

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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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 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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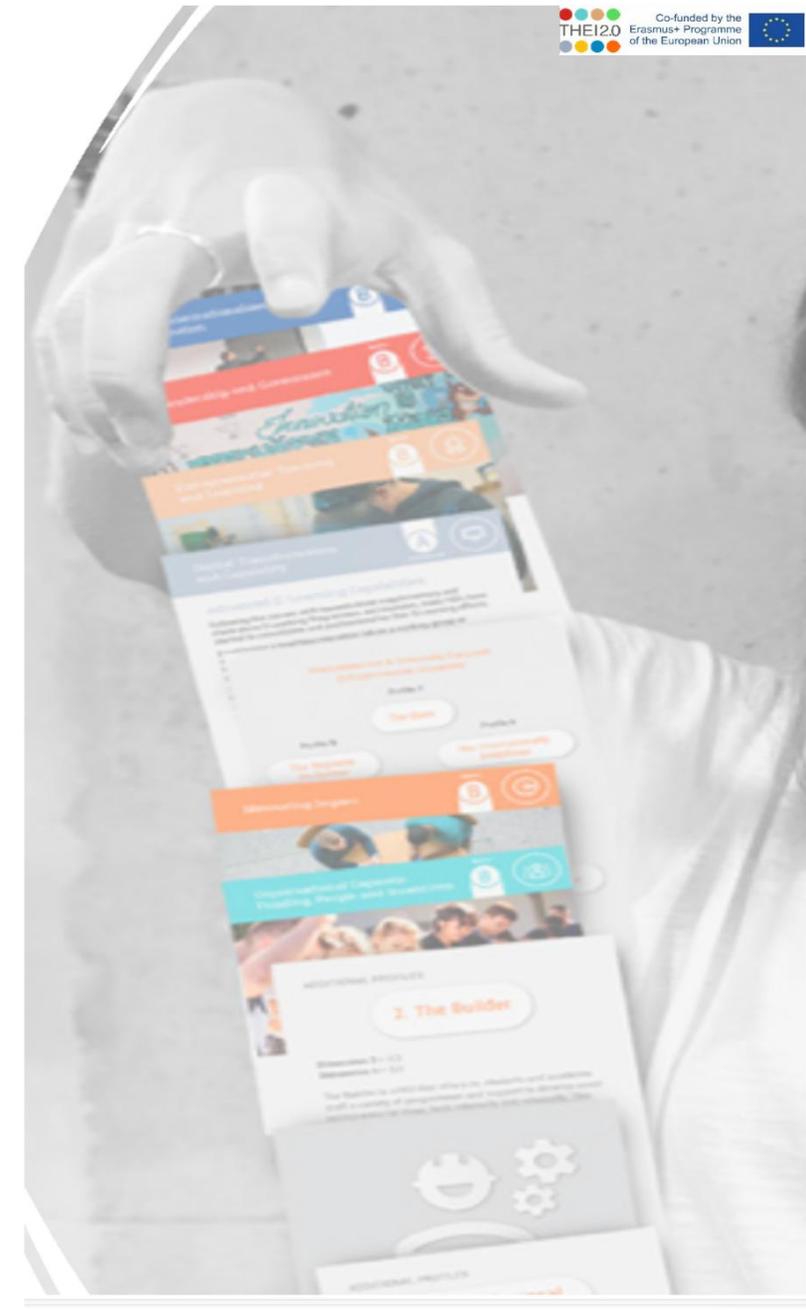
05 Plan

C. Other tools

The user's step-by-step tutorial

eHEI user's journey has five major steps:

