



**COLOURS**  
European University Alliance

# COLOURS – International Tuesday

Uni Paderborn 14. Januar 2025



Foto by: Besim Mazhiqi

# Ablauf

**COLOURS Allianz – Konsortium und Fokus**

**COLOURS in Paderborn – Arbeitspakete und Aktivitäten**

**COLOURS in Paderborn – Co-Space und CoLabs**

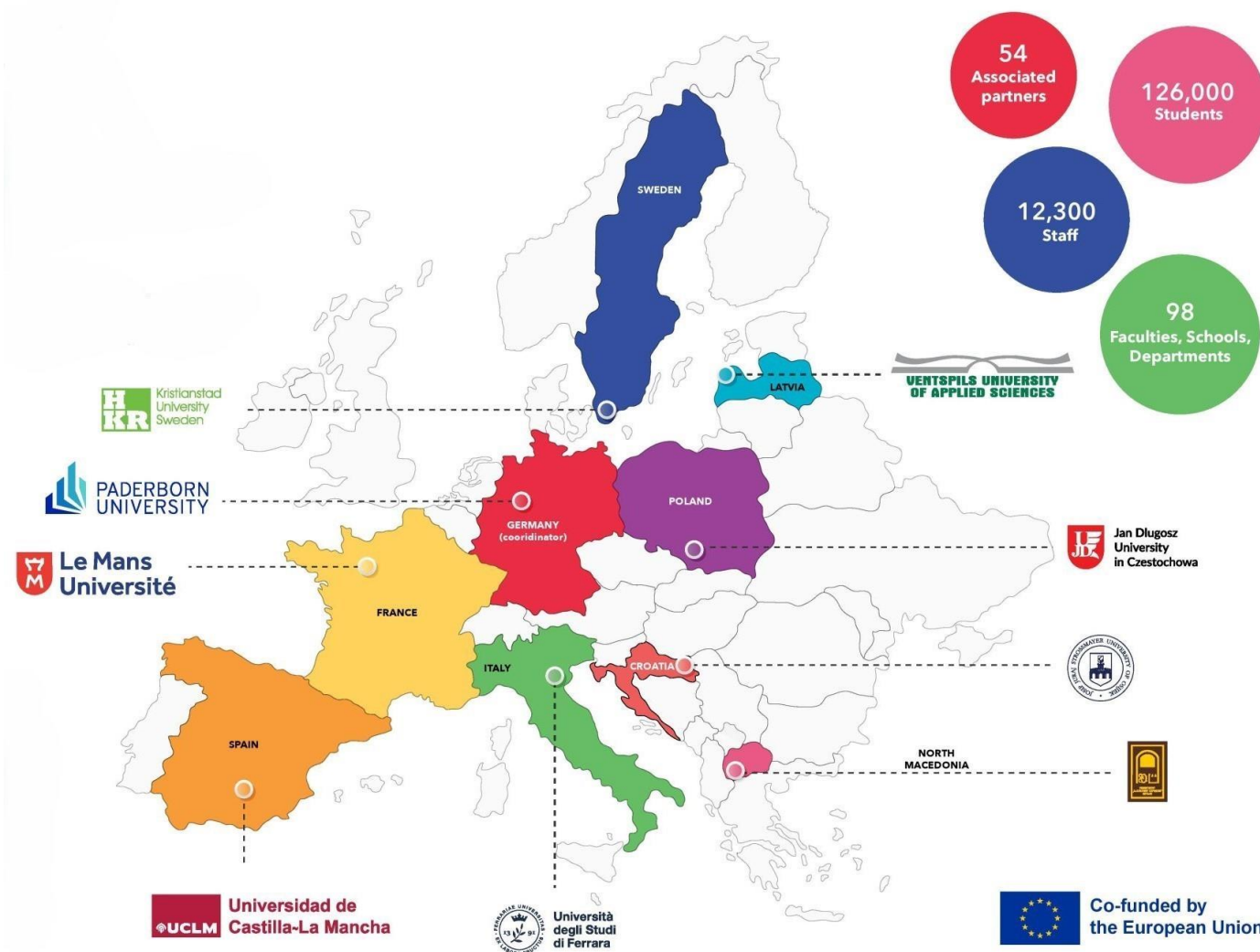
**COLOURS in Paderborn – Kontaktdaten und weitere Informationen**

**Zeit für Ihre Fragen – Wie können Sie sich beteiligen?**



# COLOURS Konsortium

COLlaborative innOvative sUstainable Reginal univerSities



# COLOURS: Associated Partner

## Associated Partner

Business

Paderborn überzeugt.



