

THEI2.0 - From assessment to action

The user step-by-step tutorial

Welcome to the THEI2.0 user step-by-step tutorial

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A. Introduction to THEI2.0

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What is THEI2.0?



THEI2.0 is a project with the biggest aim of helping and supporting Higher Education Institutions become more innovative and entrepreneurial.

How? Follow this tutorial and be inspired in starting this journey!

THEI2.0 : Towards HEInnovate 2.0: From assessment to action

THEI2.0 offers a methodology that guides HEIs into action from the reflection that arises in the context of HEInnovate assessment. The implementation of the proposed methodology leads to a deep analysis and understanding of HEInnovate results, their translation into actions, and the final assessment of the impact of those actions into the institution's dynamic and strategy.

THEI2.0 also offers a set of tools for reflection, inspiration, decision making and planning. The toolkit is available both in online and printed versions and can be accessed through the website (<http://www.thei2.eu>).

What is HEInnovate?



**THEI2.0 Model is based on
HEInnovate assessment.**

HEInnovate (<http://www.heinnovate.eu>) is a self-assessment tool for Higher Education Institutions (HEIs) wishing to explore their entrepreneurial and innovative potential. The self-assessment tool helps HEIs in identifying their current entrepreneurial development in a systematic way.

HEInnovate is structured in eight broad areas, which gather the key areas for reflection of entrepreneurial and innovative HEIs:

- Leadership and Governance
- Organisational Capacity: Funding, People and Incentives
- Entrepreneurial Teaching and Learning
- Preparing and Supporting Entrepreneurs
- Digital Transformation and Capability
- Knowledge Exchange and Collaboration
- The Internationalised Institution
- Measuring Impact

HEInnovate is supported by the European Commission and the OECD.

It is available at www.heinnovate.eu

Origins of THEI2.0

THEI2.0 Partners



THEI2.0 is an initiative supported by the Erasmus+ Program of the European Union, which takes the HEInnovate self-assessment tool one step further, by enhancing it with a post assessment analysis and recommendation plan.

THEI2.0 is the initiative that has developed the methodology and toolkit named eHEI, which stands for the entrepreneurial Higher Education Institution.

To get more information, visit: www.thei2.eu

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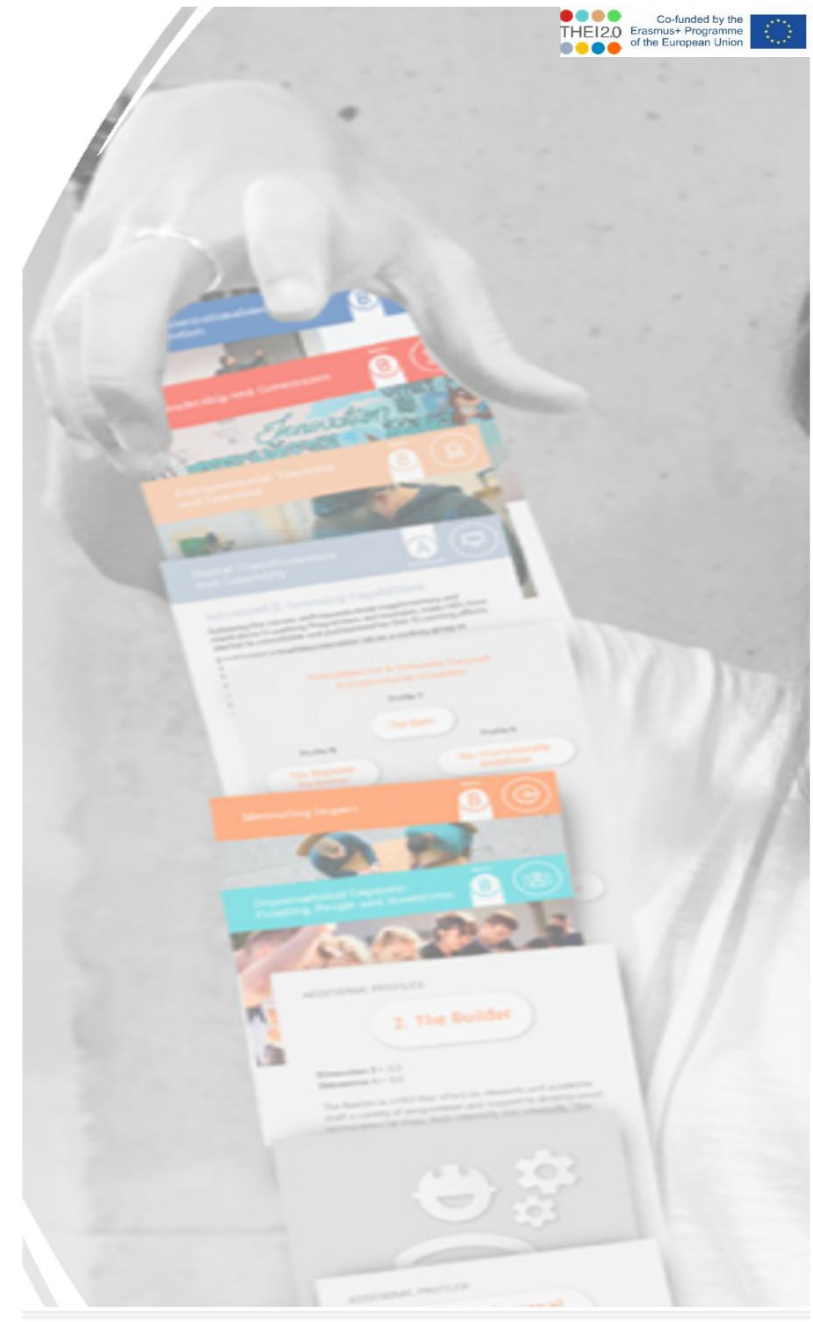
05 Plan

C. Other tools

The user's step-by-step tutorial

eHEI user's journey has five major steps:

