



## WP4 REPORT

### 4.2.1. Place Discovery under the weDISCOVER label: visits and briefings

#### *The approach and results*



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## 1. What is *Place Discover* under the EUTOPIA 2050 Project?

All EUTOPIA partners were to develop a network on the crossroads between education, research, society and art under the weDISCOVER label. This activity was conceived in, and builded on, close collaboration with companies, government institutions, cultural centres and other social and international entities. From a student perspective, the aim was to promote a scientific approach to identify topics of social concern and enquiry in our immediate environment.

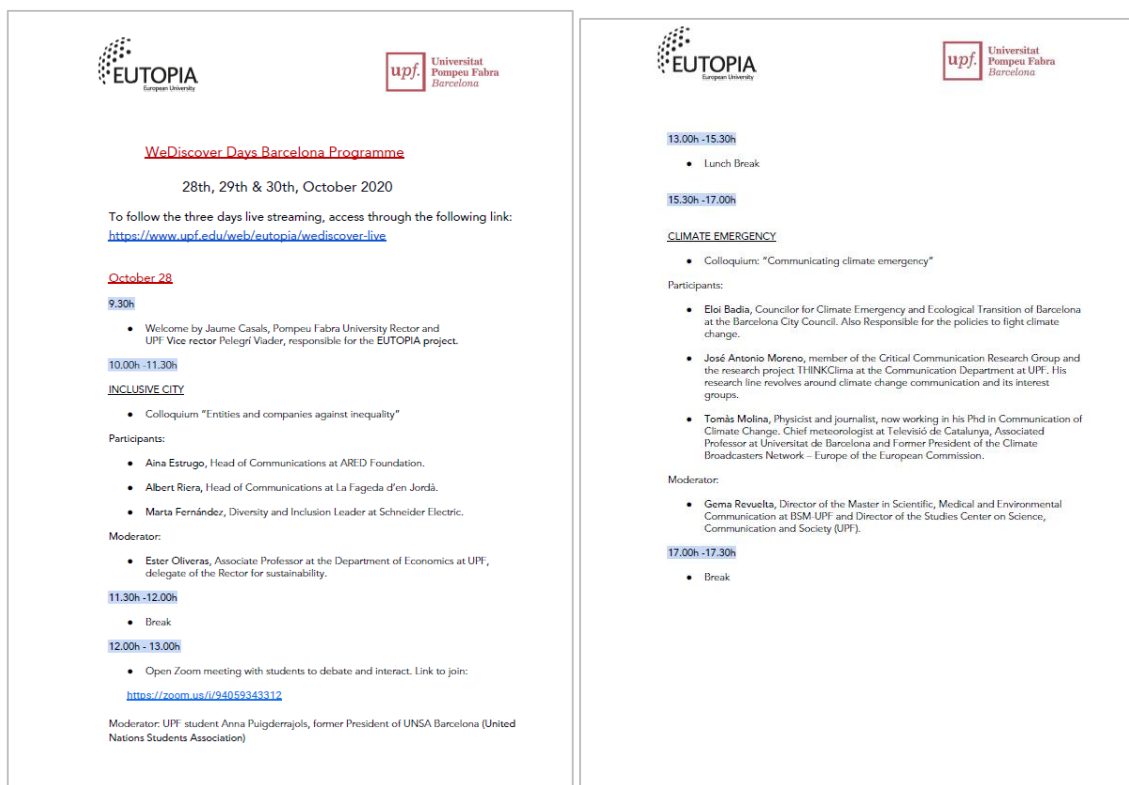
This is the reason why the weDISCOVER place discovery proposed an on-site and hands-on series of visits and interviews at local level.

## 2. What has been done regarding *Place Discover*?

The process of discovery was designed to breach the universities’ walls and allow knowledge acquisition beyond them. It is by facilitating a deeper understanding of institutions, enterprises and civil society, and the links between them, that students involved could gain new insights as well as interdisciplinary approaches to their quotidian reality. Students were to get awareness of local-global challenges in Europe and be inspired to think of practical and applied solutions based on existing or original knowledge and research. In a project perspective, weDISCOVER fed in topics for identifying challenges in the Challenge Program (SWP 4.3.)

