bike-HEi

Boosting Innovative and Knowledge–based Entrepreneurship of HEIs

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Universitat d'Alacant Universidad de Alicante

UNIVERSITÄT DES SAARLANDES

UNIVERZA NA PRIMORSKEM

Mariupol University

Academic staff course

Sustainable, innovative, and digital futures in academia:
training programme for academic staff

Key insights

- Deepen your understanding of sustainable innovation and digital transformation in business models.

- Gain tools to integrate sustainability and digitalisation into teaching, research, and academic practice.

- Design and optimise digital workflows in academic environments.

- Strengthen your ability to measure and communicate innovation performance and impact.

- Explore sustainability and digital innovation approaches that support resilient academic ecosystems.

Courses Start
13 March

Registration open
23 February – 12 March

Register here
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Register now

Empowering Innovation in Higher Education

This programme supports academic staff in driving sustainable, innovative, and digitally enabled transformation across higher education. It provides practical tools to integrate sustainability, intellectual property awareness, innovation performance, and digital innovation into teaching, research, and institutional practices. Working alongside European partners, participants explore sustainable business models, innovation measurement, and the twin transition while strengthening collaboration, strategic thinking, and real–world application in academic environments.

Modules

Module 1 — Measuring innovation performance in academic work

Learn to measure, interpret, and communicate innovation performance in universities.

Trainers: Prof. Simona Kustec, University of Primorska. A full professor, former minister, and policy advisor with extensive experience connecting academic practice with governance, industry, and society. And Assoc. Prof. Jana Hojnik, researcher and lecturer in entrepreneurship and eco–innovation, specialising in sustainable business models, green consumerism, and innovation for sustainability.

UP | 13th March, 9:00 – 11:30 CET

Module 2 — Strategic design of sustainable business models

Explore sustainable business models and circular economy approaches in academia.

Trainer: Prof. Javier Martínez Falcó, University of Alicante. PhD researcher and lecturer specialising in strategic management, sustainability, and international business innovation.

UA | 23rd March, 11:00 – 13:30 CET

Module 3 — Digital innovation for sustainable business models

Examine digital innovation, Green IT, and cybersecurity for the twin transition.

Trainer: Assoc. Prof. Valeriia Podunai, Mariupol State University. Academic and policy trainer specialising in preparing institutions and students for global change.

MSU | 24th March, 9:00 – 11:30 CET

Module 4 — Protecting innovations: patents, trademarks and copyrights

Understand intellectual property tools for protecting research and innovation outcomes.

Trainer: Frank Döbrich, PhD physicist and Head of IP & Licensing at Triathlon Transfer Saarland University, specialised in technology transfer, patent strategy, and the commercialisation of deep–tech research innovations.

USAAR | 31st March, 9:00 – 11:30 CEST

Why this course?

- ▶ Concise and time–efficient format
- ▶ Flexible learning schedule
- ▶ Practical and immediately applicable content
- ▶ Supports your department's sustainability goals, opening opportunities for recognition, funding, and strategic impact