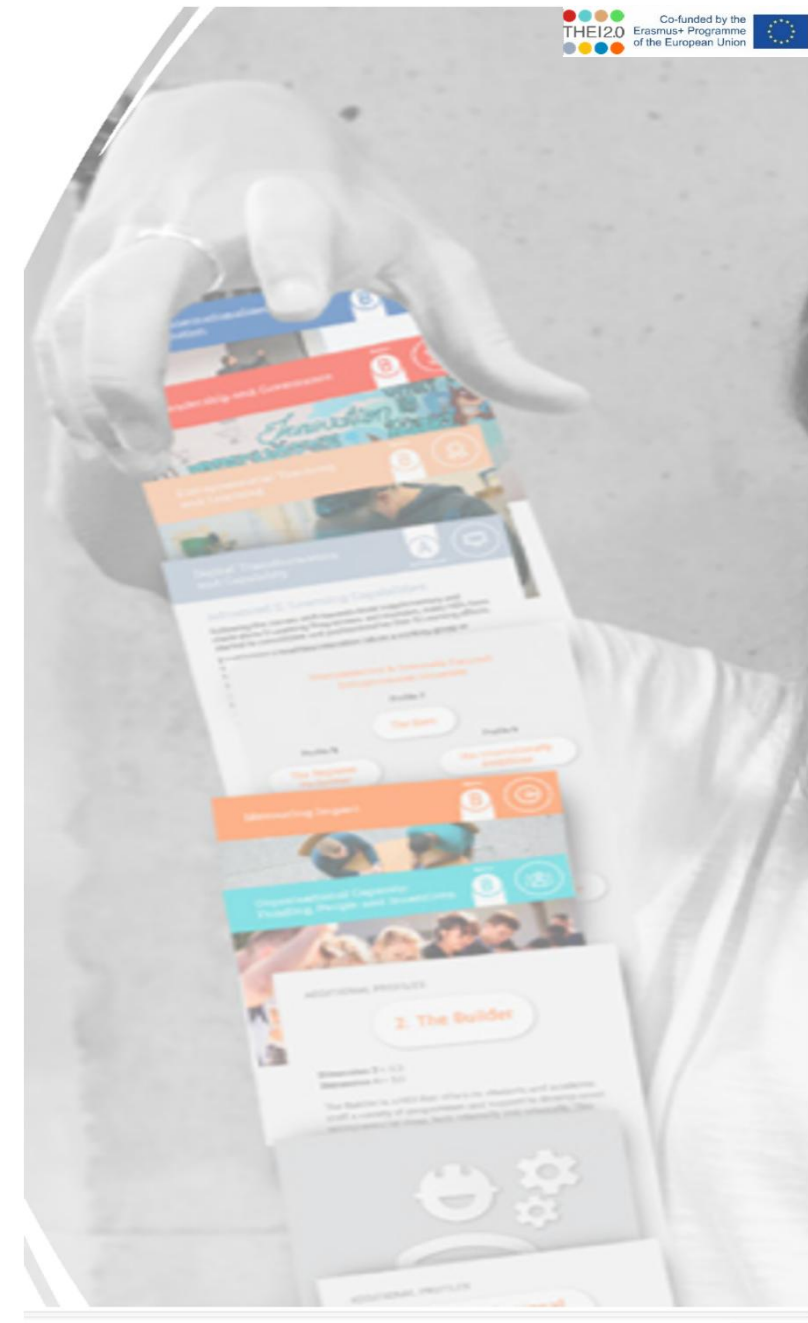
- 01 Assess
- 02 Reflect
- 03 Inspire
- 04 Design
- 05 Plan



The user's step-by-step tutorial

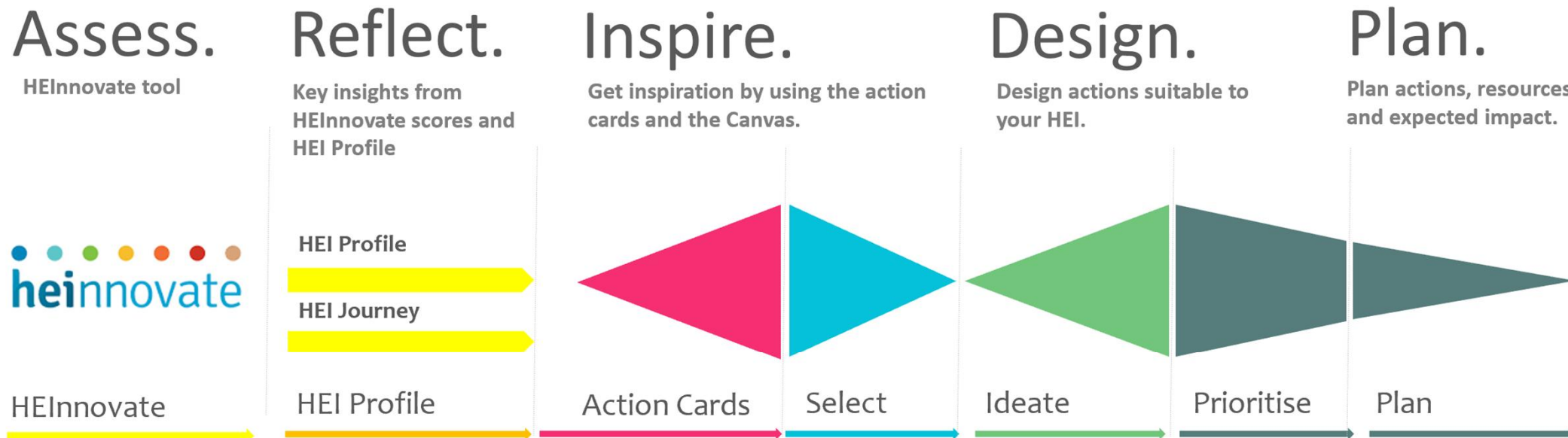
eHEI user's journey has five major steps:

- 01 **Assess** Assess your innovative potential using HEInnovate tool.
- 02 **Reflect** Identify the HEI entrepreneurial development through the [eHEI Profile](#).
- 03 **Inspire** Get inspiration by using [eHEI recommendation cards](#).
- 04 **Design** actions suitable to your HEI.
- 05 **Plan** actions.

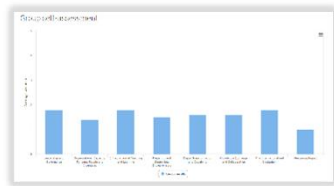


The user's step-by-step tutorial

The methodology is based on a double diamond decision process, preceded by the assessment and reflection phases. The double diamond enables the diverge-converge phases of the ideation process.



eHEI Journey The user's step-by-step tutorial



HEIs **assess their entrepreneurial development** according to the eight dimensions of HEInnovate tool. This serves as a reflection and debate among HEI representatives.