Research & Education



it's owl

Public Administration

Civil Society



# Schwerpunktthemen

- 4 allianzweite Schwerpunktthemen
- Themen mit regionaler und globaler Relevanz

**Ziel:** Ko-kreative Lösungen für gesamtgesellschaftliche Herausforderungen

HEALTH AND  
WELL-BEING



FOOD  
PRODUCTION



GREEN  
TRANSITION



IT AND  
DIGITALISATION





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# COLOURS in Paderborn

Arbeitspakete und Aktivitäten



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# Arbeitspakete: Laufzeit 01.2024-12.2027

**WP1**

Consortium Management and Decision Making-Development, Testing, Implementation and Long-Term Sustainability

**WP2/WP7**

Collaboration without Barriers

**WP3/WP8**

Open Education/Challenge-based Education

**WP4/WP9**

Challenged-based Research & Innovation in Regional Innovation Ecosystems

**WP5/WP10**

Equality, Diversity, and Inclusion (EDI) Policy/ EDI Action Plan

**WP6/WP11**

Dissemination and Exploitation



# COLOURS in Paderborn

- WP2
  - Multilingual Events
  - Digital CoHub
- WP3
  - Double Degree Programmes and Joint Degrees
  - Challenge-Based Seminars
  - Microcredentials
  - Open Internships
  - Field Studies and Summer Schools
  - Challenge-Based School Sessions



<https://www.uni-paderborn.de/universitaet>



# COLOURS in Paderborn

- WP4

- CoLab Innovation Processes
- CoSpace
- Student Hackathons

- WP5

- Imagine Seminars
- EDI Policy

- WP6

- Public Engagement Events

Wichtig: Aktivitäten sind nicht beschränkt auf COLOURS Partner!



<https://www.uni-paderborn.de/universitaet>



# Microcredentials an der UPB

- **Microcredentials:**
  - Ermöglichen die Erweiterung und Sichtbarkeit von Skills
  - Verbessern die Beschäftigungsfähigkeit: „Lifelong Learning im Digital Age“
  - Ermöglichen ein dynamisches Reagieren auf aktuelle Themen
  - Nicht-curricular verankertes Wissen findet Anerkennung
- **Geplante Microcredentials**
  - GVTs PROJECT, Global Virtual Teams by Rachel Lindner, International Business Studies
  - Microcredential “UPB-For Future” – Stabsstelle Bildungsinnovation und Hochschuldidaktik
- **Ansprechperson für Microcredentials an der UPB**
  - Amanda Sophie Fiege (amanda.fiege@uni-paderborn.de)



# Double Degrees

UPB & UNIFE: 2 Double Master Degree Programme in Wirtschaft und Management ab WS 2024/25

**1 Abschluss UPB:** Master in International Economics and Management of the Faculty of Business Administration and Economics.

**2 Abschluss UNIFE:** Laurea Magistrale in Small Business Management in International Markets of the Department of Economics and Management

Oder

**1 Abschluss UPB:** Master in International Economics and Management of the Faculty of Business Administration and Economics.

**2 Abschluss UNIFE:** Laurea Magistrale in Green Economy and Sustainable Transition of the Department of Economics and Management.



# Public Engagement Events

- Ermöglichen den aktiven Austausch mit der Öffentlichkeit
- bieten Raum für Beteiligung, Ideenentwicklung und gemeinsame Lösungsansätze.
- z.B: Podiumsdiskussionen, Workshops, Bürgerdialoge, science Café...


**UNIVERSITÄT PADERBORN**
**COLOURS-Vorstellung im Rathaus am 28. Juni 2024**



# Open Education Internship Projects

- **Kooperation mit regionalen Stakeholdern:** Enge Zusammenarbeit mit regionalen Stakeholdern und Studierenden an praxisnahen, realen Herausforderungen (“Challenges”).
- **Problemstellungen aus der Praxis:** Stakeholder definieren spezifische Challenges, an denen die Praktikant\*innen arbeiten sollen.
- **Internationale Teams:** Jedes Praktikanten-Team besteht aus mindestens zwei Studierenden (ein\*e Student\*in von der UPB + ein\*e Student\*in von einer COLOURS Partneruniversität).
- **Fachliche Betreuung:** Begleitung durch eine\*n Professor\*innen von jeweils einer Partneruniversität



# Weitere geplante Aktivitäten

- Summer School
  - Thema: “Responsible Digitalisation: AI, Social Media and their Contribution to a Sustainable Society”
  - Juli 2025 an der UPB in Kooperation mit den COLOURS Partneruniversitäten
- Field Study am 25. Juni
- School University Transition Projects
- Public Engagement Events
- Hackathons