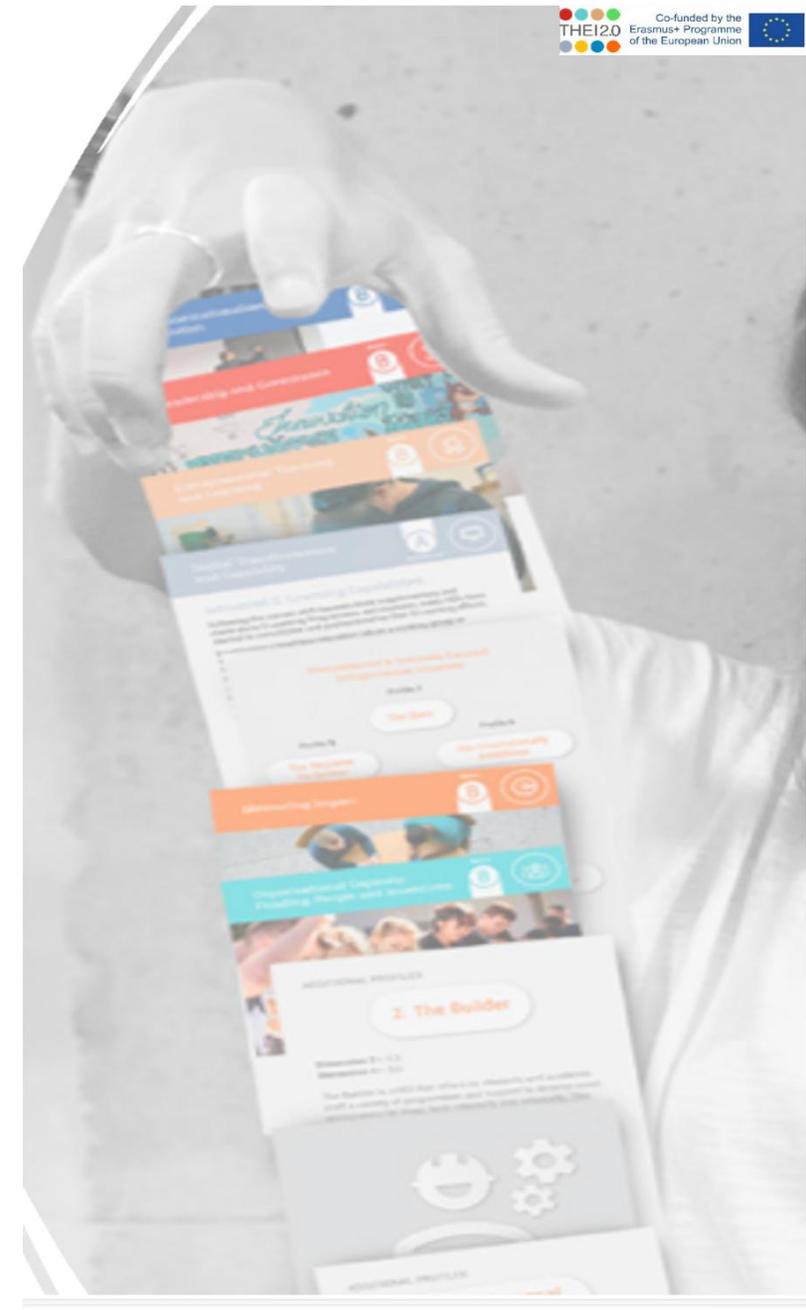
- 01 Assess
- 02 Reflect
- 03 Inspire
- 04 Design
- 05 Plan



The user's step-by-step tutorial

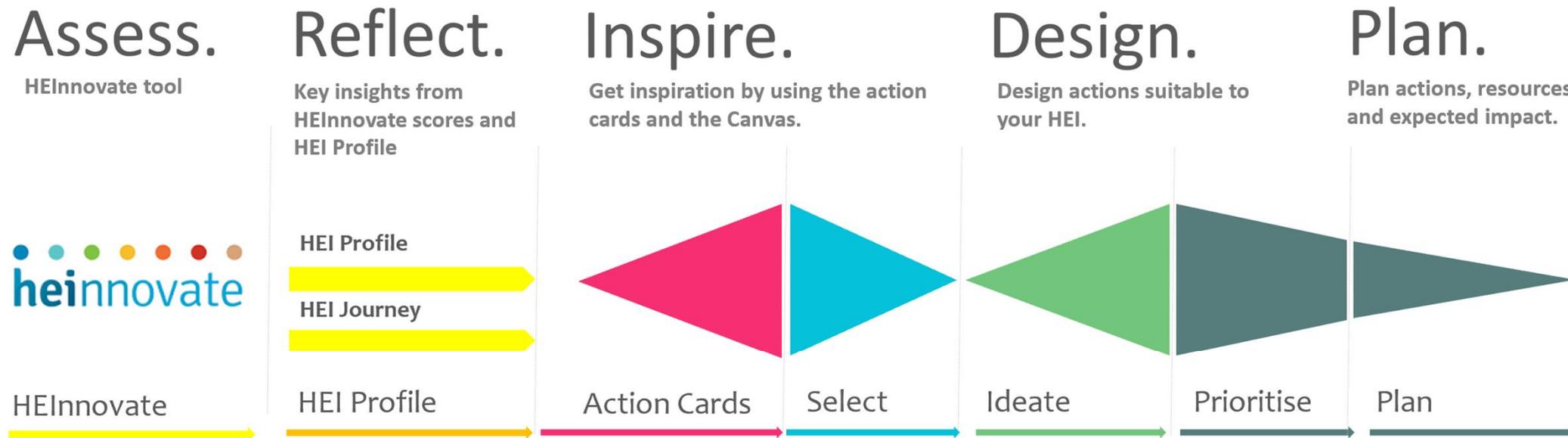
eHEI user's journey has five major steps:

- 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.

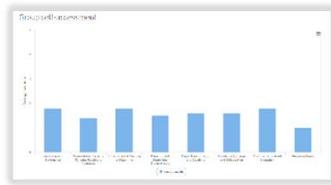


The user's step-by-step tutorial

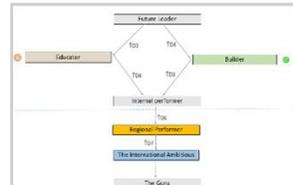
The methodology is based on a double diamond decision process, preceded by the assessment and reflection phases. The double diamond enables the diverge-converge phases of the ideation process.