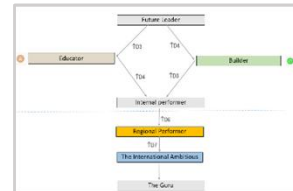


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Assess HEI's entrepreneurial development using HEInnovate



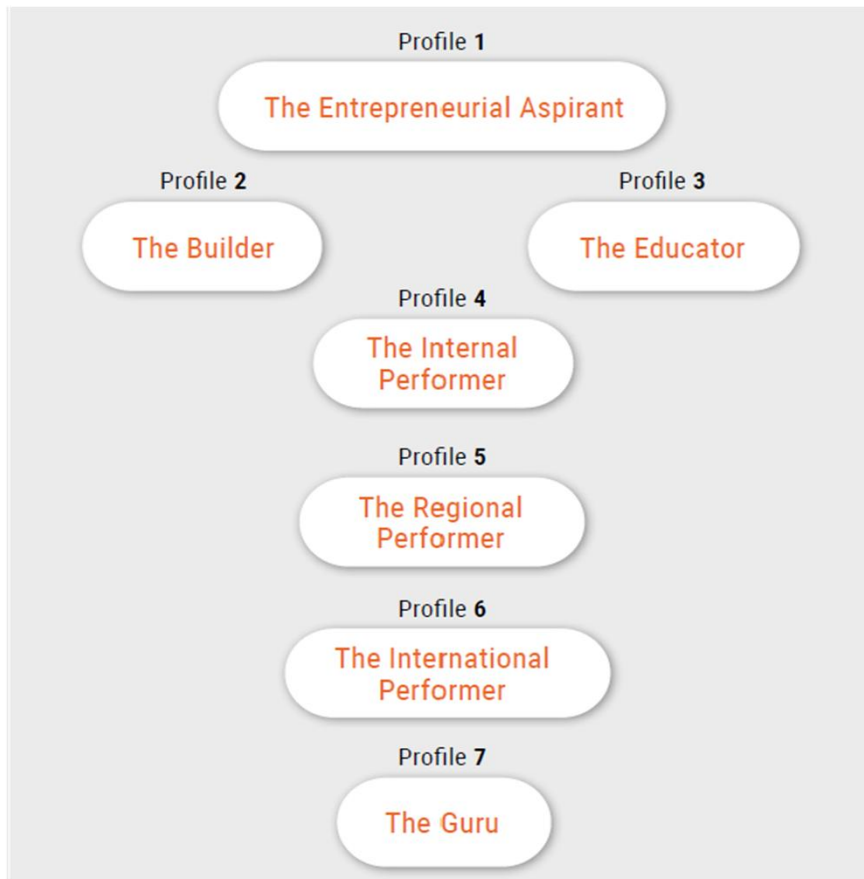
HEInnovate assessment

Gather a group of representatives of your HEI to go through the [eHEI journey](#). The first step of the process is to complete HEInnovate assessment.

- If you have already used HEInnovate assessment tool before, please revise the results you obtained.
- If this is not the case, please fill in the HEInnovate assessment before proceeding to the next steps. You can do this by creating a group assessment under HEInnovate website and invite all the members to complete the assessment. Once the assessment is completed, the group administrator has access to the group results.

02 | REFLECT

eHEI profiles



eHEI Profile

Based on the HEInnovate results, the HEI is associated with a given eHEI profile. The profile is a characterisation of the HEIs based on the scores of several dimensions of HEInnovate:

1. Look at the HEInnovate scores in each of the dimensions
2. Apply the eHEI profile according to the eHEI profile logic tree (see next page).
3. Read the profile characterisation and ask yourselves whether the profile you are assigned to fits your institution.

The profiles serve as a source for reflection and as a way of providing targeted recommendations in the next steps of the process.

Tool: HEI profiles available in THEI2.0 booklet.

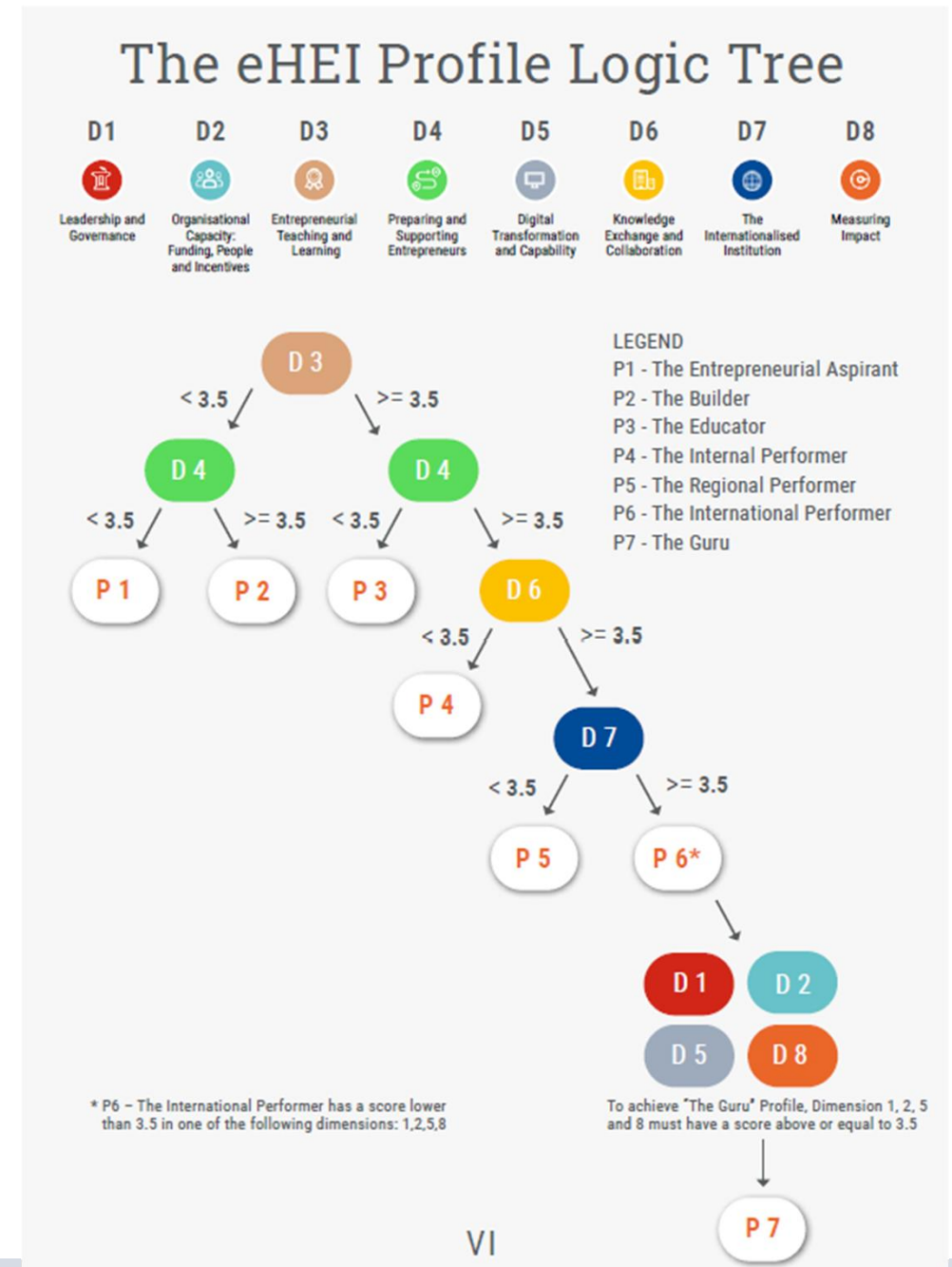
Your eHEI Profile

Assign the eHEI Profile

Based on the scores of HEInnovate, traverse the Logic Tree by looking at the scores you obtained, and deciding whether you should go to the left or the right branch, based on the dimension checked on each node. If you reach a final node, you get the profile (P1-P7).

