Maastricht University

Community Engagement

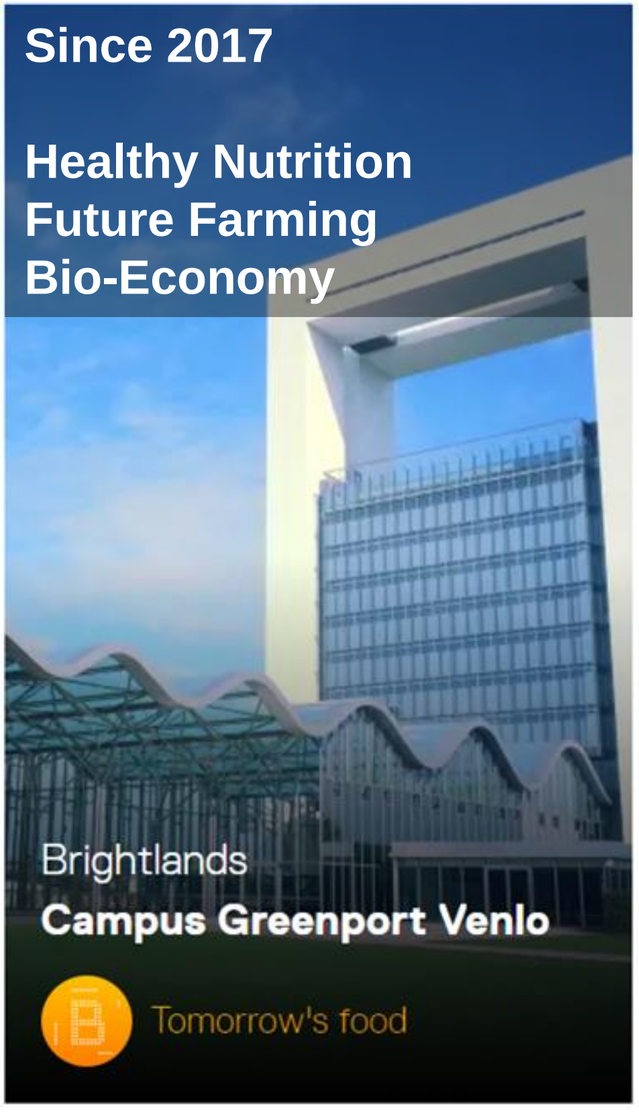
Maastricht University

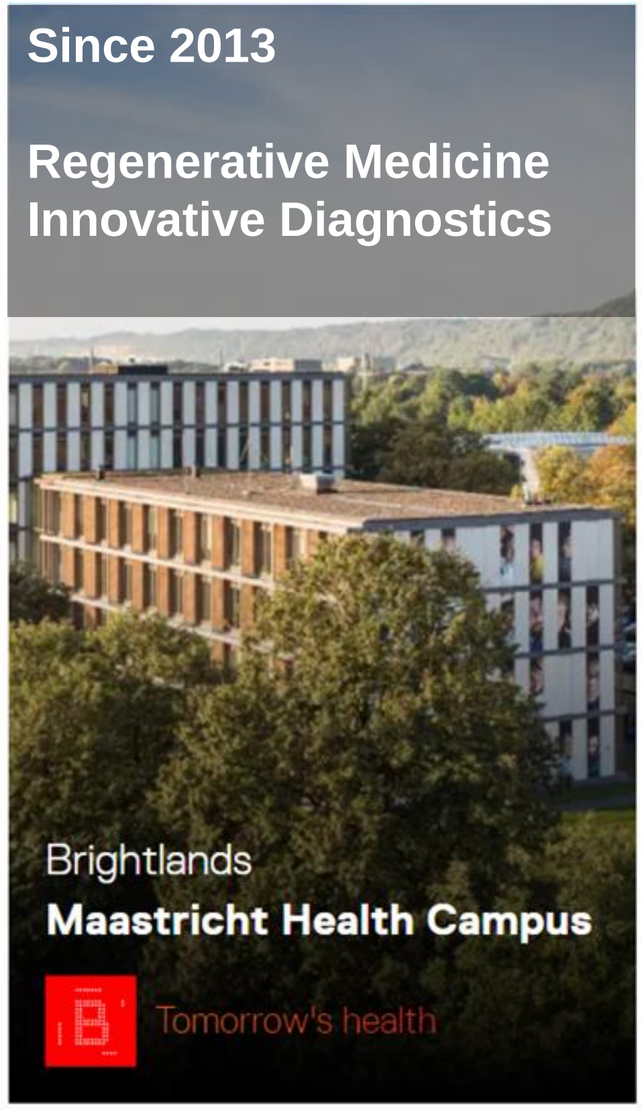
Content

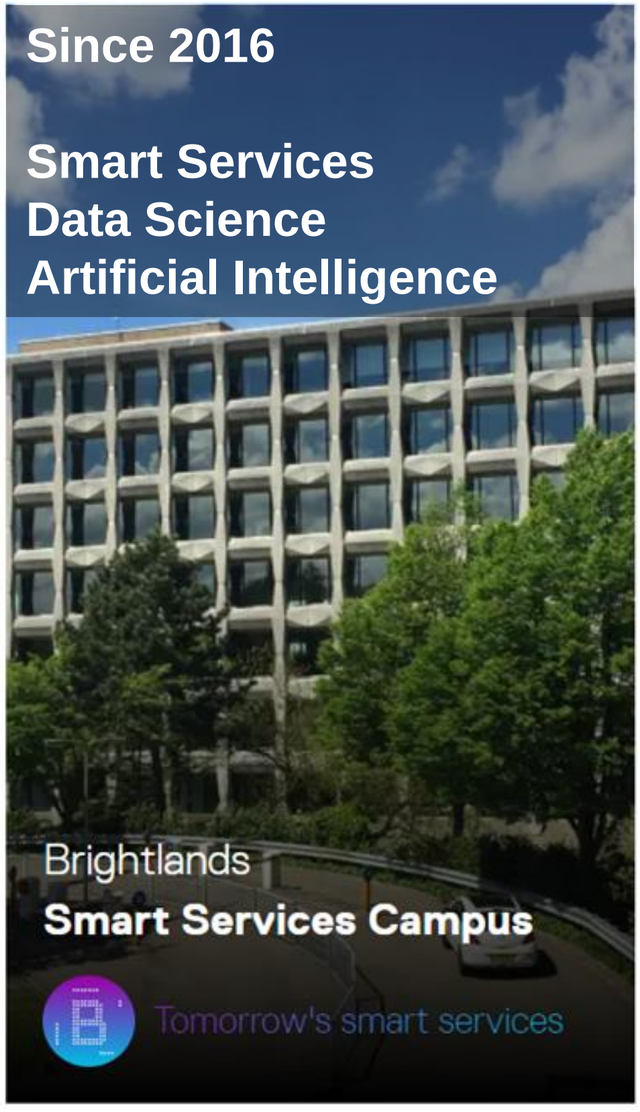
- **Building Bridges at Brightlands**
- **Community Engaged Education at UM**
- **Developing Community-based Youth Leadership by Goed Volk**
- **Engagement with you**