A group of students coming from all EUTOPIA universities, under the guidance of academic and professional mentors, were to spend a week in a host city/region of the alliance (Barcelona and Brussels). However, for pandemic reasons neither of the two visits took place face-to-face, yet, we could celebrate both events virtually.

Local partners provided mentors, both in their own place, and in other locations. The diverse composition of the group enriched the experience as well as the connections and comparison with students’ home places.



**EUTOPIA** European University

**upf.** Universitat Pompeu Fabra Barcelona

**WeDiscover Days Barcelona Programme**

28th, 29th & 30th, October 2020

To follow the three days live streaming, access through the following link:  
<https://www.upf.edu/web/eutopia/wediscovers-live>

**October 28**

**9.30h**

- Welcome by Jaume Casals, Pompeu Fabra University Rector and UPF Vice rector Pelegrí Viader, responsible for the EUTOPIA project.

**10.00h - 11.30h**

**INCLUSIVE CITY**

- Colloquium "Entities and companies against inequality"

Participants:

- Aina Estrugo, Head of Communications at ARED Foundation.
- Albert Riera, Head of Communications at La Fageda d'en Jordà.
- Marta Fernández, Diversity and Inclusion Leader at Schneider Electric.

Moderator:

- Ester Oliveras, Associate Professor at the Department of Economics at UPF, delegate of the Rector for sustainability.

**11.30h - 12.00h**

- Break

**12.00h - 13.00h**

- Open Zoom meeting with students to debate and interact. Link to join:  
<https://zoom.us/j/94059243312>

Moderator: UPF student Anna Puigdemajols, former President of UNSA Barcelona (United Nations Students Association)

**EUTOPIA** European University

**upf.** Universitat Pompeu Fabra Barcelona

**13.00h - 15.30h**

- Lunch Break

**15.30h - 17.00h**

**CLIMATE EMERGENCY**

- Colloquium: "Communicating climate emergency"

Participants:

- Eloi Badia, Councilor for Climate Emergency and Ecological Transition of Barcelona at the Barcelona City Council. Also Responsible for the policies to fight climate change.
- José Antonio Moreno, member of the Critical Communication Research Group and the research project THINKClima at the Communication Department at UPF. His research line revolves around climate change communication and its interest groups.
- Tomàs Melina, Physicist and journalist, now working in his PhD in Communication of Climate Change. Chief meteorologist at Televisió de Catalunya, Associated Professor at Universitat de Barcelona and Former President of the Climate Broadcasters Network – Europe of the European Commission.

Moderator:

- Gema Revuelta, Director of the Master in Scientific, Medical and Environmental Communication at BSM-UPF and Director of the Studies Center on Science, Communication and Society (UPF).

**17.00h - 17.30h**

- Break

Figure 1. We Discover Days Barcelona. Program. (2 of 8)



Figure 2. We Discover Days Barcelona. Program. (6 of 8)








  <p><b>13.00h-15.30h</b></p> <ul style="list-style-type: none"> <li>Lunch break</li> </ul> <p><b>15.30h to 17.00h, NEW TIMETABLE</b></p> <p><b>CLIMATE EMERGENCY</b></p> <ul style="list-style-type: none"> <li>Video screening of the <a href="#">EusCat</a> project by Boris Bellalta on the network of environmental sensors to obtain reliable and real time information on pollution levels in one of the areas of a <a href="#">Superilla</a> in Poblenou.</li> <li>Seminar: "How can citizens produce data to advance their own agenda" by Ideas for Change. Online Workshop.</li> </ul> <p><b>WeDiscoverDays CLOSING CEREMONY</b></p> <p><b>17.00h-17.10h, NEW TIMETABLE</b></p> <ul style="list-style-type: none"> <li>WeDiscover Days Barcelona closing ceremony by UPF students Ferran Piqué, Student Representative at the EUTOPIA Student Council and Aina Patiño, President of UNSA Barcelona (United Nations Students Association).</li> </ul> <p><b>16.00h-17.30h</b></p> <p><b>TRANSPORT AND MOBILITY</b>  <b>CANCELLED:</b> We regret to inform you that, for reasons related to Covid-19 and recent mobility restrictions, this colloquium has been canceled. Thank you.</p> <ul style="list-style-type: none"> <li>Colloquium "The Sustainable Mobility: Research and Projects to Measure and Reduce Pollution".</li> </ul>	  <p>With the collaboration of EUTOPIA Partners:</p>   
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Figure 3. We Discover Days Barcelona. Program. (8 of 8)