For example:

- If you got scores in D3 <3.5 and D4 <3.5, your eHEI profile is “The Entrepreneurial Aspirant”.
- If you got scores D3 ≥ 3.5, D4 ≥ 3.5, D6 < 3.5, your eHEI profile is “The Internal Performer”.



02 | REFLECT

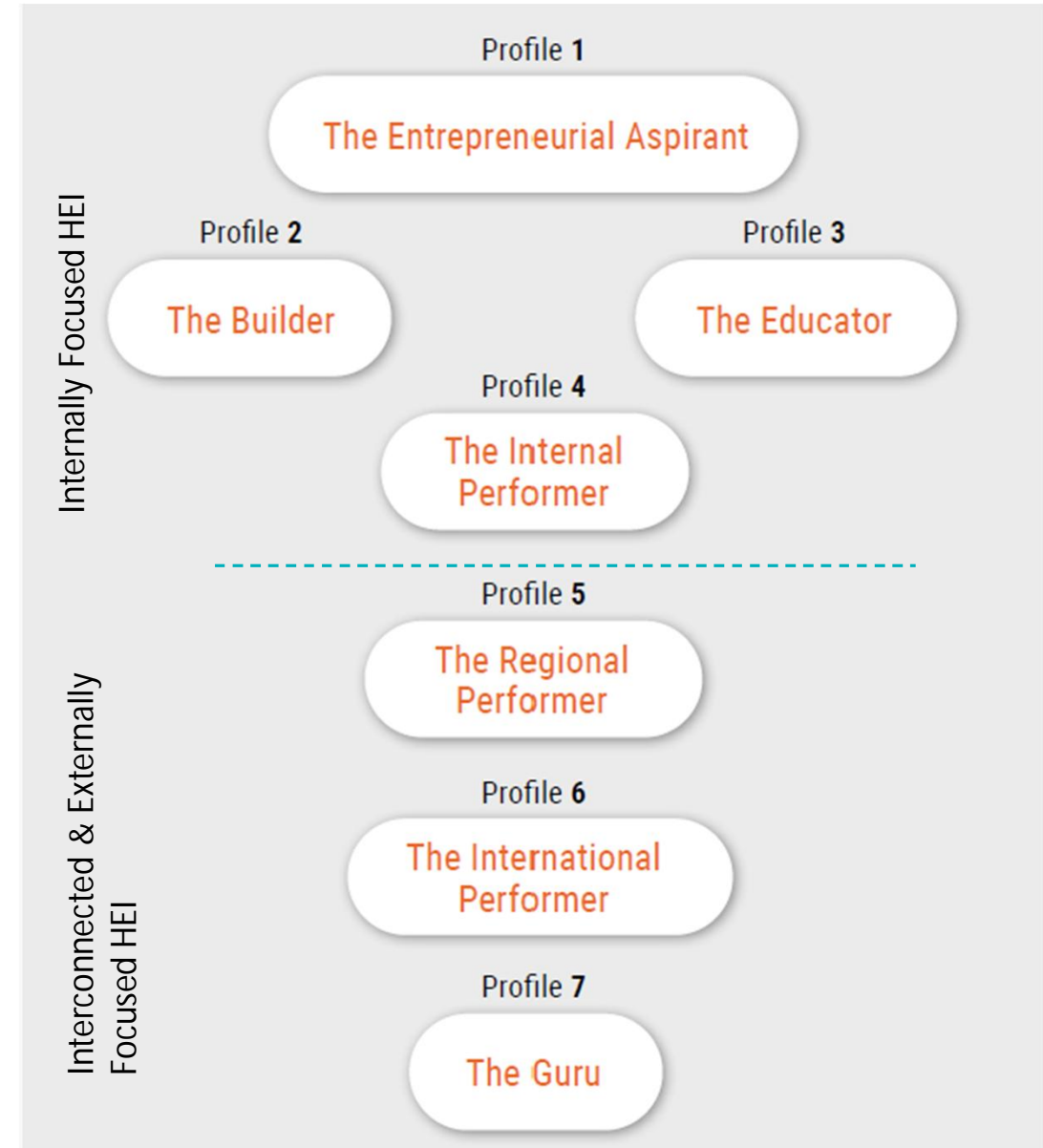
Look at eHEI profiles

General Overview of the eHEI Profiles

The categorisation of the first four profiles (1 – The Entrepreneurial Aspirant, 2 – The Builder, 3 – The Educator, 4 – The Internal Performer) focuses on enhancing the internal entrepreneurial competences at the HEI with learning programmes and course curricular as well as ways to improve the overall ability to prepare students in the field of entrepreneurship. These aspects are considered the foundational elements of becoming an entrepreneurial HEI and should be mastered before moving on to the next profiles.

The latter three profiles (5 – The Regional Performer, 6 – The International Performer, 7 – The Guru) are focused on advancing external programmes in the field of regional and/or international partnerships regarding their entrepreneurial competences and measuring the impact for the conducted activities.


Read more about each profile in the booklet or on the official THEI2.0 homepage: www.thei2.eu



02 | REFLECT


Look at eHEI profiles

Full access to the [eHEI profiles](#) is available online on the [website](#) and the booklet.



THEI20

Co-funded by the Erasmus+ Programme of the European Union




An Inspirational Guide for the Entrepreneurial University

THE eHEI CARD SET


THE BOOKLET

PLAY NOW



Authors
Klaus Sailer, Florian Huber, Julia Dorsch, Ester Bernadó

Contributors
Barbara Gabriel, Robertt Valente, Claudia Figueiredo, Colette Henry, Annmarie McHugh, Katja Lahikainen, Hilikka Laakso



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03 | INSPIRE

Read, analyse, be inspired by the eHEI cards

The eHEI – entrepreneurial HEI - card set

With a total of **40 cards** with **116 actions/formats** to guide you in becoming more innovative and entrepreneurial.

The recommendation cards are **tailored** to each **eHEI profile**.



Each eHEI Profile gets tailored cards



Specific cards

Specifically chosen for your eHEI profile.

Please work with these cards first, before examining the others.



Essential cards

Cards from entrepreneurial profiles that have scored below yours in some dimensions.



Challenge cards

Recommendation cards for profiles that have scored higher in certain dimensions.

