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TECHNISCHE  
UNIVERSITÄT  
DRESDEN

# Summary for Erasmus Project EDIFY EDU

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## Project Website

<https://www.edifyeduproject.eu/de/>

## About CBHE

CBHE is the European Union's programme whose aim is to improve, develop, and modernise higher education systems and to support cooperation of Partner Countries across different countries and regions in Europe and the world mainly through university cooperation projects.

The EDIFY EDU project has been funded by the European Commission through the Capacity Building in Higher Education Programme (CBHE).

## The EDIFY EDU Project

EDIFY EDU will create new knowledge and understanding of the current situation and practices in EDI business management education across different European partner countries. It will provide an innovative methodology to be used in future actions to map equality, diversity and inclusion in business management education. It will also provide the actors in business management education with tools to change and develop their current practices, by providing research-based insights and best practices in equality, diversity and inclusion in business management education.

EDIFY-EDU aims to address the skills gap in the Business Management education sector with regards to competencies on workplace equality, diversity and inclusion, which are more and more needed in a complex and fluid society. The project will facilitate the acquisition of EDI (Equality, Diversity and Inclusion) competencies and transversal skills for management students and managers in business (in particular targeting medium sized companies), in order to respond to the societal transformation by setting up a system for skill assessment, learning offer and validation and recognition.

The project aims to develop a suite of modules offered as micro-credentials, targeted to management students as well as for upskilling and re-skilling managers and employees to alleviate inadvertent discriminatory practices and unconscious bias in the workplace. This kind of knowledge and competencies might be more and more required in big companies, where we foresee the merge of new job roles related to making sure that equity, diversity and inclusion principles are respected in the company's policies and practices. At the same time, it is important investing in innovative training for small and medium-sized enterprises, which we know make up a large percentage of businesses on in Europe.

This is why the project EDIFY focuses on different target groups, willing to give both students (who are future managers) and actual managers already active in the labour market, competencies, tools, and be read for the “next practices” to be implemented.

The project will start by establishing a labour market profile of each partner country to identify gaps in the labour market compared with EU and national EDI directives, laws and labour market policies. Parallel to this task, the project also analyses the competencies delivered in current Business Management undergraduate education in partner countries.

## **Key EDIFY-EDU Goal**

EDIFY EDU main goal is to create new knowledge and understanding of the current situation and practices in EDI business management education across different European partner countries. It will provide an innovative methodology to be used in future actions to map equality, diversity and inclusion in business management education. It will also provide the actors in business management education with tools to change and develop their current practices, by providing research-based insights and best practices in equality, diversity and inclusion in business management education.

## EDIFY EDU Partners

EDIFY EDU has 15 partners, both academic and professional, amongst whom is the Technical University of Dresden (TUD).

The partners of the EDIFY EDU project are in 3 categories:

- Educational Institutions: including HE and VET institutions
- Job market actors
- Intermediary organisations

Partners of the 3 categories will actively participate in all Work Packages, with clear responsibilities and roles. The categories are broken down as follows:

- 4 higher education institutions, all awarded with the ECHE – Erasmus Charter for Higher Education by the European Commission (IADT; AALTO; TUD; HOU);
- 1 VET and adult education centre specialized in the design and implementation of projects for the inclusion of disadvantaged target groups (EGINA);
- 5 labour market actors/intermediary organisations (2 chambers of commerce, 1 service provider, 1 trade association, 1 Job Centre), one in each piloting country, active in different economic sectors (DUNCHAMB; ACHADE; TIEKE; API; PROARB).
- 2 experts active at an international level in innovative solutions and training for the Labour market (TAG; FEM)

There will be 5 piloting countries (countries in which all phases of the training activities will be implemented): Ireland, Italy, Finland, Greece and Germany. In each of them, there will be 1 educational partner (either HE or VET) and 1 labour market related actor or intermediary organisation.

Please see below for further information about the partners:

**The Institute of Art, Design and Technology (IADT) – IRELAND:** has a vast experience in researching and teaching on the topics of gender, race and the labour market. The Institute developed and validated a Master in Business in Equality, Diversity and Inclusion at NQF Level 9 at 90 ECTS, and a Postgraduate Diploma in Business in Equality, Diversity and Inclusion at 60 ECTS. Both programmes are designed in accordance with the QQI Business Awards Standards. This unique programme is the first of its kind in Ireland that explores equality, diversity and inclusion (EDI) as it pertains to management within the workplace. The aim of the program is to immerse students in pertinent critical theoretical frameworks and the politics of identity in order to give them an in-depth understanding of the conceptual, theoretical and methodological tools, techniques and frameworks of enquiry for an interdisciplinary approach to the study of EDI.

