



35TH ANNUAL CONFERENCE Programme



EURASHE



Amsterdam University
of Applied Sciences

Impact, Industry, Society

Demand-driven research and innovation for a competitive Europe


Every year, EURASHE gathers the Higher Education community to discuss and draft a shared path on relevant topics for the present and the future of education. This year’s edition, hosted by Amsterdam University of Applied Sciences on **17-18 June 2026**, focuses on **research and innovation** and the impact that applied sciences universities generate onto the regions and cities where they are located. The 200+ participants are policymakers, academics, university rectors and vice-rectors, students and practitioners from the applied higher education sector in Europe and beyond.

Venue: [Amstelcampus, Wibautstraat 3b, 1091 GH Amsterdam](#)

Unless otherwise stated, the conference is taking place at the main campus building of AUAS.

Accommodation: EURASHE has negotiated **special deals with selected hotels** around Amsterdam. [View them all here.](#)

For more information and updates, keep an eye on our social media channels and [website](#).

PRE-CONFERENCE - 16 JUNE 2026	
9:00 - 17:00	Nurturing Strategic International Partnerships and Alliances (EAIE Academy course) more info & registrations 
9:00 - 16:00	Applied eXel workshop (invitation only)
16:30 - 18:30	EURASHE General Assembly (members only) AUAS Jakoba Mulderhuis, Rhijnspoorplein 2, 1091 GM Amsterdam
18:30 - 20:30	Pre-conference reception (open to all) AUAS Jakoba Mulderhuis, Rhijnspoorplein 2, 1091 GM Amsterdam <i>Finger food and drinks included</i>

DAY 1 - 17 JUNE 2026

Welcome coffee & registrations (8:30 - 9:00)

<p>9:00 - 9:30</p>	<p>WORDS OF WELCOME</p> <p>Hannes Raffaseder, EURASHE President, CEO of St. Pölten UAS Geleyn Meijer, EU Affairs Representative, Amsterdam UAS Sofyan Mbarki, Alderman, City of Amsterdam Ekaterina Zaharieva, European Commissioner for Startups, Research and Innovation (video message)</p>
<p>9:30 - 10:00</p>	<p>KEYNOTE SPEECH</p> <p>Robbert Dijkgraaf, Professor for Science and Society, University of Amsterdam, former Minister of Education, Culture & Science in the Netherlands</p>
<p>10:00 - 11:00</p>	<p>PLENARY SESSION: APPLIED UNIVERSITIES AS DRIVERS OF EUROPEAN COMPETITIVENESS</p> <p><i>Since the publication of Mario Draghi’s report “The future of European competitiveness” (2024), the term has become a buzzword in the European policy landscape. This session explores the ways in which applied universities distinguish themselves as motors of European competitiveness, through the relations they entertain with policymakers as well as the industry sector.</i></p> <p>Moderated by Anna-Lena Claeys-Kulik, Moderator, Coach and Higher Education Policy Expert</p> <p>Robbert Dijkgraaf, Professor for Science and Society, University of Amsterdam, former Minister of Education, Culture & Science in the Netherlands Ellen Hazelkorn, Joint Managing Partner, BH Associates, Professor Emerita, Technological University Dublin Geleyn Meijer, EU Affairs Representative, Amsterdam UAS Martijn Schut, Director Digitalization and Innovation, Facta Rotating</p>

Coffee break (11:00 - 11:30)	
11:30 - 12:15	<p>BREAKOUT SESSIONS</p> <ul style="list-style-type: none"> • From Constraints to Capabilities: Overcoming challenges for impactful research in a medium-sized UAS [link to abstract] • Rethinking Impact of Industry-Society Cooperation: Framework of circular knowledge economies [link to abstract] • Job Profiles of the Researcher in Transdisciplinary Research Groups within the Quadruple Helix [link to abstract] • Paradox of Accessibility: Rethinking academic tourism programs for future relevance [link to abstract]
12:15 - 13:00	<p>BREAKOUT SESSIONS</p> <ul style="list-style-type: none"> • From Lab to Market: The role of universities of applied sciences in closing the deployment gap [link to abstract] • Living Labs as Engines for Systemic Change [link to abstract] • Strategic Management with Performance-Based Budgeting for Impact-Driven Applied Research: Tools and lessons from IMAP4U [link to abstract] • From Lab to Lecture: Applied research in European digital innovation hubs [link to abstract]
Lunch (13:00 - 14:00)	
14:00 - 14:45	<p>PARALLEL SESSION: HOT TOPICS BY EURASHE COMMUNITY</p> <ul style="list-style-type: none"> • HUCO Labs: Towards creating a seamless European training village between HVET, business and universities [abstract] • U!Innovate: A new European Incubator Model [abstract] <p>EURASHE Communities of Practice (CoP)</p> <ul style="list-style-type: none"> • What Should Change for UAS Research Managers? REMAP in Practice (Research CoP) [abstract] • Using HEInnovate to Strengthen Entrepreneurship and Innovation at Universities of Applied Sciences (Skills CoP) [abstract] • Quality Assurance at a Crossroads (QA CoP) [abstract]