Example of eHEI Profile and its cards

eHEI Profile →

Characterisation of eHEI Profile →

Specific Cards →

Essential Cards →

Challenge Cards →

2. The Builder

Dimension 3 Entrepreneurial Teaching and Learning < 3.5
Dimension 4 Preparing and Supporting Entrepreneurs ≥ 3.5

Your eHEI 40 Recommendation Cards with the specific order and consideration importance

The Builder Specific Cards

14

15

12

13

11

8

7

4

1

27

25

23

22

21

20

19

18

17

38

37

34

The Builder Consideration Cards

3

2

The Builder Challenge Cards

29

28

26

24

16

10

9

6

5

40

39

36

35

33

32

31

30

VIII

The Builder is a HEI that offers its students and academic staff a variety of programmes and support to develop novel entrepreneurial ideas, both internally and externally. This includes incubation programmes and mentoring for startups and entrepreneurs-to-be.

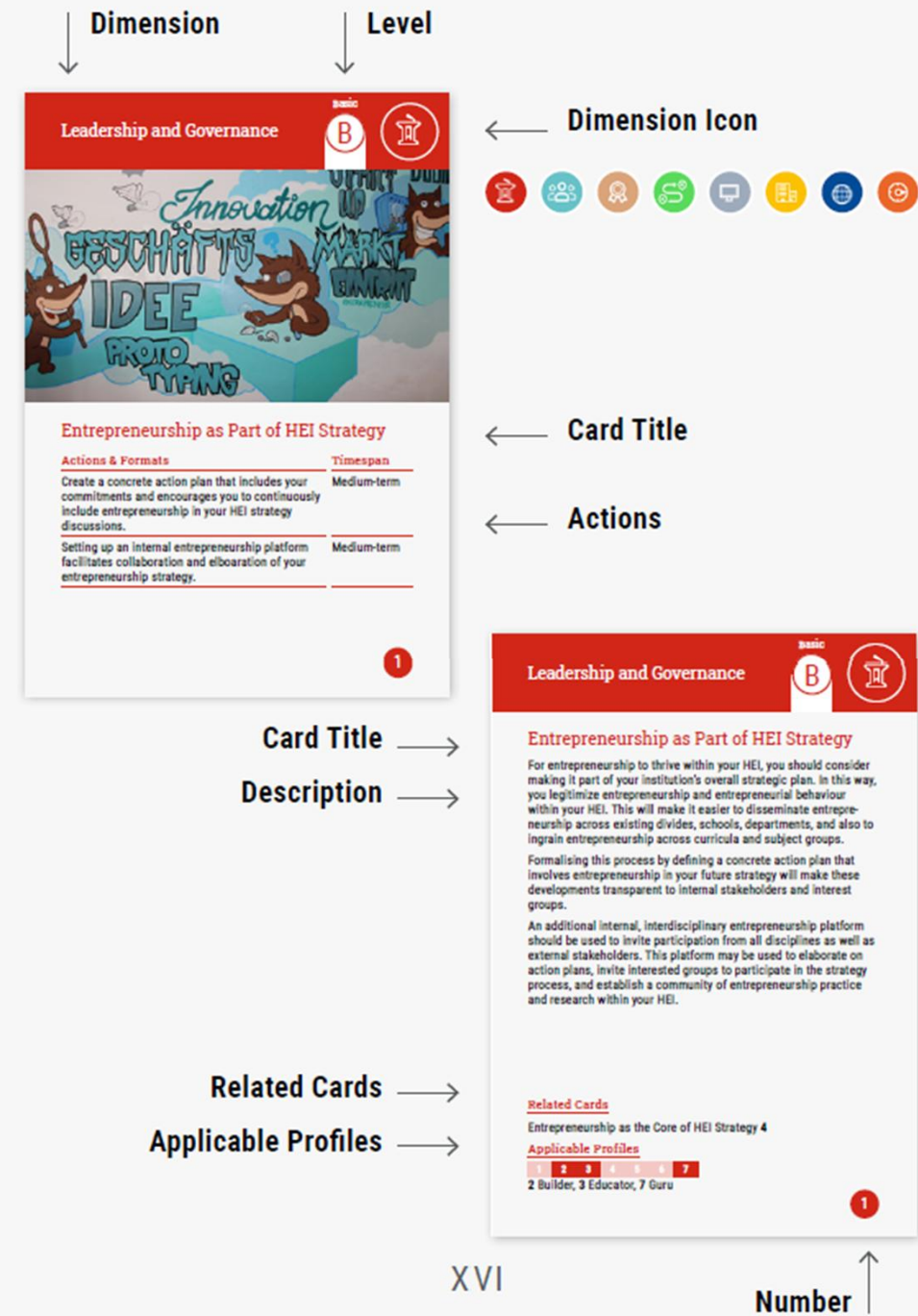
The HEI can benefit from providing more entrepreneurial education and training opportunities for their students and educators. The Builder has the potential to grow and become stronger in this area of preparation and support, with the help of expert guidance, and also by involving the wider academic community.

VIII

Description of eHEI profile ←

Each eHEI card has the following information

- Dimension. One of the 8 HEInnovate dimensions, labelled by name, colour and symbol of the official HEInnovate dimensions.
- Level. B=Basic or A=Advanced. Basic cards tend to be simpler, short-term ideas/activities/programmes you can implement while advanced cards are programmes intended to challenge the entrepreneurial competences of your HEI.
- Dimension Icon. The official HEInnovate icon dimension of the card's dimension.
- Actions. These are specific programmes or actions your HEI can take, related to the sub-dimensions. The time frame (estimation) is either short-, medium- or long-term depending on resources and time required.
- Card Title. Official title of the card.
- Description of the card and examples.
- Related Cards. List of cards related to this card in the same dimension or in other dimensions.
- Applicable Profiles. List of profiles that have this card in their Profile-Specific Cards.
- Number of the card.



03 | INSPIRE

Read your cards

1. Read the Specific Cards assigned to your eHEI Profile. The cards belong to different HEInnovate dimensions.
2. Next, you can check the Essential Cards.
3. Next, preferably if you have completed the previous actions, access the Challenge Cards.

Full access to [eHEI card set](#) is available online on the website and the booklet.

Entrepreneurial Teaching and Learning (Basic)

Preparing and Supporting Entrepreneurs (Basic)

Organisational Capacity: Funding, People and Incentives (Advanced)

THE eHEI CARD SET
THE BOOKLET

An Inspirational Guide for the Entrepreneurial University

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Klaus Sailer, Florian Huber, Julia Dorsch, Ester Bernadó

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03 | INSPIRE

Select the cards

1. Select the Action Cards that best suit your HEI and your strategy.
2. Place the selected cards in the Canvas.
3. Discuss with your colleagues the actions that could be applied to your institution.

The Canvas can be downloaded from [THEI2.0 website](#).

