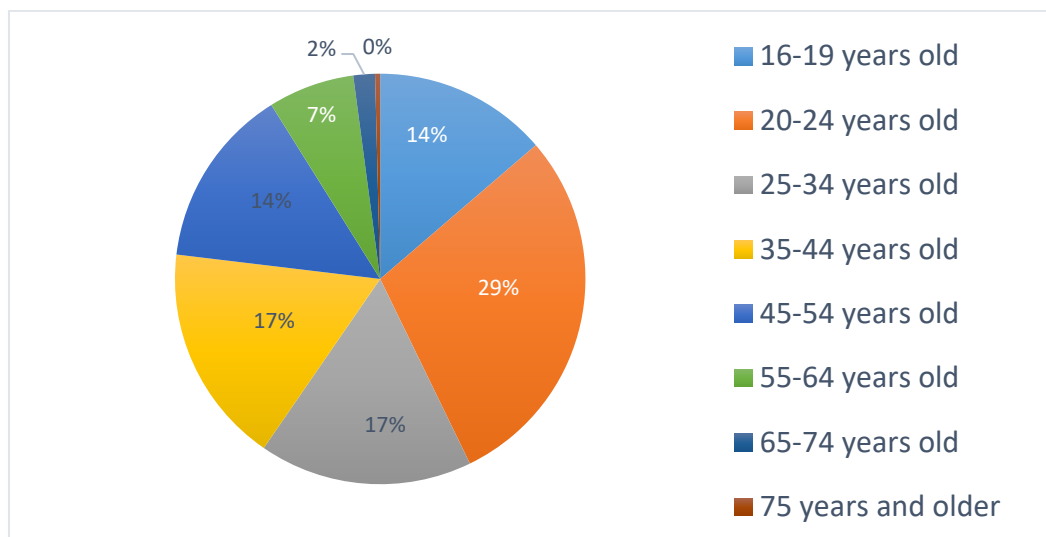
## COUNTRY OF ORIGIN



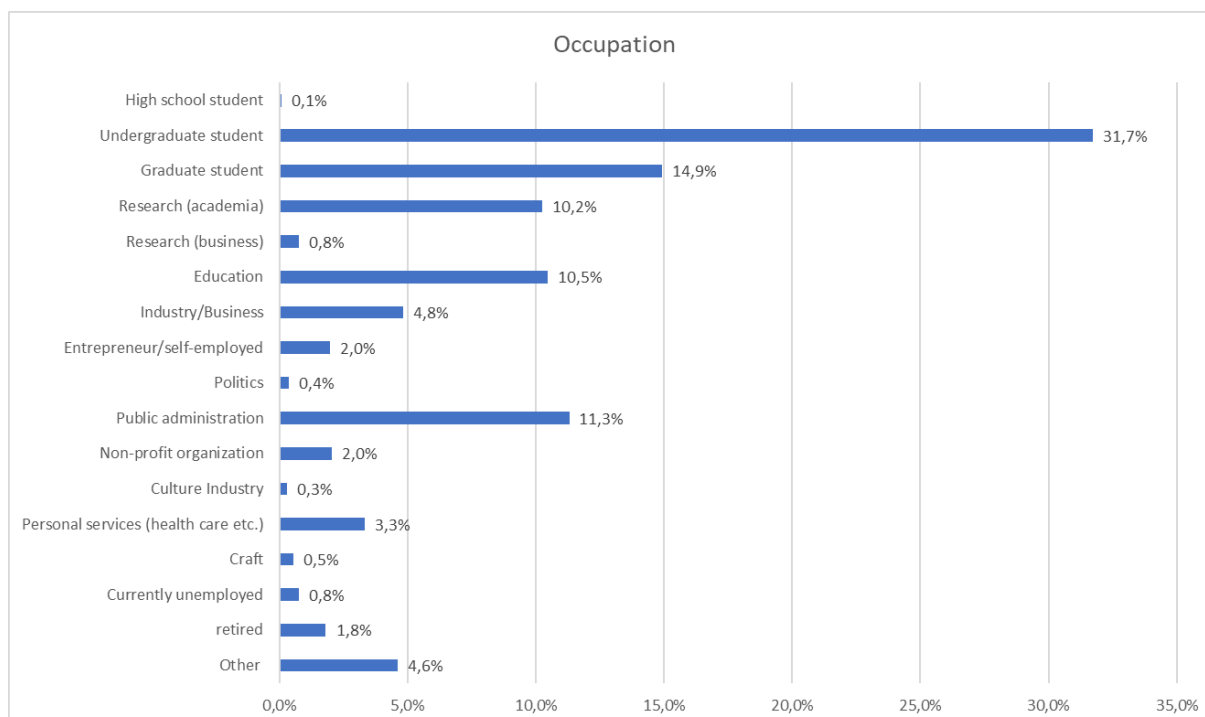
## GENDER



## AGE GROUPS



## OCCUPATION



## B. Personal Values

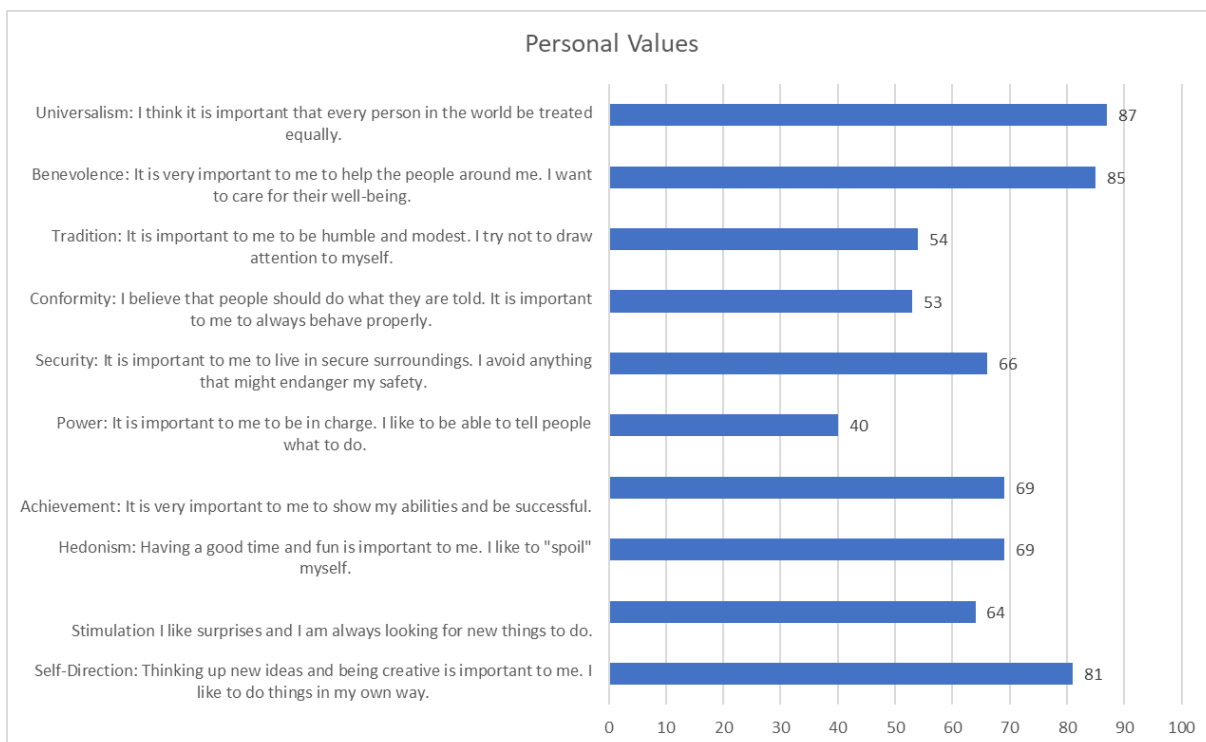
### PERSONAL VALUES

How important are the following values for you personally?

Do you succeed in living these values?

<b>Self-Direction</b>	"Thinking up new ideas and being creative is important to me. I like to do things in my own way."
<b>Stimulation</b>	"I like surprises and I am always looking for new things to do."
<b>Hedonism</b>	"Having a good time and fun is important to me. I like to 'spoil' myself."
<b>Achievement</b>	"It is very important to me to show my abilities and be successful."
<b>Power</b>	"It is important to me to be in charge. I like to be able to tell people what to do."
<b>Security</b>	"It is important to me to live in secure surroundings. I avoid anything that might endanger my safety."
<b>Conformity</b>	"I believe that people should do what they are told. It is important to me to always behave properly."
<b>Tradition</b>	"It is important to me to be humble and modest. I try not to draw attention to myself."
<b>Benevolence</b>	"It is very important to me to help the people around me. I want to care for their well-being."
<b>Universalism</b>	"I think it is important that every person in the world be treated equally."

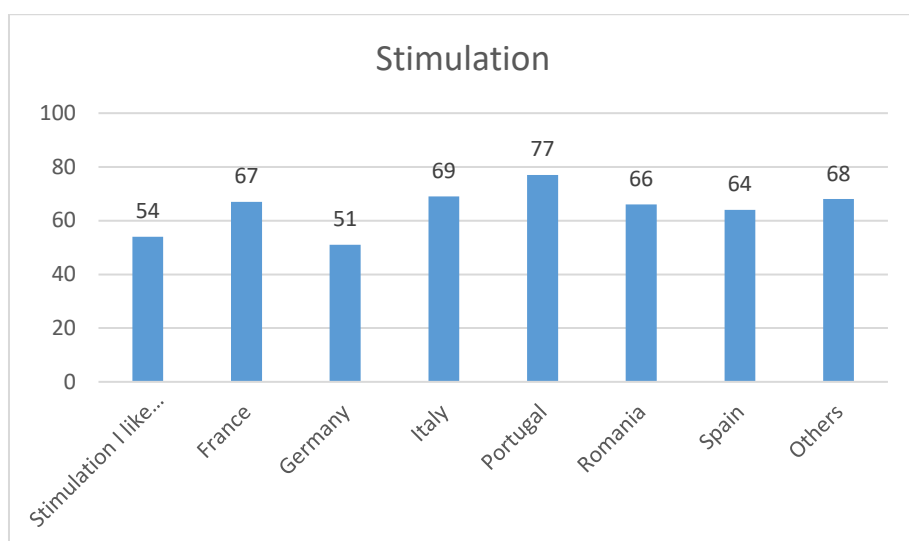
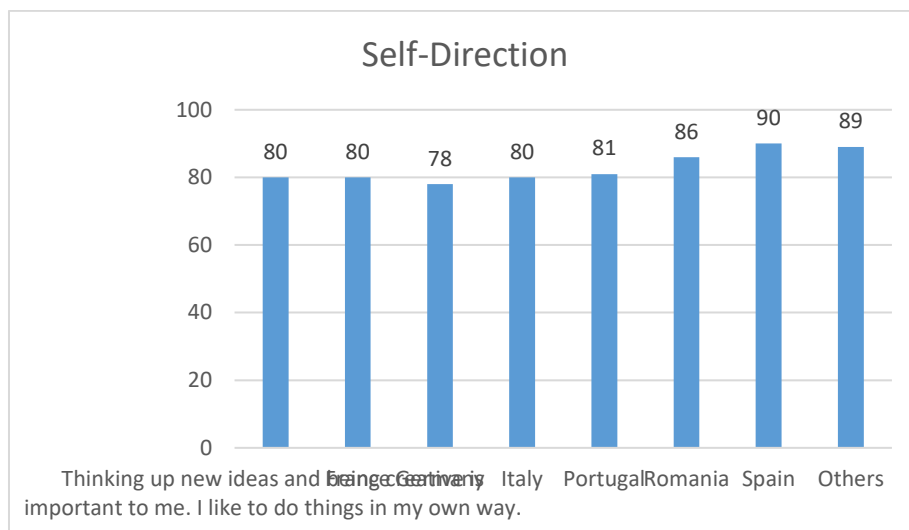
### Personal Values



### Do you succeed in living your values?

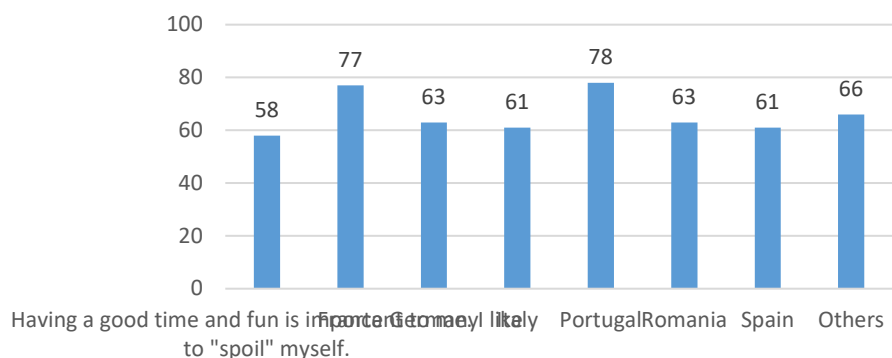


## PERSONAL VALUES BY CURRENT RESIDENCY

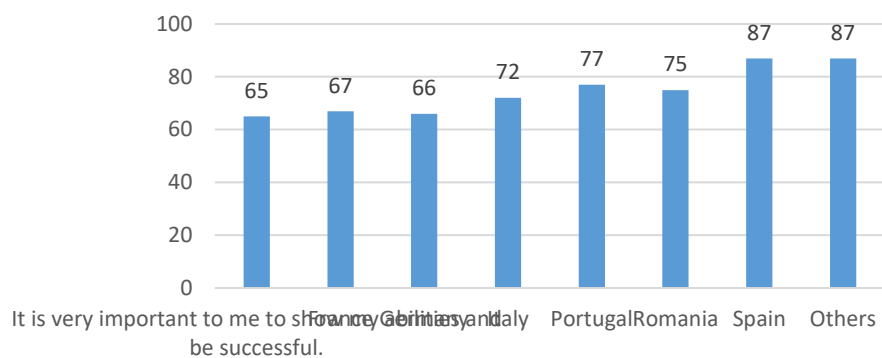




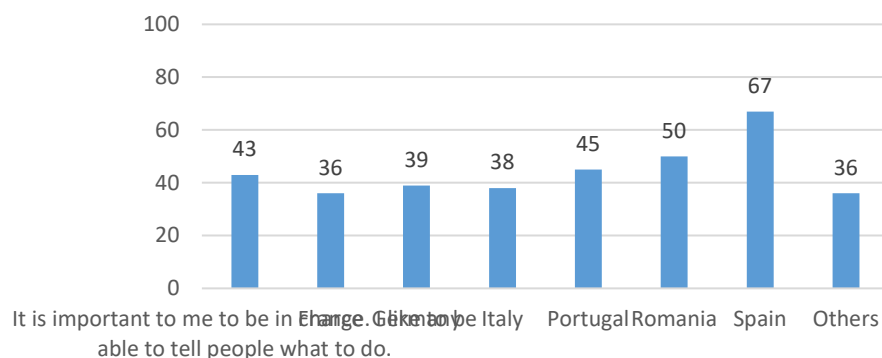
## Hedonism



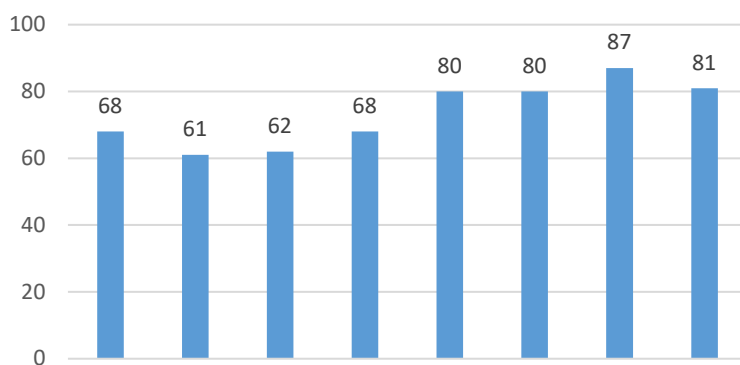
## Achievement



## Power

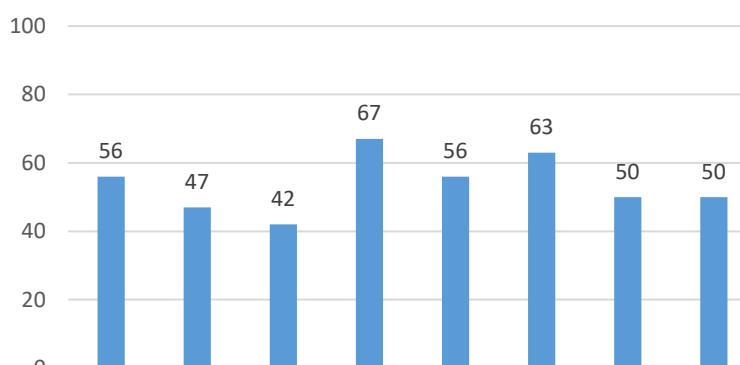


### Security



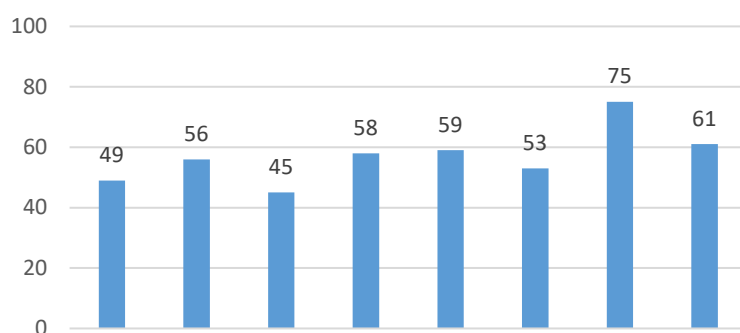
It is important to me to live in security and avoid anything that might endanger my safety.

### Conformity



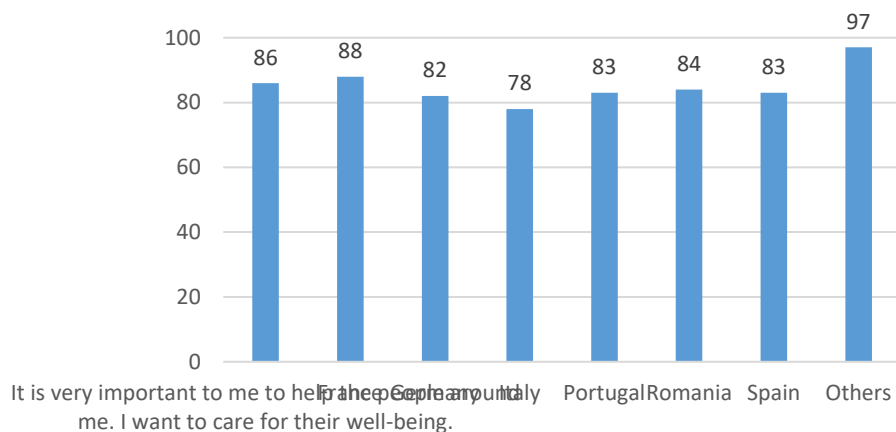
I believe that people should do what the general public does. It is important to me to always behave properly.

### Tradition

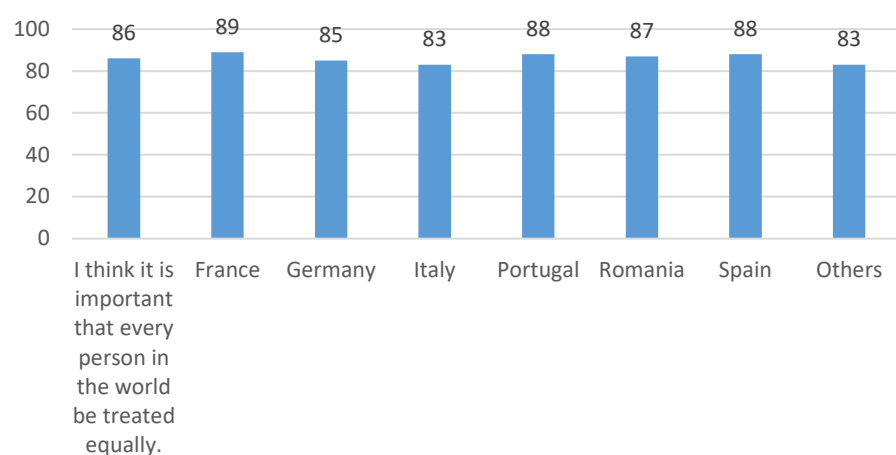


It is important to me to be humble and modest. It is important to me to not draw attention to myself.

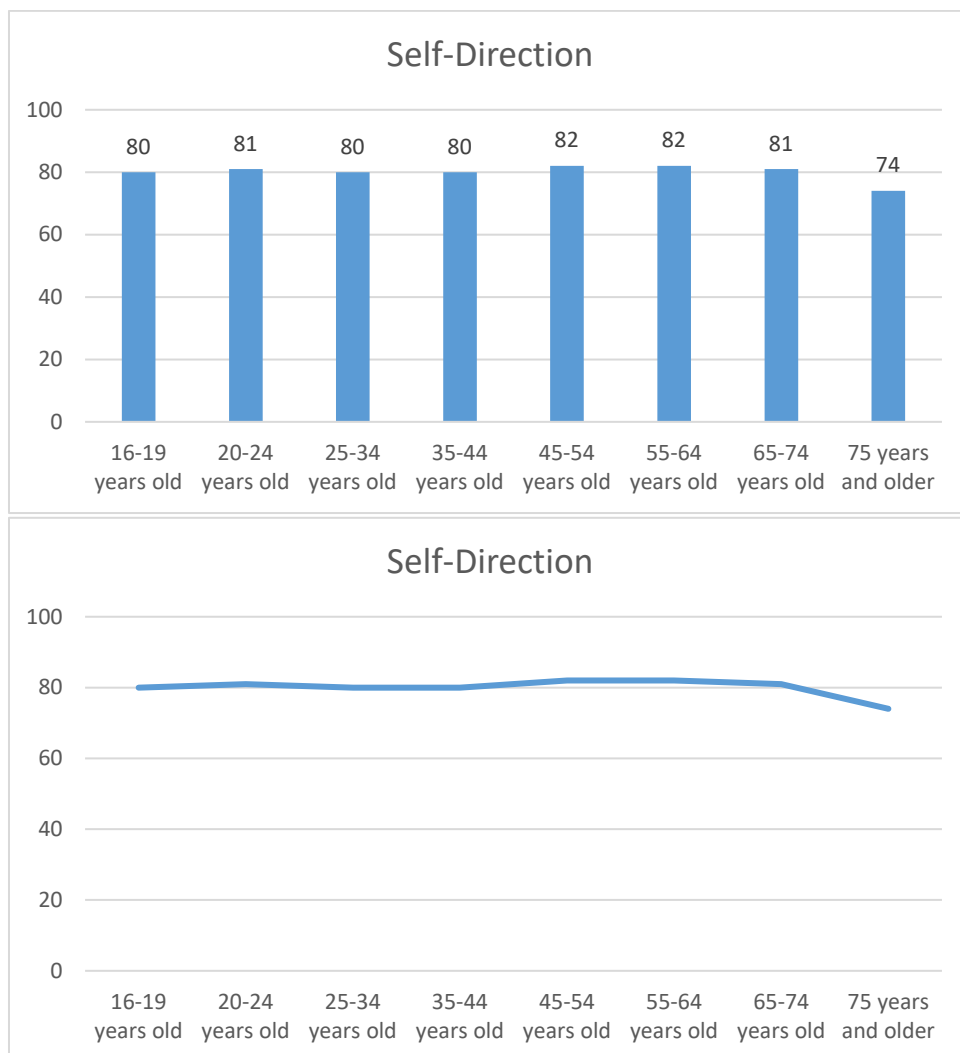
### Benevolence

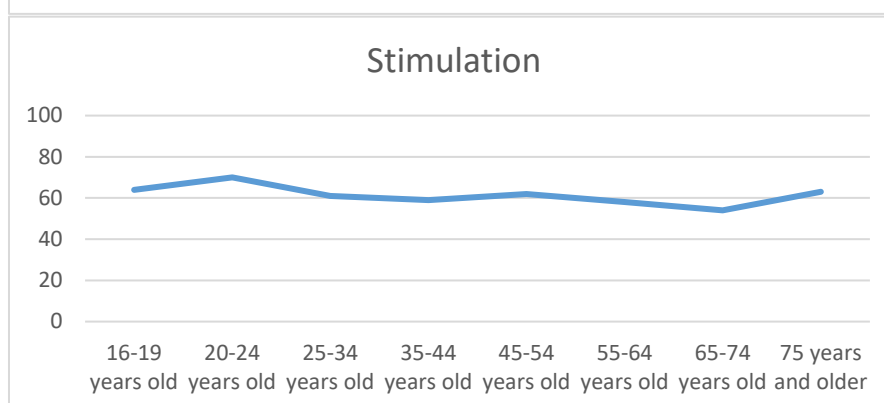
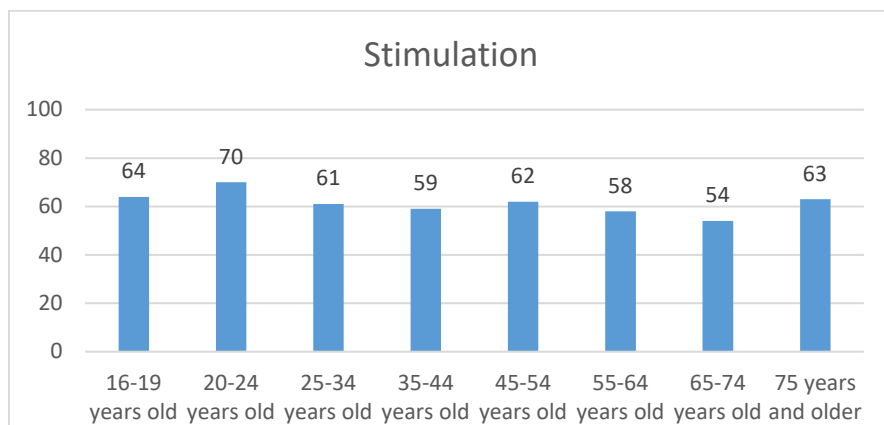


