

ADVANCED TECHNOLOGY HIGHER EDUCATION NETWORK ALLIANCE

ATHENA

ATHENA EUROPEAN UNIVERSITY IS AN ALLIANCE OF 9 HEIS IN EUROPE.



● ATHENA members

● Associated members



ATHENA
EUROPEAN UNIVERSITY



ATHENA PARTNERS

Hellenic Mediterranean University (Greece)

Maria Curie-Skłodowska University (Poland)

Niccolò Cusano University Rome (Italy)

Polytechnic Institute of Porto (Portugal)

University of Maribor (Slovenia)

University of Orléans (France)

University of Siegen (Germany)

University of Vigo (Spain)

Vilnius Gediminas Technical University
(Lithuania)

1 ALLIANCE

9 CAMPUSES

150 000 STUDENTS

15 000 STAFF

51 ASSOCIATED PARTNERS IN
INDUSTRY, GOVERNMENT & NON-
GOVERNMENT INSTITUTIONS,
PUBLIC INSTITUTIONS





**ATHENA AIMS TO
SHAPE THE DIGITAL
TRANSFORMATION OF
SOCIETY TO SUPPORT
THE DEVELOPMENT
OF AN INCLUSIVE,
SUSTAINABLE
& SECURE DIGITAL
ECONOMY.**



COMMON OBJECTIVE

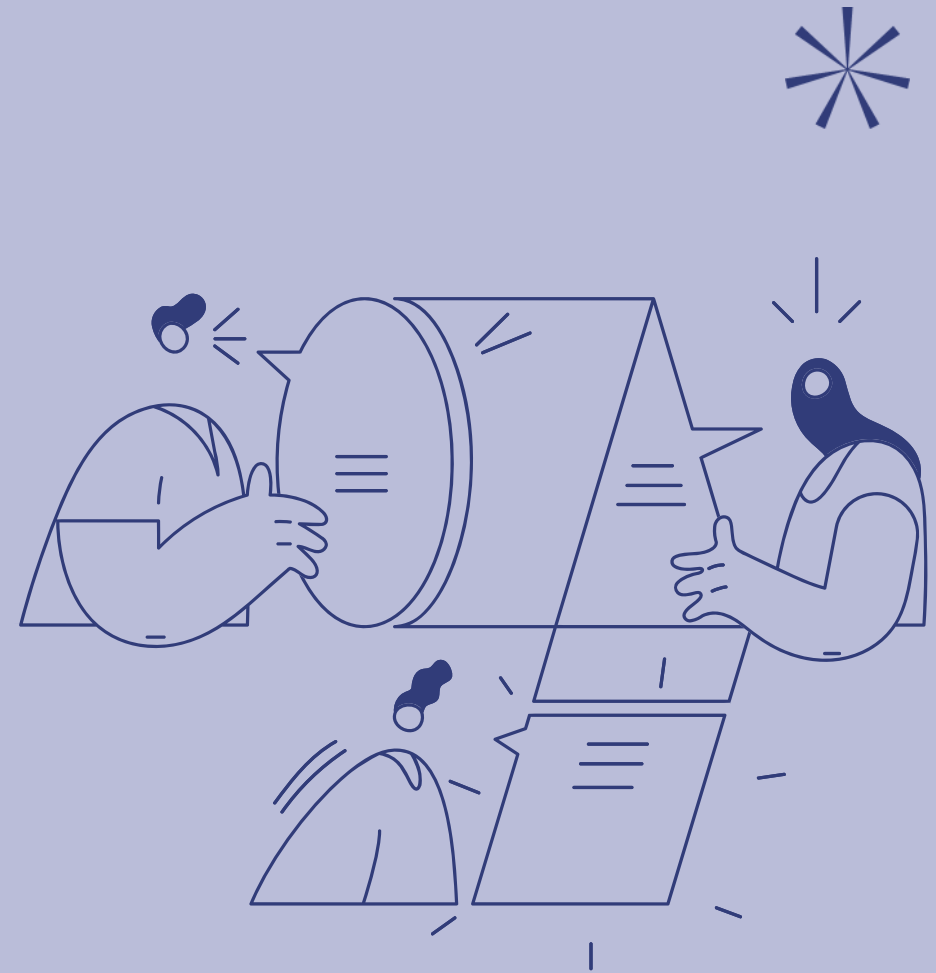
DELIVERING HIGH-QUALITY **EDUCATION** WITH A POSITIVE IMPACT ON **RESEARCH, YOUTH EMPLOYABILITY** AND SOCIAL ADVANCEMENT AT THE NATIONAL AND EUROPEAN LEVELS.

OUR APPROACH: NETWORKING WITH THE NETWORKS!