Your HEI:

Your HEIs next steps for further development:

Your HEI Vision:


Leadership and Governance	Organisational Capacity: Funding, People and Processes	Entrepreneurial Teaching and Learning	Knowledge Exchange and Collaboration	Measuring Impact
Digital Transformation and Capability	Preparing and Supporting Entrepreneurs	The Internationalised Institution		
Added Value for University		Added Value for Society		
Designed by:			Date:	

04 | DESIGN

Design the actions that best suit your HEI

Based on the inspiration of the selected action cards and the discussion, **adapt** and **design** the actions that best suit your HEI and your strategy.









To guide your design, consider the **added value** for university and the society at large.



Your HEI:

Your HEIs next steps for further development:

Your HEI Vision:

 Leadership and Governance	 Organisational Capacity: Funding, People and Incentives	 Entrepreneurial Teaching and Learning	 Knowledge Exchange and Collaboration	 Measuring Impact
 Digital Transformation and Capability		 Preparing and Supporting Entrepreneurs	 The Internationalised Institution	

Added Value for University

Added Value for Society

Designed by:
Date:

05 | PLAN

Plan the actions

For each action, plan the **timeframe**, **responsible**, **stakeholders**, **resources** and **KPI** (indicators of success). Each of these aspects connects with dimensions of the HEInnovate tool (e.g., leadership and governance, organisational capacity, digitalisation, measuring impact).

Measuring impact is emphasized and associated with the corresponding HEInnovate dimension.

Tool: “Plan your actions” template.

Plan your action(s)

Leadership & Governance

Organisational Capacity

Digitalisation

Measuring impact

ACTION What will be done?	TIMEFRAME By when?	RESPONSIBLE Who is going to do it?	STAKEHOLDERS Who is involved?	RESOURCES What resources/support are available/needed?	KPI Indicators of success	
Business Case Competition	Medium-Term	Incubator Managers	Students	Video Conference Tools	Type something	No. of students enrolled
		Dean	Local Companies & local associations	Virtual Catering	Type something	No. of companies enrolled
		Industry Leaders	City Council?	Student Club/Life Association	Type something	No. of adopted and implemented ideas
		Type something	Sponsors	Entrepreneurial Trainers/Experts	Type something	Employability %
				Type something		
Type something	Type something	Type something	Type something	Type something	Type something	Type something
		Type something	Type something	Type something	Type something	Type something
		Type something	Type something	Type something	Type something	Type something
				Type something	Type something	Type something

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Overall resources and toolkit



THEI2.0 Resources

- [Process](#) from assessment to action.
- [Booklet](#): eHEI profiles and action cards.
- Downloadable [training materials](#).
- [Expert group](#) that helps HEI in the use of materials and conduct reflection sessions and workshops



THEI2.0 [Workshop](#)

It is [designed to guide HEIs](#) through their journey from assessment to action, by using the set of tools of THEI2.0.



Online Workshop and downloadable templates

The Workshop can be held [online](#) with the help of a facilitator. Please, contact [THEI2.0 expert members](#).



Further steps for action

- User [Case Studies](#).
- [Book](#) on Strategies for entrepreneurial HEIs.
- [Badge system](#) that recognizes HEI's efforts.

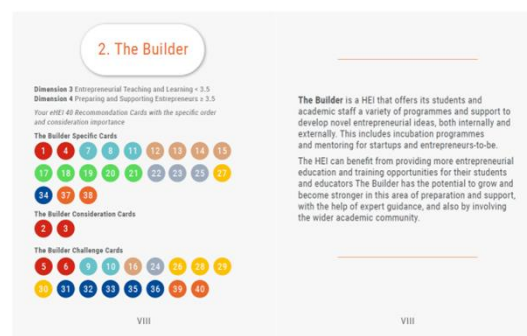
Other tools & resources

Digital tools for action

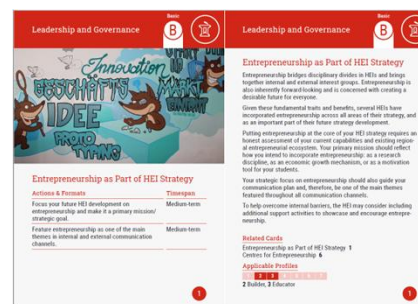
eHEI Profiles



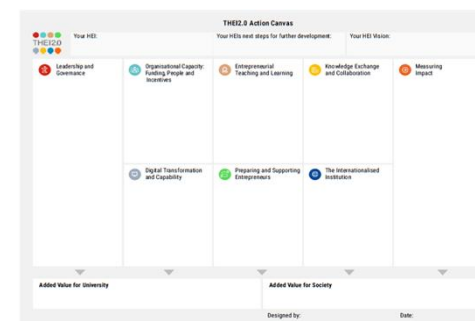
eHEI Profile w. tailored recommendations



eHEI Action cards



eHEI Canvas



Plan your action(s)

ACTION	TIMEFRAME	RESPONSIBLE	STAKEHOLDERS	RESOURCES	KPI
What will be done?	By when?	Who is going to do it?	Who is involved?	What resources/support are available/needed?	Indicators of success
Business Case Competition	Medium-Term	Incubator Managers	Students	Video Conference Tools	No. of students enrolled
		Dean	Local Companies & local associations	Visual Cloning	No. of companies enrolled
		Industry Leaders	City Council?	Students Club/Life Association	No. of adapted and implemented ideas
		Type something	Sponsors	Entrepreneurial Trainers/Experts	Employability %
Type something	Type something	Type something	Type something	Type something	Type something
		Type something	Type something	Type something	Type something
		Type something	Type something	Type something	Type something
		Type something	Type something	Type something	Type something

Action planning template

Prepare your Pitch

THE120 Pitch Template

Summarise your mission, action, stakeholders, resources and KPIs

Our university

with profile

aims at

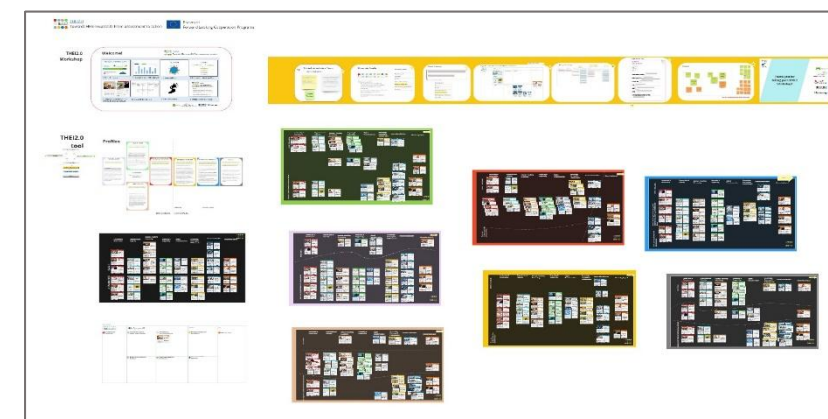
by

with

and

being measured with

Pitch template




Workshop

Other tools & resources

eHEI Canvas

eHEI Action Canvas is based on the eight dimensions of HEInnovate and helps create and monitor a strategy for HEI's entrepreneurial development, also addressing the **added-value** of the action plan for university and for society.