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.



eHEI profiles are prototypes that represent different levels of entrepreneurial development according to the results of HEInnovate. This categorization helps the HEI reflect on their entrepreneurial development.

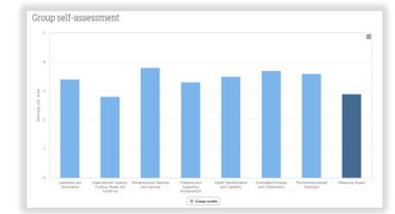


eHEI Cards are action recommendations targeted to each HEI profile that provide inspiring actions that can be undertaken by HEIs.



Design actions based on the discussion with your colleagues.

Plan the actions. A number of **resources** are provided to help HEIs **decide what actions** to pursue to become more entrepreneurial.



HEIs can **reassess** its entrepreneurial development with HEInnovate and reapply the THEI2.0 process. Assessment becomes **iterative** and evolution is analyzed in a more valuable way, with **increased impact**

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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.

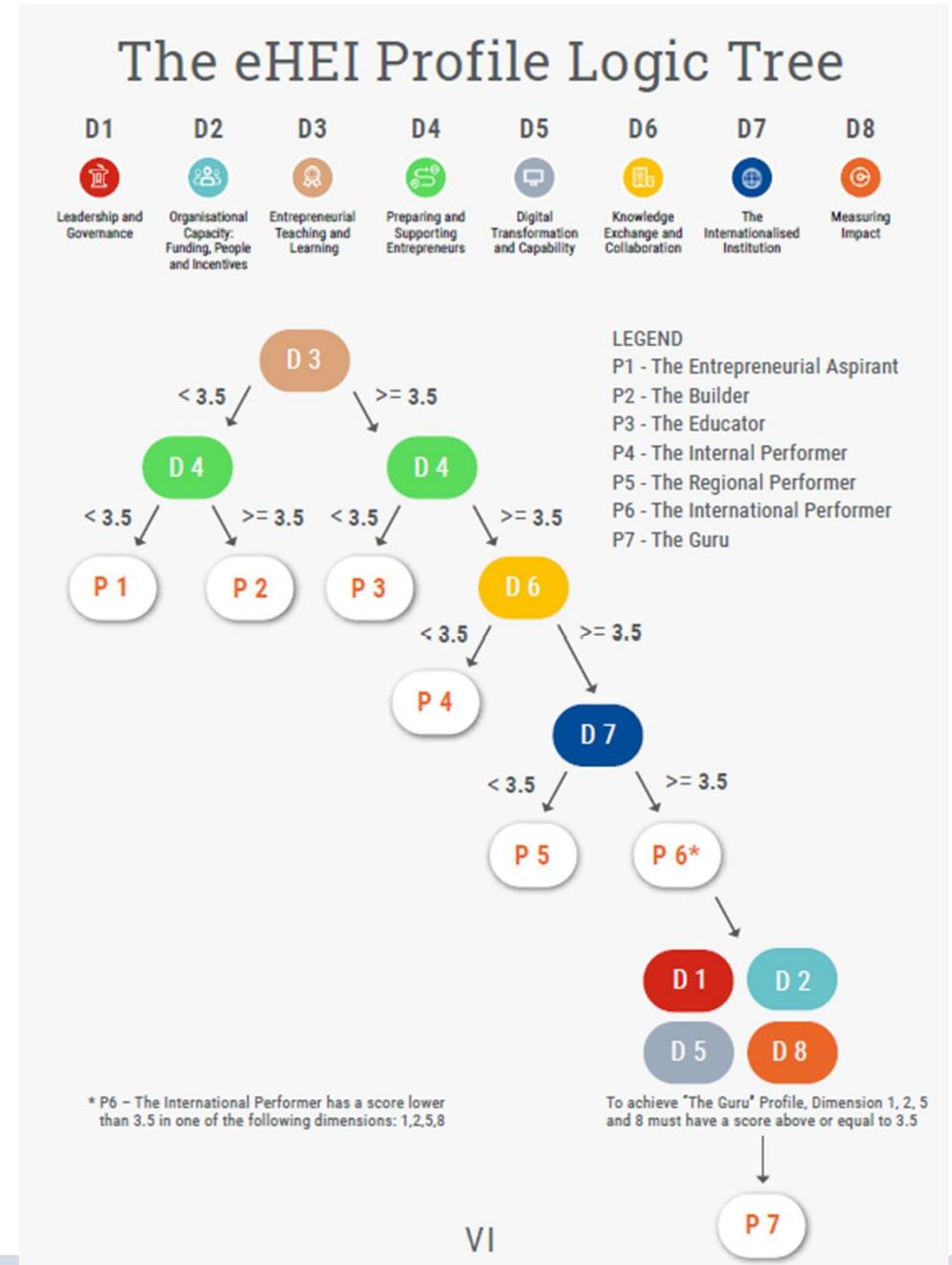
Your eHEI Profile

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".