ATHENA ASSOCIATE
PARTNERS:

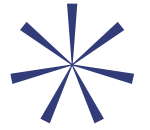
RUFORUM ASSOCIATION
OF **157** UNIVERSITIES IN AFRICA

CONIF – ASSOCIATION OF
FEDERAL HIGHER
EDUCATION INSTITUTIONS
WITH **41** INSTITUTIONS IN BRAZIL





WHY ATHENA?

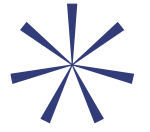


“The ATHENA educational model opens the doors of higher education institutions.”

WHY ATHENA?

ATHENA EDUCATIONAL HALLMARKS INCLUDE STUDENTS' EMPLOYABILITY, THE INTEGRATION OF EDUCATION & RESEARCH, EQUITY & INCLUSION, DEMOCRATIC VALUES, SMOOTH TRANSITION FROM EDUCATION TO WORK, ENTREPRENEURIAL MINDSET.





ATHENA OPPORTUNITIES

ATHENA FOR STUDENTS (I)



- 01 Studying in international environment
- 02 Physical, virtual & blended mobility
- 03 Individual, flexible & international learning path:
ATHENA Competence Clusters
 - BIPs
 - COILs
- 04 Integrated Moodle platform & ATHENA OpenCourseWare
ATHENA network of hybrid classes

- 04 Development of soft & foreign language skills
- 05 Early-stage researcher's path
- 06 ATHENA ESN student board
- 07 Annual ATHENATHON – community on the move
- 08 Annual online ATHENA Career Day

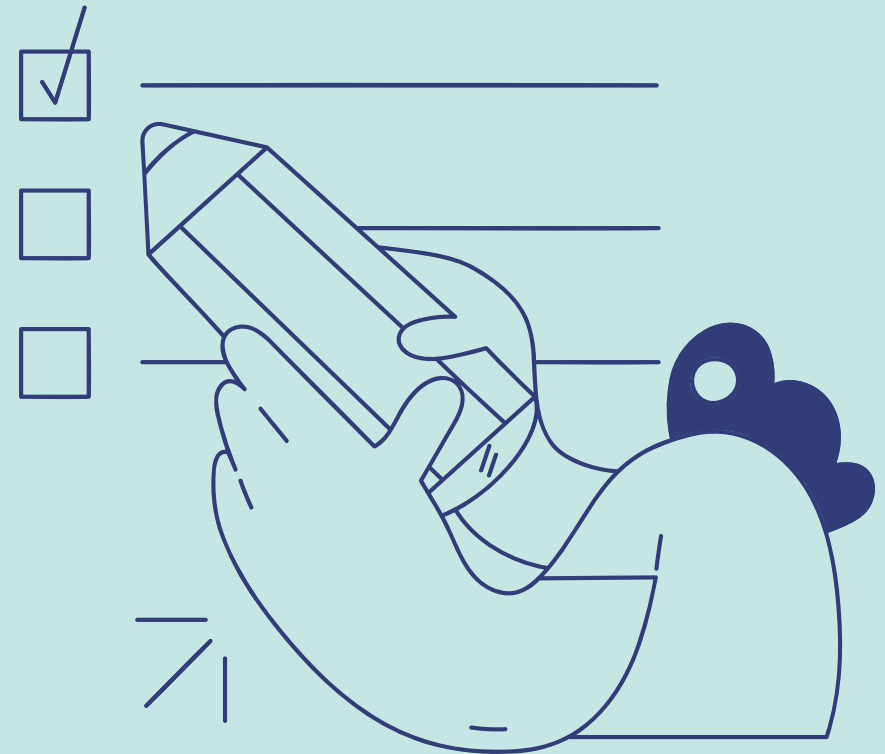
ATHENA FOR STUDENTS (II)

- 09 9 Education Clusters
- 10 15+ Blended Intensive Programmes (BIP) & annual BlendEd programme
- 11 4 Intensive Challenge-based Courses
- 12 Joint MSc in Embedded Intelligence Nanosystems Engineering – from Nanoscale Technologies to Ubiquitous Smart Sensors
- 13 New Erasmus+ KA2 funded projects
- 14 50+ ATHENA Talks – access to experts & expertise