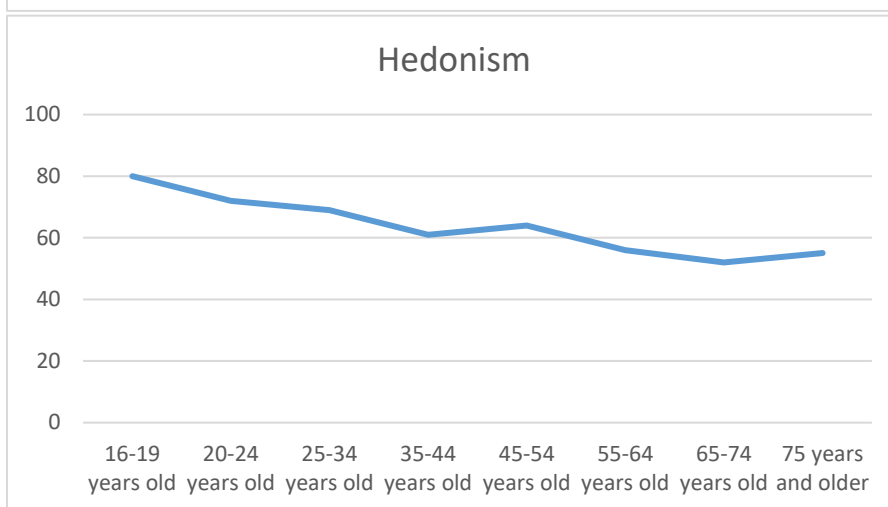
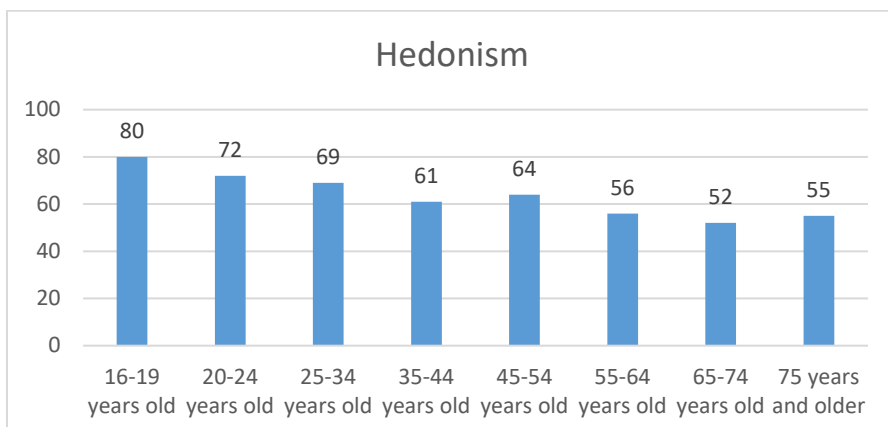
### Universalism

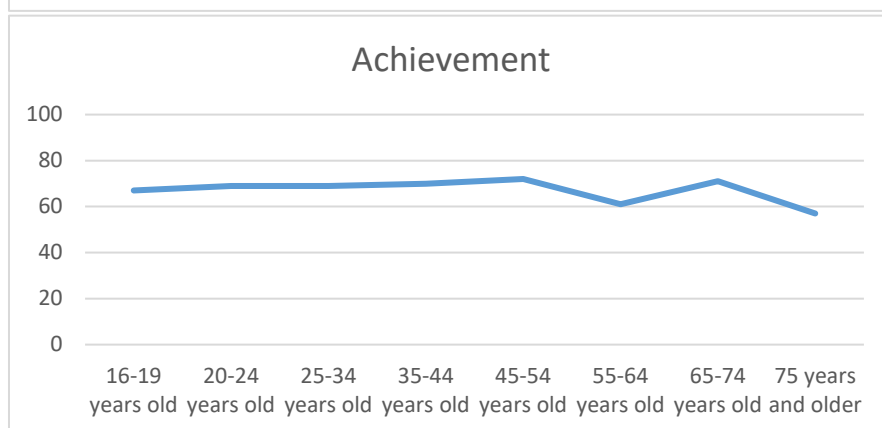
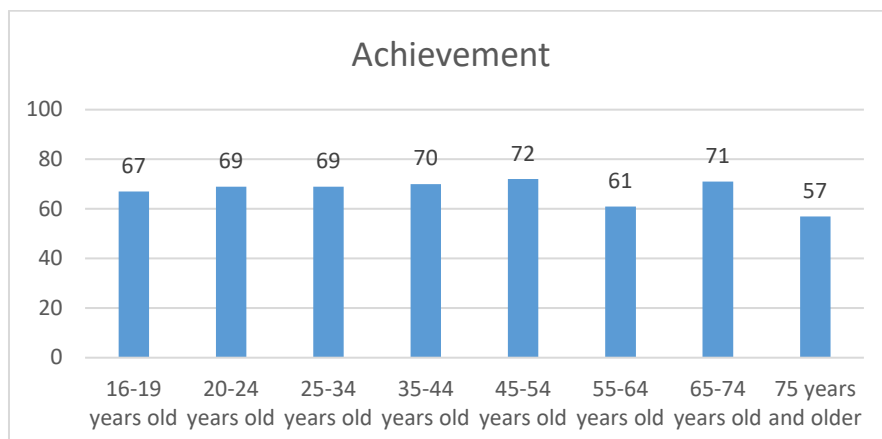


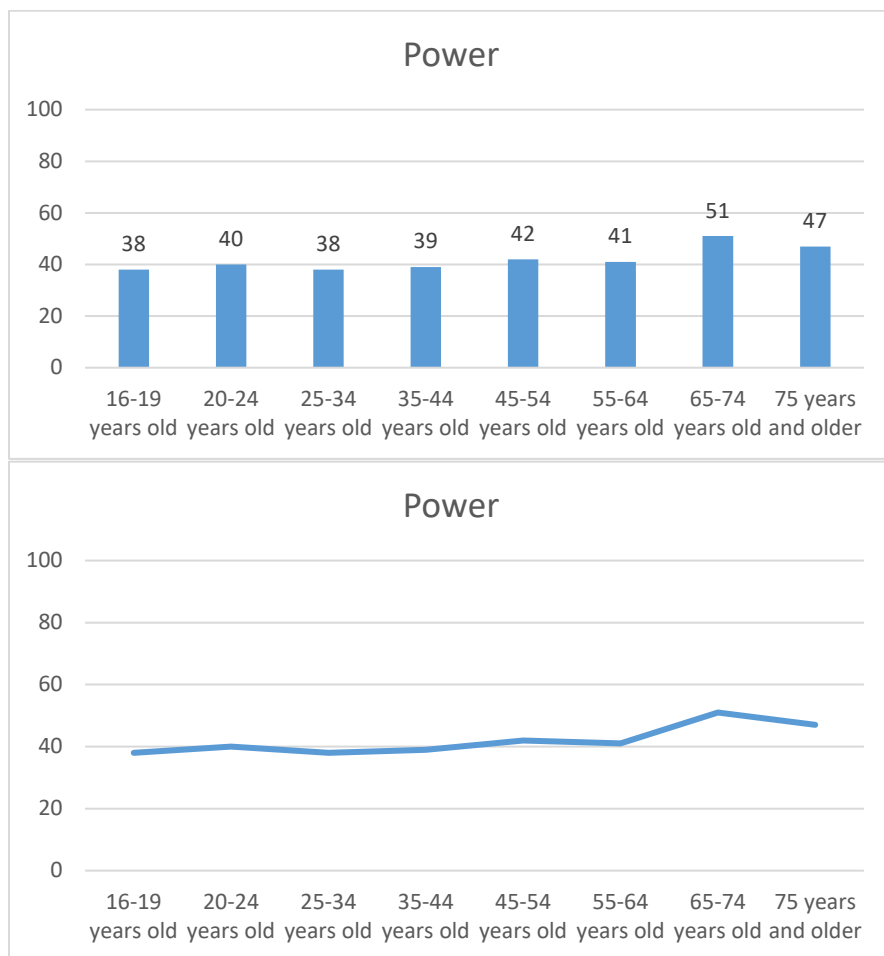
## PERSONAL VALUES BY AGE



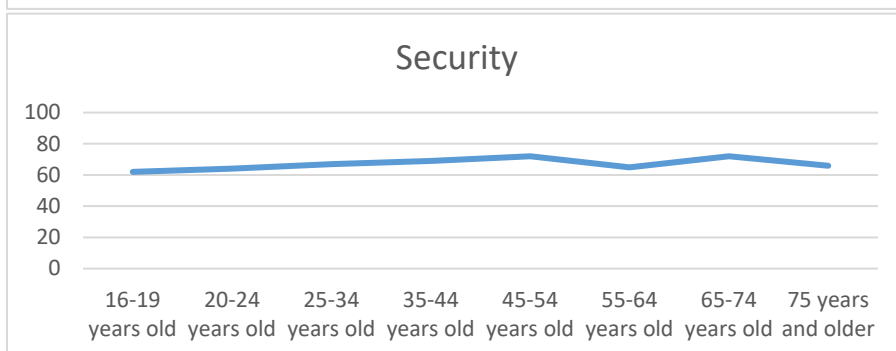
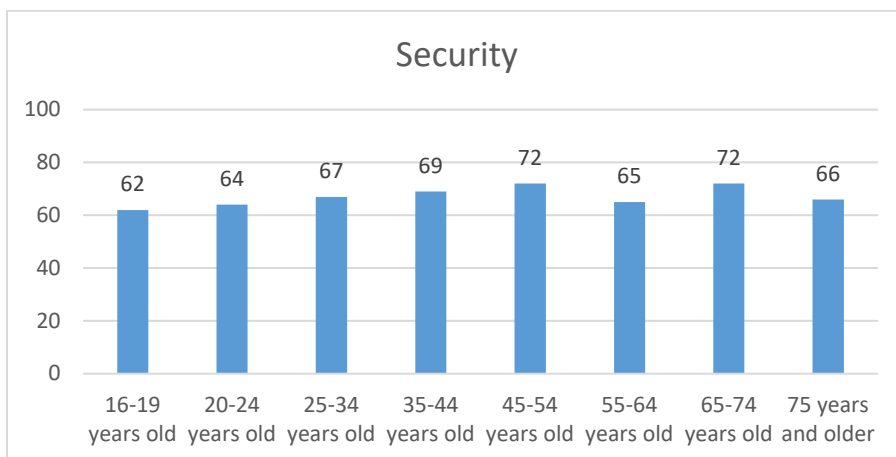


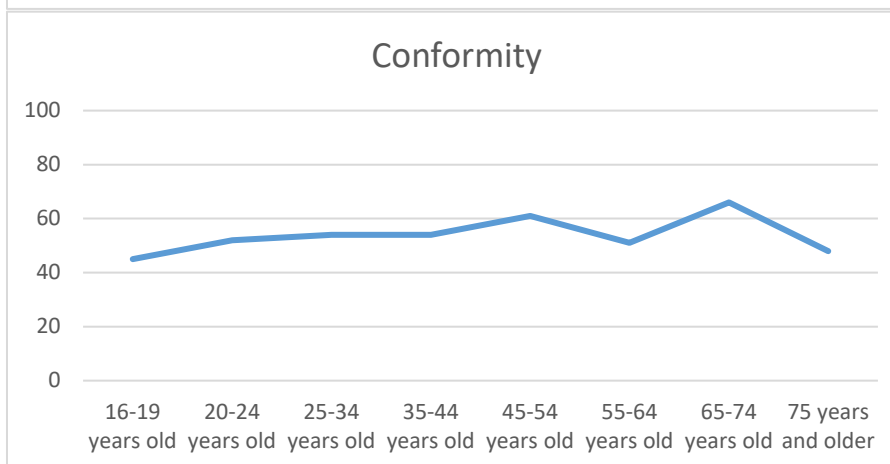
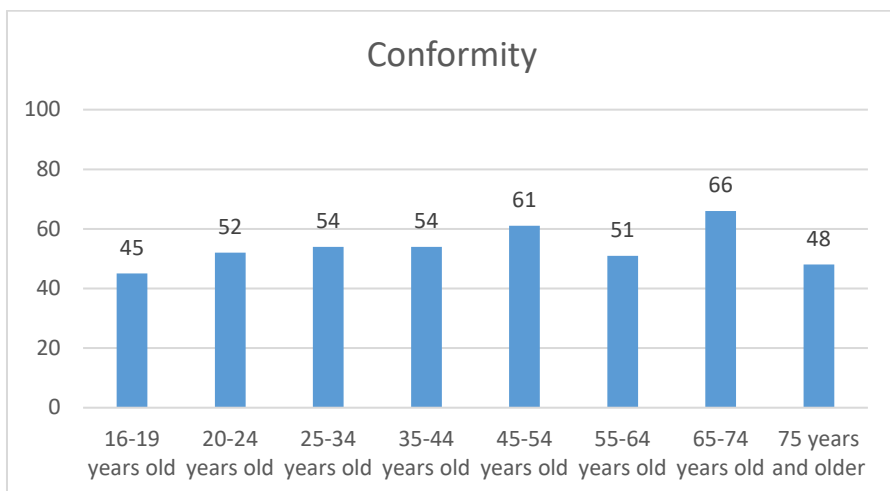


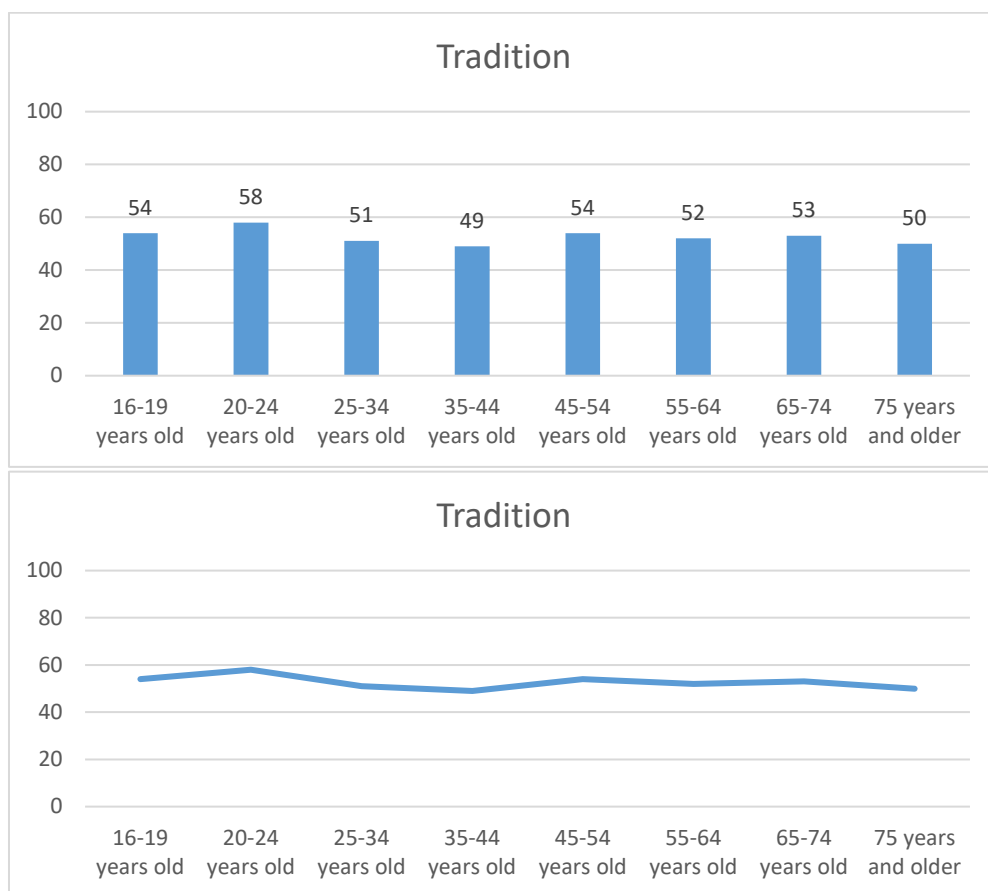


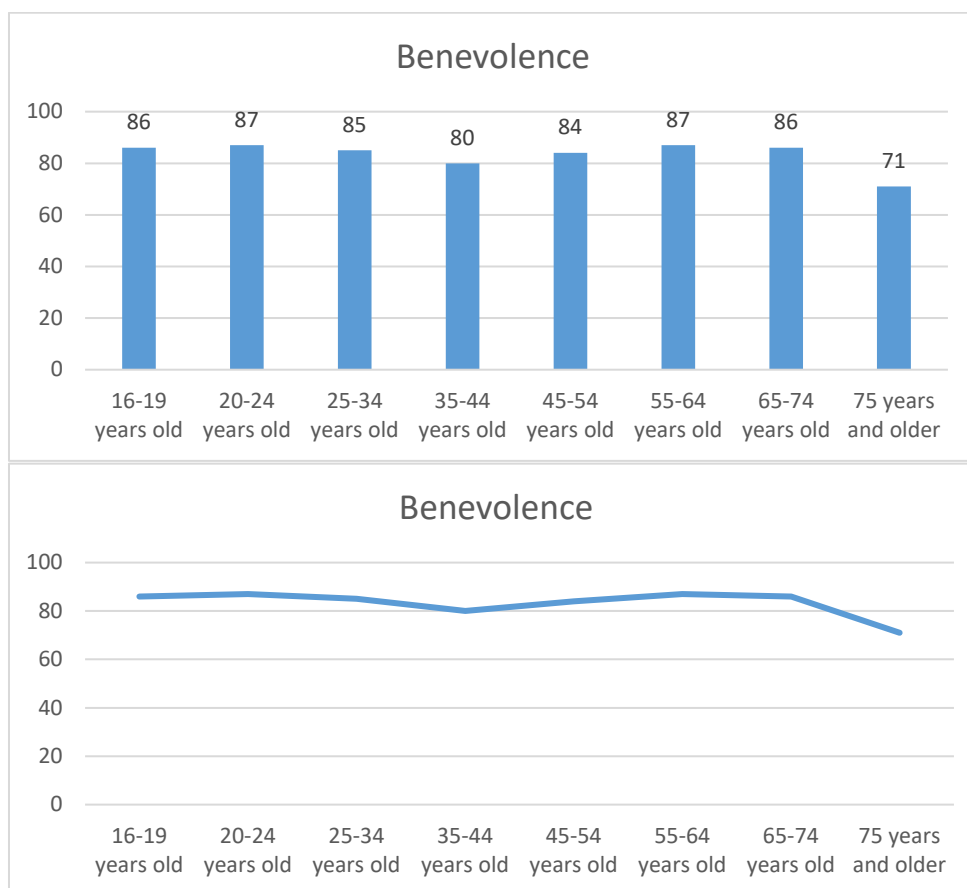


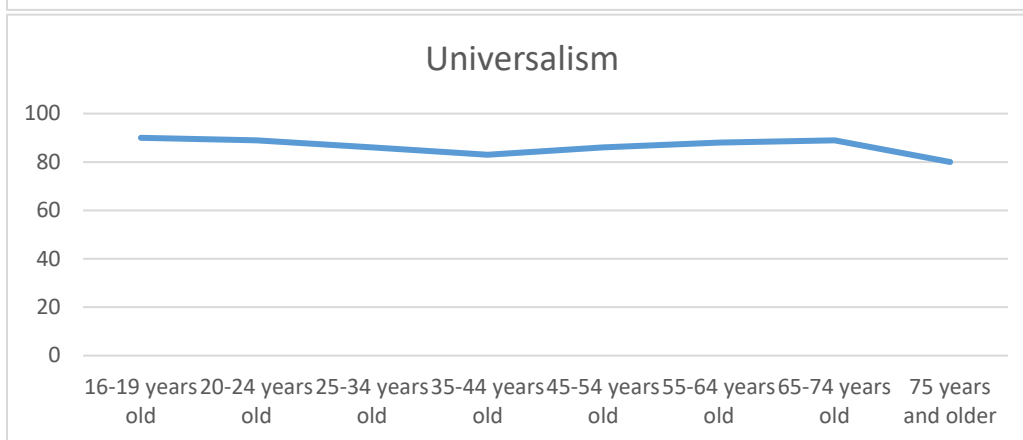
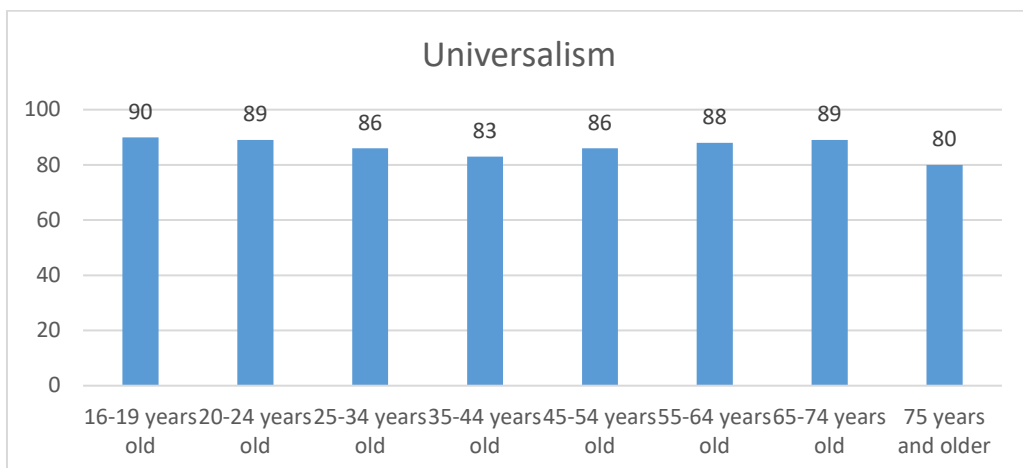




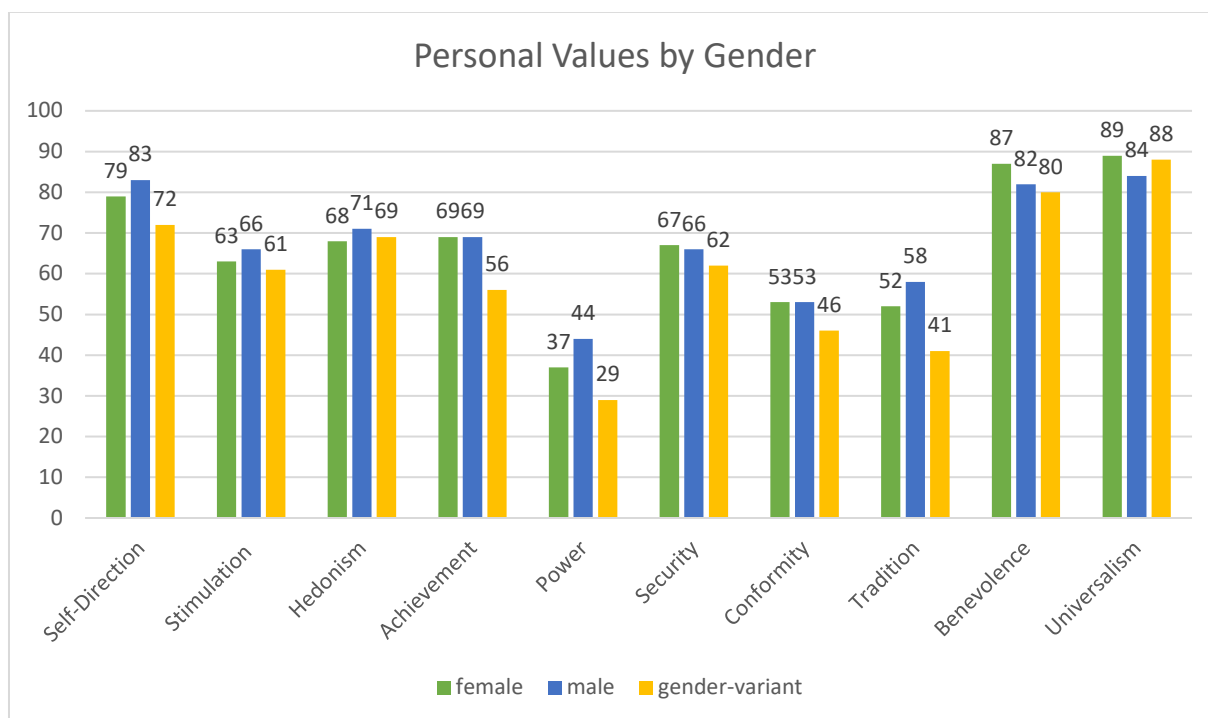






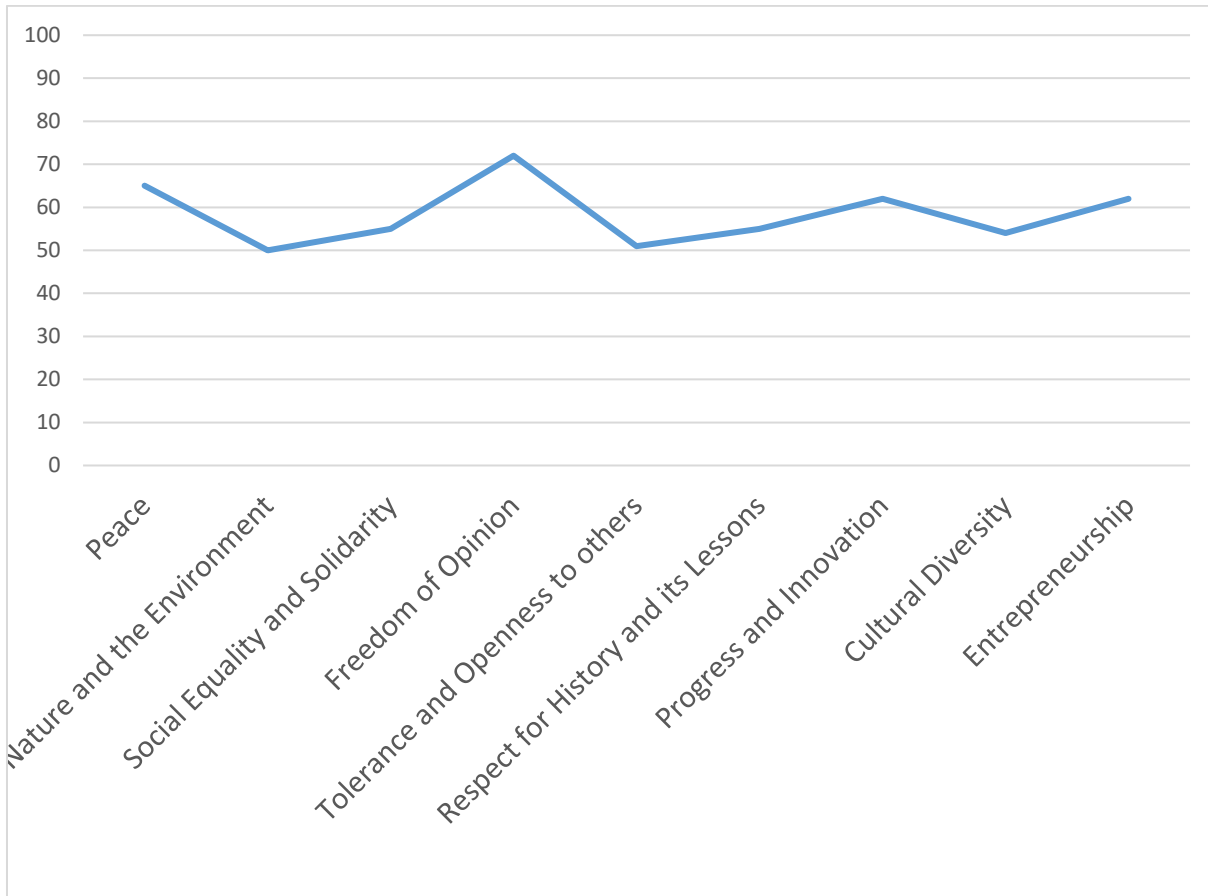
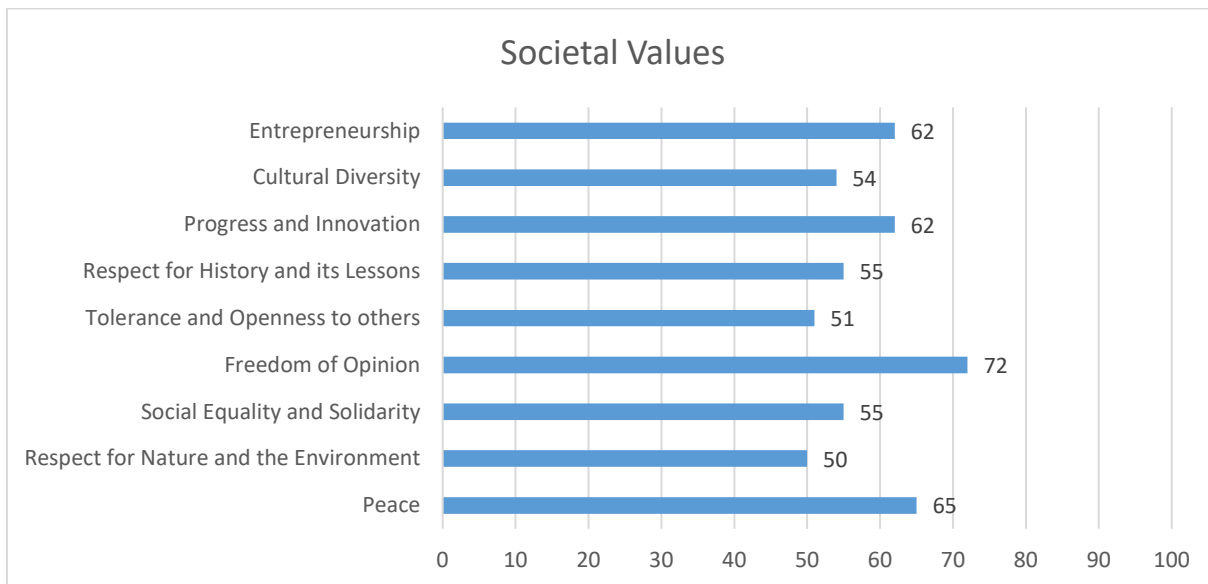