<p>14:45 - 15:30</p>	<p>PLENARY SESSION: APPLIED UNIVERSITIES AND THE CITY</p> <p><i>Applied sciences universities are locally anchored and situated at the junction between research and practice; thus, they often play an essential role in generating impact onto the cities where they are located. How can they steer their knowledge-creating capabilities towards positive gains for their communities?</i></p> <p>Moderated by Ulla Preeden, Deputy Mayor City of Tartu</p> <p>Doutje Lettinga, Chief Science Officer, City of Amsterdam Heimo Sandtner, Rector, Hochschule Campus Vienna Nynke van Dijk, Member Executive Board, Amsterdam UAS</p>
<p>Coffee break (15:30 - 16:00)</p>	
<p>16:00 - 17:00</p>	<p>RECOGNISING EXCELLENCE IN APPLIED EXEL</p> <p><i>Applied eXel is a framework for assessing excellence in applied higher education, developed as part of a UNESCO Chair Program held by EURASHE partner Higher Colleges of Technology (UAE). This session reflects on the concept of excellence in applied higher education, how it may be measured and why an assessment framework is needed.</i></p> <p>Moderated by Jon Altuna, EURASHE Vice-President</p> <p>Iuri Aganetto, Policy Officer Higher Education, UNESCO Grant Van Shaik, Associate Vice President, Strategy and Institutional Development, Southern Alberta Institute of Technology (SAIT) Pascal Krupka, UNESCO Chair on Strategic Foresight and Higher Education, Higher Colleges of Technology Alan Kin-tak Lau, President, Technological and Higher Education Institute of Hong Kong Karin Verschoor, Member of the Executive Board, Saxion University of Applied Sciences</p>
<p>Conference Gala Dinner (19:00 - 23:00) (optional, self-paid) Hotel Arena, 's-Gravesandestraat 55, 1092 AA Amsterdam <i>Includes: 3-course dinner, welcome drink, open bar, coat check</i></p>	

DAY 2 - 18 JUNE 2026

Welcome coffee & registrations (8:45 - 9:00)

9:00 - 9:30

KEYNOTE SPEECH

Martijn Poel, Department for Research and Science Policy, Dutch Ministry of Education, Culture and Science (video message)

Frank van der Zwan-Scholtz, Senior Policy Advisor, Dutch Association of Universities of Applied Sciences

9:30 - 10:15

SPOTLIGHT ON THE NETHERLANDS

This session aims to provide participants an insight into Dutch universities of applied sciences (hogescholen). Panellists from EURASHE member institutions will discuss different topics, from internationalisation to quality assurance and qualifications, and thus illustrate how the Dutch applied higher education ecosystem works in practice.

Moderated by **Jurgen Rienks**, Director of Neth-ER

Rogier Busser, Member of Board of Directors, Hotelschool The Hague

Marc Otto, Chair Executive Board, NHL Stenden UAS

Wilma Scholte op Reimer, Chair Executive Board, HU Utrecht

Coffee break (10:15 - 10:45)

10:45 - 11:30

BREAKOUT SESSIONS

- City-University Cooperation as a Driver of Demand-Driven Innovation: Lessons from Amsterdam [\[link to abstract\]](#)
- From Applied Research to Regenerative Practice: Embedding regenerative agriculture in higher education [\[link to abstract\]](#)
- Intellectual Property in Higher Education: Opportunities, rights and practice [\[link to abstract\]](#)
- Open Robotics and Physical AI: Powering the next generation of industry-ready talent [\[link to abstract\]](#)
- SynHERA Connect: Operationalising the quadruple helix for regional innovation through applied research [\[link to abstract\]](#)

<p>11:30 - 12:15</p>	<p>PLENARY SESSION: APPLIED RESEARCH IN EUROPEAN UNIVERSITY ALLIANCES</p> <p><i>This panel examines how European University Alliances advance applied research through collaboration, funding capacity, and integration with education and external engagement. It also addresses how institutional structures and policies can better align to support the diverse missions of universities of applied sciences.</i></p> <p>Moderated by Liam Brown, Vice-President for Research, Development and Innovation, Technological University of the Shannon (RUN-EU), EURASHE Board member</p> <p>Agnese Davidsons, Rector, Vidzeme UAS (E³UDRES²) Koen Goethals, President, HOGENT (U!REKA) Dick Pouwels, Chair Executive Board, Hanze UAS (STARS EU) Roswitha Wiedenhofer-Bornemann, Head of Division, FH Joanneum (EU4DUAL)</p>
<p>12:15 - 12:30</p>	<p>EURASHE STAR AWARDS</p> <p><i>Every year, EURASHE launches a call for contributions to breakout sessions addressing key topics of the Annual Conference. An international Programme Committee reviews and selects the best ones to present during the event and, with the participants' support, nominates three winners. This short session presents the winners and awards them with a special prize.</i></p> <p>Presented by Anna-Lena Claeys-Kulik, Moderator, Coach and Higher Education Policy Expert</p>
<p>12:30 - 13:00</p>	<p>CONCLUSIONS AND KEY TAKEAWAYS</p> <p>Anna-Lena Claeys-Kulik, Moderator, Coach and Higher Education Policy Expert Simon Pickard, Network Director at Science Business</p>
<p>Lunch (13:00 - 14:00)</p>	
<p>Social programme (14:30 - 16:30) (optional, self-paid) Historic boat tour of the Amsterdam canals</p>	

POST-CONFERENCE - 19 JUNE 2026

Peer Learning Activity on lifelong learning in the Bologna Process ([learn more](#))

Registrations and welcome coffee (9:00 - 9:30)

9:30 - 10:45

Welcome and introduction

Coffee break (10:45 - 11:00)

11:00 - 13:00

Case studies from the call for contributions

Lunch (13:00 - 14:00)

14:00 - 15:00

Case studies from the call for contributions (continued)

Coffee break (15:00 - 15:30)

15:30 - 16:15

World Café

16:15 - 17:00

Group discussion and takeaways