# COLOURS CoSpace

Dr. Christine Hante-Koch, Dr. Alena Diedrich  
14. January 2025





# Agenda

- 1. COLOURS CoSpace**
- 2. COLOURS CoLabs**
- 3. CoLab Body Image, physical activity and mental health**
  - a. Topic
  - b. Agenda
  - c. Outcomes
- 4. CoLab Communicating Green Transitions**
  - a. Topic

# COLOURS CoSpace





## COLOURS CoSpace – CoSpace Officer

- Unterstützung von offenen Innovationsprozessen in den Bereichen
  - Transfer
  - Gründung
  - Forschung
- Koordination des CoSpace als Ort für offene Innovationsprozesse
- Durchführung und Unterstützung von CoLabs und studentischen Hackathons

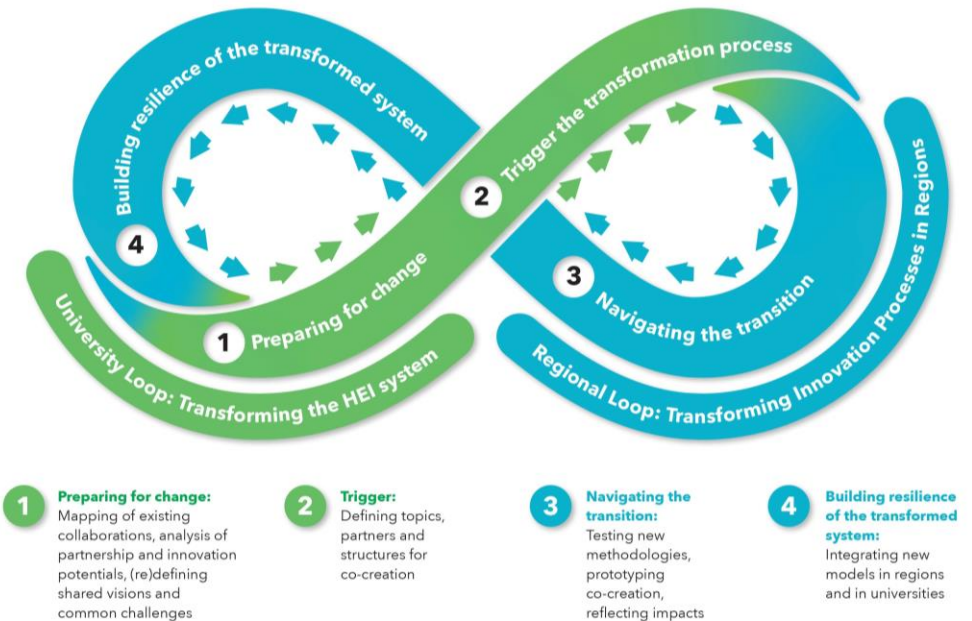


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## COLOURS CoSpace – Concept

- Activities for
  - Open Science
  - Open Innovation
  - Co-Creation
- Place for cooperation among
  - Research & Education
  - Business
  - Public Administration & Policy Makers
  - Civil Society



Grant Agreement, Figure 1: The COLOURS "Transformation Loop"

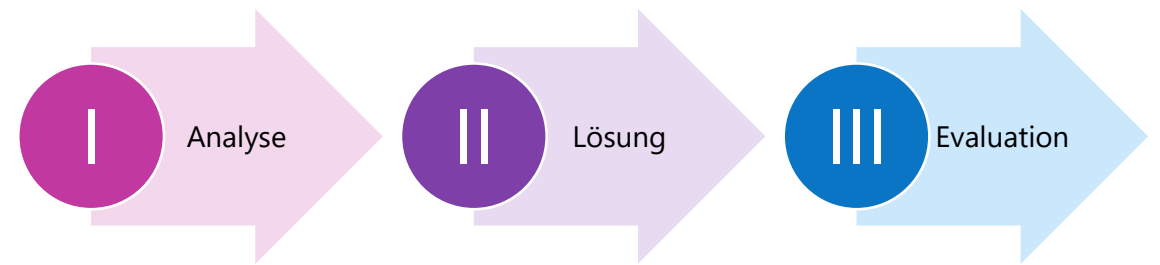
# COLOURS CoLabs





## COLOURS CoLabs – Concept: Ablauf eines CoLab

- *Phase I:* Analyse der Problemstellung und Erstellung eines Anforderungsprofils für Lösungsansätze
- *Phase II:* Entwicklung von Lösungsansätzen (Ideen, Möglichkeiten, Szenarien oder Geschäftsmodelle)
- *Phase III:* Vorstellung, Diskussion und Evaluation der entwickelten Lösungsansätze



Phasen lt. CoLab-Protocol (D 4.1)