### 3. Communication Briefings





**WeDiscover Days Barcelona: EUTOPIA and the challenge of European cities**

**The WeDiscover Days Barcelona will be held virtually on 28, 29 & 30 October 2020**

One of the main missions of EUTOPIA is to prepare the future generations to face the constant changes and challenges that our society is experiencing.

Higher education is undergoing a radical transformation not only because today's world demands it, but also to adapt to what is already known as the university of the future.

So the aim is to prepare students, staff, teachers and researchers to become empowered European citizens for today's disruptive world.

To achieve this, some practices are already being carried out such as adjusting organizations to current demands, creating spaces in line with the regions to increase and intensify the Europeanization of the programs offered and sharing and developing common approaches to build the universities of tomorrow.

**First step of the Open Innovation Challenge**

Thus, as a starting point for the Open Innovation Challenge, the axis of Working Package 4, called Place Making, of the EUTOPIA project, the Pompeu Fabra University organizes the WeDiscover Days Barcelona. This ambitious event will be held on 28, 29 & 30 October 2020.

A series of events that will be possible thanks to the joint work, efforts and close collaboration with experts, institutions, cultural centers and other local entities and industries. The objective is to discuss the current social problems that the main European cities are going through today.

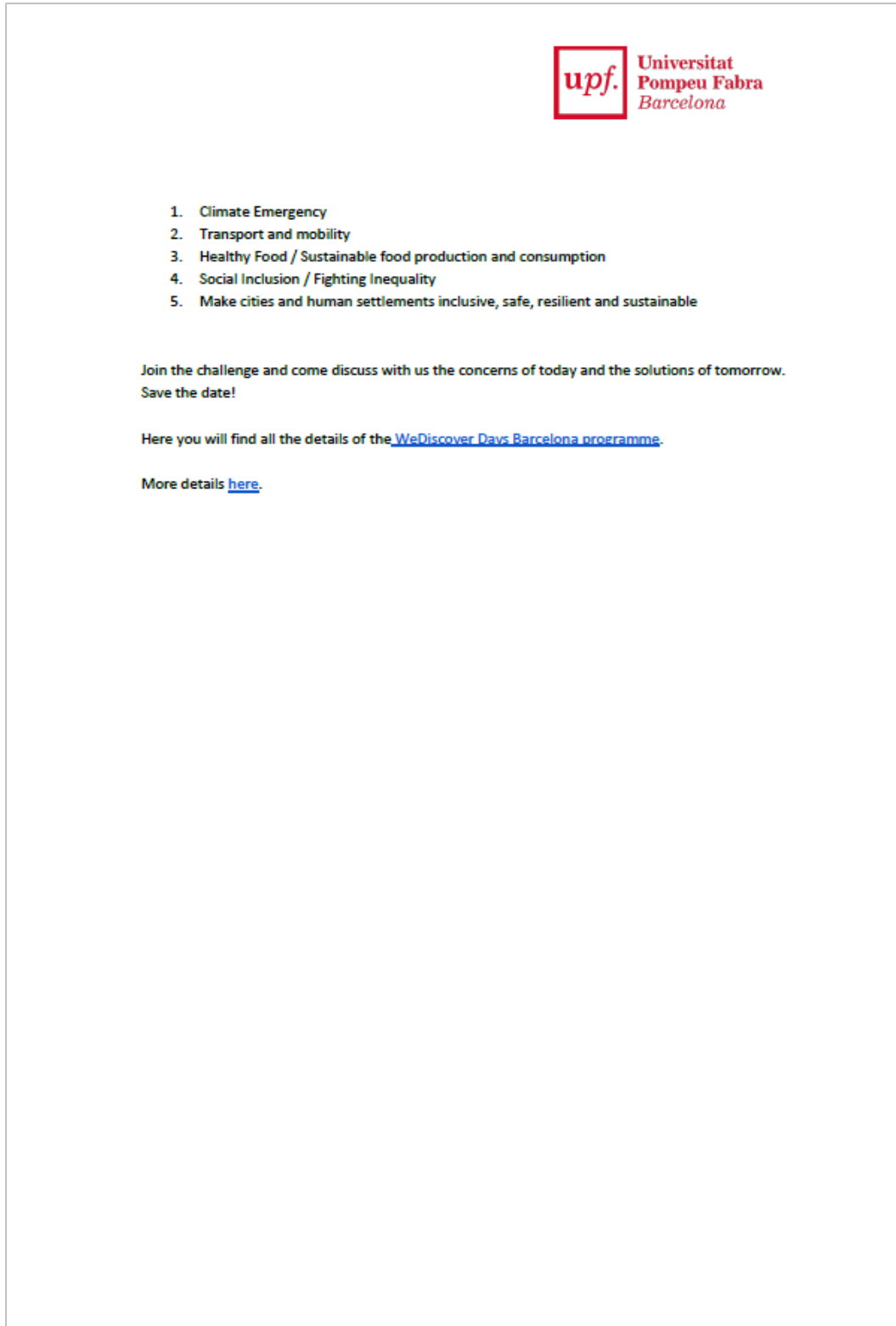
The WeDiscover Days Barcelona will help students start their discovery and research process to acquire knowledge beyond the university campuses. From the student's perspective, and with the motto "from local to global", EUTOPIA participants will be inspired by the problems and concerns of our society, seeking practical solutions that can also be applied on a global scale.