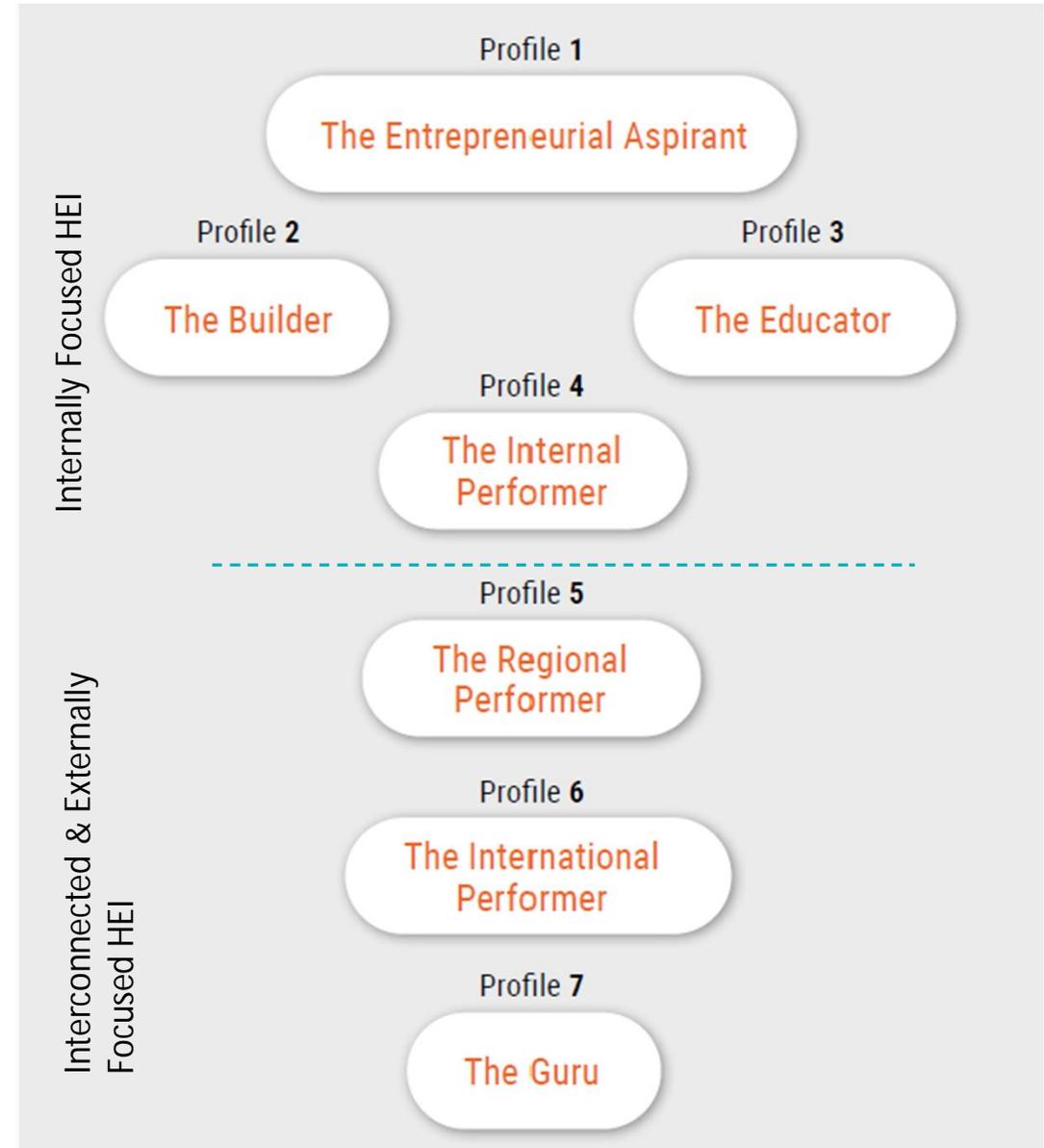
Look at eHEI profiles

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

Authors
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PLAY NOW

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

1
4
7
8
11
12
13
14
15

17
18
19
20
21
22
23
25
27

34
37
38

The Builder Consideration Cards

2
3

The Builder Challenge Cards

5
6
9
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16
24
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28
29

30
31
32
33
35
36
39
40

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.