## COLOURS CoLabs – Concept: Themen

- 4 Schwerpunktthemen
  - Passend zu den Sustainable Development Goals der UN
  - Regionale und globale Relevanz
  - Von allen Allianzpartnern ausgewählt
- CoLab  
*Body Image, physical activity and mental health*  
29.-31. Oktober 2024
- CoLab  
*Communicating Green Transitions (Arbeitstitel)*  
24.-26. Juni 2025 (geplant)



# CoLab: Body Image, Physical Activity and Mental Health





## CoLab topic: Body Image, Physical Activity and Mental Health



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- **Develop** solutions for higher body satisfaction regarding exercise, society and the media
- **Discover** the challenges connected to higher body satisfaction in our public panel discussion
- **Collaborate** on a profile for potential solutions
- **Explore** ideas and opportunities to solve the problem in interdisciplinary groups
- **Create** scenarios or business models for implementing a solution in international teams
- **Discuss** and evaluate potential solutions and their implementation with all participants



## CoLab topic: challenges (selection)

- How can exercise and movement best contribute to body satisfaction and mental health?
- How can we motivate people to engage in lifelong exercise?
- How do we equip them with the confidence to move their body in group or public settings?
- How can we establish a healthy middleground between the total rejection of and addiction to exercise?
- How do we counteract the impact the constant and all-encompassing manipulation of pictures has on people's body images?
- How can we adequately respond to gender-specific use of exercise in this context?
- How can we move away from using physical activity as a weight loss/maintenance or body shape change tool?



# CoLab agenda October 29-31, 2024

## Tue, October 29, 2024

12.45 p.m. Guided tour through the Start-Up Centre (optional, please register in advance) and hike to CoLab location

*Start-Up Centre:  
Ausblick 1, 33100 Paderborn*

*CoLab Location:  
AStA Stadtcampus, Königsplatz 1, 33098 Paderborn, Germany*

3.30 p.m. Beginning of programme

4.00 p.m. Panel discussion by experts + Q&A

5.30 p.m. Creation of a profile for potential solutions

6.30 p.m. Conference dinner in the city  
(self-paid, optional, please register in advance)

*Restaurant Location:  
Restaurant Mundus, Kamp 12, 33098 Paderborn*

## Wed, October 30, 2024

9.00 a.m. Beginning of programme, presentation of profile for potential solutions

10 a.m. Development of solutions (ideas, opportunities, scenarios or business models) in groups

1 p.m. Lunch on site

2 p.m. Development of solutions (ideas, opportunities, scenarios oder business models) in groups

6 p.m. Dinner on site

## Thu, October 31, 2024

9.00 a.m. Beginning of programme

9.30 a.m. Presentation, discussion and evaluation of potential solutions

11.30 a.m. Snack on site

12 p.m. Departure





## CoLab „Body Image“: Outcomes



- Concept for a safe space for physical activity
  - Baskinos - basketball for little bambinos
  - Idea for a book club for the development of critical thinking
  - Program enhancing resilience among university students
- > follow-up CoLab planned

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## CoLab topic: Communicating Green Transitions (working title)



© Hante

- **Develop** solutions for communicating green transitions in the context of transport and mobility
- **Discover** the challenges connected to effective communication of green transitions in our public panel discussion
- **Collaborate** on a profile for potential solutions
- **Explore** ideas and opportunities to solve the problem in interdisciplinary groups
- **Create** scenarios or business models for implementing a solution in international teams
- **Discuss** and evaluate potential solutions and their implementation with all participants



## CoLab topic: challenges (selection)

- What are feasible ways to communicate complex and uncertain scientific findings and research on green transition, transport and mobility?
- How can we counteract false narratives, misinformation and fake news when it comes to green transitions?
- What are the roles of popularization and content-marketing in this context?
- How can effective communication best contribute to increase societal acceptance of green transitions?
- How do we best articulate negative effects of green transitions and address potential discontent in those negatively affected?
- ...



# Thank you for your attention

COLOURS CoSpace

Dr. Christine Hante-Koch, Dr. Alena Diedrich



# Kontakt und weitere Informationen

## COLOURS Implementation Office Lead

- Mouna Amhoud
- [Mouna.amhoud@upb.de](mailto:Mouna.amhoud@upb.de)

## COLOURS Co-Space Officer

- Dr. Alena Diedrich
- [alena.diedrich@upb.de](mailto:alena.diedrich@upb.de)
- Dr. Christine Marie Hante-Koch
- [cmhk@mail.uni-paderborn.de](mailto:cmhk@mail.uni-paderborn.de)

## • Weitere Informationen

- [COLOURS Website](#)
- [UPB interne Website](#)