**Virtual scenario adapted to the new higher education horizon**

It is important to highlight the fact that, given the current situation, the WeDiscover Days Barcelona, except for a few colloquia, will be completely virtual. One more example of the great adaptability that universities are showing.

With a program that will include conferences, talks, activities, visits and workshops, students will rethink about and reflect on issues related to some of the main Sustainable Development Goals (SDG):

Figure 4. We Discover Days Barcelona. Communication briefing



 **Universitat  
Pompeu Fabra  
Barcelona**

1. Climate Emergency
2. Transport and mobility
3. Healthy Food / Sustainable food production and consumption
4. Social Inclusion / Fighting Inequality
5. Make cities and human settlements inclusive, safe, resilient and sustainable

Join the challenge and come discuss with us the concerns of today and the solutions of tomorrow.  
Save the date!

Here you will find all the details of the [WeDiscover Days Barcelona programme](#).

More details [here](#).

Figure 5. We Discover Days Barcelona. Communication briefing (cont.)



Press release Vrije Universiteit Brussel

### **European student exchange in Brussels VUB students tackle local and global challenges (virtually) with peers from Spain, France, England, Sweden and Slovenia**

During the weDISCOVER.brussels week from 29 March until 1 April, some 70 students from all six EUTOPIA universities will join forces virtually. With local partners, they will tackle local and global societal challenges in Brussels. As an urban engaged university, the Vrije Universiteit Brussel is the virtual host and the facilitator of the event, but the true commitment comes from the students.

#### **Connecting, even during the Covid-19 crisis**

Students in Brussels already know this: at the end of March, Brussels will be the centre of attention for a week, as a living lab during the weKONEKT.brussels week. As an urban engaged university, the Vrije Universiteit Brussel wants to offer a socially engaged alternative to lectures and an introduction to Brussels. And more. Today in particular, the weKONEKT.week is also a way to connect students during the Covid-19 lockdown. The students themselves are driving the projects: they organise projects together and all the activities are open for participation. They will share and collate their expertise, insights and knowledge in workshops and teamwork sessions.