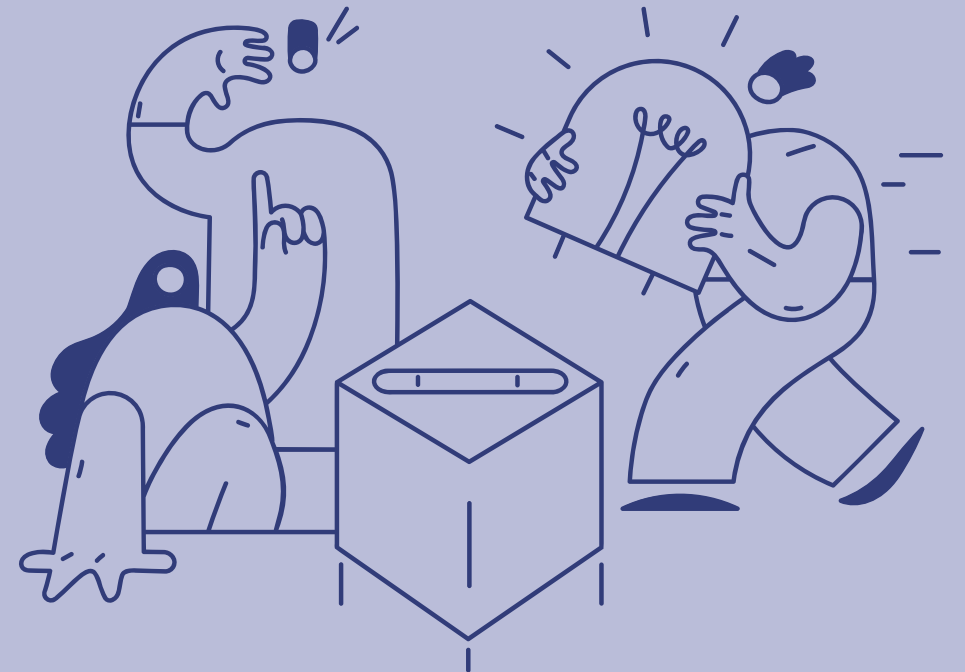
ATHENA FOR RESEARCHERS, TEACHERS & ADMINISTRATORS

- 01 ATHENA **Shared Resources Directory**
- 02 **ATHENA research book** – Research publications
- 03 **Training academy**
- 04 **ATHENA Talks** - open platform for sharing research trends
- 05 **BIPs for staff**
- 06 Technology Transfer services & links **to industry partners**



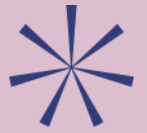
ATHENA FOR INDUSTRY

- 01 The ATHENA Industry Interface Committee
- 02 The ATHENA Liaison Offices
- 03 Round Tables with Industry
- 04 Networking Events
- 05 The PRAXIS Platform
- 06 The ATHENA Technology Forum
- 07 The ATHENA FabLab Network



ATHENA FOR COMMUNITY

- 01 Online language cafe
- 02 The ATHENA ESN Network
- 03 The ATHENA Student Card
- 04 Student Buddy System
- 05 The ATHENA ESN Congress
- 06 The ATHENA ESN Student Board





ATHENA HIGHLIGHTS 2023+

ATHENA 2020-2023



D5.1 Market research report

Annex_No1_ATHENA_Compensation Analysis material

Annex_No2_ATHENA Partners Survey

Annex_No3_ATHENA Identity questionnaire

Annex_No4_ATHENA_Brand Archetype Identification Survey

Annex_No5_ATHENA Workshop documents

D5.2 Branding and Communication Strategy Paper

Annex_No1_flyer

Annex_No2_PPT_template

Annex_No3_Word_template

D5.3 ATHENA Brandbook

ATHENA_D5.3_Brand_Book

D5.4 Communication action plan

Annex 1 Communication plan 2022-2023

Annex 2 Communication plan_2023-2024

Annex 3 ATHENA official video in all languages of the alliance

D5.5 ATHENA website report

Annex 1 ATHENA Website User Manual v2.0

Annex 2 Training Session on WordPress

Annex 3 Manual on categorizing ATHENA posts

Annex 4 WordPress training material

D5.6 Follow-up Branding and Communication Action Plan

Annex 1 Market research. 2022-2023 Erasmus+ call alliances

Annex 2 ATHENA social media guidelines

Annex 3 ATHENA Brandbook 2023

ATHENA 2023+



- 01 **Integration of technologies** in all actions and study & research domains
- 02 **IT & electronics** remains a core expertise
- 03 **Platform** for experimenting & testing new ideas
- 04 **Focus on digital connectivity** and digitalisation
- 05 Further focus on **joint education offer**
- 06 **Competitive advantage** use the strength of the network to compete in national & international markets
- 07 **Think-tank & shared resources** with partner universities
- 08 **Initiating policy interventions** on national level (e.g., studies in English, interdisciplinary programmes)

COOPERATION PRINCIPLES

ATHENA-CENTRIC APPROACH IN
NEW PROJECT INITIATIVES

SUPPORT AND OPENNESS TO
NETWORK PARTNERS WHEN
EXCHANGING EXPERTISE

SECURING FUNDING & SUPPORT
TO FUTURE PROJECTS





ATHENA

**IT'S YOUR EDUCATION!
IT'S YOUR FUTURE!**