

# Press Release

## June 2024



### START OF THE UNIHUBS PROJECT

3<sup>rd</sup> June 2024

Press Release #1



For more information about the project, visit [www.unihubs.eu](http://www.unihubs.eu)

#### Press Contact:

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UNI HUBS is an Erasmus+ Capacity Building in Higher Education project funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project reference: 101128313

We are thrilled to announce the official launch of the Erasmus+ project, "UNIHUBS: Fostering Innovation in African HEIs to enhance their relevance for the digital innovation labour market". This Capacity Building in Higher Education project, funded with a €799.944 grant from the European Commission, is coordinated by Rotterdam School of Management, Erasmus University, and includes partners from Greece (University of Macedonia & Stimuli for Social Change); Ghana (Hapa Foundation, Kumasi Technical University & Kwame Nkrumah University of Science and Technology); Kenya (Kibabii University & University of Nairobi) and Tanzania (University of Iringa, Mbeya University of Science & Technology & Tanzania Commission for Science & Technology)

UNIHUBS aims to connect universities with digital innovation ecosystems in a collective effort to improve universities' capacity in adopting innovative educational approaches, addressing digital innovation labor market needs and challenges and improving graduates' employability rates.



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## The Approach

The implementation of the UNIHUBS project relies on a combination of quantitative and qualitative research activities, aiming to identify labor market needs and innovation requirements in universities, with a series of targeted interventions, including training workshops, co-creation of educational materials, experiential learning practices and an international online course.



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