THEI2.0 Action Canvas

Your HEI:

Your HEIs next steps for further development:

Your HEI Vision:

 <div>Leadership and Governance</div>	 <div>Organisational Capacity: Funding, People and Incentives</div>	 <div>Entrepreneurial Teaching and Learning</div>	 <div>Knowledge Exchange and Collaboration</div>	 <div>Measuring Impact</div>
	 <div>Digital Transformation and Capability</div>	 <div>Preparing and Supporting Entrepreneurs</div>	 <div>The Internationalised Institution</div>	

Added Value for University

Added Value for Society

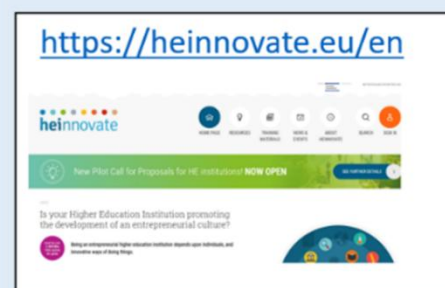
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Date:

Other tools & resources

eHEI Workshop

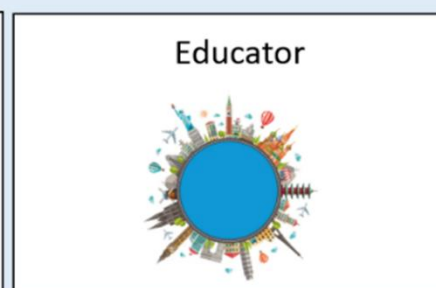
[eHEI workshops](https://heinnovate.eu/en) are offered in both online and in-person formats enabling THE120 users an immersive experience and support, from the assessment phase using HEInnovate up to the definition of an Action Plan according to the goal(s) of the HEI.



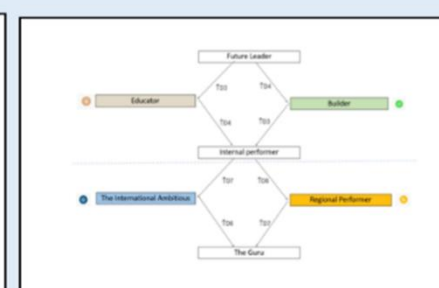
1. Fill in HEInnovate



2. User gets results of HEInnovate



3. Your profile is...



4. Information about profiles



5. Targeted recommendations at the sub-dimensions levels

Area	Sub-dimension	Recommendation
Leadership and Governance	Organisational Capacity Building, People, Structures	Develop a strategic plan for the next 5 years.
Entrepreneurial Learning and Teaching	Entrepreneurial Learning and Teaching	Implement a mandatory entrepreneurship module for all students.
Knowledge Exchange and Collaboration	Knowledge Exchange and Collaboration	Establish a formal partnership with a local business.
Higher Transformation and Leadership	Higher Transformation and Leadership	Implement a leadership development program for staff.
Research and Innovation	Research and Innovation	Establish a research center for entrepreneurship.
Internationalisation	Internationalisation	Implement a global mobility program for students.
Impact and Engagement	Impact and Engagement	Implement a community engagement program.

6. Choose & plan actions



7. Pitch your actions



8. Reflect on the workshop

eHEI Workshop

The eHEI workshop is structured in three main phases:

PRE-WORKSHOP

1. The participants get information on HEInnovate and THE120
2. The participants are invited to [fill in HEInnovate assessment](#)

ON THE DAY

1. Welcome
2. The [results of HEInnovate](#) are reviewed
3. The HEI gets its [profile](#) according to the results of HEInnovate
4. HEI defines their [vision](#) & [mission](#) statements
5. HEI are provided with targeted [action recommendations](#)
6. HEI [selects actions](#) and shares reflections
7. HEI establishes an [action plan](#)
8. HEI [pitches](#) the main insights
9. Closing

POST-WORKSHOP

1. The HEI receives a [summary](#) of the reflections and actions that were committed to in the workshop.
2. The participants are invited to fill a [feedback](#) questionnaire

Other tools & resources

Case Studies

THEI2.0 presents five [User Case Studies](#) describing how HEInnovate was implemented by each partner of the THEI2.0 consortium. [Feel inspired by the examples !](#)

[DKIT Case Study](#) Increasing Institutional Engagement with the HEInnovate Tool
[LUT Case Study](#) Stimulating Discussion
[UAvr Case Study](#) Introducing HEInnovate to the University of Aveiro, Portugal
[SCE Case Study](#) Toward an Entrepreneurial University
[TCM Case Study](#) HEInnovate: Stimulating Discussion and Beyond



