



1 INTRODUCTION

In an era marked by dynamic societal shifts and an ever-evolving global landscape, universities are increasingly recognizing their responsibility to engage with and contribute to the communities they serve. By engaging with local schools and partnering with various stakeholders (city engagement), the Academic Outreach Programme seeks to create a symbiotic relationship where knowledge flows in both directions, leading to a more informed, inclusive, and resilient society.

City Engagement

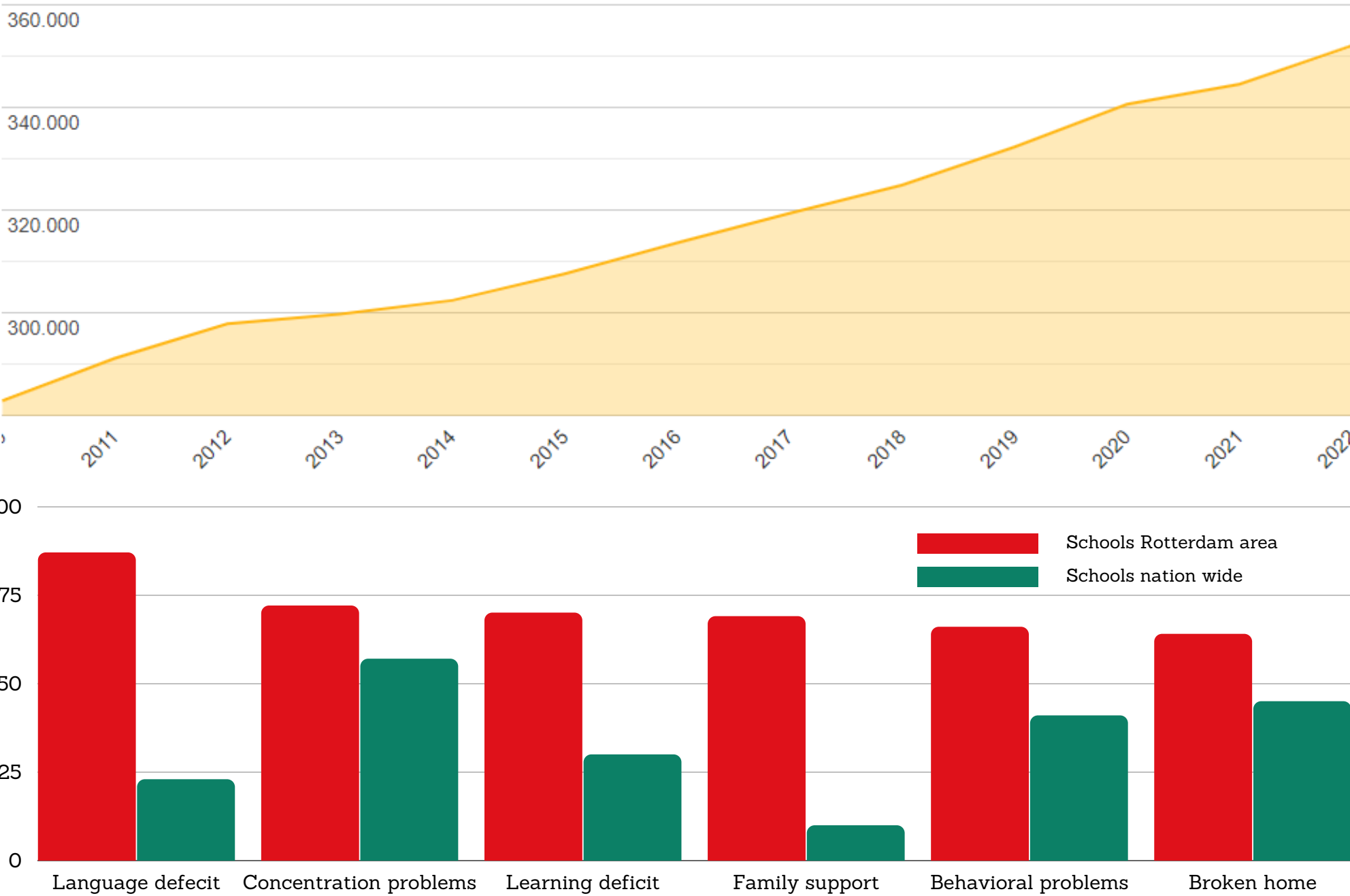
This poster sheds light on a comprehensive method in the deployment of city engagement. From executing a vision to building an operational structure applicable to urban work environments. City engagement aims to reach children and youth in different ways and not exclusively through the traditional school stage. Together with civil society organizations (mainly from the social domains) activities, tailor-made projects and educational assignments are deployed through these civil society organizations working with our target group. All activities together aim to introduce children and young people to the university and higher education in an accessible way.