## PERSONAL VALUES BY GENDER

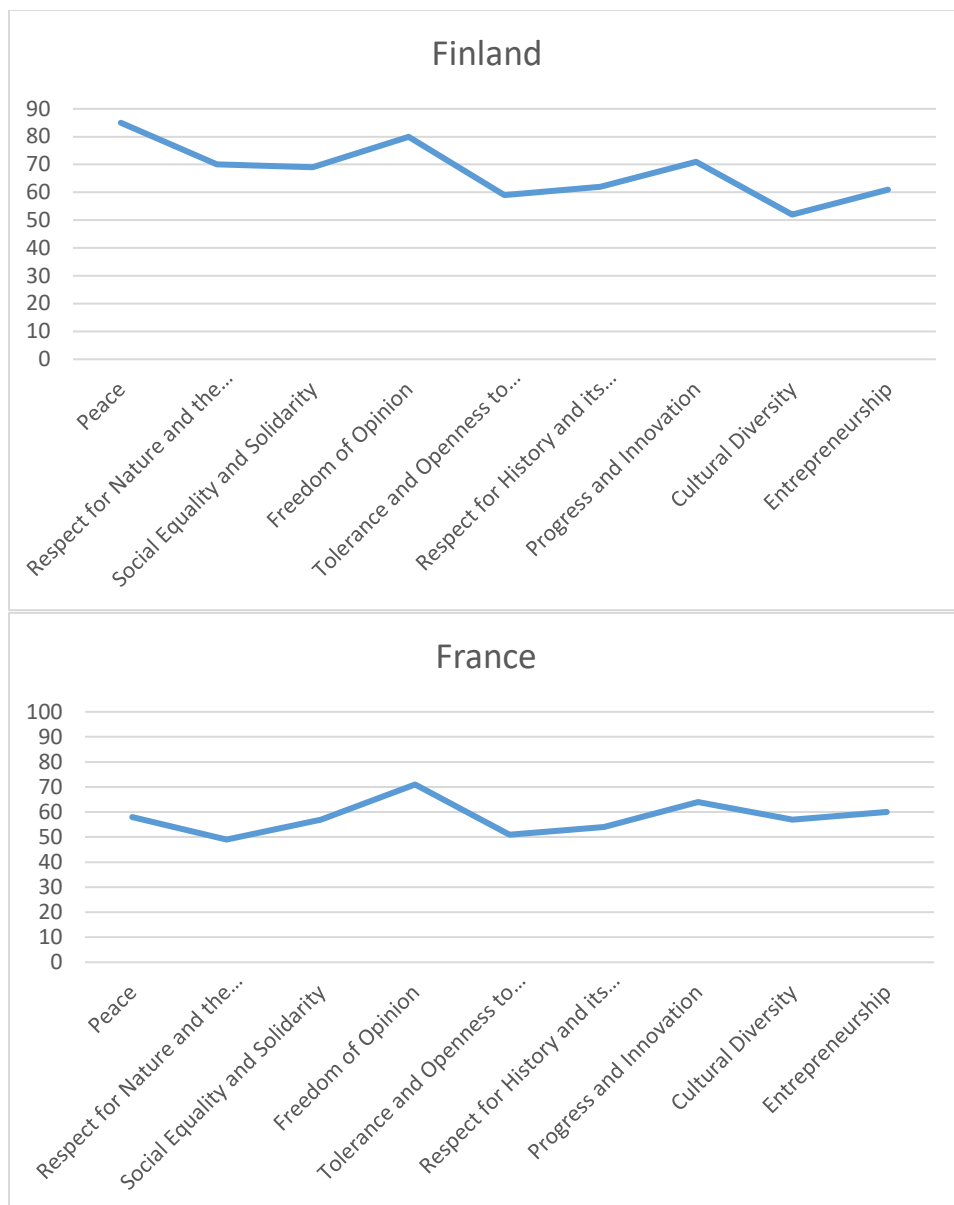


## C. Societal Values

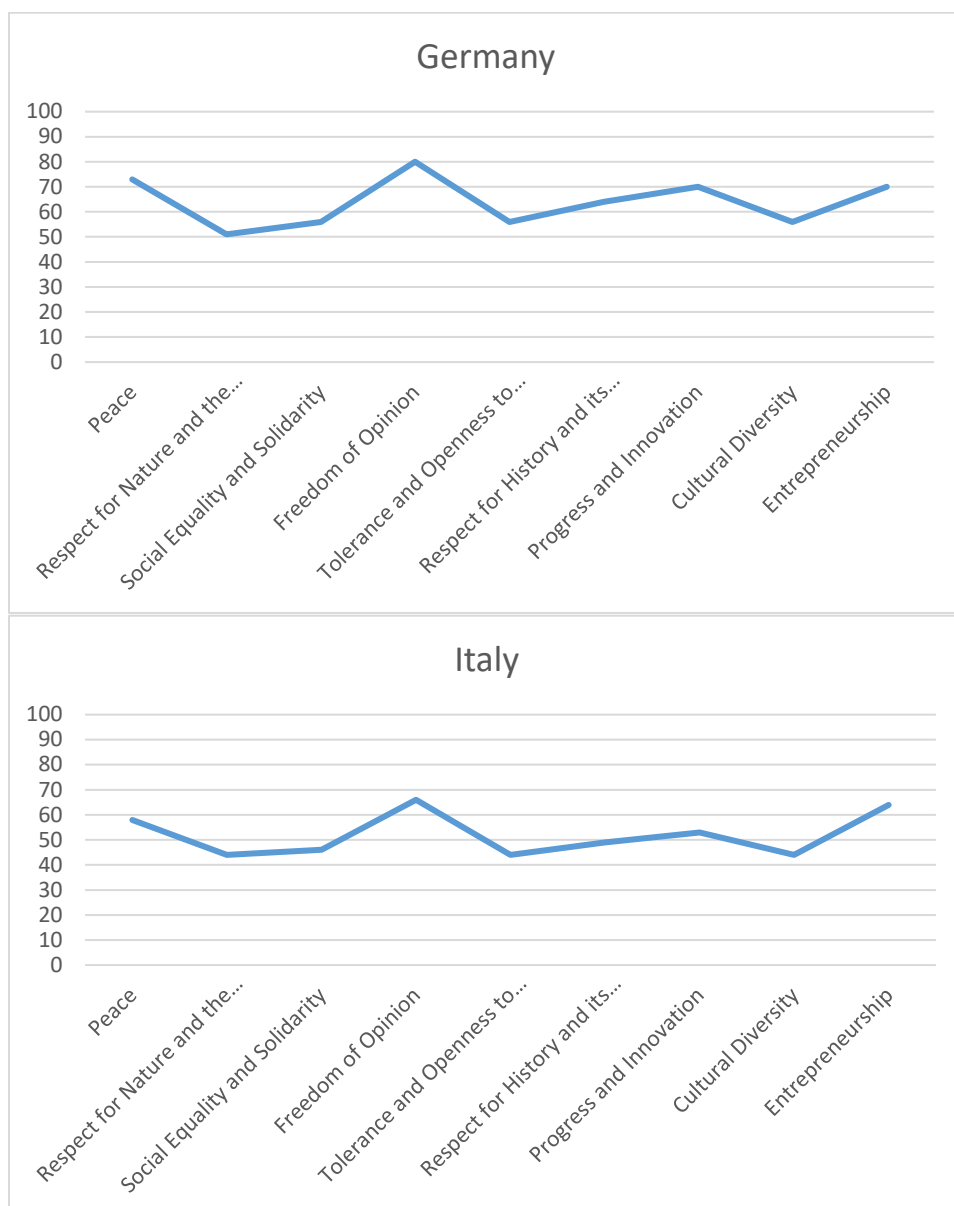
**At your current or last job:** What are the values which (most) people act on?