This is how this region is
timism.
Brightlands

The Limburg Approach:
triple helix innovation as driver for economy and society







Brightlands

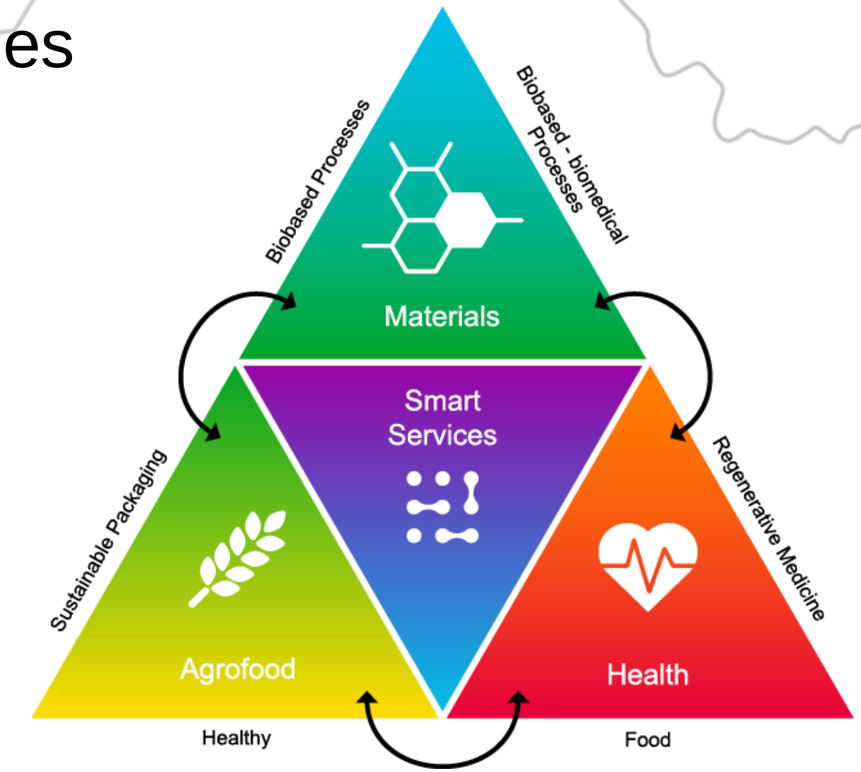
Four areas of expertise

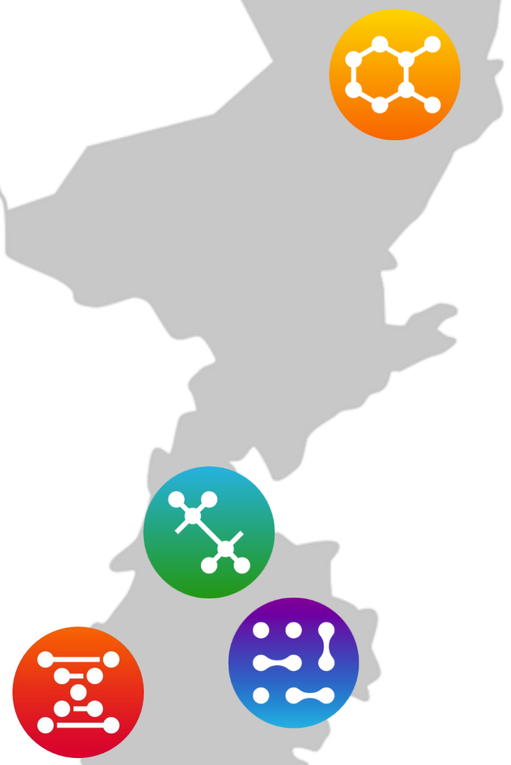
One community

497 companies

16.020 jobs

13.717 students





brightlands

GB
AMSTERDAM
BRIGHTLANDS – BERLIJN
550 KM
DEN HAAG
NL
ROTTERDAM
WEEZE
DE
BRIGHTLANDS – LONDEN
420 KM
EINDHOVEN
VENLO
DÜSSELDORF
BRIGHTLANDS – PARIJS
340 KM
160 KM
BE
SITTARD-GELEEN
LEUVEN
HEERLEN
KEULEN
BRUSSEL
MAASTRICHT
AKEN
LUIK
FR

AGROWIZARD LAAT TELERS TOVEREN MET DATA

Met behulp van onze innovatieve hardwareproducten, diverse slimme softwareapplicaties zoals een stamdiktemeter en ons online dataplatform bieden wij telers de mogelijkheid om the next step in precisielandbouw te zetten.

WILT U WETEN HOE?

brightlands

Making an impact in the Brightlands community

Research and development

Education and knowledge sharing

Innovation and entrepreneurship

Thank you!

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Community Developer
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Brightlands
Smart Services Campus

brightlands
smart services

Community Engaged Education – project scope

25 May 2024

Martijn Weyenberg

Maastricht University

Content

- Why
- How
- What
- main challenge & timeline
- Context
- Definition

Why

- Meaningful contribution
- Agents of positive change
- Global citizenship competencies
- society forever in flux
- Socially responsible university

How

- Forge links between university and society
- Local to global level
- Facilitate transformative engagement

What

- Create support for building bridges
- Long lasting partnerships
- Attend to both perspectives

Wider context

- Internationally connected society

- Regional collaboration

Definition Community Engagement

- The community/external partners can be NGOs, nonprofit organizations, businesses, government, schools, civic movements or citizens themselves, whether local (regional), national or international.
- Engagement is seen as the process by which universities undertake joint activities with external partners. Those activities are reciprocal (and thus have, potentially different, added value/benefits for all actors/parties).