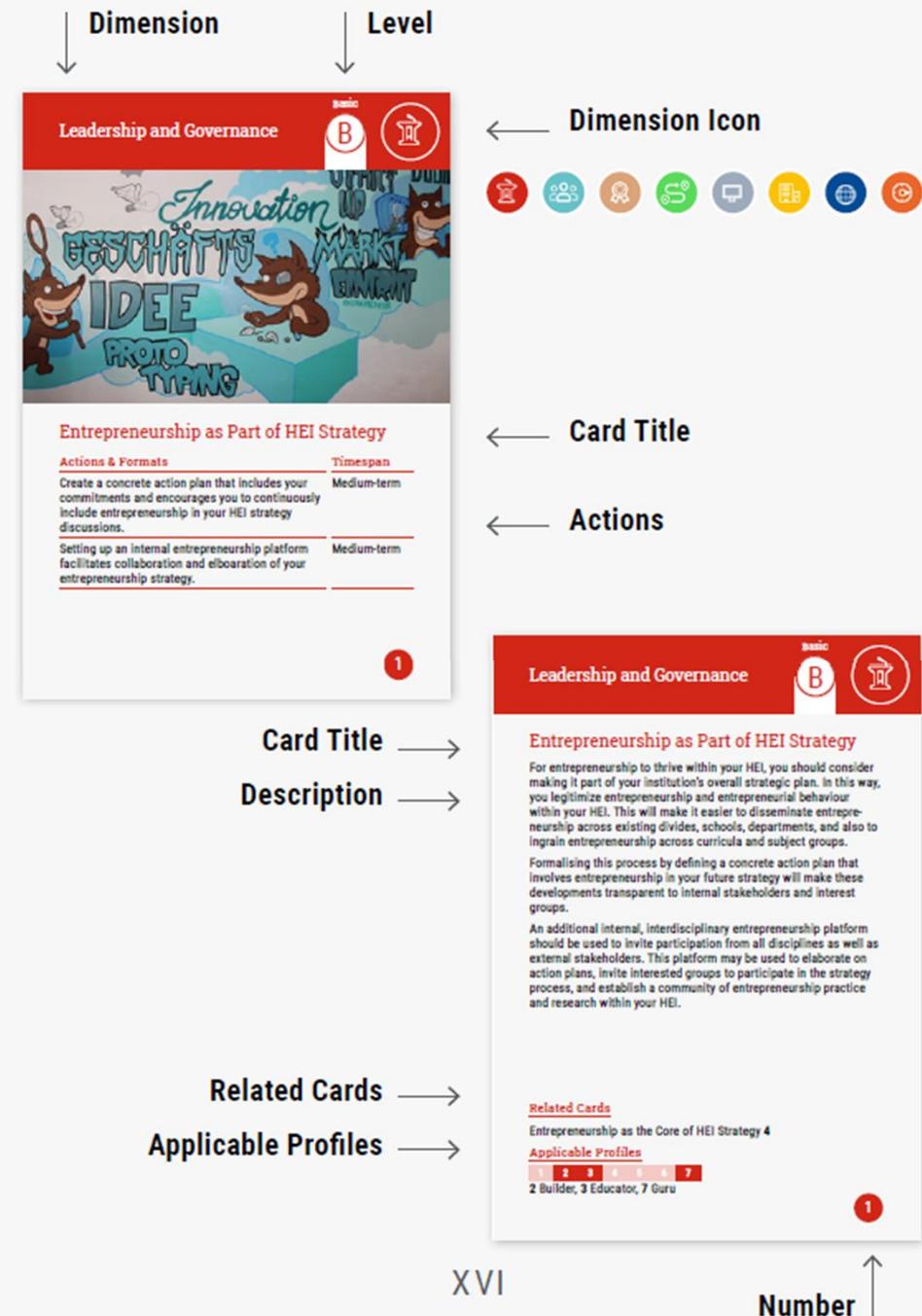
The HEI can benefit from providing more entrepreneurial education and training opportunities for their students and educators. The Builder has the potential to grow and become stronger in this area of preparation and support, with the help of expert guidance, and also by involving the wider academic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

The image displays a collection of eHEI cards and a booklet cover. The cards are arranged in a staggered, overlapping manner. They are color-coded and labeled with their respective levels: Basic (B) and Advanced (A). The cards include:

- Entrepreneurial Teaching and Learning** (Basic level, orange background)
- Preparing and Supporting Entrepreneurs** (Basic level, green background)
- Organisational Capacity: Funding, People and Incentives** (Advanced level, teal background)

The booklet cover, titled **THE eHEI CARD SET THE BOOKLET**, features the THEI20 logo, the text "An Inspirational Guide for the Entrepreneurial University", and a prominent orange "PLAY NOW" button with a right-pointing arrow. The cover also includes the authors' names (Klaus Sailer, Florian Huber, Julia Dorsch, Ester Bernadó) and contributors (Barbara Gabriel, Robertt Valente, Claudia Figueiredo, Colette Henry, Annmarie McHugh, Katja Lahikainen, Hilikka Laakso). A row of icons representing various HEInnovate dimensions is visible at the bottom of the cover. The ISBN number 978-3-9824168-0-9 is also present.

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](#).

THEI2.0 Action Canvas



THEI2.0

Your HEI:

Your HEIs next steps for further development:

Your HEI Vision:

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

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.