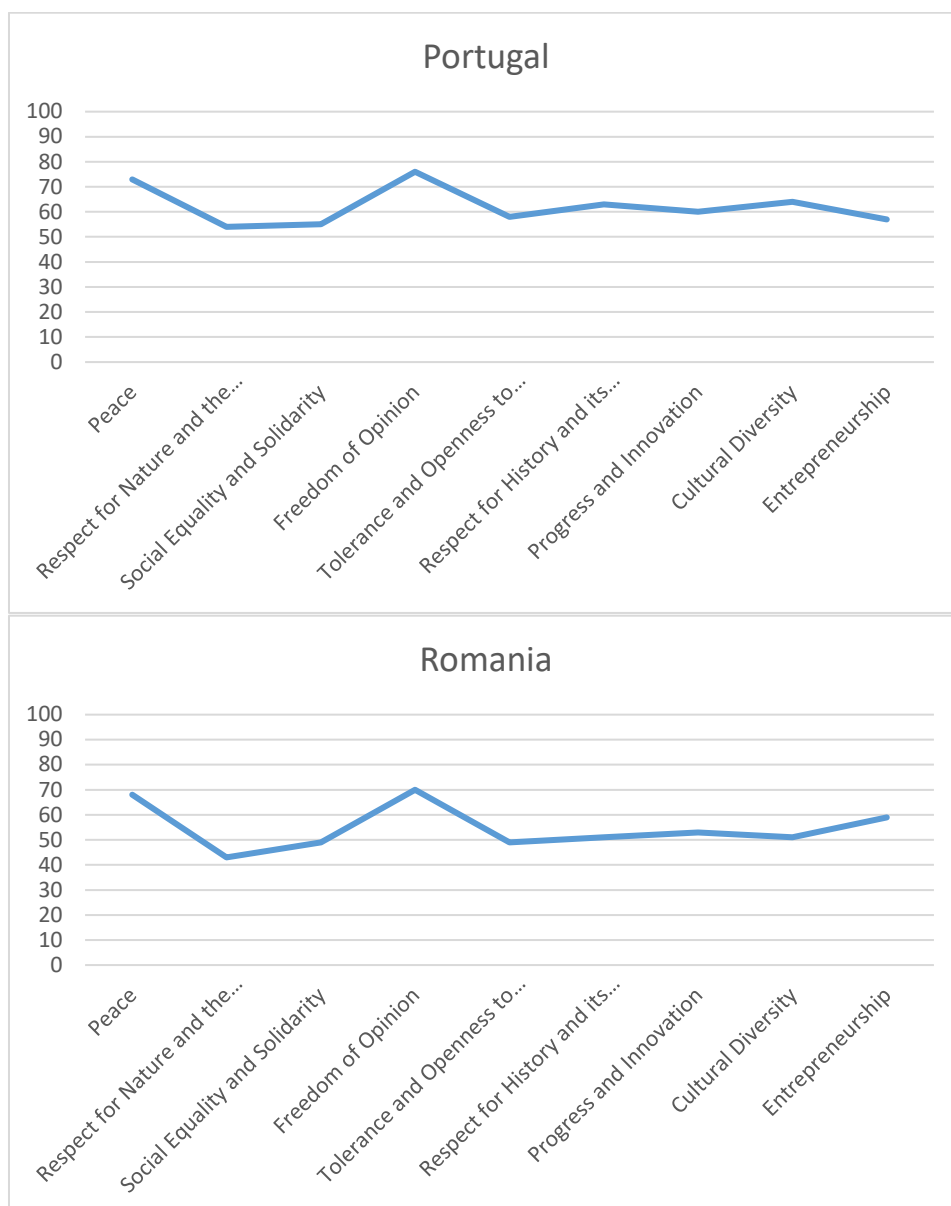


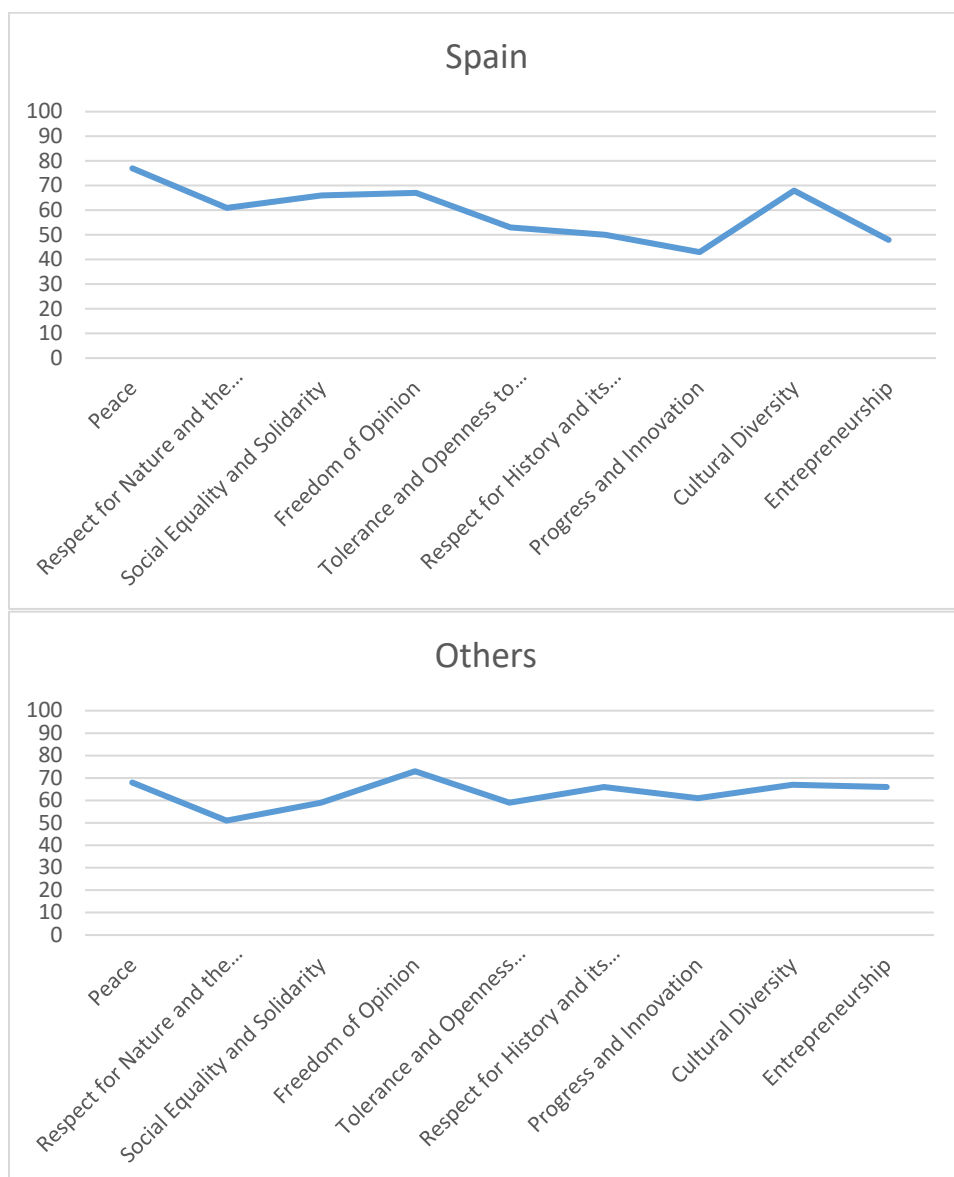
## SOCIETAL VALUES BY CURRENT RESIDENCY

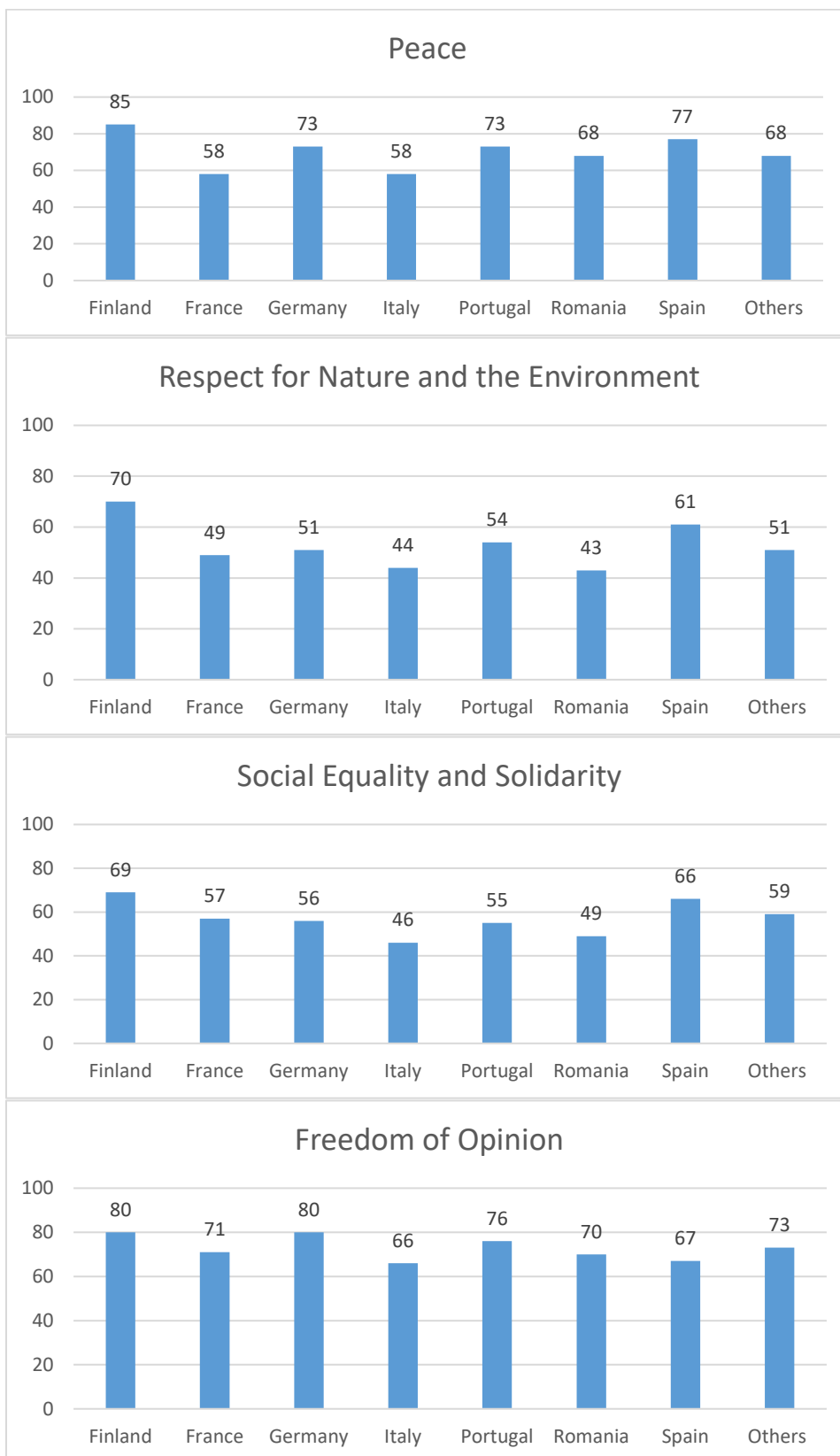




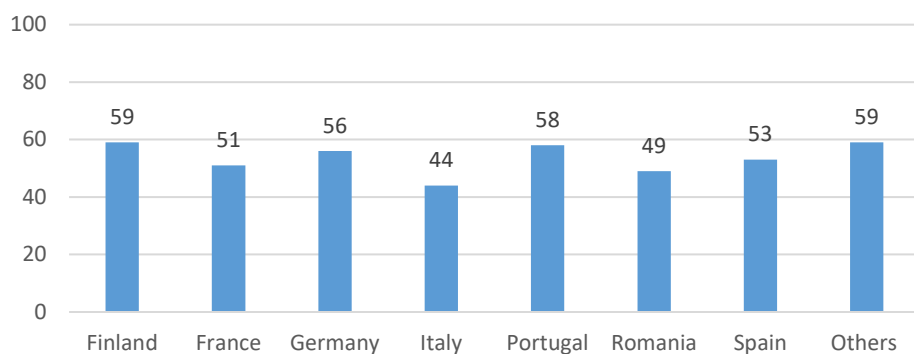




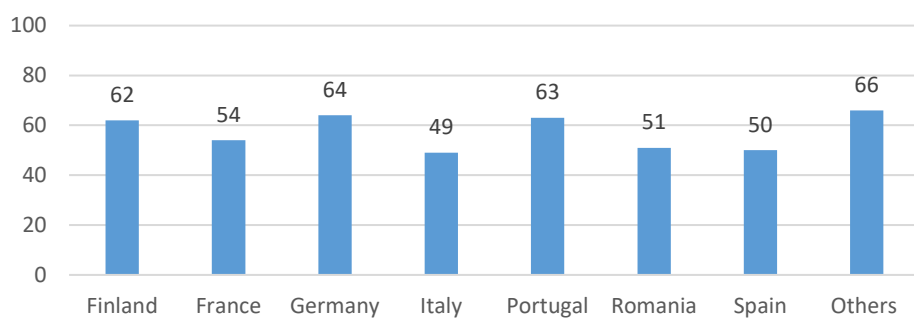




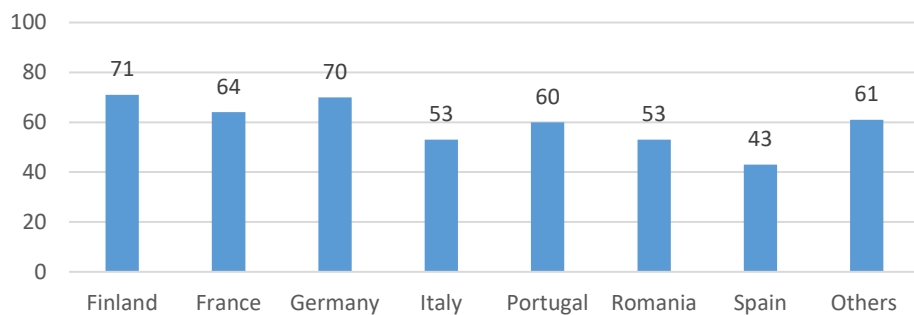
### Tolerance and Openness to others



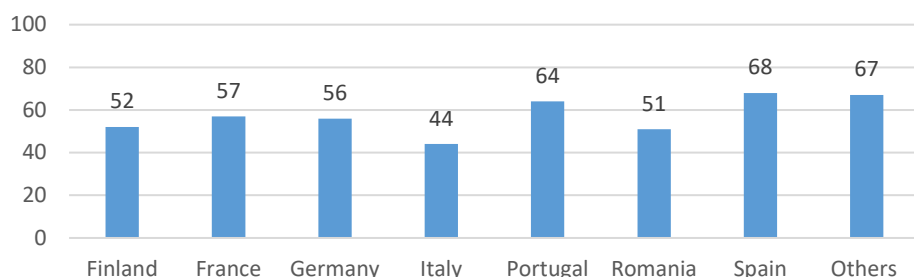
### Respect for History and its Lessons



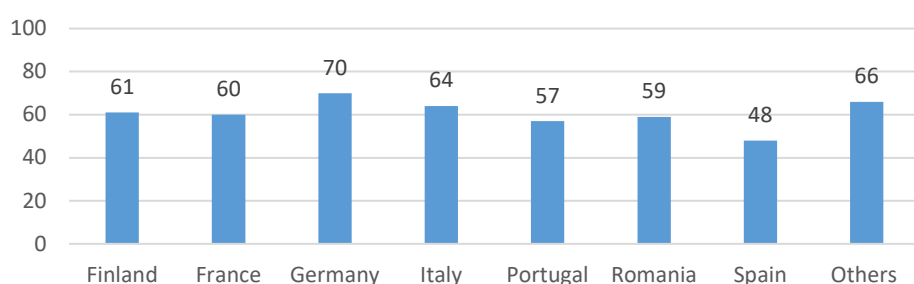
### Progress and Innovation



### Cultural Diversity

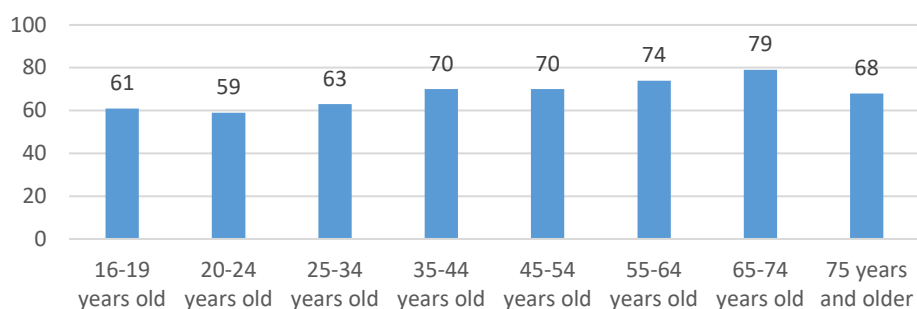


### Entrepreneurship

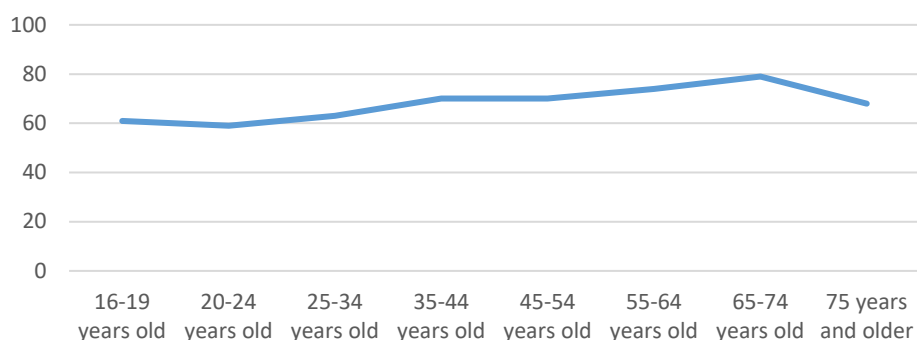


## SOCIETAL VALUES BY AGE

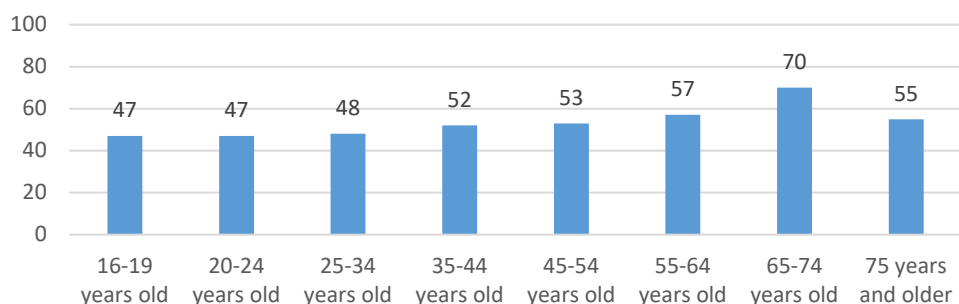
### Peace



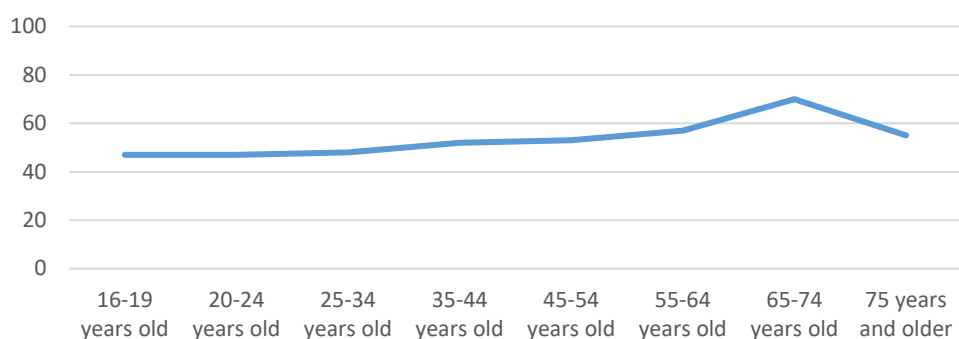
### Peace



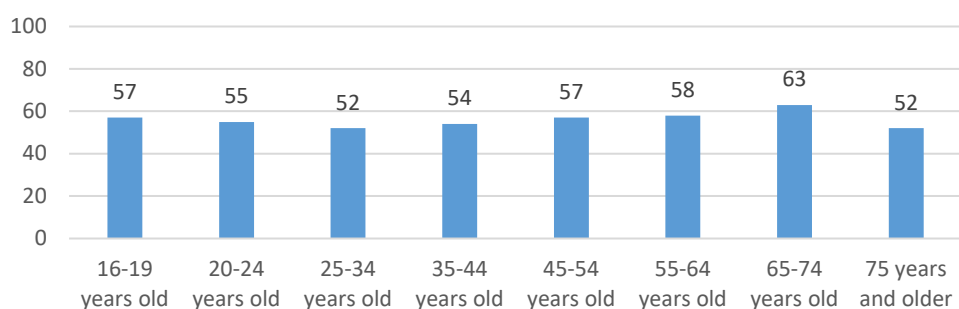
### Respect for Nature and the Environment



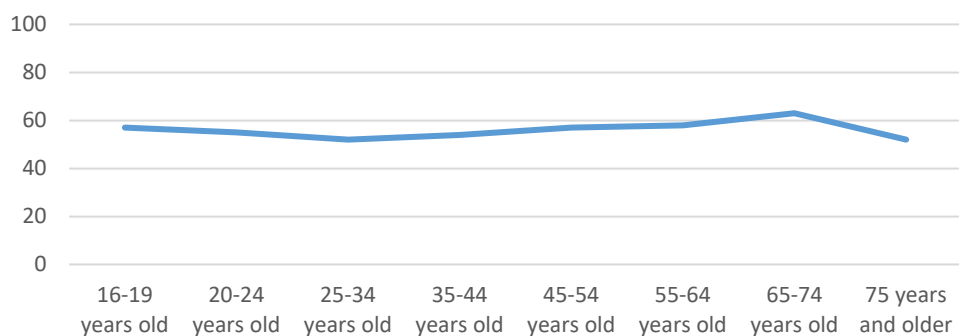
### Respect for Nature and the Environment



