

# Press Release

## October 2025



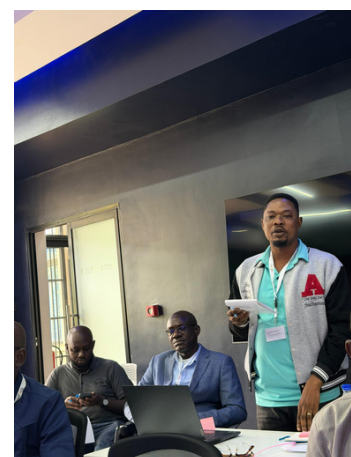
### UNI HUBS Project Champions Co-Creation and Digital Pedagogy in Higher Education across Africa and Europe

30<sup>th</sup> October 2025

Press Release #3

The EU-funded UNI HUBS Project, hosted by Erasmus University Rotterdam from 23rd to 25th September 2025, brought together leading academics, digital innovation experts, and policy stakeholders from partner universities across Europe and Africa to accelerate the transformation of higher education through co-creation, digital pedagogy, and Living Lab practices.

The training workshop organized under the banner “Co-Creation Methodologies for Innovation in Higher Education” explored how Design Thinking, World Café, and Living Lab approaches can foster inclusive, student-centred innovation ecosystems within universities. The programme built participants’ capacity to design digitally mediated learning environments, integrate sustainability and real-world problem-solving, and promote collaborative teaching models that respond to evolving labor market and societal needs.



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

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Project reference: 101128313

## Empowering Educators and Students through Co-Creation

At the heart of the UNIHUBS training was the belief that education should move from hierarchy to networked collaboration. Facilitators guided participants through the five phases of design thinking, which are empathise, define, ideate, prototype, and test.

Through World Café dialogues, participants explored collective intelligence and shared experiences across cultures and disciplines, while Living Lab sessions provided hands-on opportunities to co-create and test solutions in real-life settings. This integrated methodology cultivated mutual learning between educators and learners, reinforcing UNIHUBS' goal to bridge the gap between academia, industry, and society.

## Living Labs: Real-World Learning in Action

The workshop showcased Living Lab best practices drawn from the PermaLabs project, which integrates sustainability and permaculture principles into business and management education. Through this model, universities engage students, researchers, and local communities to co-create green innovations such as campus gardens and circular economy initiatives.

Participants learnt that living labs thrive on real-life experimentation, iterative feedback, and inclusivity, making them powerful tools for transforming curricula and nurturing entrepreneurial mindsets among students.



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## Digital Pedagogy for the Future

In the digital pedagogy track, participants explored how to design student-centered, digitally mediated learning experiences that enhance participation, flexibility, and creativity. Using interactive tools such as Kahoot and Quizizz, educators experimented with game-based learning, flipped classrooms, and mobile learning models that support diverse learners and foster engagement in both virtual and hybrid settings.

## A Step toward Sustainable and Inclusive Higher Education

The UNIHUBS mobility programme reaffirmed its mission to build innovation-driven, inclusive, and sustainable higher education ecosystems that are responsive to the digital economy. By integrating co-creation and digital pedagogy, universities can become living laboratories of change, preparing graduates to lead in complex, technology-driven environments. As noted by project experts, the future of higher education lies not in rigid curricula but in collaborative, experience-based learning that values creativity, empathy, and sustainability.



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