The Brussels partner organisations with which VUB is working are the link between the student and the city. This year, the students work with organisations such as P&V Foundation, Innoviris, the Municipality of Ixelles, Capital vzw, the Flemish Parliament and Avansa Citizenne. Hassan Al Hilou of Capital vzw: *"It's crucial for us to work with young people. After all, they are the future. That is why we will investigate together what the challenges of the SDGs [the UN's Sustainable Development Goals] are. One of those SDGs is decent work and economic growth. But what is decent work and how do you achieve economic growth? The cooperation will certainly improve our own operations as well. I am therefore very much looking forward to meeting the EUTOPIAn students."*

#### **EUTOPIAn students**

There are similar challenges in other European cities and everyone benefits from a broader view. For some of the projects, therefore, the VUB students are joining forces with students from five other urban universities: Warwick, Ljubljana, Gothenburg, Paris and Barcelona. The five universities are the partners with which VUB has formed an alliance and is building the European university of the future: the EUTOPIA university. This will be a university where education is based on local and regional partnerships. Its committed students will help to shape the curriculum and will work with these organisations to find solutions for the future. For example, on 30 March, under the guidance of Nobel Prize winner Prof Lučka Kajfež Bogataj and with researchers from the University of Ljubljana and VUB, EUTOPIA students will participate in an expert session on the P of Planet, one of the five Ps defined by the UN.

CY Cergy Paris Université students Emil Raducanu, Lucie-Anne Soubelet and Paul-Adrien Viala on the weDISCOVER.brussels week: *"We think this European cooperation is essential. Giving students the opportunity to make their voices heard through the weDISCOVER.brussels week is the right way to go. We are convinced that students have an important role to play in decisions about our future world. With our project, we want to try to change the transport habits of CYU students and staff. Our work will focus on the commute between the campus and the homes of students and staff from the Île de France area. We look forward to exchanging with other students!"*

#### **Introduction to European capital**

Figure 6. We Discover Days Brussels. Communication briefing. Press release

For these international students, it is often a first acquaintance with the European capital and with VUB. The programme therefore also offers a virtual tour of Brussels with a focus on citizens' initiatives and urban development, as well as an online dance party organised by VUB student groups, the Ancienne Belgique and Pilar.

Wout Vanhelden of VUB student society Limburgia: *"It's important to connect people. And what better way is there than through music? We would like to invite all international students to the digital party on 1 April. Through this project, you too can discover the Brussels hip-hop scene! Lefto and Supafly Collective will provide an awesome night with the best hip hop records from the 70s, 80s and 90s. See you there!"*

The icing on the cake is the masterclass on citizen journalism with Waad el-Kateab, the Syrian journalist and filmmaker who won an Oscar nomination with For Sama, her haunting documentary about the Syrian civil war.

VUB rector Caroline Pauwels: *"Without cooperation, we will get nowhere. This is no different in our current high-tech and globalised society. That is why VUB is strongly committed to partnerships. With other universities. With organisations. With the city. With its academics and students. The challenges are too big for one person, one single entity. How do we tackle climate change? The poverty in deprived neighbourhoods? How do we keep our cities liveable and provide quality education for all? Our EUTOPIA students are now putting this into practice. We are particularly proud of their social commitment."*

#### More information and full programme

weKONEKT.brussels  
weDISCOVER.brussels

#### Contact

##### (Party in) AB

Wout Vanhelden (Limburgia) and Jorn Jens Denayer (Campina) are organising the party in the AB.

[wout.vanhelden@vub.be](mailto:wout.vanhelden@vub.be) 0496 59 05 35

The EUTOPIA students will work on the theme of how to transform the AB into an open and inclusive organisation embedded in its environment

Astrid De Sterck, AB: [ads@abconcerts.be](mailto:ads@abconcerts.be)

##### Capital vzw

Capital vzw is a one-stop organisation where various projects and organisations work together to empower the youth of Brussels. The man behind Capital is VUB business student Hassan Al Hilou - [hassan@capitalbelgium.be](mailto:hassan@capitalbelgium.be)

##### CY Cergy Paris Université students

Emil Raducanu - [emil.raducanu@eisti.eu](mailto:emil.raducanu@eisti.eu)

Lucie-Anne Soubelet ([Lucie-anne@soubelet.fr](mailto:Lucie-anne@soubelet.fr))

Paul-Adrien Viala ([pauladnarbonne@gmail.com](mailto:pauladnarbonne@gmail.com))

##### Background on the workshops with local partners

Innoviris: How to increase cooperation with the Brussels scientific ecosystem to increase interest in science among schoolchildren

Figure 7. We Discover Days Brussels. Communication briefing. Press release (cont.)