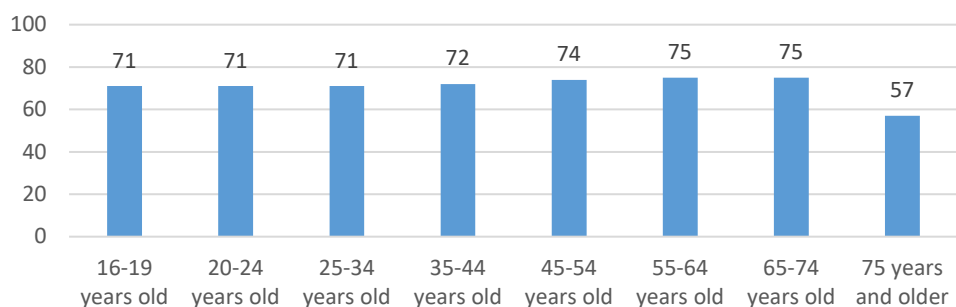
### Social Equality and Solidarity



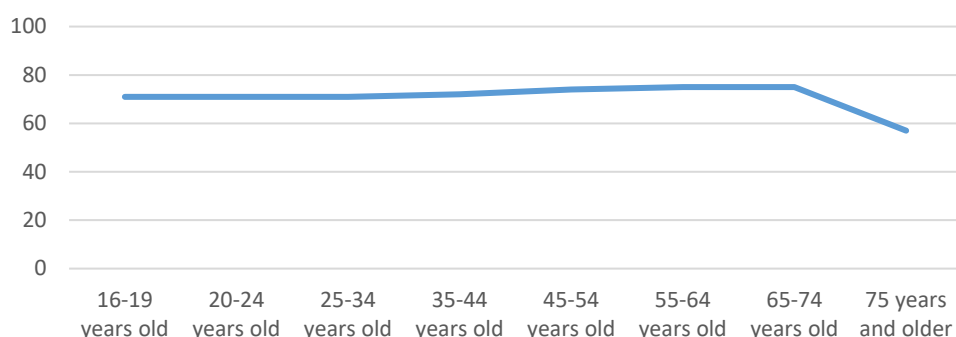
### Social Equality and Solidarity



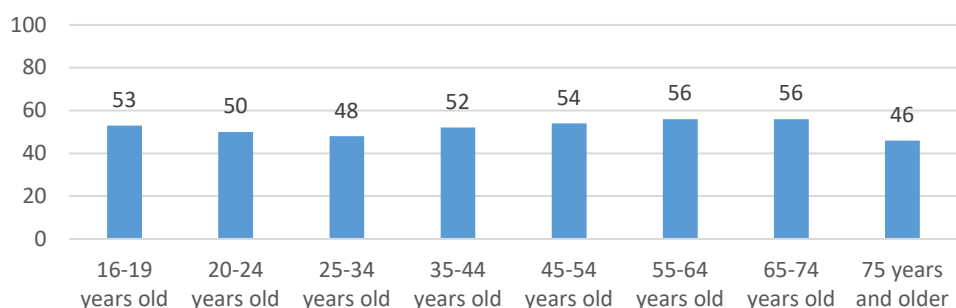
### Freedom of Opinion



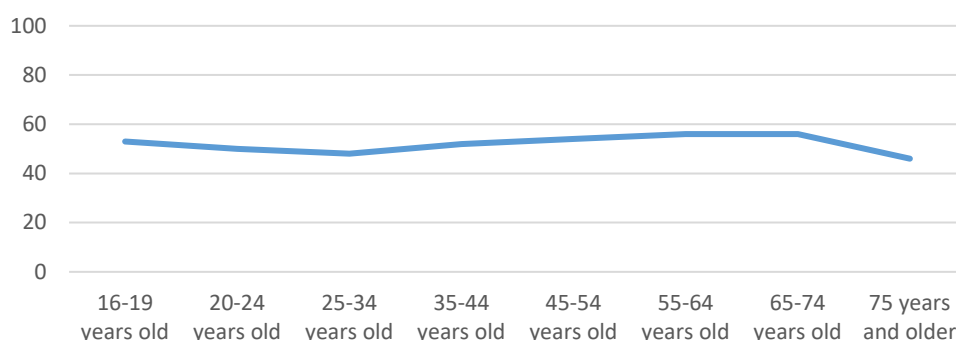
### Freedom of Opinion



### Tolerance and Openness to others

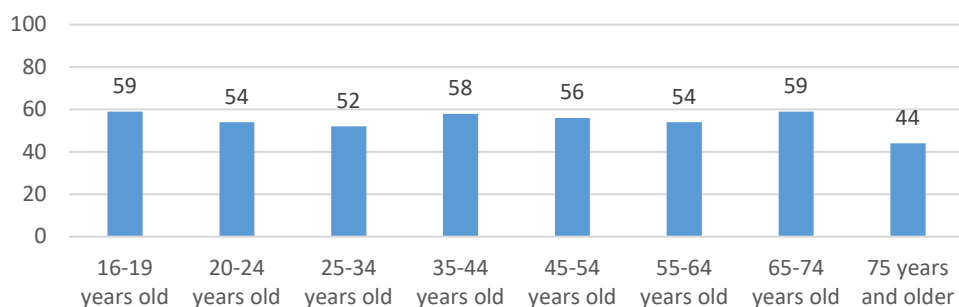


### Tolerance and Openness to others

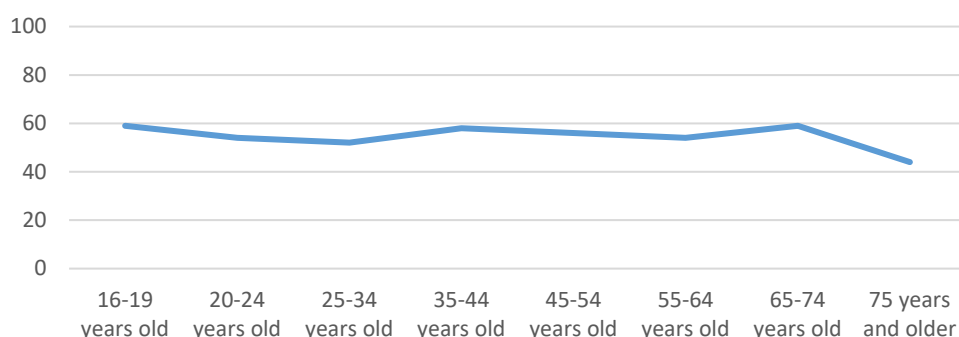




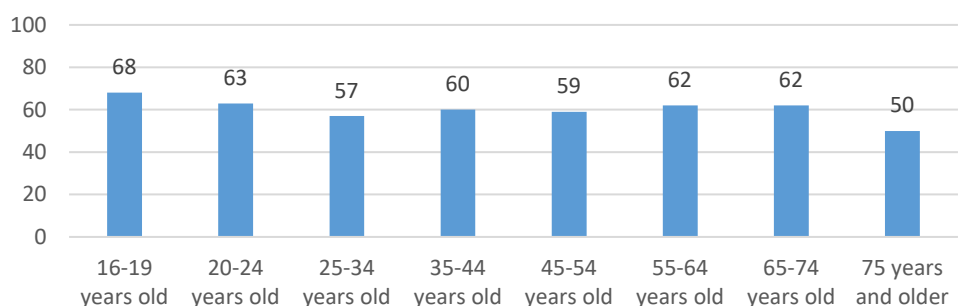
### Respect for History and its Lessons



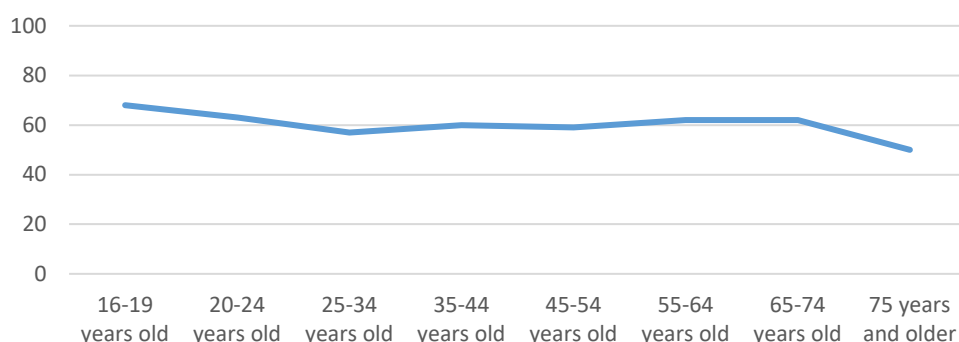
### Respect for History and its Lessons



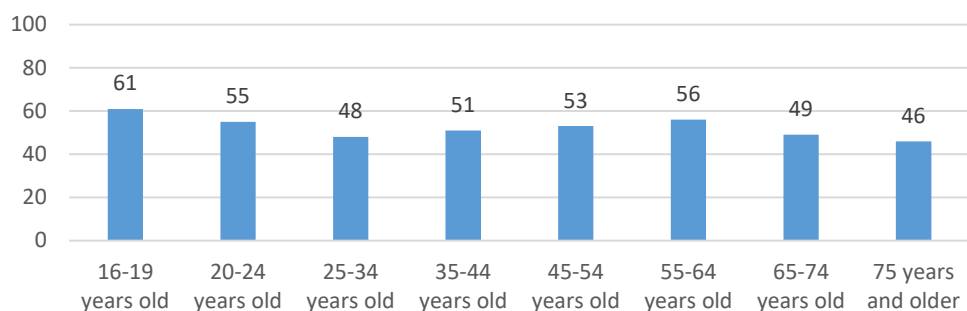
### Progress and Innovation



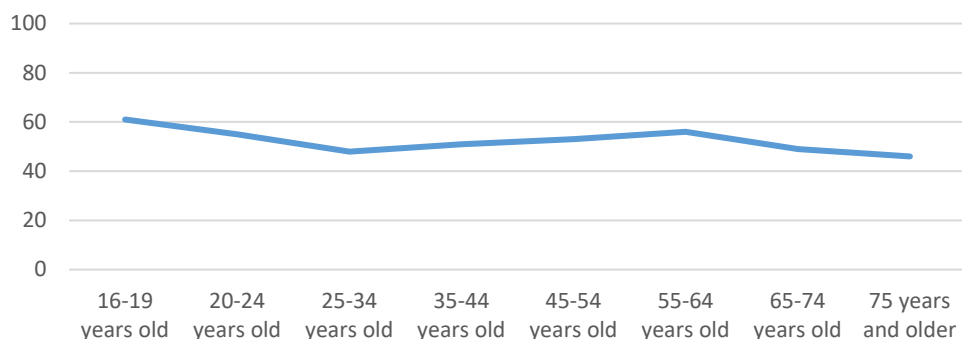
### Progress and Innovation



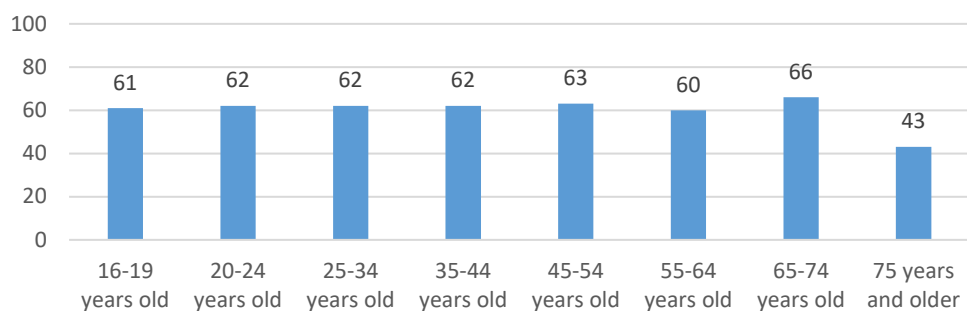
### Cultural Diversity



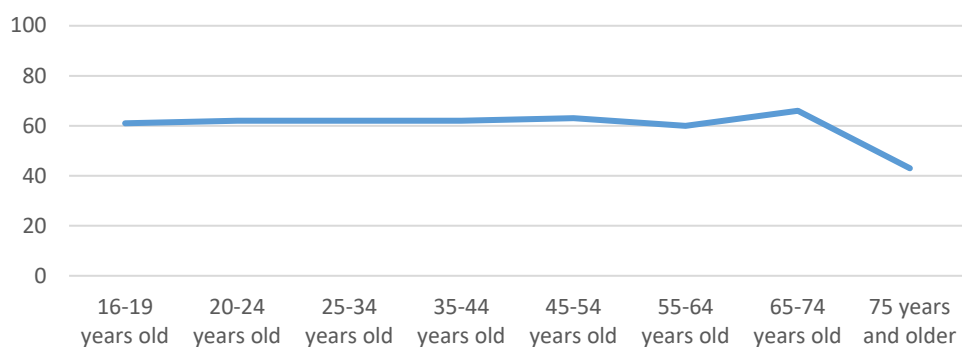
### Cultural Diversity



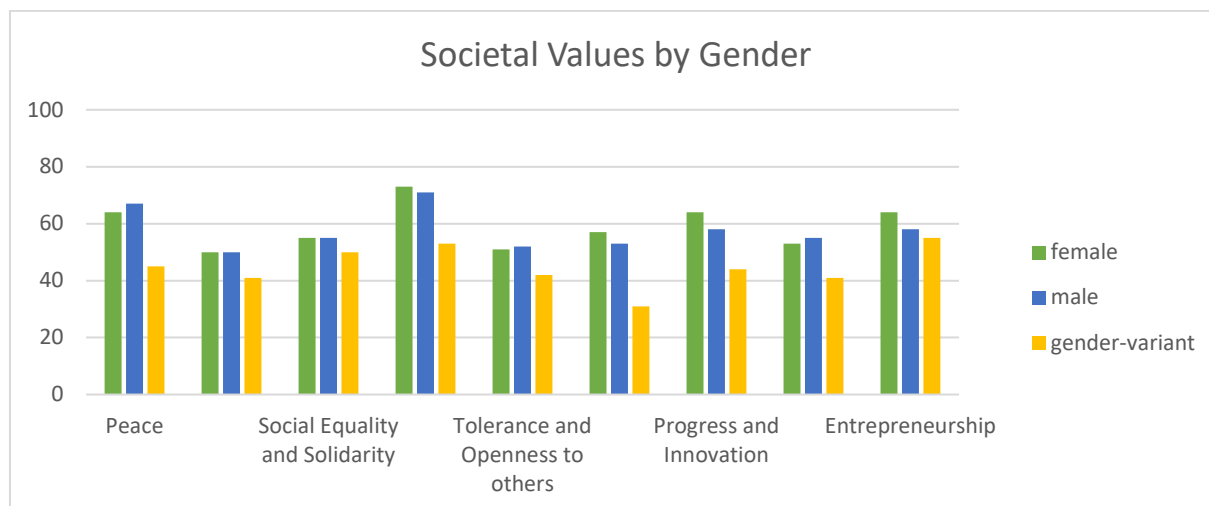
### Entrepreneurship



### Entrepreneurship



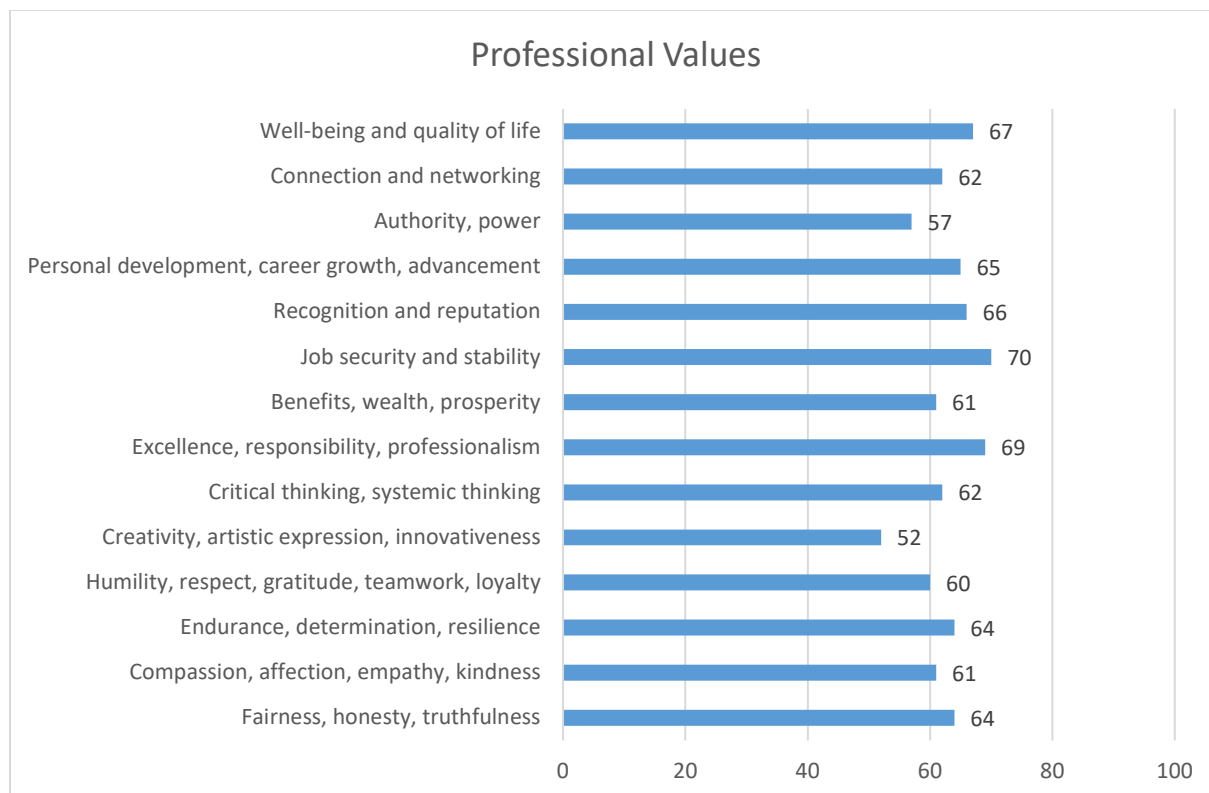
## SOCIETAL VALUES BY GENDER

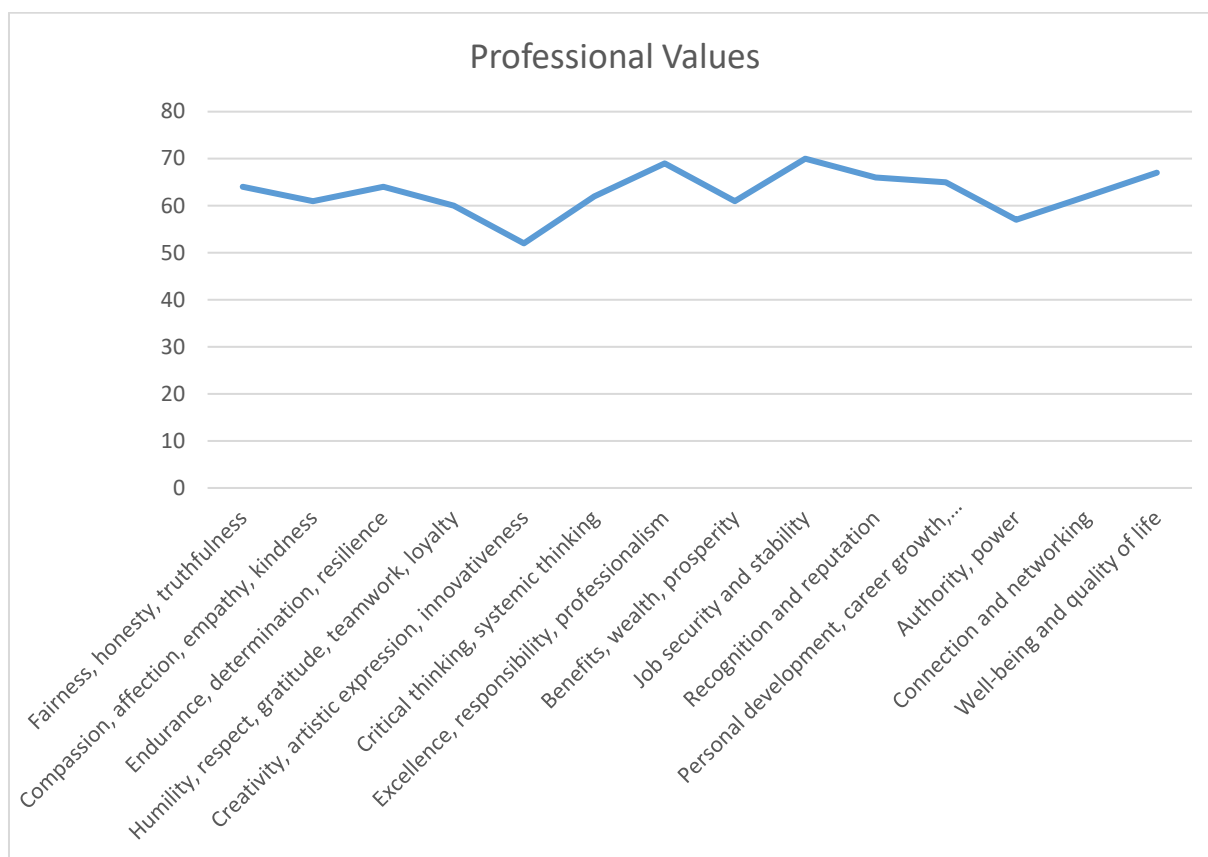


### D. Professional values

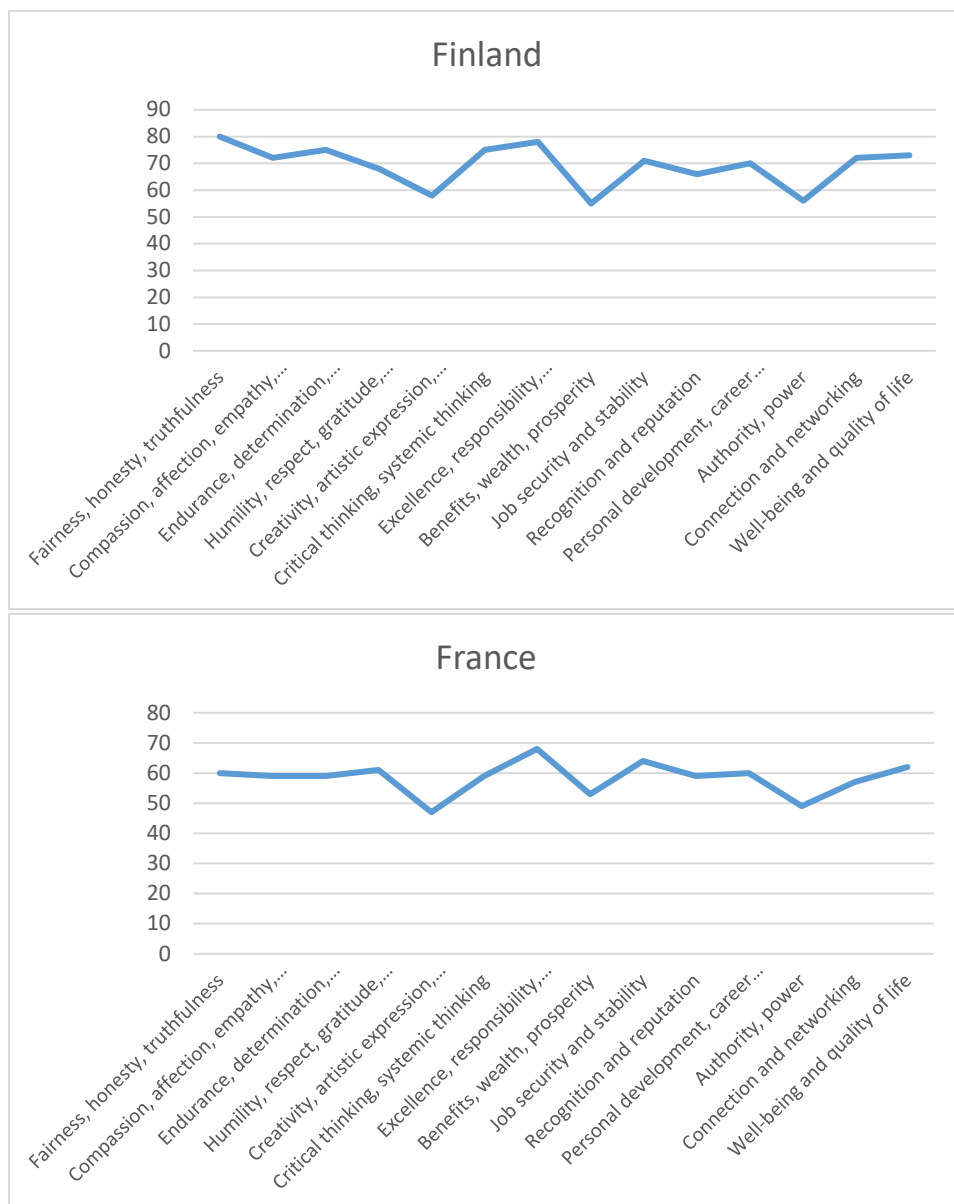
## PROFESSIONAL VALUES

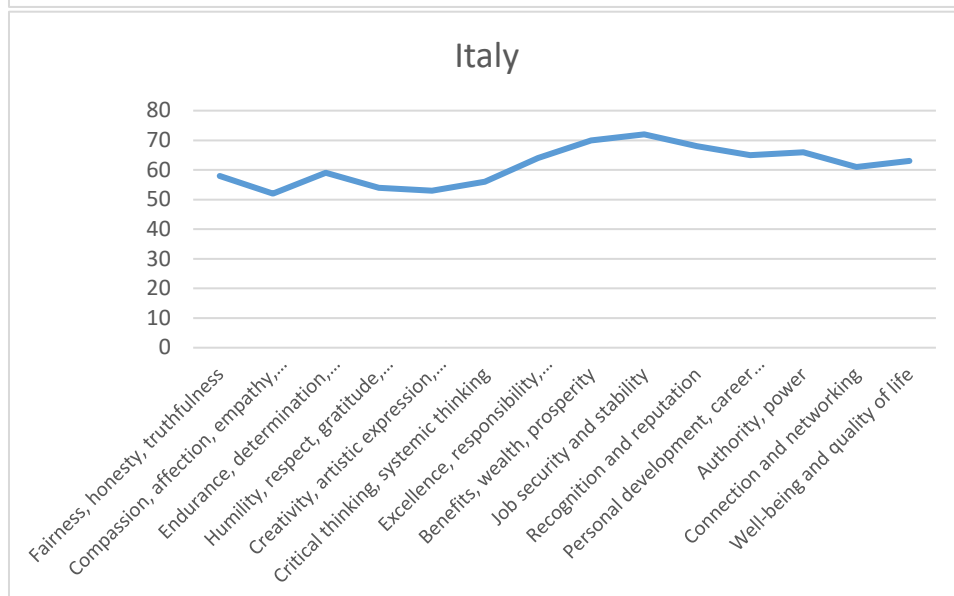
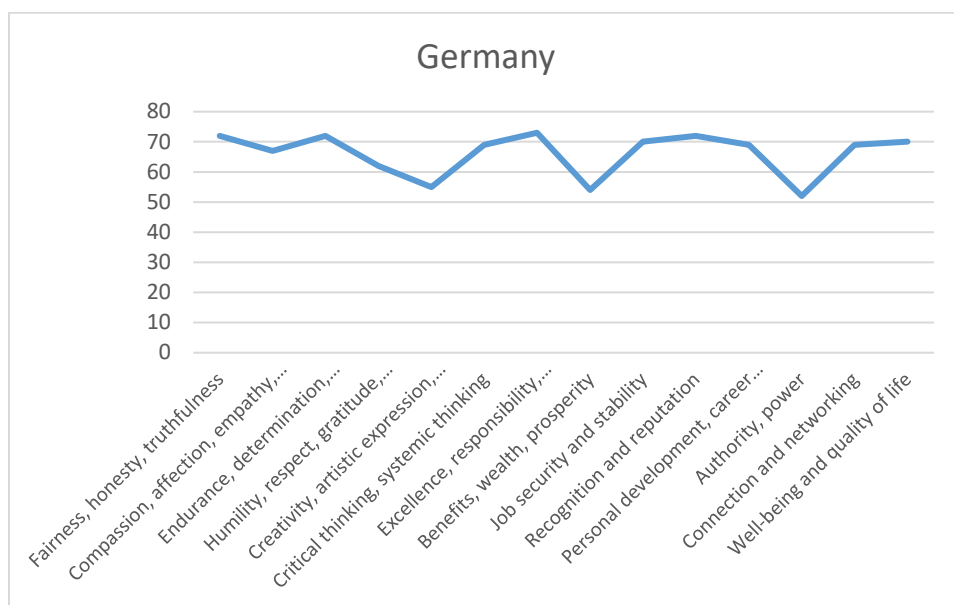
**At your current or last job:** What are the values which (most) people act on?

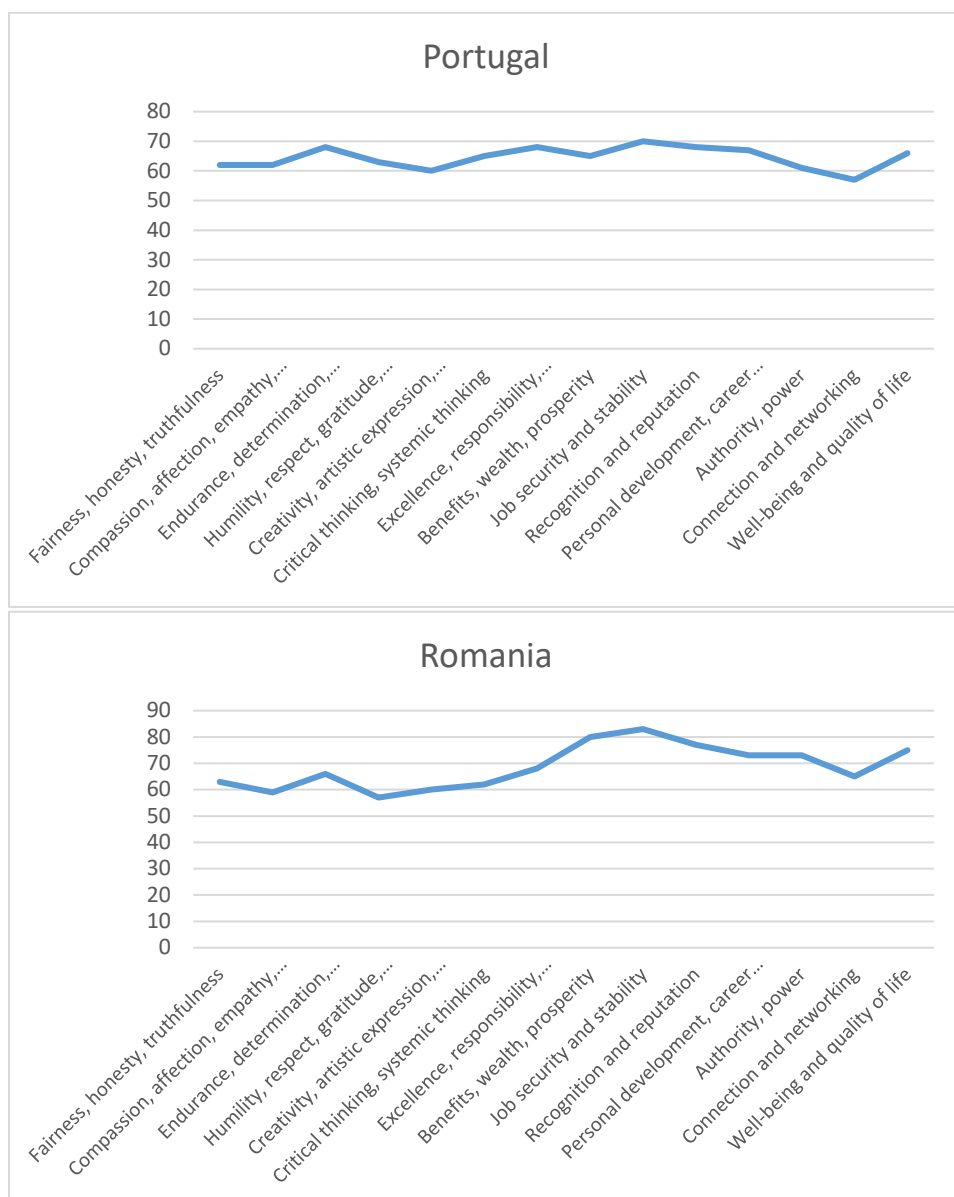




## PROFESSIONAL VALUES BY CURRENT RESIDENCY



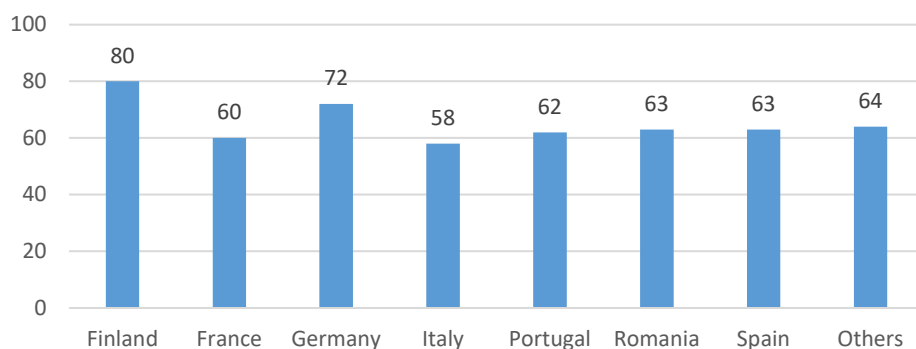




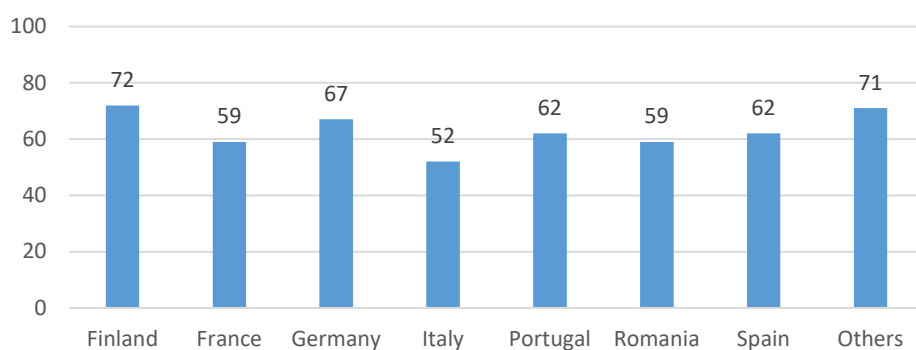




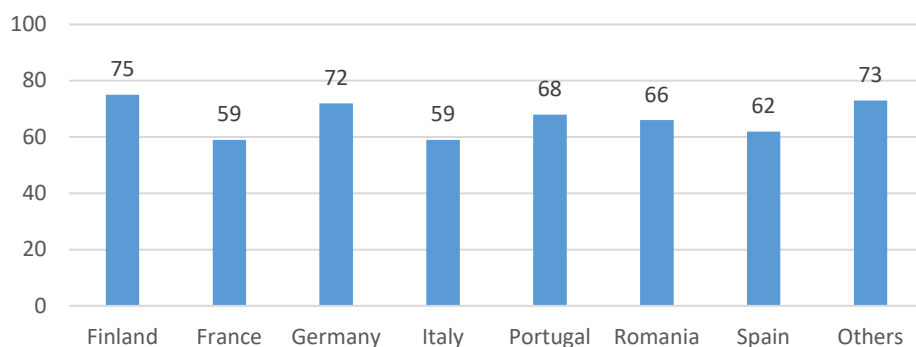
### Fairness, honesty, truthfulness



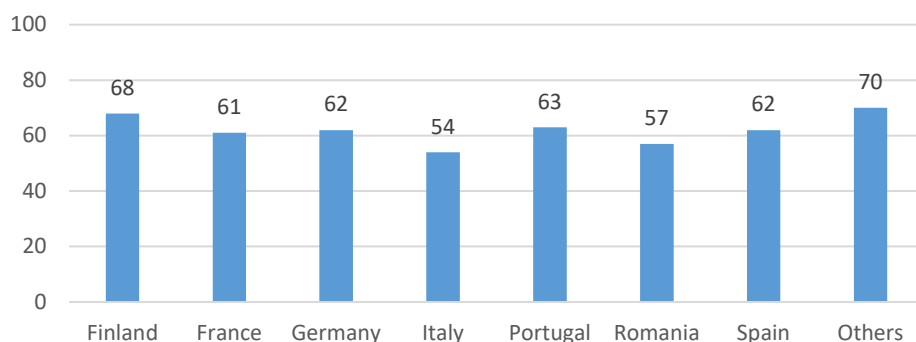
### Compassion, affection, empathy, kindness



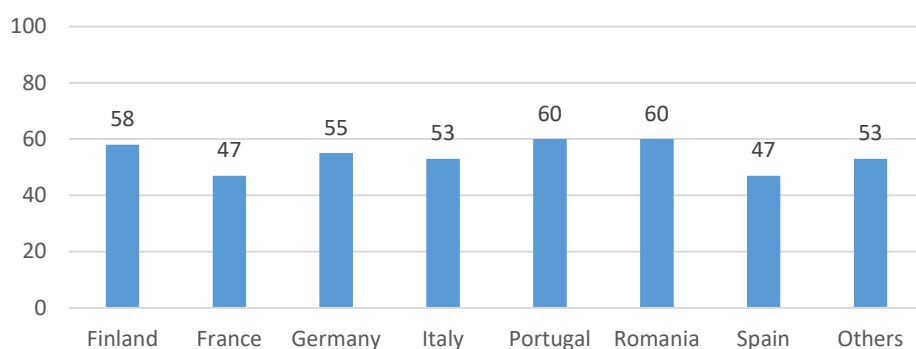
### Endurance, determination, resilience



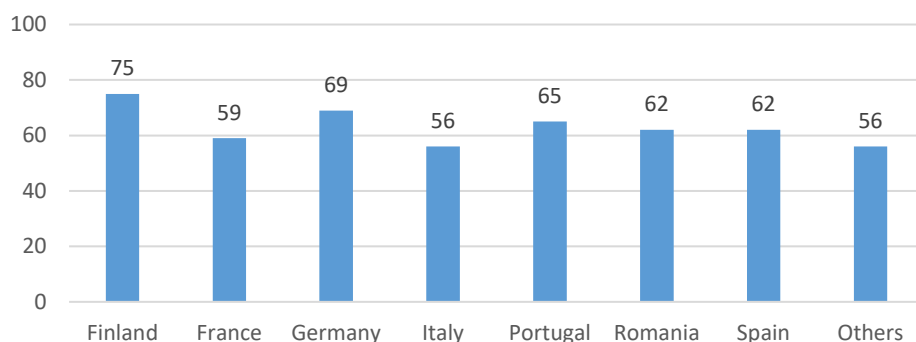
### Humility, respect, gratitude, teamwork, loyalty



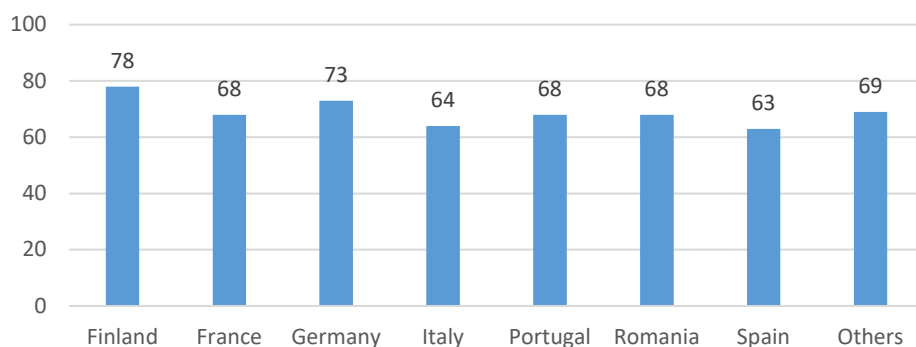
### Creativity, artistic expression, innovativeness



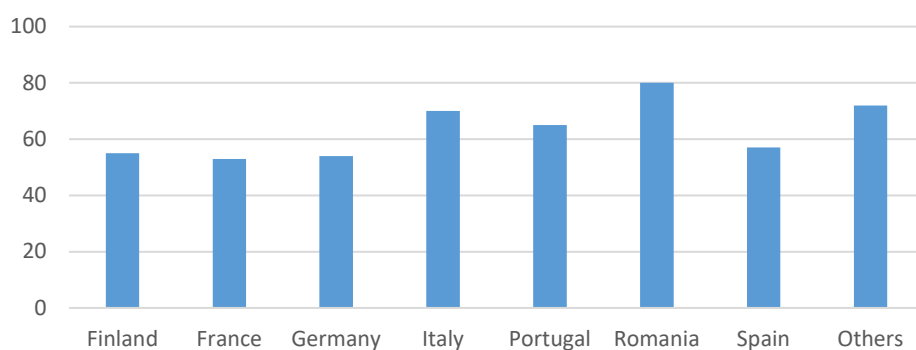
### Critical thinking, systemic thinking



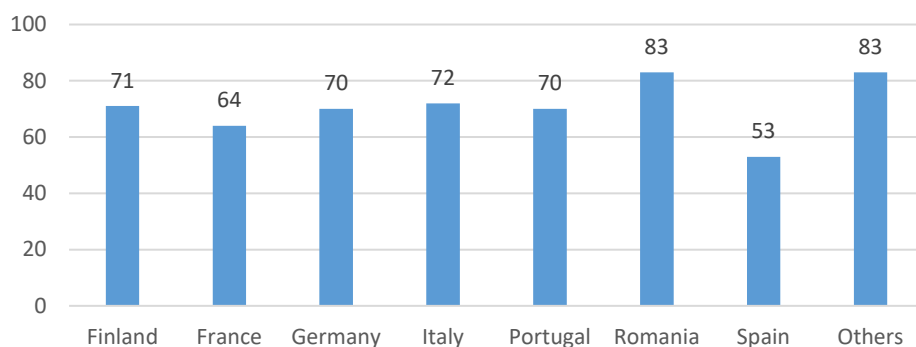
### Excellence, responsibility, professionalism



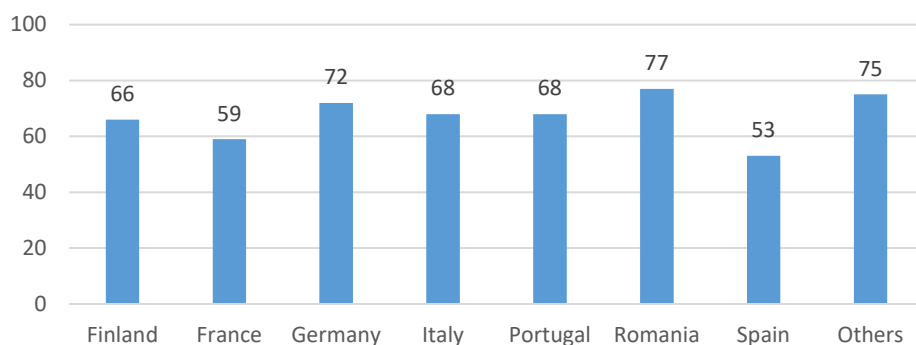
### Benefits, wealth, prosperity



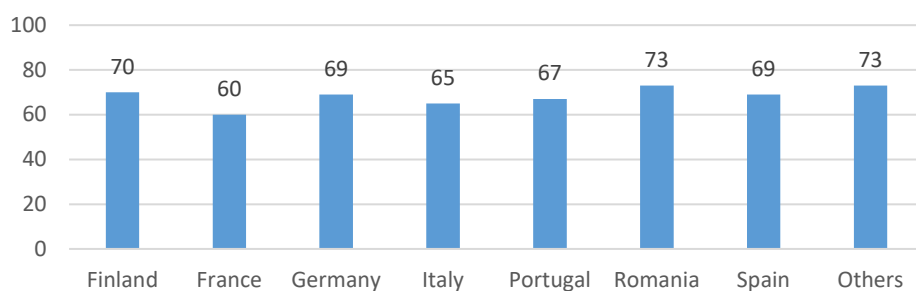
### Job security and stability



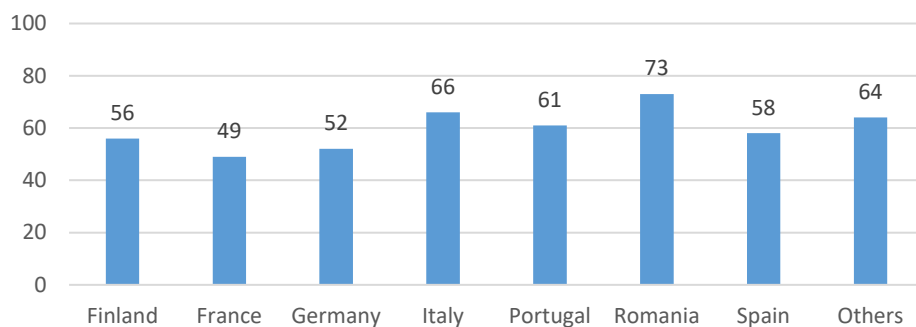
### Recognition and reputation



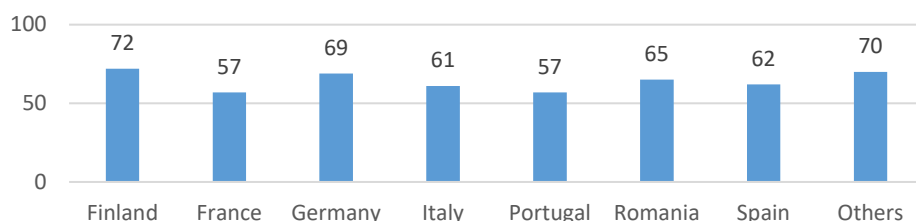
### Personal development, career growth, advancement