2 METROPOLITAN LANDSCAPE MAPPING

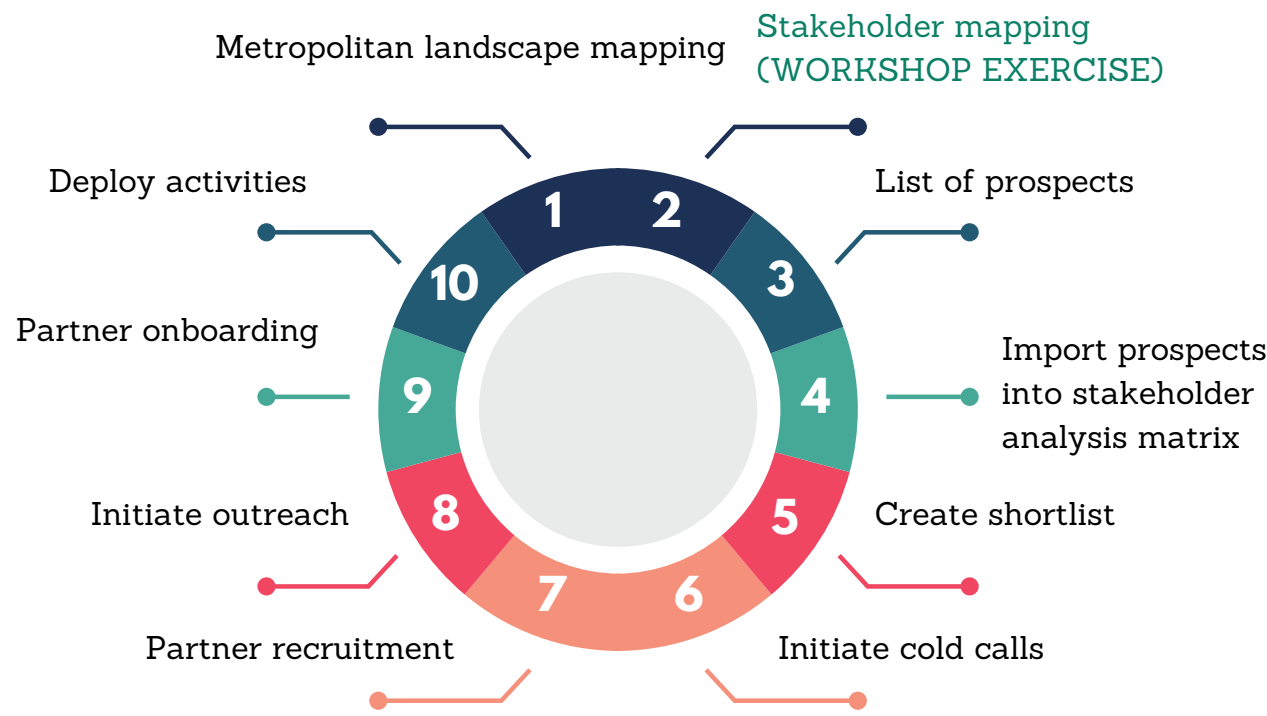
For efficient city engagement, and adequate network and stakeholder recruitment, you need to know what challenges and issues your communities and districts are facing. This is an ongoing process: you need to stay informed on local topics which are relevant for your area, in regards to the welfare of children and youth. IDEA Center is part of EUR, located in Rotterdam. We use Rotterdam as an example for this workshop and poster.

Number of inhabitants with a migration background by origin and generation in the municipality of Rotterdam