THEI2.0 Action Canvas



THEI20

Your HEI:

Your HEIs next steps for further development:

Your HEI Vision:

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

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

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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

2. The Builder

Dimension 3 Entrepreneurial Teaching and Learning + 3.5
 Dimension 4 Preparing and Supporting Entrepreneurs + 3.5
 Your eHEI 49 Recommendation Cards with the specific order and consideration importance

The Builder Specific Cards

1 4 7 8 11 12 14 15
 17 18 19 20 21 22 23 24 27

The Builder Consideration Cards

2 3

The Builder Challenge Cards

5 6 9 10 13 16 25 26 28 31 32
 33 34 35 36 38 39 40

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.

eHEI Action cards

Leadership and Governance

Entrepreneurship as Part of HEI Strategy

Entrepreneurship to shape disciplinary divides in HEIs and brings together internal and external interest groups. Entrepreneurship is also inherently forward-looking and is concerned with creating a desirable future for everyone.

Given these fundamental traits and benefits, several HEIs have incorporated entrepreneurship across all areas of their strategy, and as an important part of their future strategy development.

Having entrepreneurship as the core of your HEI strategy requires an honest assessment of your current capabilities and existing regional entrepreneurial ecosystem. Your primary mission should reflect how you intend to incorporate entrepreneurship as a research discipline, as an economic growth mechanism, or as a transformative tool for your students.

Your strategy focus on entrepreneurship should also guide your communication plan and, therefore, be one of the main themes featured throughout all communication channels.

To help overcome internal barriers, the HEI may consider including additional support activities to characterize and encourage entrepreneurship.

Related Cards

Entrepreneurship as Part of HEI Strategy 1
 Centres for Entrepreneurship & Applicable Profiles
 1 Educator, 2 Educator, 3 Educator

eHEI Canvas

THEI20 Action Canvas

Your HEI: [Colorful dots]

Your HEI next steps for further development: [Colorful dots]

Your HEI Vision: [Colorful dots]

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: [Dropdown]

Added Value for Society: [Dropdown]

Designed by: [Text]

Date: [Text]

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 Conferencing Tools	No. of students enrolled
		Dean	Local Companies & local associations	Virtual Coaching	No. of companies enrolled
		Industry Leaders	City Council?	Students Club/Life Association	No. of adopted 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

THEI20 Pitch Template

Summarise your mission, action, stakeholders, resources and KPIs

Our university [Text]

with profile [Text]

aims at [Text]

by [Text]

with [Text]

and [Text]

being measured with [Text]

Pitch template

THEI20 Workshop

THEI20 Canvas

THEI20 Profiles

THEI20 Action Cards

THEI20 Pitch Template

THEI20 Recommendation Cards

THEI20 Action Canvas

THEI20 Recommendation Cards

THEI20 Pitch Template

THEI20 Recommendation Cards

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.