THEI2.0

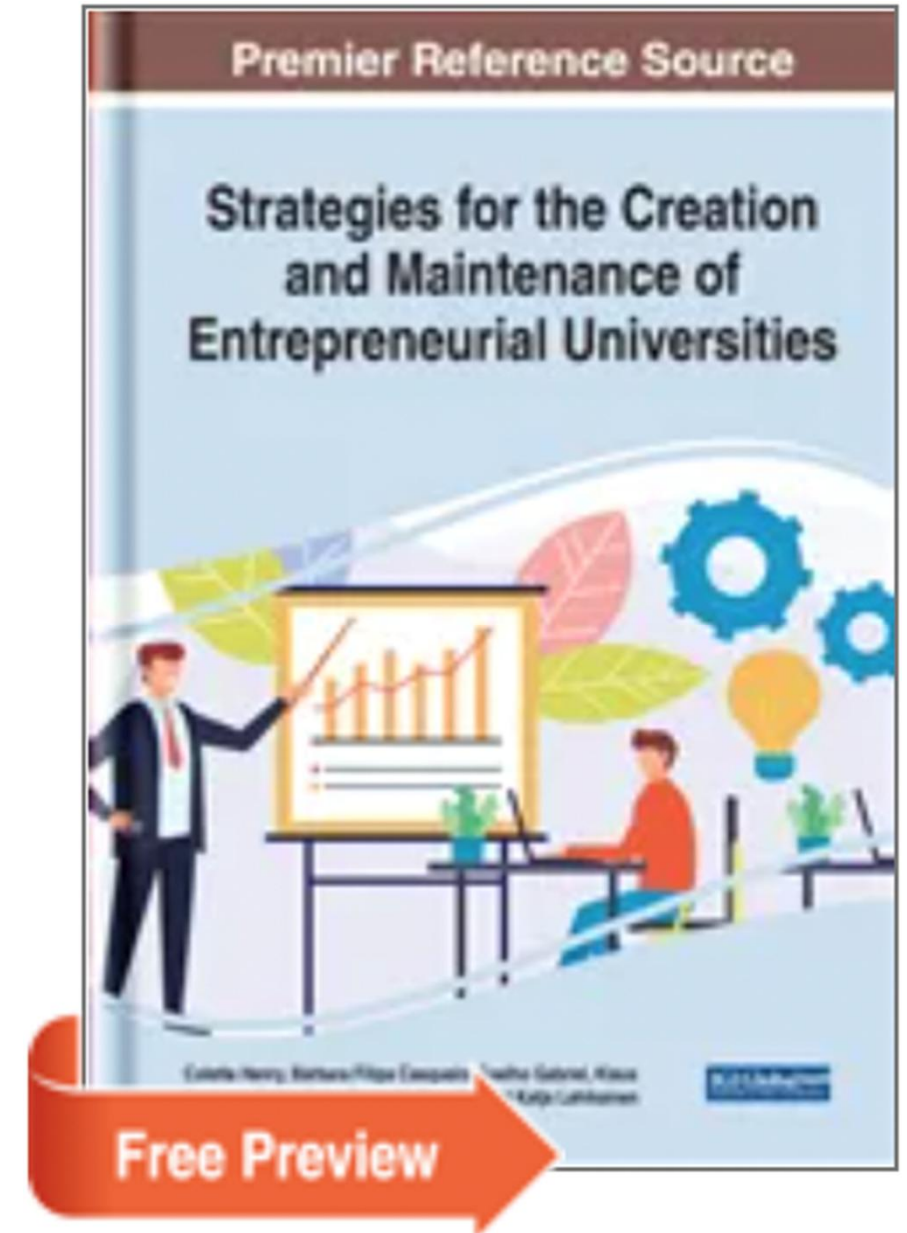
Towards HEInnovate2.0: From assessment to action

Other tools & resources

Book

["Strategies for the Creation and Maintenance of Entrepreneurial Universities"](#), edited by partners of THE12.0 Project, uses findings from the major EU-funded five country project (THE12.0) focused on enhancing the implementation and impact of the EU-OECD's HEInnovate tool. It offers valuable strategies to help HEI become more entrepreneurial, especially in the current COVID-19 and post-COVID-19 environments.

The book was released in December 2021, and you can find more information on the [IGI Global website](#).



Other tools & resources

Digital Badges System

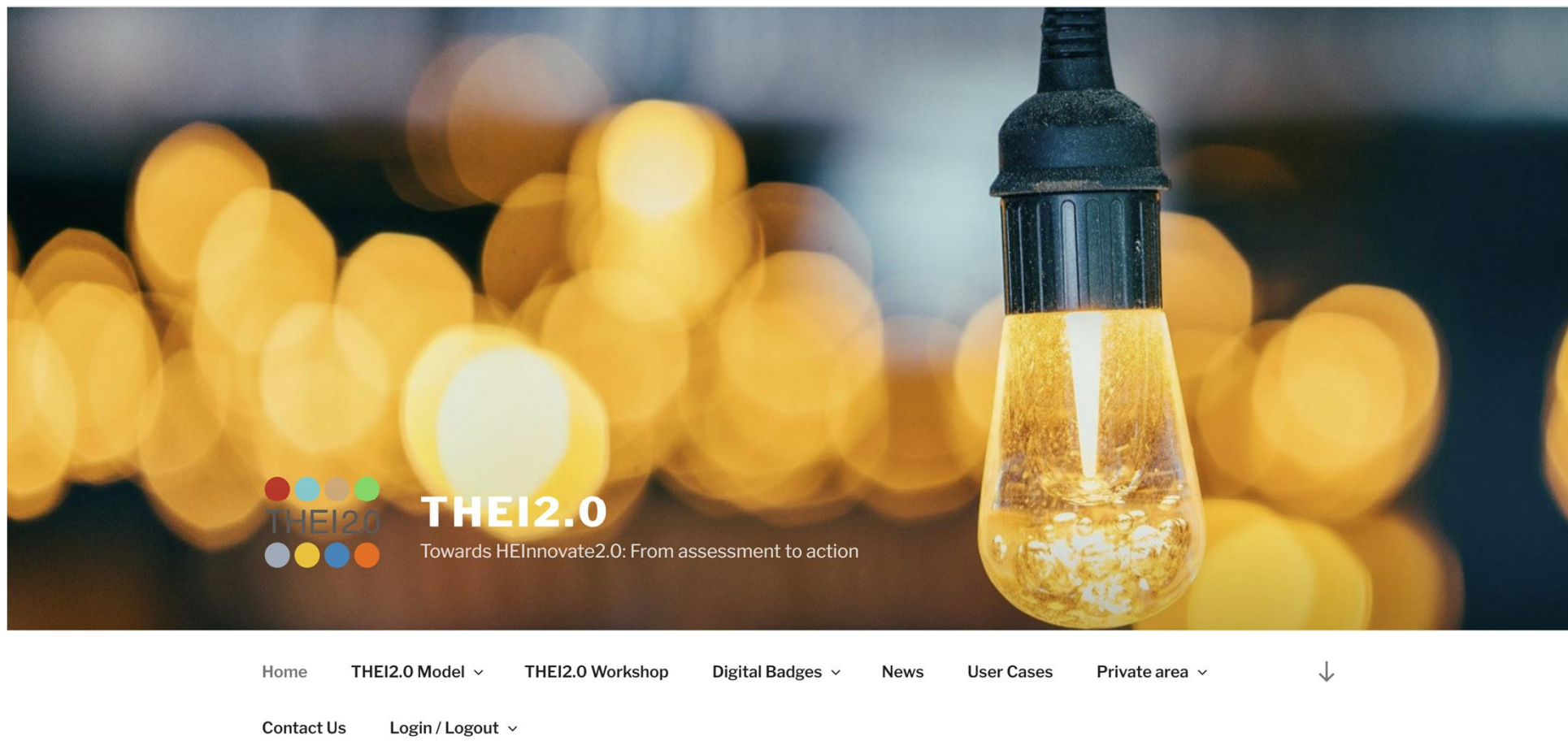
THEI2.0 Digital Badges are designed to support Universities/HEIs in their efforts to become more entrepreneurial by helping raise awareness of the *HEInnovate tool* and its associated resources, increasing the tool's usability and enhancing its overall impact.

You will find more information in THEI2.0 website for [Digital Badges](#)



Other tools & resources

Visit our Website at www.thei2.eu



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