**The Dun Laoghaire Rathdown Chamber of Commerce (DUNCHAMB) – IRELAND:** is committed to promote an inclusive and diverse working environment, and actively promotes women in business through events, lectures and the involvement of female politicians. They are working towards the elimination of any barrier that a woman may encounter; regarding to that, they pressured the Irish Government to improve women's labour participation and to make workplaces more inclusive and flexible. Above all that, they demanded actions to reduce gender gap in employment, salaries and pensions. The Dun Laoghaire Rathdown Chamber of Commerce counts nearly 300 business members like multinationals, SMEs and micro businesses, and they are connected to a wider network, the Sandyford Business District, that is comprised of more than 1.000 companies and 26.000 people. Moreover, Dun Laoghaire Rathdown hosts a large number of leading global companies in sectors like ICT, healthcare, financial and professional services. Lastly, they are a member of the Chambers Ireland, International Chambers of Commerce and Eurochambers, and works with all of these bodies for the promotion of women in business and gender equality.

**European Grants International Academy (EGInA) – ITALY:** is a training agency and consultancy body operating in the field of EU funded projects. EGInA has a long-term experience in the design of innovative educational paths at all level of education (school, VET and HE). They are accredited at the Umbria Region as a training agency for the implementation of activities funded by the European Social Fund. EGInA is committed to the realization of training courses and other formative interventions for disadvantaged groups. Unemployment, handicap, gender and racial discrimination have been dismantled with adaptability, guidance and social inclusion. EGInA's staff is also experienced in the development of units of learning outcomes which are mapped to EU competence frameworks such as DigComp and EntreComp, thus having the capacity to map the EDIFY curriculum also toward the upcoming European Framework for the Personal, Social & Learning to Learn Key Competence (LifEComp).

**API Servizi – ITALY:** is a company with the specific goal of developing and implementing training programs for SMEs. They are a vocational training agency recognized by the Umbria Region and they work to support various organizations' competitiveness through vocational training and job creation instruments. Furthermore, they are the training and development agency of CONFAPI Terni, which is an extensive network of organizations and trade association, representing more than 500 companies working in the Region Umbria in different economic sectors, and, both at local and national level, plays a significant role in the development of policies and politics and has relations with institutional bodies like the Government, the Parliament, political parties, etc.

**The Aalto University School of Business and its Centre for Knowledge and Innovation Research (AALTO) – FINLAND:** promote scientific research on knowledge and innovation-based renewal and growth of companies and societies. Aalto University plays an important role in management education in Finland; the School of Business is one of the major business schools in Europe, which offers 3 Bachelor's programs and 11 Master's Degree programs. Moreover, Aalto University offers a course in International Design Business Management (IDBM), a program that integrates design and technology with global business development.



Students from different disciplines learn to integrate different perspectives of business, design and technology to create solutions for diverse challenges. Overall, diversity and inclusion are milestones for the program and all its courses. The participation of both institutions adds value to the project by 1) involving a high-performing business school and an interdisciplinary university, with a strong involvement and impact on society, 2) involving the Nordic perspective on diversity, inclusion and equality, 3) contributing with research and project experience on the project topic.

**TIEKE Finnish Information Society Development Centre (TIEKE) – FINLAND:** is a non-profit organization whose primary mission is to provide digital competencies to people and other organizations, so that they can benefit from the opportunities that digitalization has brought. TIEKE has a focus on micro credentials and offer services to organizations that aim to become more tech-savvy. They are a part of a wide network comprised of hundreds of companies, organizations, schools, research centres and representatives from public administrations. These connections can be an added value for the project because they will let us reach a large audience, share knowledge, conduct interdisciplinary research and connect relevant stakeholders that could be hard to reach otherwise.

**Technische Universitaet Dresden (TUD) – GERMANY:** is one of the largest technical universities in Germany, with 14 faculties and over 42.000 students, including 5.200 international ones, and 4.700 staff members. TUD is part of a small group of 11 German elite universities, the “Universities of Excellence” and has an extensive experience in EU funded projects, having participated in over 64 Tempus and CBHE projects. TUD is strongly committed to inclusion and its aim is to enable the non-discriminatory participation of every individual in all subjects and activities within the university. To this end, specific measures have already been implemented, like the Equal Opportunity Concept, the Plan for the Promotion of Women, the target agreement “audit family-friendly university”, the integration agreement for employees with disabilities and the internationalisation strategy. This design has proven to be very useful: on one hand, underrepresented target groups are being

specifically promoted and, on the other, the funding policy at national level has a target group-specific orientation.