- The social needs are diverse: of political, economic, cultural, social, technological, sustainable, etc. nature. It is important that the needs start from society and affect the quality of life (political activism, social entrepreneurship, volunteering, etc.).

Good afternoon!

developing key competences to initiate positive social change

The world is changing

and it becomes increasingly important to apply a new way of working in order to address the world's challenges.

The education system plays a crucial role in educating the new generation with key competences so that they can contribute to positive social change in this modern world.

We recognize these changes and are adapting our approach, but in reality, this applies to young people and everyone around them.

goed volk

goed volk

Nice to meet you!

Goed Volk aims to help people at all levels to develop themselves by fostering thinking, doing, and mutual understanding.

This is achieved by developing and supporting promising socio-cultural projects and providing training and workshops that contribute to people and communities.

What do we do?

Training

Activating the youth by:

- community-based learning
- challenge-based learning
- social entrepreneurship education

using a non-formal approach.

Sharing

Give talks and workshops in places like these to support, underline, and promote transformative engagement.

Training

young people embedded in communities or community activities who wish to improve or have leadership skills and competences in managing a hub of people.

Based on [European entrepreneurship competence framework]

Objectives

- ❑ Activate greater youth participation in (local) communities
- ❑ Teach a new competency profile for ‘youth community leadership’
- ❑ Create engagement of local decision makers
- ❑ Effectively accompany participatory processes and deliver targeted initiatives in communities

Content

- ❑ Theory
- ❑ Competenties
- ❑ Workshops
- ❑ Tools, references

Based on EU certified approach

Finished YCL training
Methodologies, tools and resources

Challenge: How do we make the Sphinxkwartier a destination for your target group?”

Q: How can stakeholders not only collect input but also have a conversation with young people?

Local Lab
150 communication students, 5 stakeholders actively involved in conversation

Activated students presented 10 different solutions to stakeholders

Engagement met problem tree

Maastricht University

THANK YOU