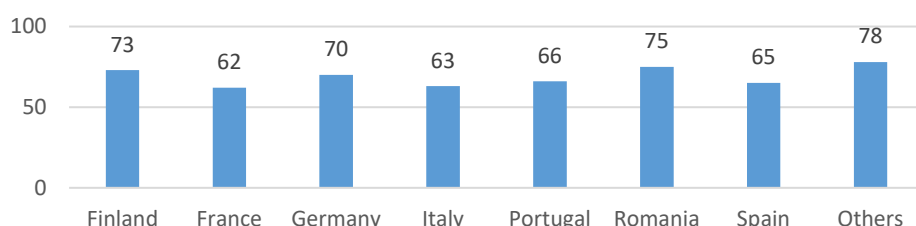
### Authority, power



### Connection and networking

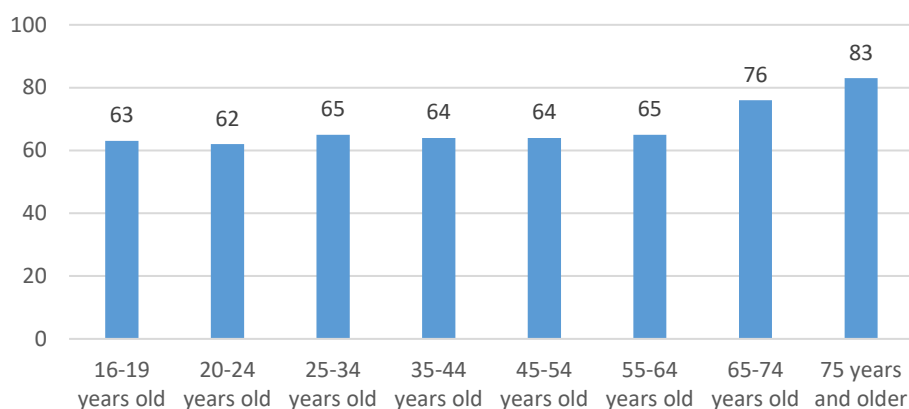


### Well-being and quality of life

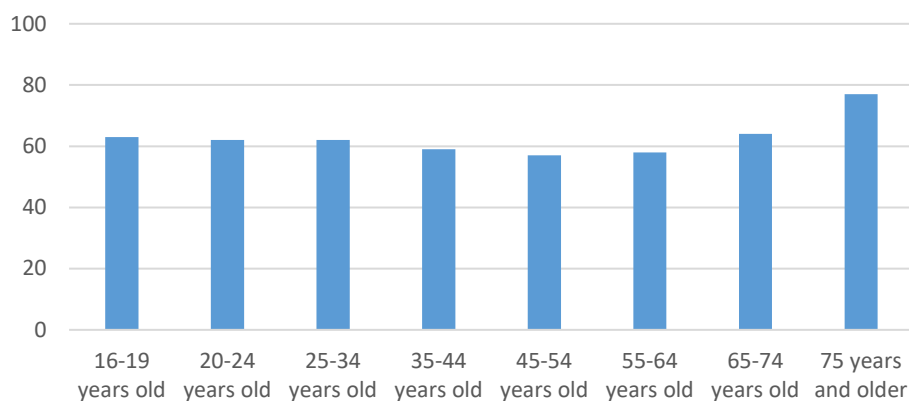


## PROFESSIONAL VALUES BY AGE

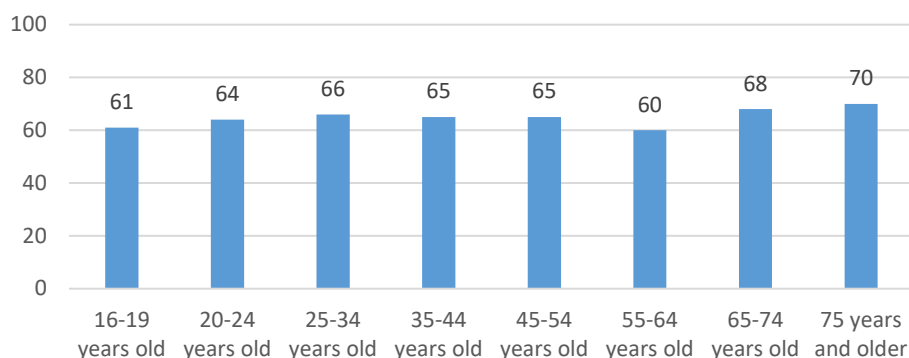
### Fairness, honesty, truthfulness



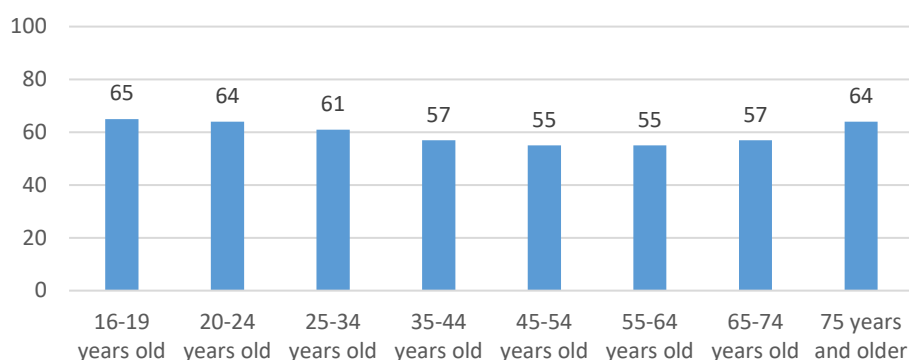
### Compassion, affection, empathy, kindness



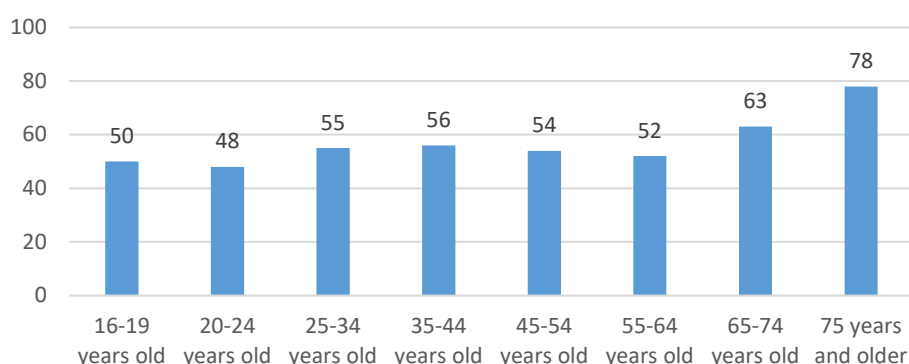
### Endurance, determination, resilience



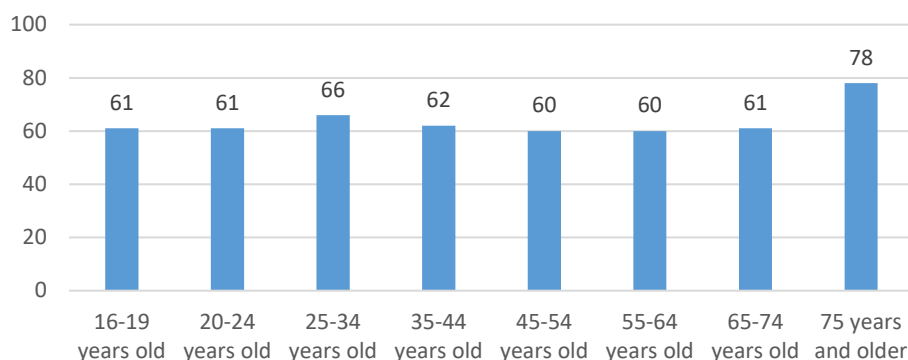
### Humility, respect, gratitude, teamwork, loyalty



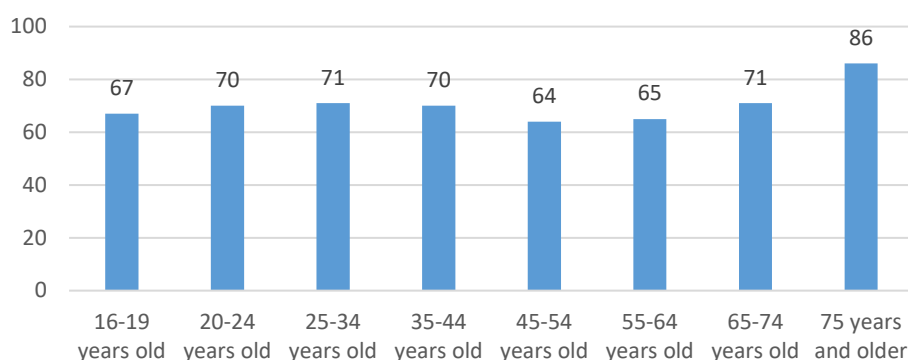
### Creativity, artistic expression, innovativeness



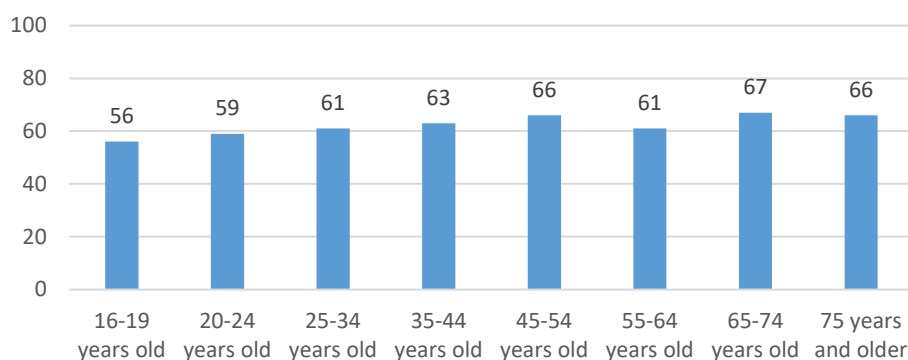
### Critical thinking, systemic thinking



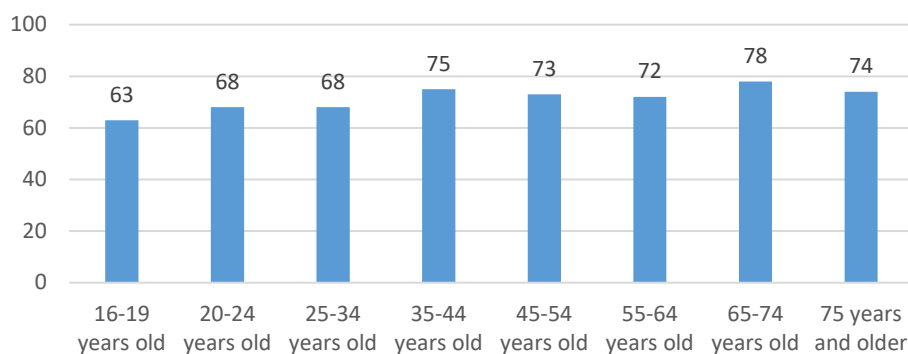
### Excellence, responsibility, professionalism