**Pro Arbeit (PROARB)** – GERMANY: is a public institution acting as a job centre. Its main task is to support people's integration in the labour market, especially disadvantaged groups and in situations of social emergency. Within the Pro Arbeit framework, we can find the European Project Management, created for the implementation of transnational projects. Above all, the strength of Pro Arbeit is its EU wide network. Affiliated organizations comprehend the European Social Network, the only European network of public authorities in the field of social services, or the M-Up Network, that helps migrants become successful entrepreneurs.

**Hellenic Open University (HOU)** – GREECE: is the only Greek university that offers formal and Call: non-formal lifelong education, providing more than 40 study programs to more than 40.000 students, most of whom are active professionals in various sectors and positions. HOU is participating in 3 Sector Skills Alliance projects that aim to develop job profiles for various occupations. From these projects, HOU has gained experience on how to improve professional skills through gaming and social networks' interaction, on how to provide future educators with innovative teaching methods, and on issues related to the assessment of competencies according to the ECVET and ECTS systems. The DAISSy Research Group of HOU has been working in Intercultural issues and related projects for more than 10 years, during which they have developed occupational profiles and course curricula (for intercultural mediators and their trainers), digital training material, MOOCs, games and several online platforms that support, for example, peer-learning and crowdsourcing as a way to increase collaboration in multicultural settings or training in digital competences based on DigComp

**Achaia Chamber Development Entity (Achade)** – GREECE: is the development entity of the Chamber of Achaia, to whom it provides support services for the preparation and implementation of European programs. The Chamber collaborates with at least 21.000 registered businesses and it relies on a wide reach-out potential: every week a

newsletter is sent to more than 5.000 subscribed members, and this is a useful way to reach interested stakeholders, while the official Facebook pages and the websites of both the Chamber of Achaia and Achade, can deliver news, announcements, call for proposals, etc. Moreover, Achade will be able to exploit the official networks, at local and national level, of which the Chamber is a member, like other Chambers, academic institutions, research centres, public authorities or the Union of Hellenic Chambers of Commerce.

**Talent Garden (TAG)** – ITALY: is Europe’s largest network dedicated to digital and technology professional: the community is composed of more than 4.500 members, 300 business partners and 5.000 students that are being trained in coding and robotics. Their aim is to enhance innovation to fight the digital divide and they do so through the Innovation School, which offers Masters and courses in coding, data, marketing, design and business. To connect the community of start-ups, businesses, students and digital innovators with the local and international environment, they collaborate with many Italian universities like the Politecnico di Milano, Luiss or La Sapienza. The Talent Garden community is present in over 14 cities in 8 European countries and thanks to their communication channels they can reach more than 10.000 people.

**The Female Factor (FEM)** – AUSTRIA: is a global community aimed at creating career and business opportunities for the female leaders of the future. Among the various activities that The Female Factor fosters, we must include female talent scouting services, D&I consulting, D&I and employer branding audit reports, dedicated workshops on D&I related topics like attracting female leaders or tackling unconscious bias, to improve the level of D&I and gender equality in companies. Furthermore, they created the first European job platform for female talent, that lists only inclusive companies and they also conducted various studies on what female talents look for in an employer. The Female Factor community is able to reach more than 20.000 women through their social media channels and newsletter and thanks to their network of partners they could be able to reach more than 500.000 female, but not only, leaders of the future. Moreover, the Consortium can count on the collaboration of Associated

partners who will contribute to tasks related to: - dissemination and communication of project activities - involvement of participants - support in the organisation of mobilities The Associated partners are:

- **EAQOM (Belgium/International):** The European Association of Quality Organizations in Mobility (EAQOM) is a not-for-profit standards setting association open to organizations engaged in mobilities and stakeholders interested in developing and extending quality standards for mobilities. EAQOM has been established to define and promote responsible organizational, logistical and evaluation practices in the planning, execution and follow-up of European mobilities in view of allowing mobile Europeans to benefit from international and intercultural exchanges, experiences, training and learning. The Association's Code of Practices, to which all members commit to, addresses various quality and responsibility issues in mobilities, including accuracy and comprehensiveness of information, relevance of activities, effectiveness of organization, adequacy of services, staffing and professionalism, value for money and participants' satisfaction.
- **STATI GENERALI DELL'INNOVAZIONE (Italy):** is a not-for-profit association established in 2011 with the goal of facilitating a shared perspective for innovation policies in Italy, deeply committed – in synergy with other associations, civil society representatives, political movements, institutions, etc. - to contribute to the improvement of Italian (and European) Institutions and socio-cultural development of our Countries
- **FEMALE FOUNDER SPACE (Germany):** is a global supportive online space with build-in online courses and an online community of like-minded female entrepreneurs, founder and creatives. The network provides women with inspirational stories, network, trainings and learning resources to foster their personal and professional growth.

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