Total population per January 2023: 664,311



3 RECRUITMENT & SELECTION OF (SOCIETAL) STAKEHOLDERS



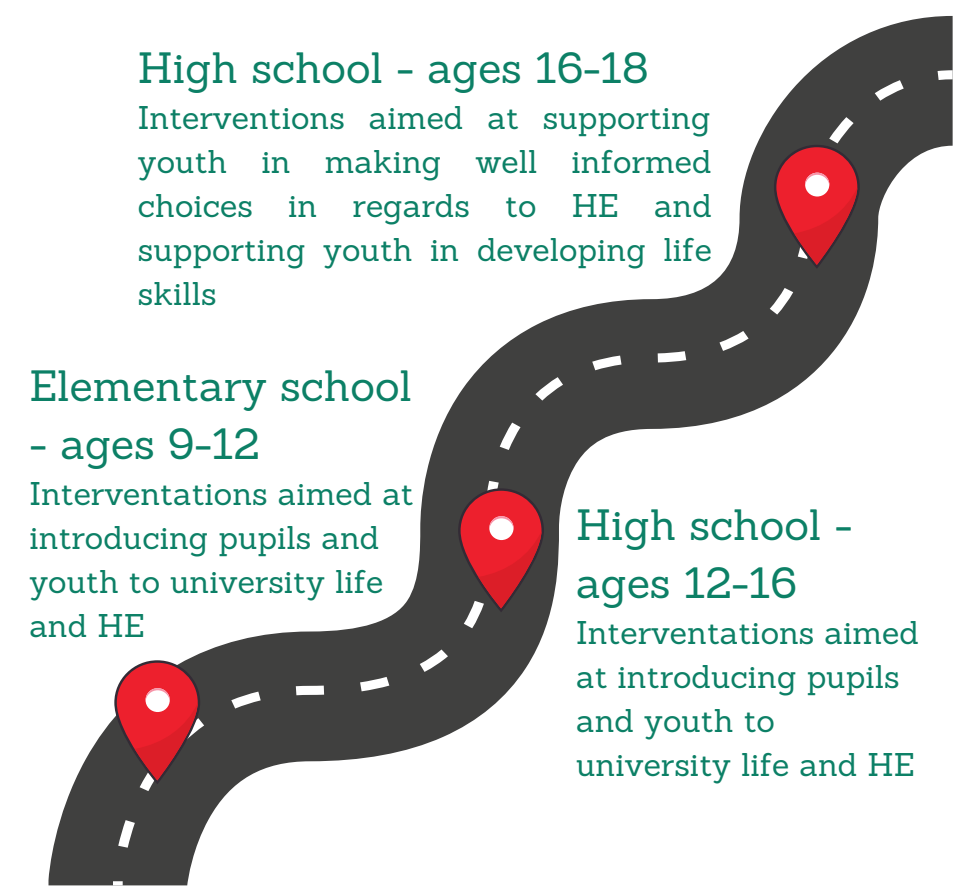
Selection criteria

Scan the QR-code to view the selection criteria and example of the stakeholder analysis matrix.



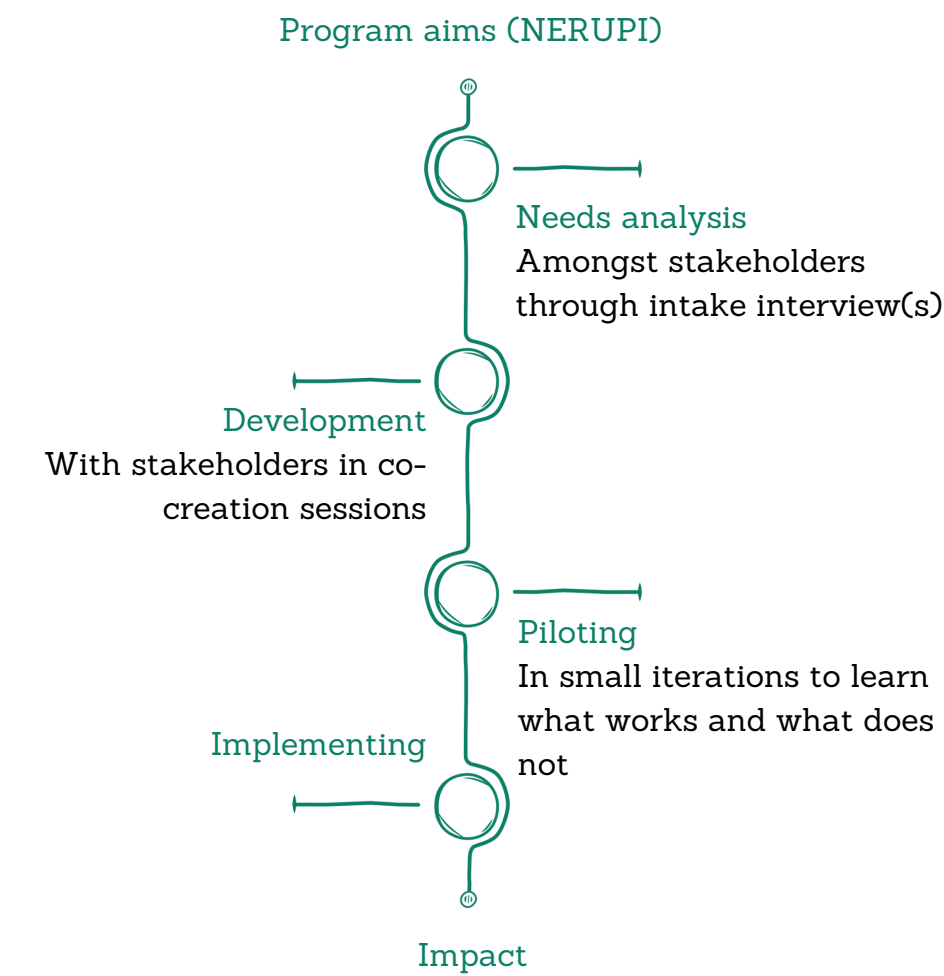
5 INTERVENTIONS

The Academic Outreach Programme encompasses a spectrum of interventions designed to bridge the gap between academia and the wider Rotterdam community. These interventions provide a platform for students, stakeholders, faculty, and researchers to actively participate in initiatives that make a tangible difference in the lives of Rotterdam youth from historically disadvantaged youth.



4 THE CO-CREATION PROCESS

In line with our vision to ensure a symbiotic relationship between programme team members and stakeholders (i.e., students, civil society organizations, and parents) our interventions are created through collaboration with these stakeholders in the following manner.



6 LESSONS LEARNED

- Quality versus quantity in terms of group size per intervention
- Role models are essential
- Importance of co-creation with stakeholders
- Increase in university wide awareness and action on Outreach