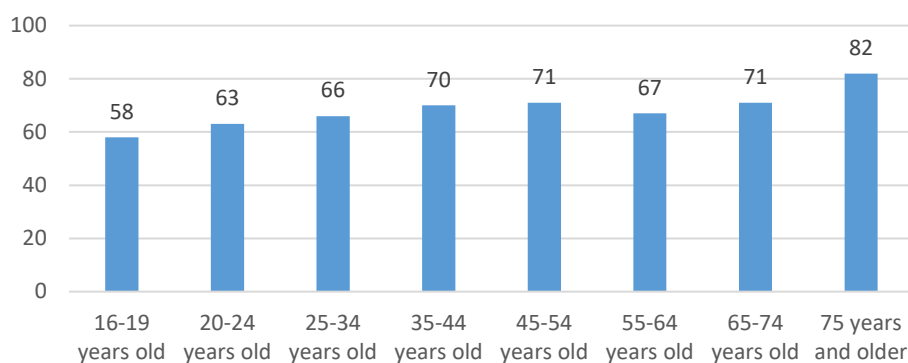
### Benefits, wealth, prosperity



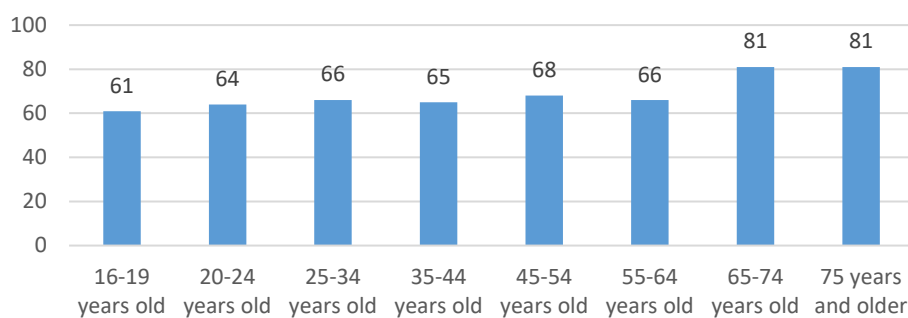
### Job security and stability



### Recognition and reputation

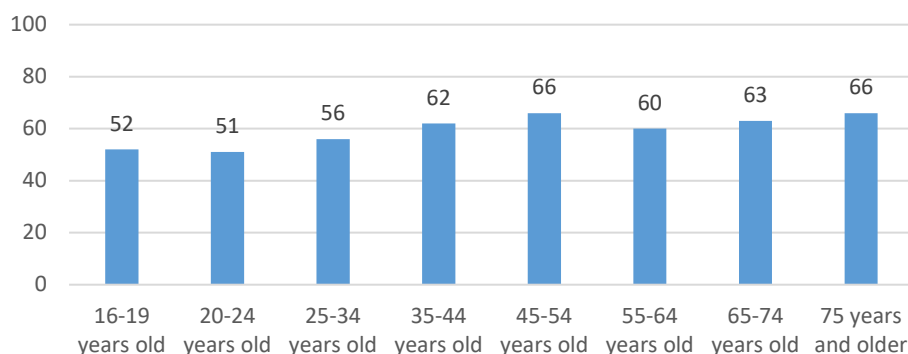


### Personal development, career growth, advancement

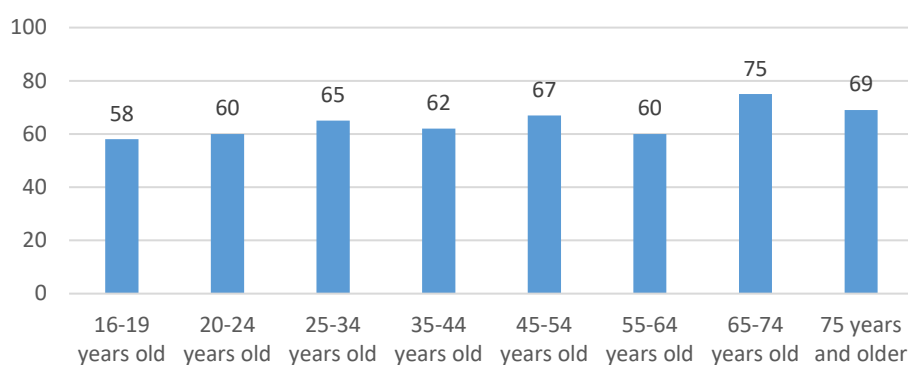




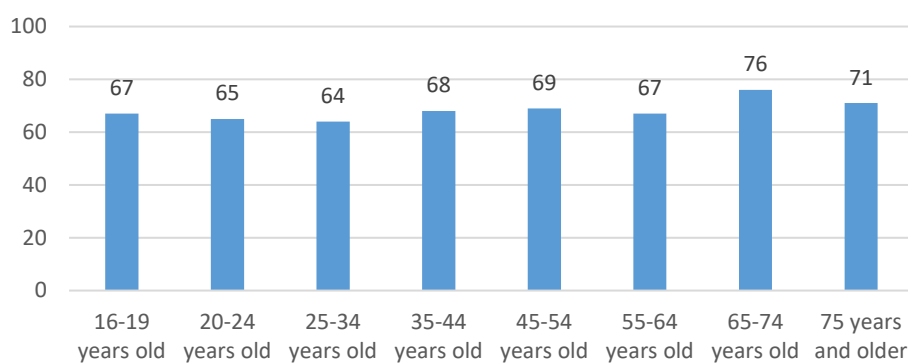
### Authority, power



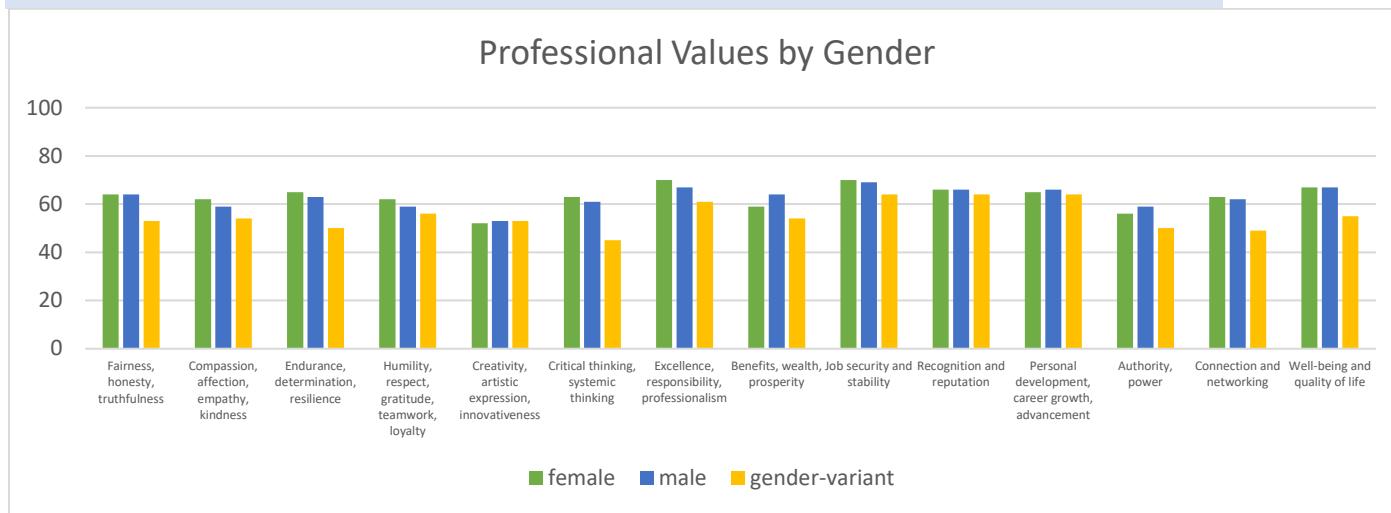
### Connection and networking



### Well-being and quality of life

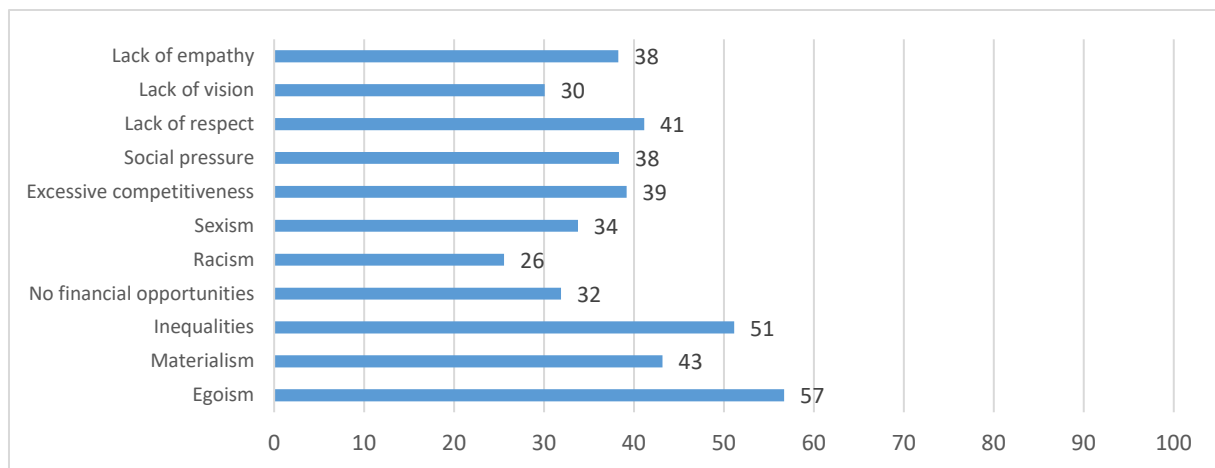


## PROFESSIONAL VALUES BY GENDER

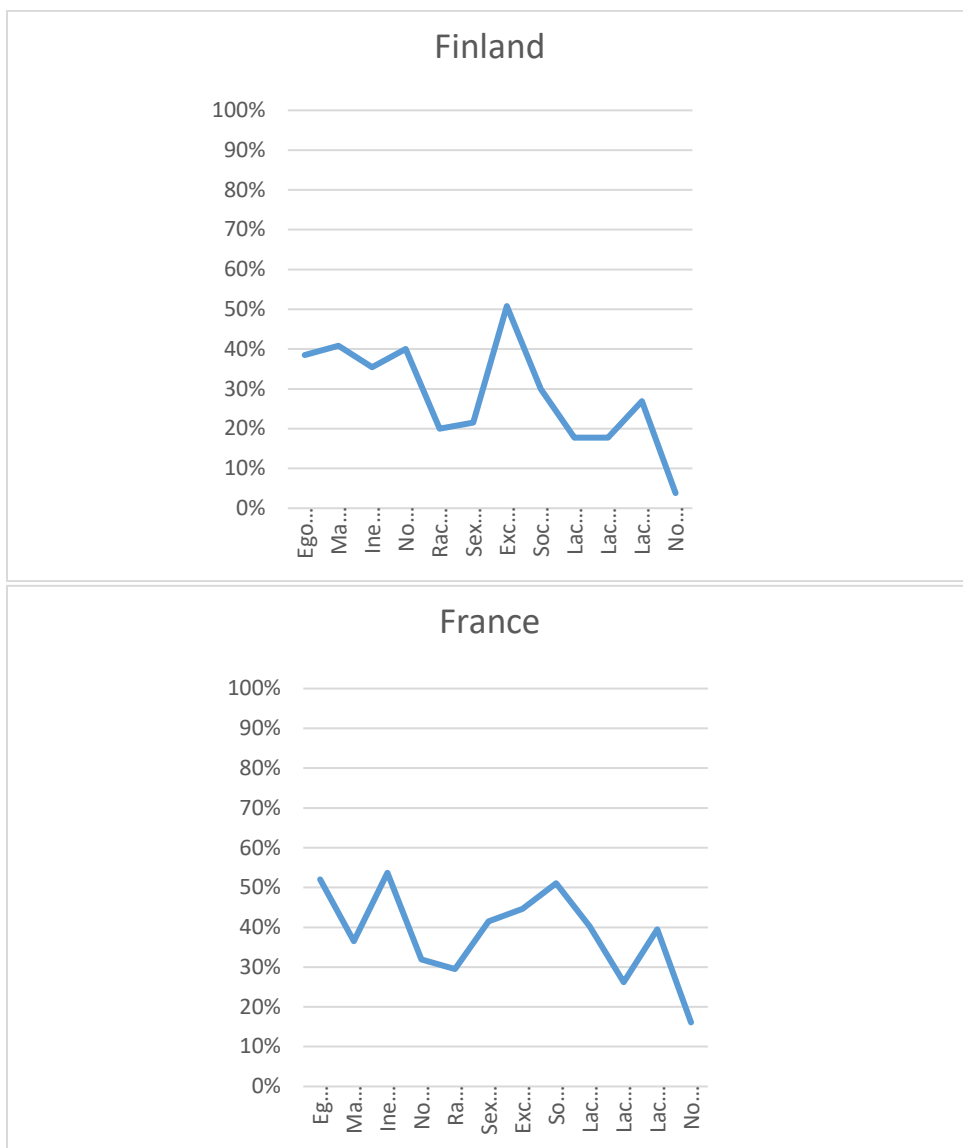


## E. Obstacles

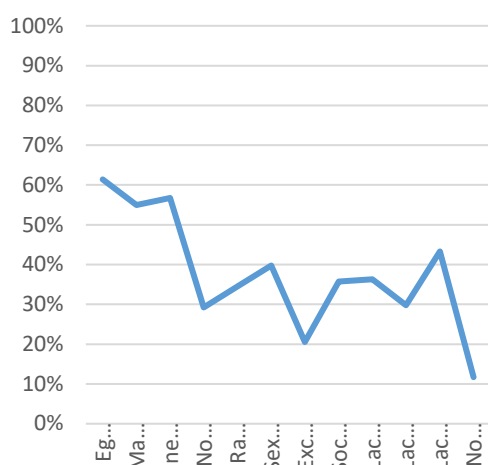
### OBSTACLES



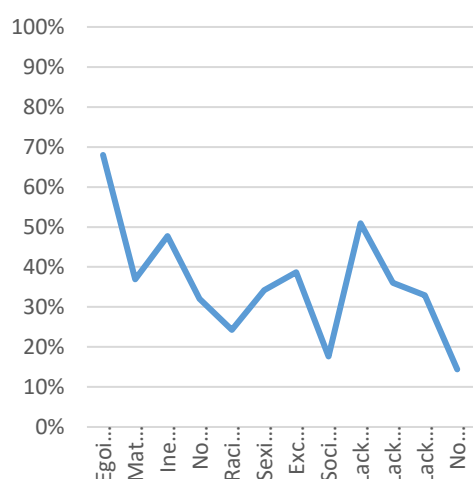
## OBSTACLES BY CURRENT RESIDENCY



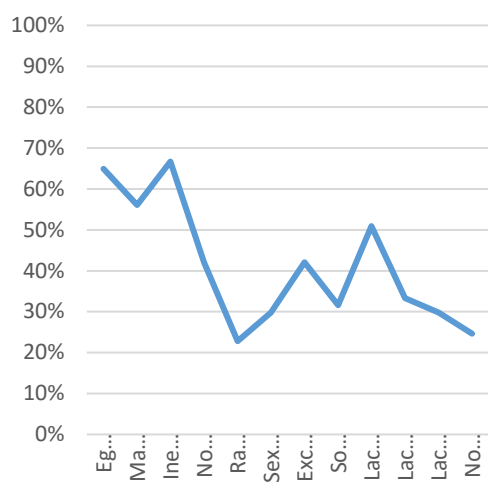
### Germany



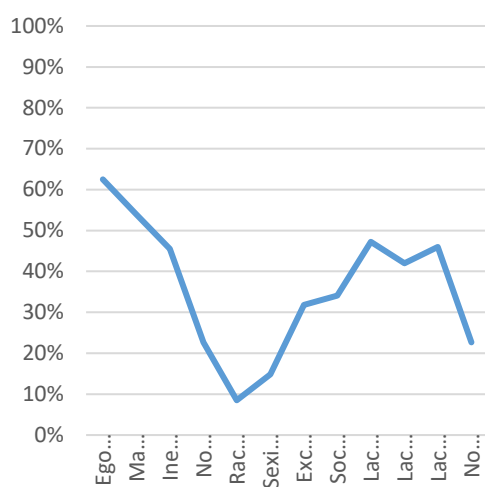
### Italy



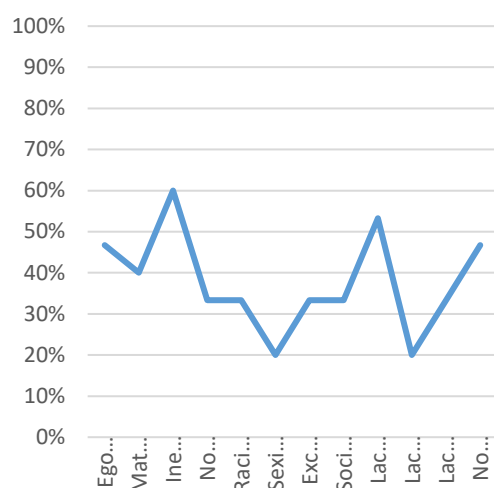
### Portugal



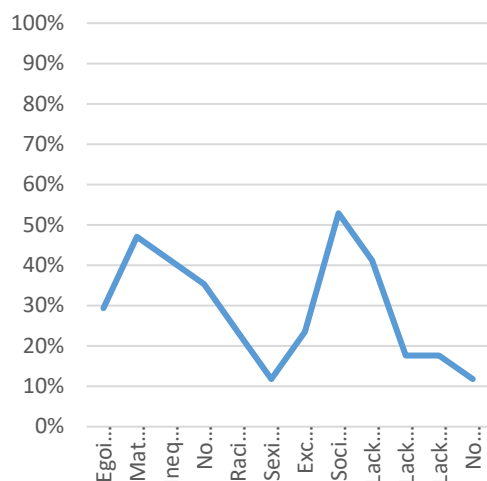
### Romania



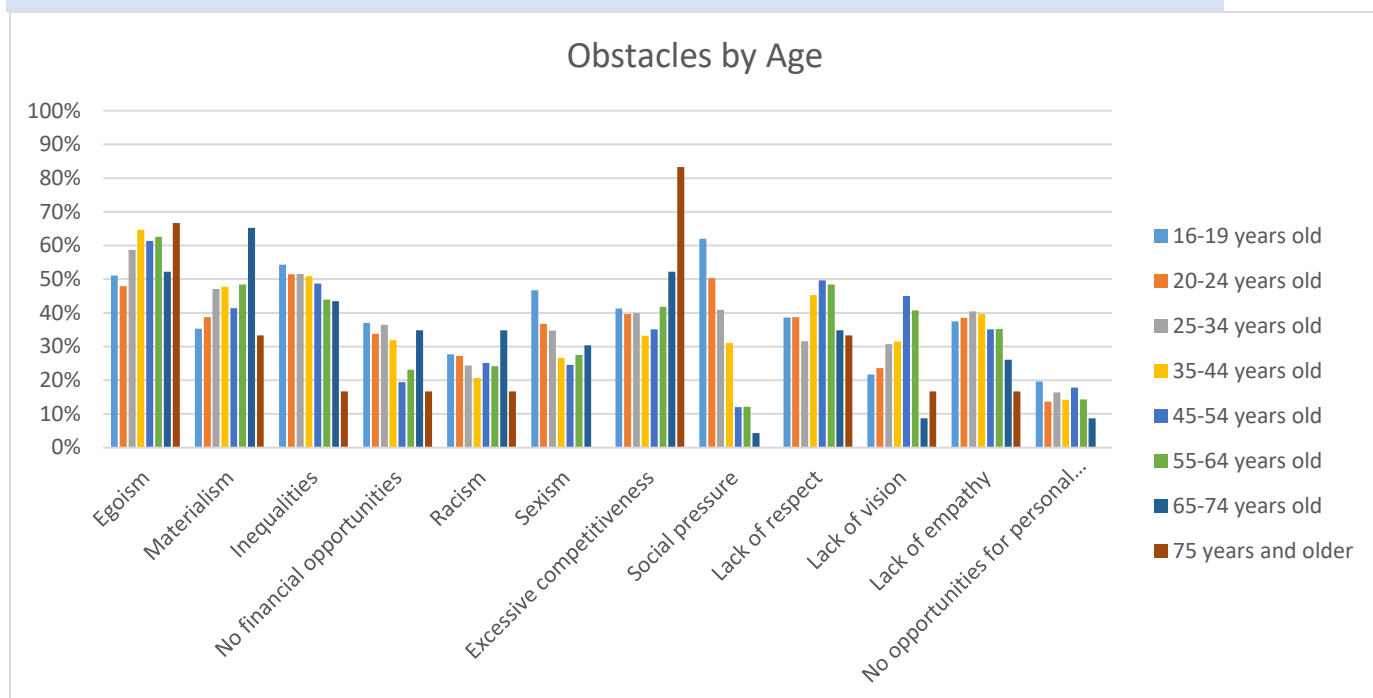
### Spain



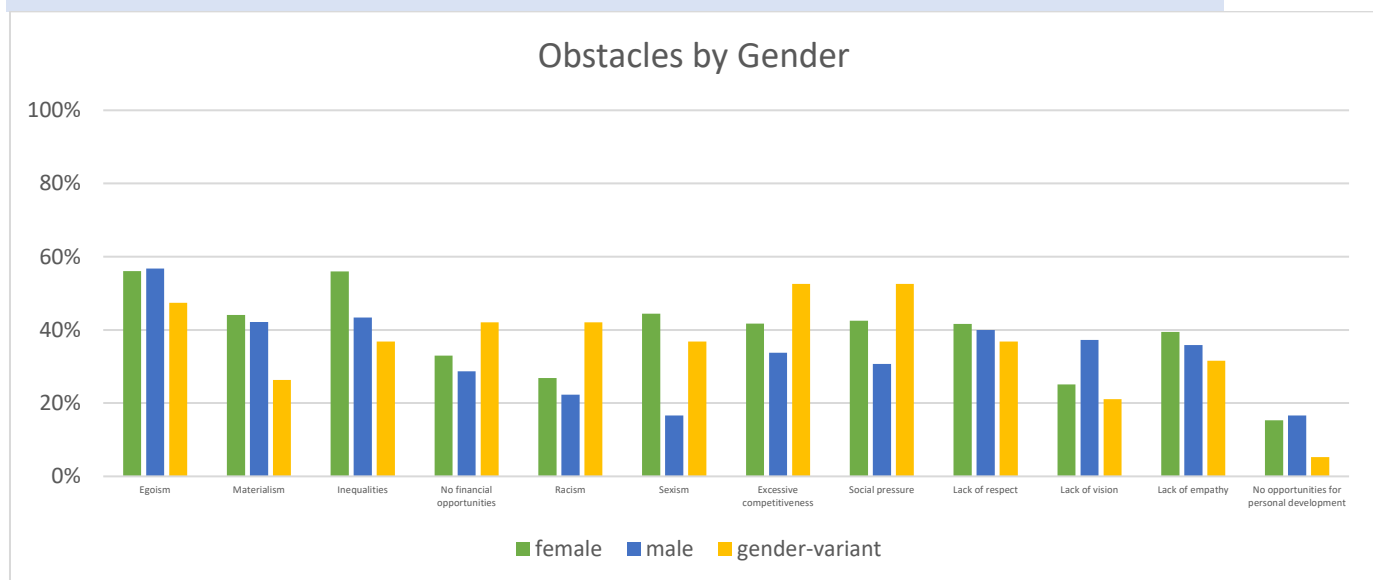
### Others



## OBSTACLES BY AGE

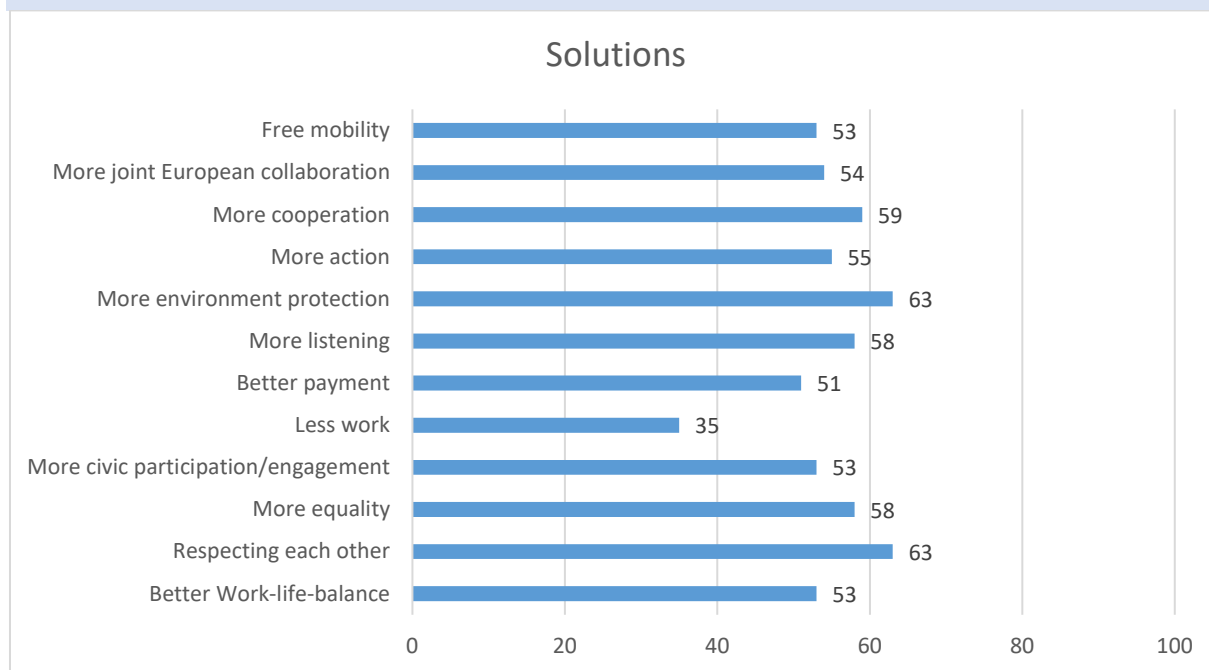


## OBSTACLES BY GENDER

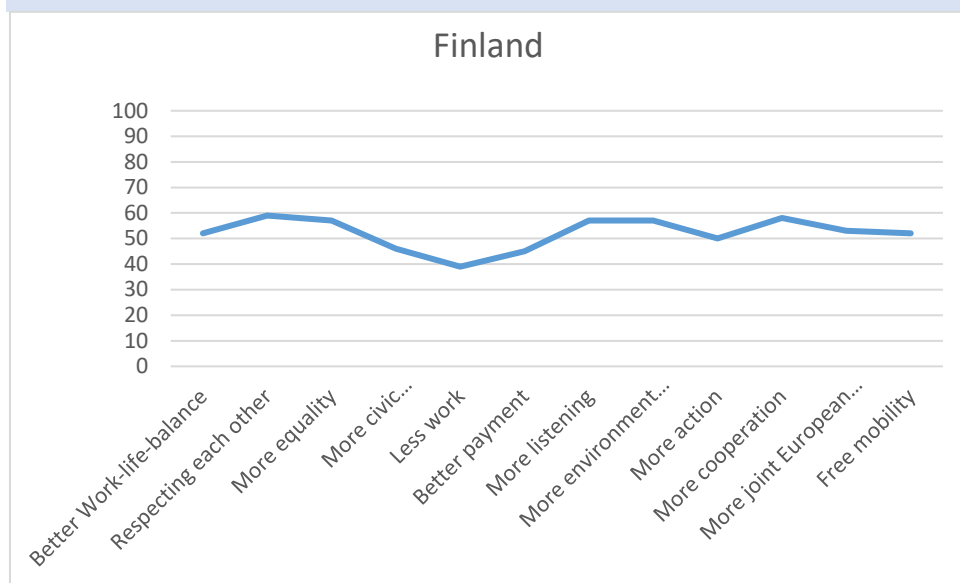


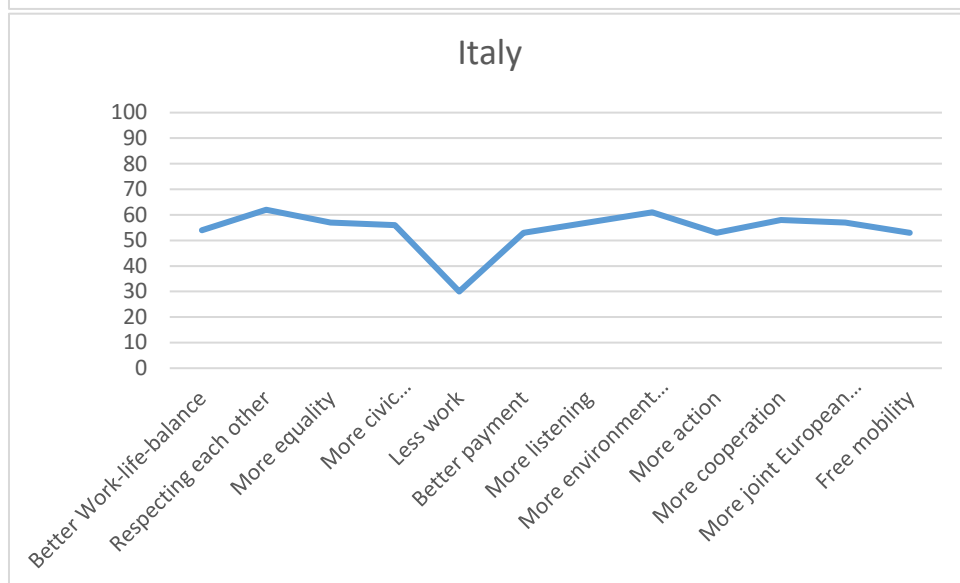
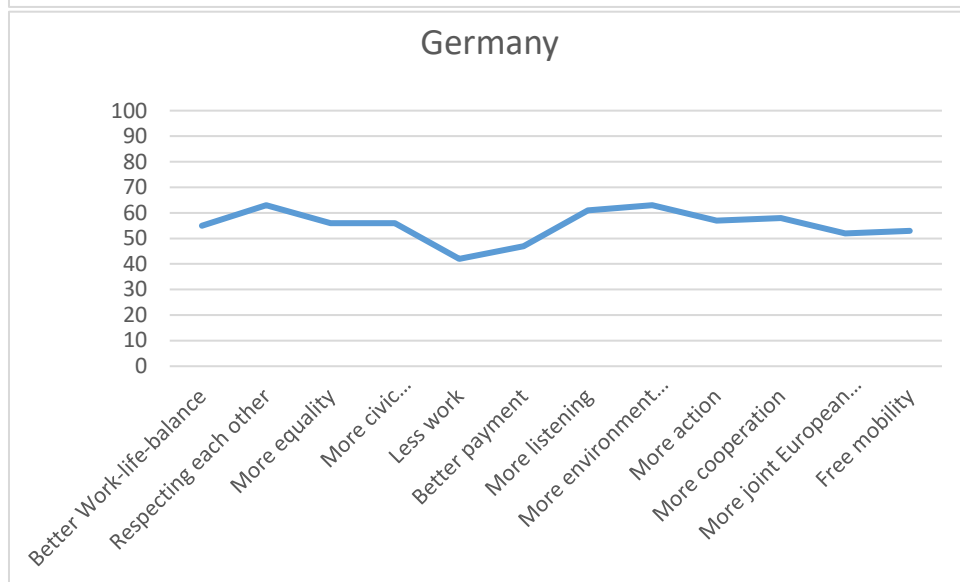
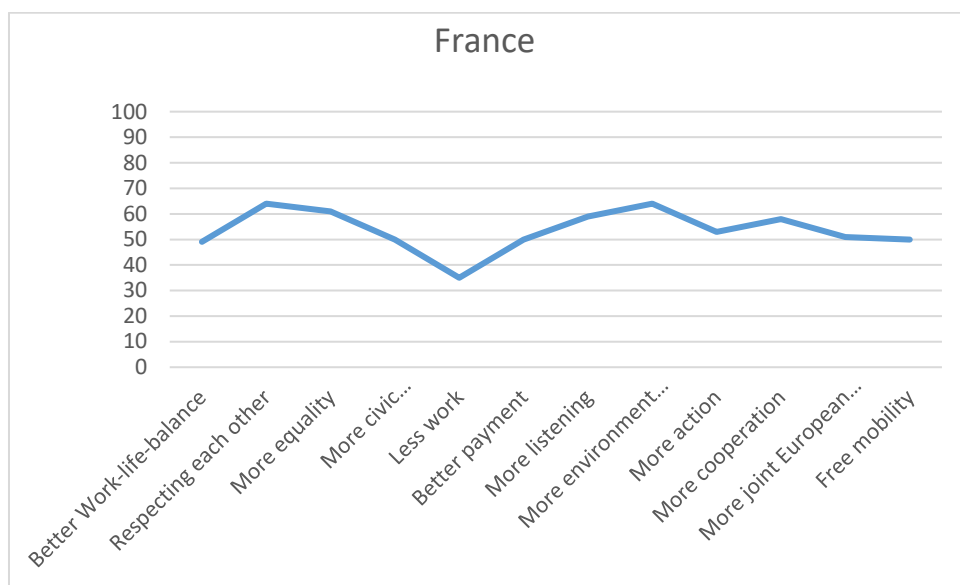
## F. Solutions

### SOLUTIONS

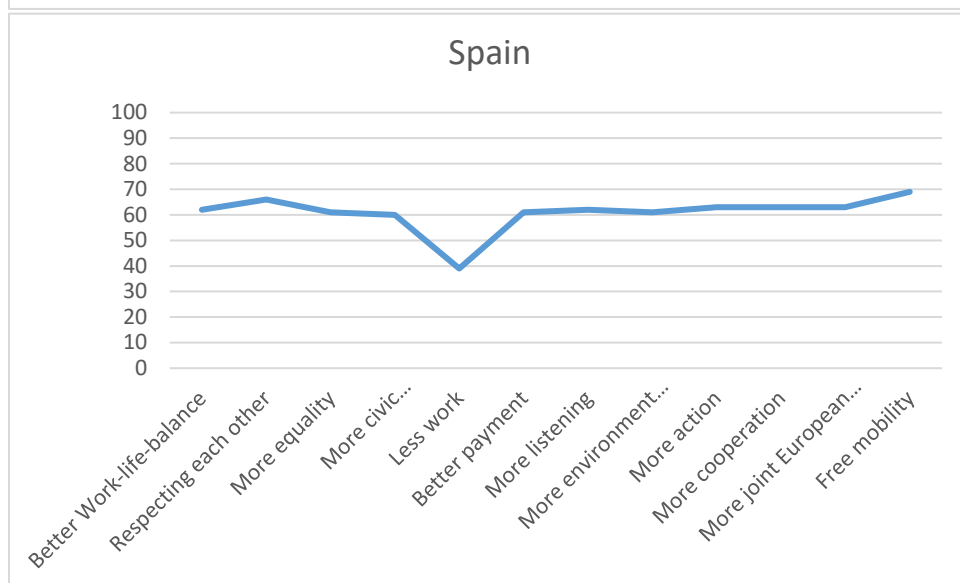
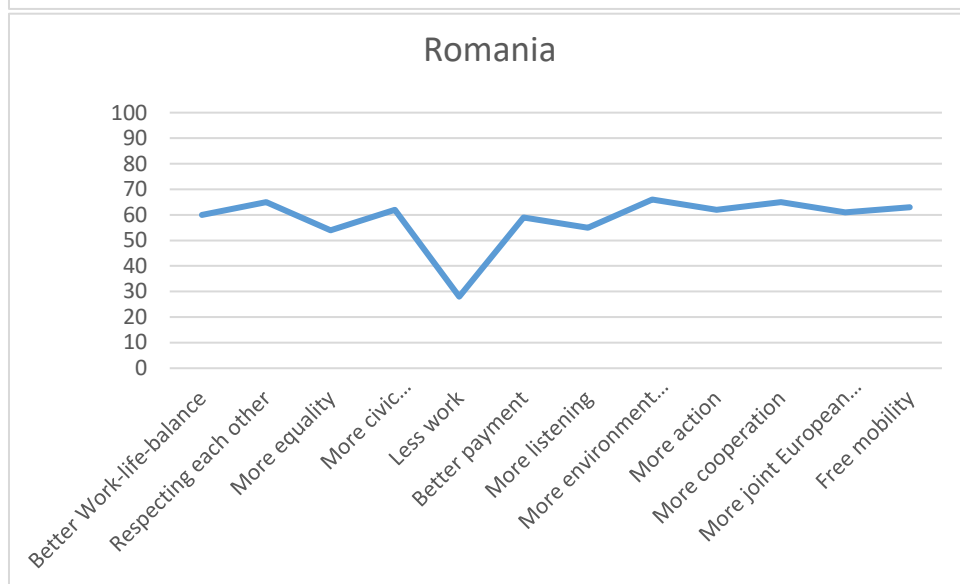
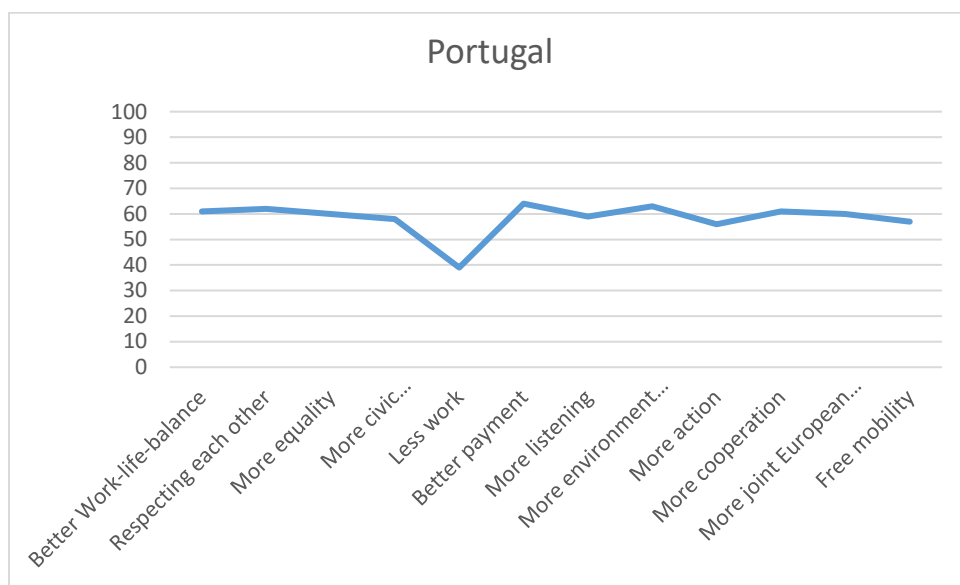