THEI20

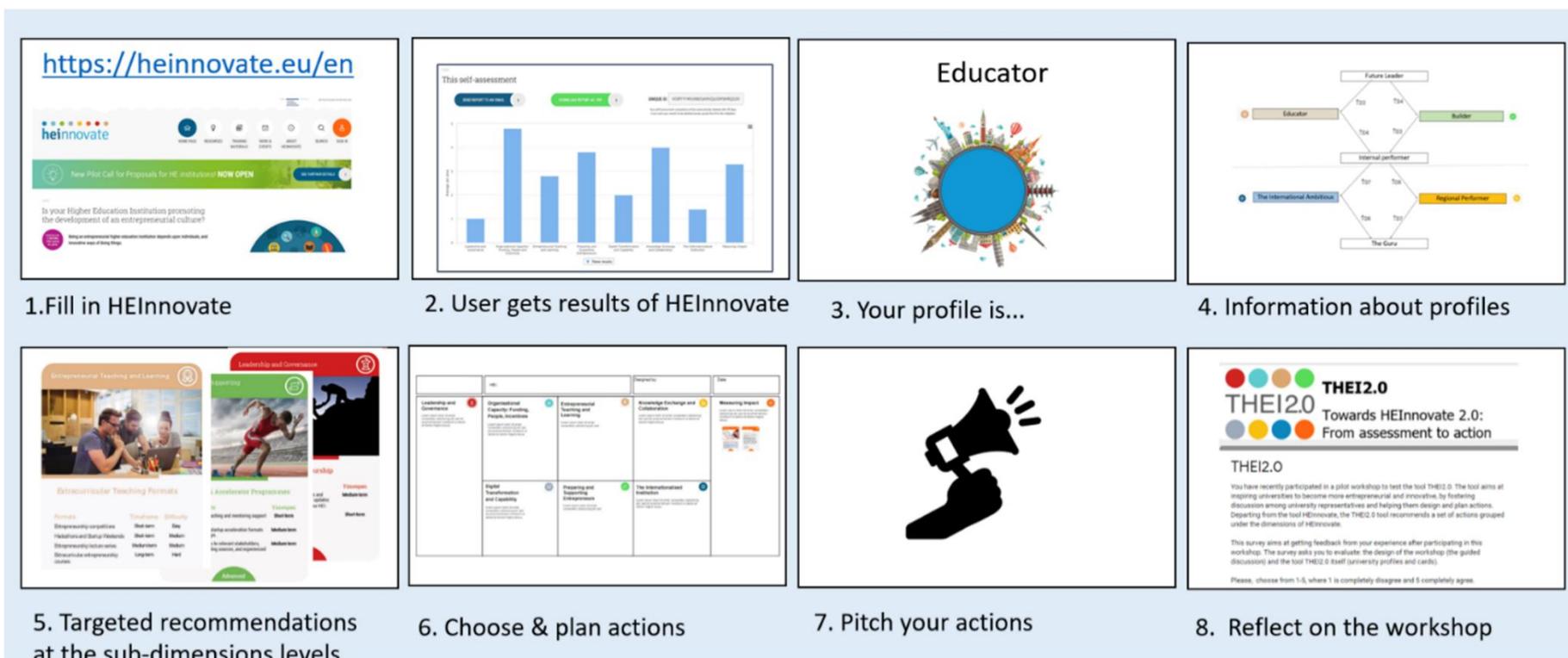
THEI2.0 Action Canvas

Your HEI:		Your HEIs next steps for further development:		Your HEI Vision:
<div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p>Leadership and Governance</p> </div> </div>	<div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p>Organisational Capacity: Funding, People and Incentives</p> </div> </div>	<div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p>Entrepreneurial Teaching and Learning</p> </div> </div>	<div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p>Knowledge Exchange and Collaboration</p> </div> </div>	<div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p>Measuring Impact</p> </div> </div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p>Digital Transformation and Capability</p> </div> </div>		<div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p>Preparing and Supporting Entrepreneurs</p> </div> </div>	<div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p>The Internationalised Institution</p> </div> </div>	
Added Value for University			Added Value for Society	
Designed by:				Date:

Other tools & resources

eHEI Workshop

[eHEI workshops](#) are offered in both online and in-person formats enabling THEI2.0 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.



eHEI Workshop

The eHEI workshop is structured in three main phases:

PRE-WORKSHOP

1. The participants get information on HEInnovate and THEI2.0
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

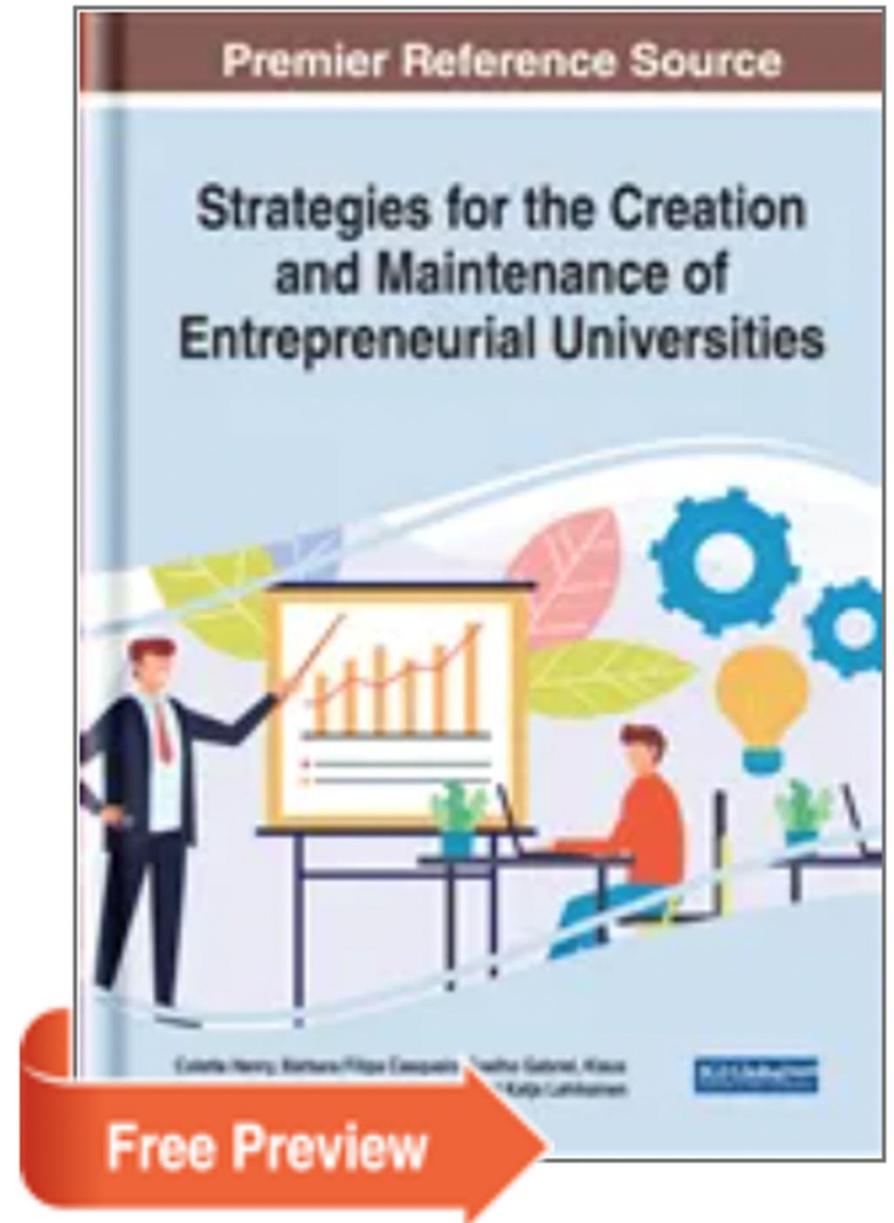
Towards HEInnovate2.0: From assessment to action