## **weDISCOVER.week schedule details**

No registration required for Open Innovation Challenge students

Registration by general public for open events: email to [ian.komac@vub.be](mailto:ian.komac@vub.be)

### **Monday, 29 March 2021**

10:30 – 11:00: Opening ceremony

Mandatory for Local challenge representatives

Open for all team members, mentors, staff, ...

Access link will be provided

11:00 – 12:00: Workshop multi- and intercultural communication

Mandatory for Local challenge representatives

Closed session

12:00 – 12:30: Virtual city tour by Olaf Winkler

Open for entire university community

Highly recommended to students in Open Innovation Challenge

14:00 – 16:00: Teamwork session 1

Mandatory for Local challenge representatives

Closed session

### **Tuesday 30 March 2021**

10:00 – 11:30: Expert sessions

Mandatory for Local challenge representatives

Closed session

11:30 – 12:30: PILAR exhibition and placemaking tour

Open for entire university community

Highly recommended to students in Open Innovation Challenge

14:00 – 16:00: Teamwork session 2

Mandatory for Local challenge representatives

Closed session

### **Wednesday 31 March 2021**

10:00 – 11:00 How to pitch

Mandatory for Local challenge representatives

Open for all student team members

11:00 – 16:00: Open Innovation Challenge Feedback moments (timeslots based on progress and availability)

Mandatory for Local challenge representatives

Closed session

*Figure 8. We Discover Days Brussels. Agenda (1 of 2)*

16:00 – 17:00: Global Challenge presentations  
Mandatory for Local challenge representatives  
Open for students, partners, EUTOPIA staff, ...  
General registration: email to [ian.komac@vub.be](mailto:ian.komac@vub.be)  
Partner registration: <https://forms.office.com/r/u3TmArJkkd>

17:00 – 17:30: Jury voting  
Open for partners, EUTOPIA staff, ...  
General registration: email to [ian.komac@vub.be](mailto:ian.komac@vub.be)  
Partner registration: <https://forms.office.com/r/u3TmArJkkd>

### Thursday

11:00 – 13:00: MasterClass with Waad al-Kateab  
Open for entire university community  
Highly recommended to students in Open Innovation Challenge

13:00 – 14:00: Workshop multi- and intercultural communication  
Mandatory for Local challenge representatives  
Closed session

18:00 – 18:30: Official Closing Ceremony  
Mandatory for Local challenge representatives  
Open for all team members, mentors, staff, ...  
Access link will be provided

20:00 – 22:00: Virtual concert at Ancienne Belgique  
Livestream via the Ancienne Belgique youtube channel:  
<https://www.youtube.com/user>  
Register for the Zoom Dance party:  
<https://forms.office.com/Pages/ResponsePage.aspx?id=qHxbaagtRUWi2kLQN4TlhQDsouYrZvtGos4pusagrbrUNjNVMIpVOFJNNFRSWEVBUSUJaTOY1SIBVNS4u&wdLOR=c30598602-F307-F14A-B85C-B163E034BCC3>

Figure 9. We Discover Days Brussels. Agenda (2 of 2)

## 4. Place Discover: the numbers

Both events, were held virtually and we can find all the debates, visits and activities in the Eutopia youtube channel

*Table 1 We Discover Days Barcelona. Visits to the different (virtual)*

<b>Session</b>	<b>Number of (virtual) visitors</b>
Introduction to the SDG's and to WeDiscover Days Barcelona	37
Inclusive City Colloquium. "Entities and Companies Against Inequality"	92
Climate Emergency Colloquium. "Communicating Climate Emergency"	40
Climate Emergency Documentary "Mareas Ocultas", + Colloquium.	28
Inclusive City Colloquium "Inclusive and Sustainable Housing"	45
Healthy Eating Colloquium "Healthy Eating and Sustainable Food Production"	35
Climate Emergency Colloquium "Circular Economy for a more Sustainable World"	55
Climate Emergency Seminar "How can citizens produce data to advance their Agenda"	20
FEM IoT Lab Project - Connected Street	24
<b>TOTAL</b>	<b>376</b>