

# UNIHUBS NEWS

EU UNIHUBS Project Strengthens Co-Creation and Local Multiplier Impact Across Ghana, Kenya and Tanzania



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The EU-funded UNIHUBS Project continues to gain strong momentum as partners in Ghana, Kenya and Tanzania bring together universities, industry actors, digital innovation hubs and community stakeholders to reshape digital innovation education across Africa.

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about our project, visit:  
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### The UNIHUBS consortium





## Strengthening Ecosystem Linkages through Local Multiplier Workshops

The Local Multiplier Workshops focused on improving collaboration between higher education institutions and digital innovation hubs.

Through a series of Local Multiplier Workshops and Co-Creation Workshops, the project has created meaningful spaces for dialogue, experimentation and shared curriculum design, reinforcing its mission to prepare learners for an evolving digital and entrepreneurial landscape. Participants explored how academic programmes can better align with labour market realities and industry needs. Open discussions surfaced institutional constraints, emerging digital skills gaps and the growing urgency to prepare students for digital transformation.

These engagements strengthened relationships across local ecosystems and built strong anticipation for the UNIHUBS educational package.

Meaningful curriculum design emerges when universities, industry and innovation hubs co-create solutions rather than work in isolation.



# Co-Creation Workshops Driving Practical Curriculum Design

Building on this momentum, partners convened Co-Creation Workshops that reflected each country's entrepreneurial and technological context. Industry leaders, innovators, students and faculty jointly examined the digital skills that drive competitiveness, emphasising the importance of graduates who can understand innovation processes, translate ideas into value and adapt to fast-changing technologies. The sessions highlighted the shared responsibility of academia and industry in developing future digital leaders.

## From Insights to Action: Designing Relevant Learning Content

The co-creation process took a practical turn as participants reviewed existing learning modules, identified skills gaps and co-designed new curriculum content. The collaborative approach ensured that emerging materials reflect inclusive innovation, entrepreneurship, applied problem-solving and digital fluency. This process demonstrated the strength of diverse perspectives working together towards a common educational vision.



The workshops revealed a shared urgency to align academic programmes with real labour market demands and fast-evolving digital skills.



# Four Core Thematic Areas Shaping the Curriculum

Across all partner countries, four thematic areas formed the backbone of the Co-Creation Workshops.

Business Development Models and Strategies enabled participants to explore opportunity identification, market entry, partnerships and long-term value creation, drawing on frameworks such as Ansoff's Growth Matrix, the Business Model Canvas and strategic partnership models.

Technology Transfer and Data-Driven Innovation focused on transforming research outputs and intellectual property into market-ready solutions, while highlighting the role of data analytics and evidence-based decision-making in innovation processes.

Digital Marketing addressed the growing importance of online channels, covering search engine optimisation, social media strategy, content marketing, influencer engagement and digital advertising to help learners promote innovations and build strong digital brands.

## Extending Impact through Community Engagement

The Local Multiplier Workshops also played a key role in extending project outcomes beyond core partners. By engaging academia, students, digital innovation hubs and alumni, the workshops amplified project results and encouraged broader ownership of UNIHUBS objectives. These engagements created a ripple effect that strengthened the project's commitment to inclusive digital transformation.

## Looking Ahead

As UNIHUBS moves into curriculum refinement, pilot implementation and wider dissemination, the progress achieved in Ghana, Kenya and Tanzania continues to demonstrate the value of its co-creation model. The project remains committed to shaping educational experiences that combine technical expertise with creativity, resilience and a human-centred mindset—equipping learners to contribute meaningfully to Africa's digital and entrepreneurial future.

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