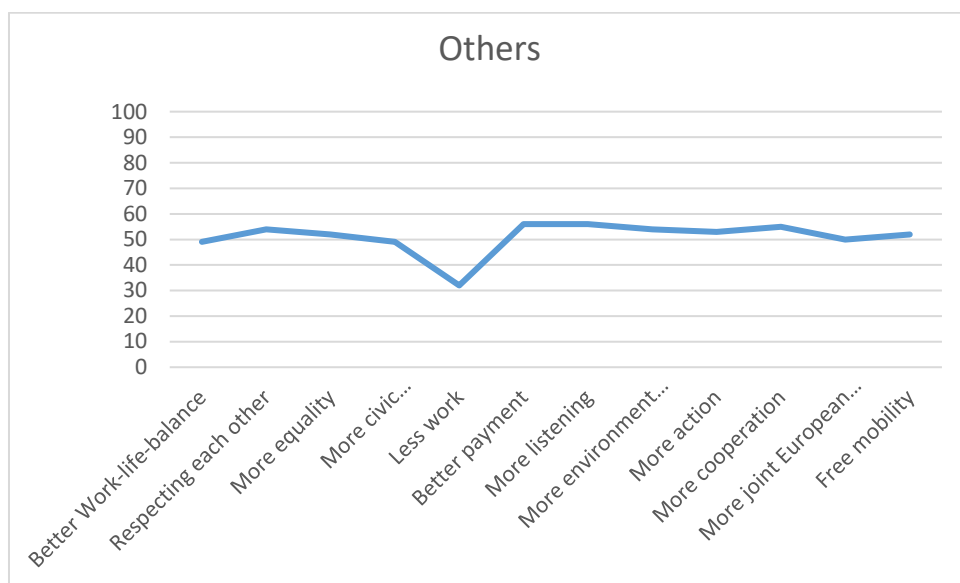
### SOLUTIONS BY CURRENT RESIDENCY



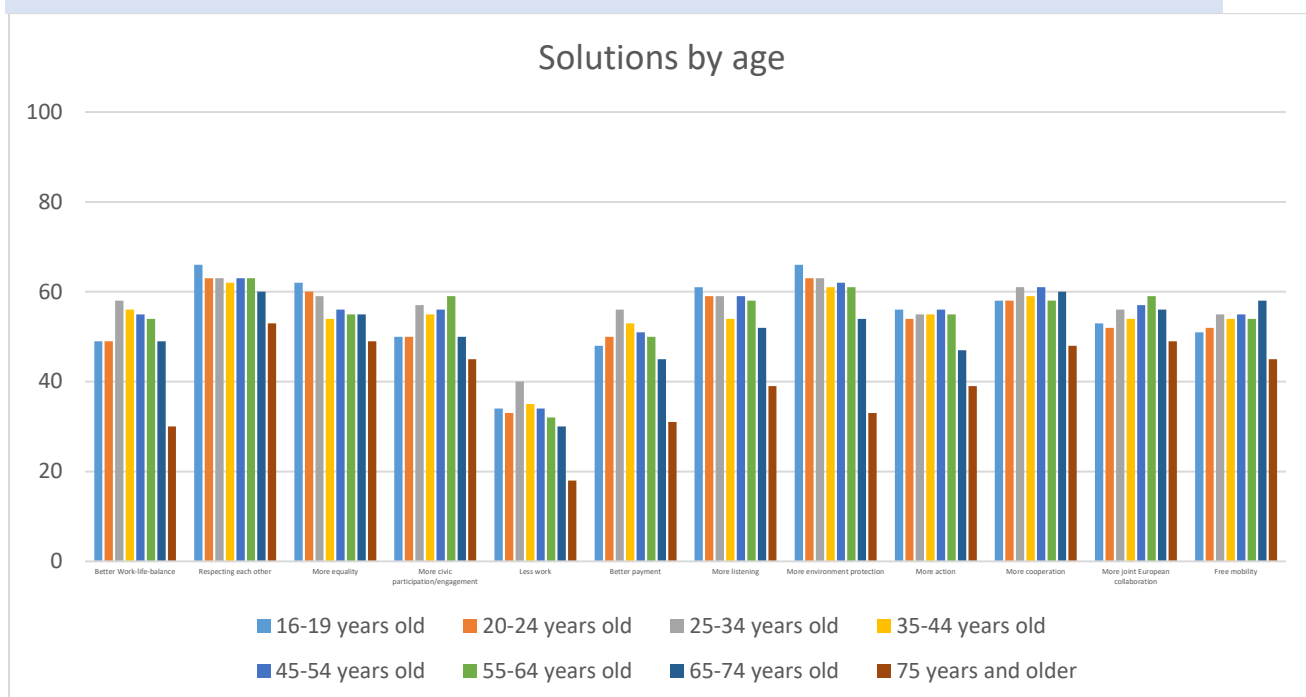




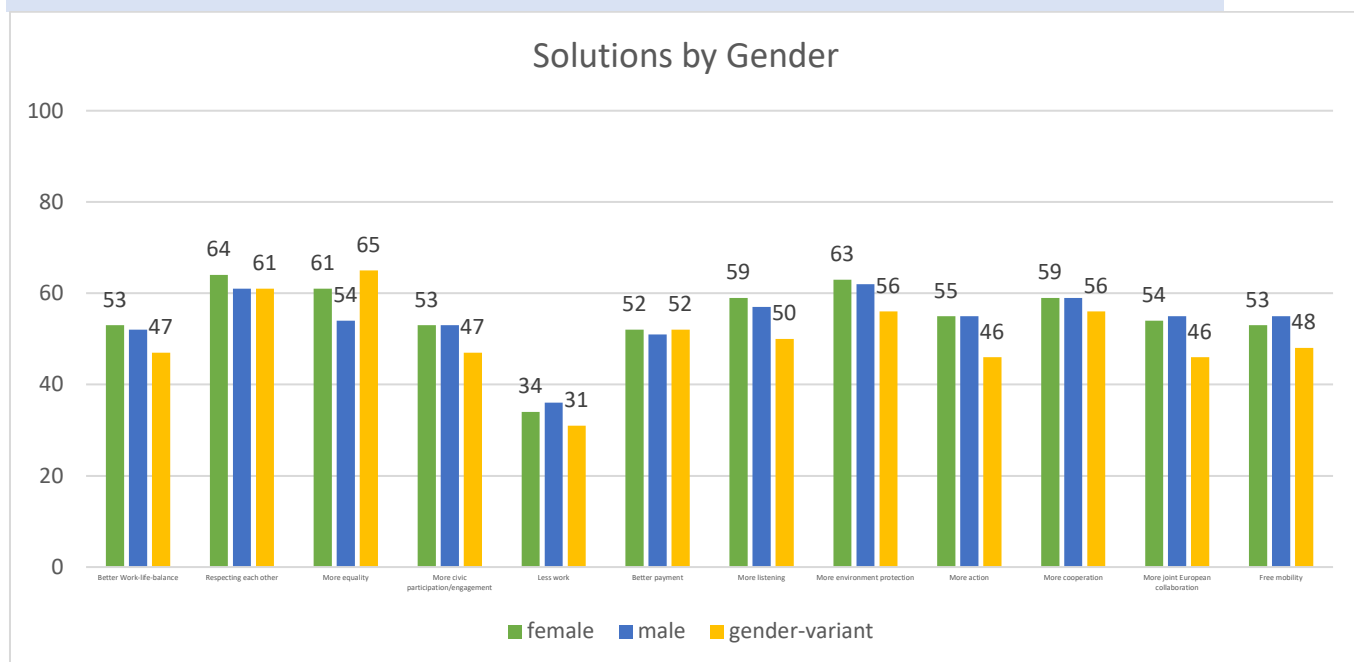




## SOLUTIONS BY AGE



## SOLUTIONS BY GENDER





European Campus  
of City-Universities

Co-funded by the  
Erasmus+ Programme  
of the European Union



## VI. Annex 4 – Think Tank session at the 2. EC2U Forum

EC2U Forum (virtual, organized by University of Turku)

May 21, 2021 | 10:30 – 11:30 CET

*Building a value-based community: findings of the 1st EC2U Think Tank survey Value4YourValues*

See slides on the following pages.



Co-funded by the  
Erasmus+ Programme  
of the European Union

# EC2U Think Tank

## Building a value-based community

Findings of the 1st EC2U Think Tank survey

### starting 10:30 CET

21 May, 2021



Co-funded by the  
Erasmus+ Programme  
of the European Union

# EC2U Think Tank

## Building a value-based community

Findings of the 1st EC2U Think Tank survey

A very warm welcome!  
**Tervetuloa benvenuto bienvenue bem-vindo  
bun venit bienvenido willkommen**

21 May, 2021

# We welcome you

Adriana Zait, Iasi  
 Kirsi Peura, Turku  
 James Robert, Poitiers  
 Claudia Hillinger, Jena  
 Maria João Campos, Coimbra  
 Stefano Denicolai, Pavia  
 Chabela de la Torre Olvera,  
 Salamanca  
 Giulia Falchi, Pavia  
 Flora Dausque, Poitiers  
 Melinda Kolb, Jena  
 Dana Strauß, Jena

WP 7 Science with and for Society

Invitation:  
 Make your  
 voice heard!



# AGENDA

## 1 INTRODUCTION OF THINK TANK, PRESENTATION OF FINDINGS & FIRST REFLECTION

WP 7 represented by Dana Strauß, Claudia Hillinger & Adriana Zait

## 2 PANEL WITH REPRESENTATIVES FROM ACADEMIA, CITY AND BUSINESSES

Professor Heikki Ervasti, National Coordinator of the European Social Survey  
 from Turku

Matthias Bettenhäuser, head of the Mayor's office from Jena

Francisco Silva, member of the ESN from Coimbra

Jean-Marc Neveu from Poitiers, Co-founder of PLAXTIL/CEO of CDA group



# IDEA

The 1<sup>st</sup> Think Tank of WP7 “Science with and for Society” was developed on the subject of values – the **core of all human actions**, including education, research, networking, engagement and collaboration in society. It is also the core of the UN’s objectives targeted by EC2U – Quality education, Good health and well-being, Sustainable cities and communities.

# PURPOSE

The purpose of the **Value4yourValues Think Tank** was to measure the perceptions of member universities and cities towards personal, professional and societal level values, together with perceived obstacles and solutions for actively living the personal, individual values.

## The time is now

Looking at the world we live in there has never been a more important time to come together, to listen to diverse perspectives and work with different types of stakeholders in order to co-create shared visions and new solutions.

## A fresh collaboration

The European University Initiative in general, and EC2U in particular, are such shared visions. Together with you we want to write a fresh chapter of European partnership focusing on the development of an open space for education and innovation.

## We value your values

What can we do to help that vision to become reality? As a first step we’d like to reflect the very things that create the world we all live in: Values. Values shape our ideas. They spur our actions, our work ethic, how we communicate, how we live together.



The online survey **#Value4YourValues** sketched the value sets within the seven European cities.

The survey is based validated scales for measuring perceived values at each level. It however was not designed as scientific study. The composition of the sample does not allow us to generalize results. Differences in values might be real or just perceived.

The survey was translated **into nine languages**

6th-30th April 2021

Thanks to **1389 participants!**



Your voice counts !  
Play a part in the  
**EC2U Think Tank**

6th-30th April

**#Value4yourValues**

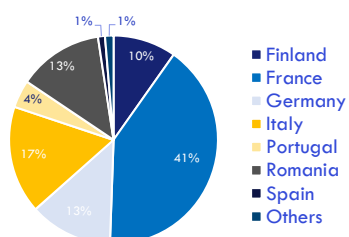
► fill the online survey



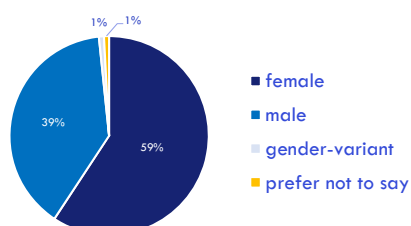
# FINDINGS



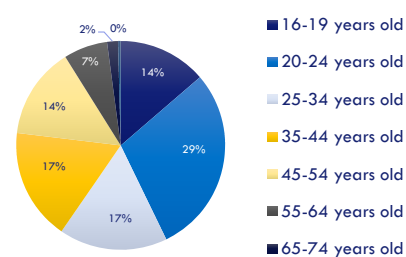
## CURRENT RESIDENCY



## GENDER



## AGE



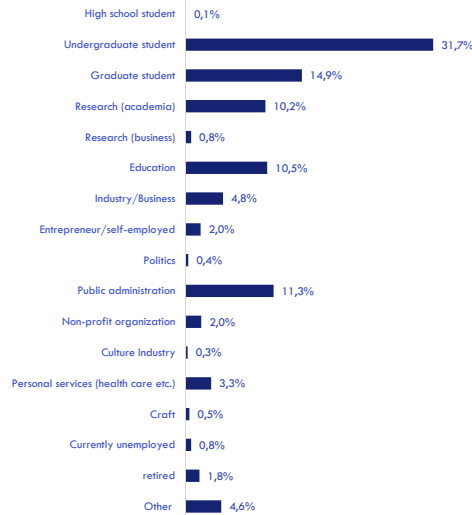
## COUNTRY OF ORIGIN

(beside seven EC2U countries)

Albania	Canada	Haiti	Mali	Polen	Ukraine
Benin	Chipre	India	Maroc	Russland	Ungarn
Belgique	Colombie	Indonesia	Mexico	Senegal	USA
Bolivie	Corée du Sud	Iran	Moldova	Slovaquie	Venezuela
Brazil	Costa Rica	Madagascar	Pakistan	Syrie	Vietnam
Burkina Faso	Croatie		Peru	Tunisie	
Cameroun	England		Poland	UK	



# OCCUPATION



# PERSONAL VALUES

How **important** are the following values for you personally ?

Do you succeed in living these values ?

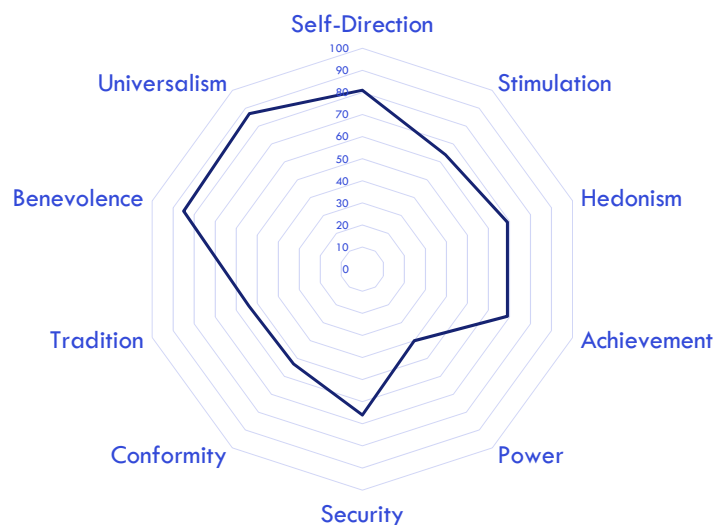


# PERSONAL VALUES

Self-Direction	"Thinking up new ideas and being creative is important to me. I like to do things in my own way."
Stimulation	"I like surprises and I am always looking for new things to do."
Hedonism	"Having a good time and fun is important to me. I like to 'spoil' myself."
Achievement	"It is very important to me to show my abilities and be successful."
Power	"It is important to me to be in charge. I like to be able to tell people what to do."
Security	"It is important to me to live in secure surroundings. I avoid anything that might endanger my safety."
Conformity	"I believe that people should do what they are told. It is important to me to always behave properly."
Tradition	"It is important to me to be humble and modest. I try not to draw attention to myself."
Benevolence	"It is very important to me to help the people around me. I want to care for their well-being."
Universalism	"I think it is important that every person in the world be treated equally."

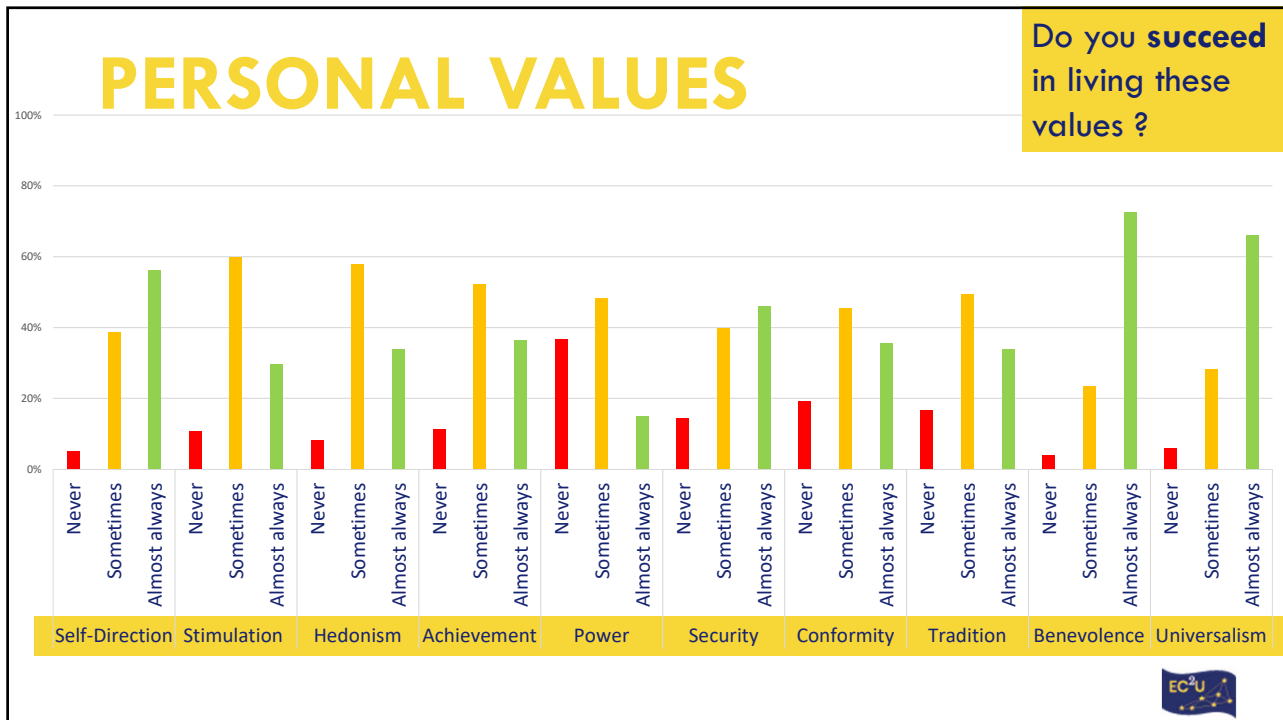


# PERSONAL VALUES



How  
**important**  
are the  
following  
values for  
you  
personally?





# SUMMING UP

## PERSONAL VALUES

Our survey paints a picture of European citizens,

who **value self-directed action** (thinking up new ideas and being creative) in a way that **does not prioritize gaining power** but instead seeks ways to **help and treat others equally**.

who are able in their daily lives to **consider others around them** and **be creative and think of new ideas while feeling safe** but who face **power and struggle with it**.

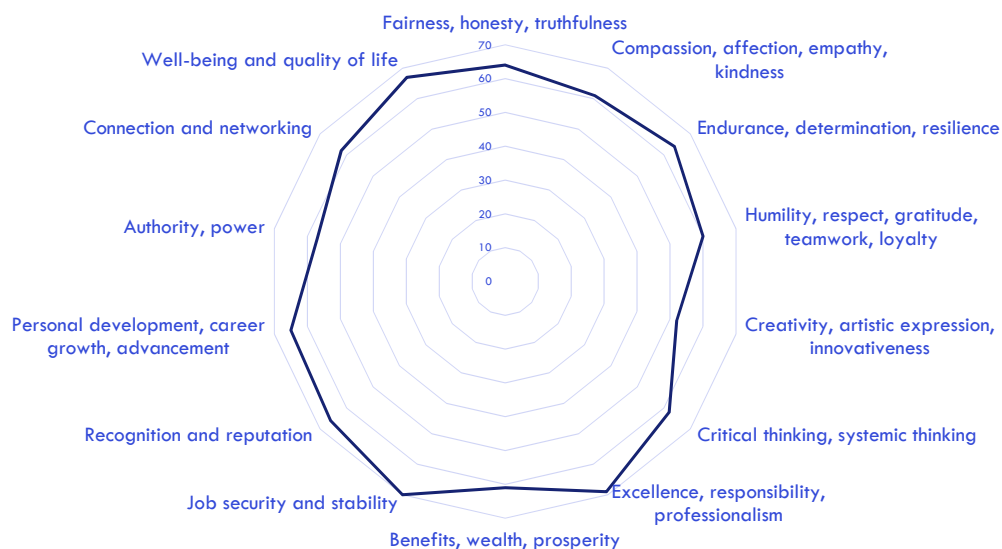


# PROFESSIONAL VALUES

**At your current or last job:**  
What are the values which  
(most) people act on ?



# PROFESSIONAL VALUES



**At your current or last job:**  
What are the values which  
(most) people act on ?



# SUMMING UP

## PROFESSIONAL VALUES

Our survey paints a picture of European citizens,

who are looking for a **stable** and **professional** working environment that supports their **personal development** and **well-being**,

who are **determined** and **resilient** and work hard for **recognition** and **reputation**.

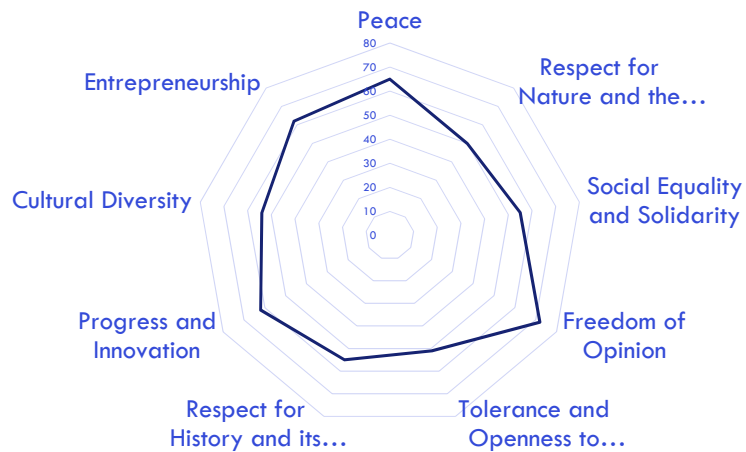


## SOCIETAL VALUES

**In your country:** What are the values which (most) people act on ?



# SOCIETAL VALUES



**In your country:**  
What are the values which (most) people act on?



## SUMMING UP

### SOCIETAL VALUES

Our survey paints a picture of European societies,

which prioritize the **freedom of opinion** and value a life in **peace** across all age groups.

which are interested in **innovation** and **entrepreneurship** and at the same time **respect nature** and the **environment**.

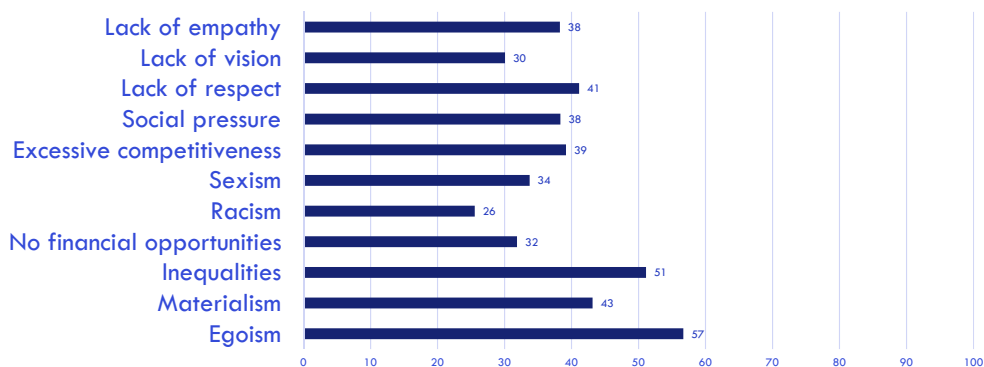


# OBSTACLES

What are the **obstacles** in society that keep you from living your personal values ?



# OBSTACLES



What are the **obstacles** in society that keep you from living your personal values ?



# SUMMING UP

## OBSTACLES

Our survey paints a picture of European citizens,  
who are confronted with **egoistic** and **disrespectful** behavior in their societies.  
who must overcome **inequalities** and **materialism** in order to live their personal values.



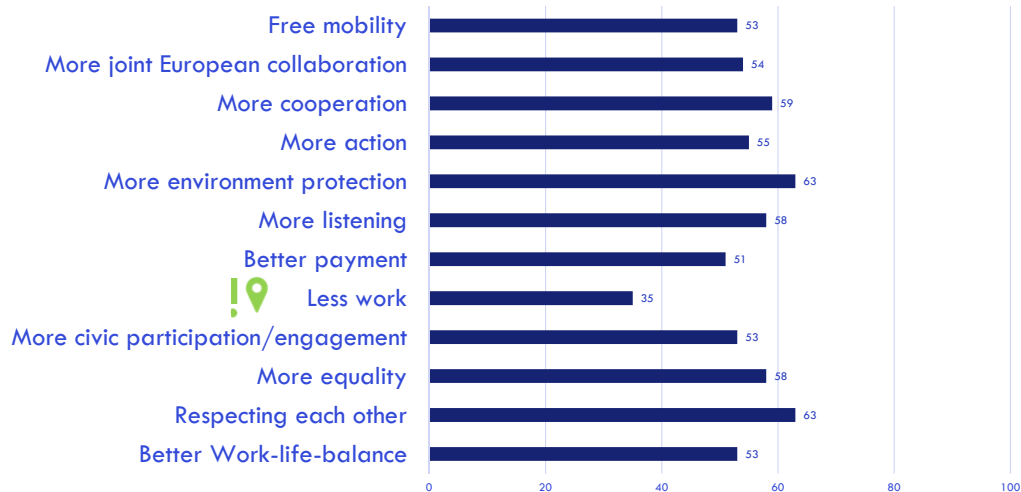
## SOLUTIONS

What has to **change** in our society so that you can live according to your values ?





## Solutions



What has  
to **change**  
in our  
society so  
that you  
can live  
according  
to your  
values ?



# SUMMING UP

## SOLUTIONS

Our survey paints a picture of European citizens,

who wish for more **environmental protection** to live according to their values.

who see mutual **respect, equality** and **listening skills** as factors for societal change.



# REFLECTION

*"What was most impressive for me is the by and large enormous similarity of countries in terms of judgements on viable solutions. I thought that this is encouraging when aiming at European solutions."  
(Prof. Peter Noack, University of Jena)*

- **Let's be loud & clear.** We do share values! Let's state them loud and clear.
- **Use the "glue".** Two recurrent themes emerging from the survey are the **respect of each other** and the **environmental protection** – they can be used as "the glue" for future actions
- **Mind the tree.** We need to create activities and communication messages with a common basis ("the trunk") and also different "branches", tailored according to people's values for each partner.
- **With mindful speed ahead.** Differences in perceptions of values exist in terms of age and gender – we need to act for both present and future generations of students and citizens, which means both activities and communication need to be conceived accordingly.
- **Networks need to be built.** We need more implication from outside the academia – the professional environment and citizens.

...and continue the **European dialogue** together !



# PANEL

**Professor Heikki Ervasti**

National Coordinator of the European Social Survey (ESS) from Turku

**Matthias Bettenhäuser**

head of the Mayor's office from Jena

**Francisco Silva**

member of the ESN, student in Quantitative Methods in Finance from Coimbra

**Jean-Marc Neveu**

Co-founder of PLAXTIL/CEO of CDA group from Poitiers

**Building a  
value-based  
community  
– how to?**



## Building a value-based community – how to?



MORE **THINK TANKs** TO COME

**What would YOU like to be addressed in a Think Tank?**

Write in the Padlet or meet us in the (traditional) coffee room session.





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