Other tools & resources

Book

["Strategies for the Creation and Maintenance of Entrepreneurial Universities"](#), edited by partners of THEI2.0 Project, uses findings from the major EU-funded five country project (THEI2.0) 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

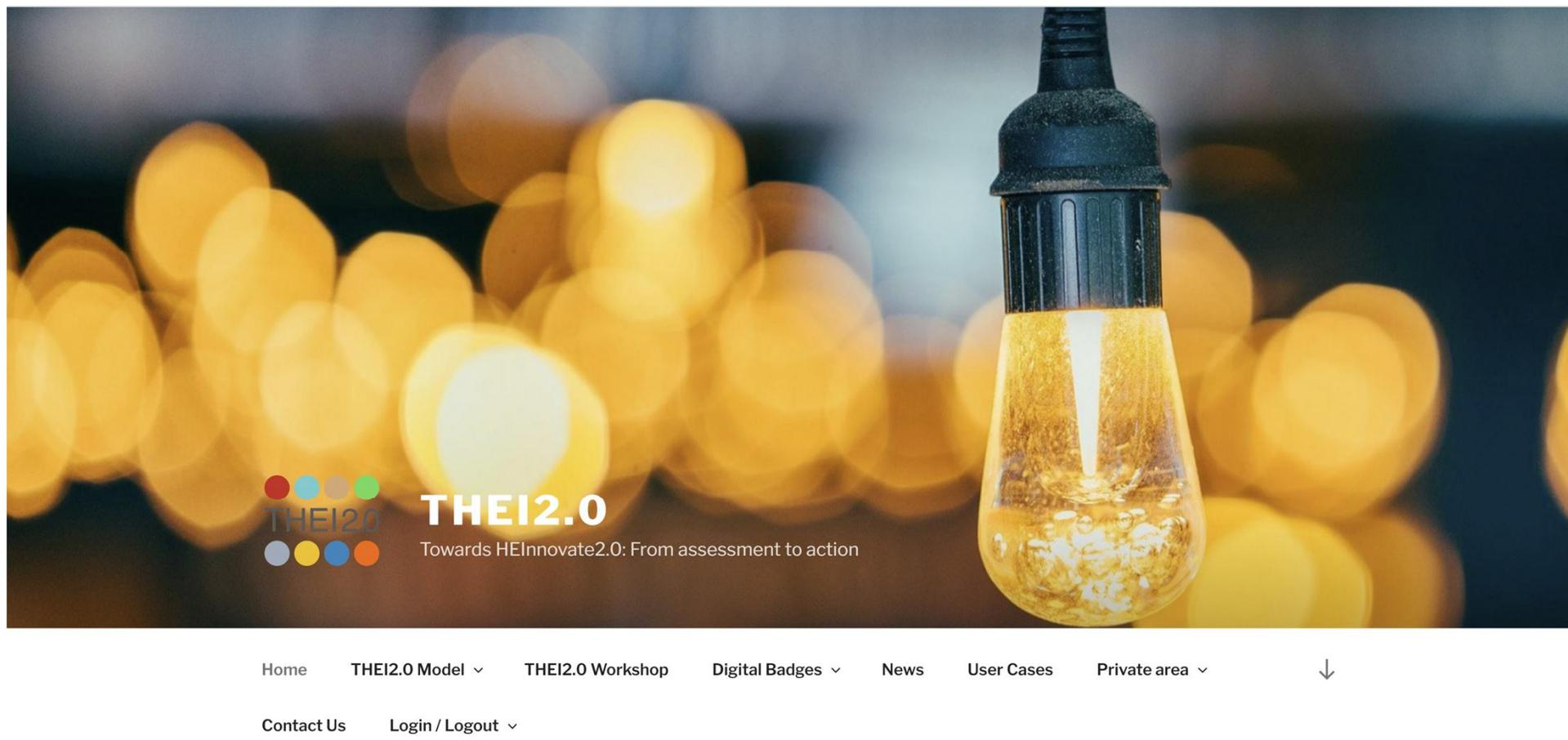
THEI2.0 [Digital Badges](#) are designed to support Universities/HEIs in their efforts to become more entrepreneurial by helping raise awareness of the *HEInnovate tool* and its associated resources, increasing the tool's usability and enhancing its overall impact.

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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