



## D5.4 NOBALIS videos

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\* **R**=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent filings, videos, etc.; **OTHER**=other  
\*\* **PU**=Public (fully open), **SEN**=Sensitive — limited under the conditions of the Project/Grant Agreement, **CI**=Classified (RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision 2015/444)

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## Executive Summary

The present document provides an overview on the videos developed in the NOBALIS project. The aim of NOBALIS videos was to showcase the good innovation and entrepreneurship (I&E) practices, lessons learned from the project and to promote the project. Six videos were developed over the course of the project. The videos cover the topics: introduction of the project, NOBALIS Entrepreneurship and Capacity Development Program (EICD), Start-up Mentorship, Research Impact Canvas, Good Practices in Entrepreneurship Education, Entrepreneurship and Innovation Capacity Development. The input for the videos was provided by the different WPs of the project.

The videos were published on the project web site at <https://nobalis.eu/index.php/resources-2/> . The NOBALIS project web site will be kept running at least for 2 years after the official end of the project by NOBALIS partner EMU and the videos will also be submitted to the HEI Initiative Resource Hub in order to support wider transfer of knowledge on good practices.

The present report describes the aim of the videos and provides a summary on each, incl. the concept, aim and potential use.

## About the EIT HEI Initiative

The EIT HEI Initiative: Innovation Capacity Building for Higher Education has been designed with the aim of increasing the innovation and entrepreneurial capacity in higher education by bringing together HEIs in innovation value chains and ecosystems across Europe. A central philosophy of the EIT is the integration of the EIT Knowledge Triangle Model into all its activities. HEIs selected to participate in the HEI Initiative will also leverage and use the Knowledge Triangle Model as an enabler, facilitating the creation of systemic, institutional change. Additionally, HEIs selected to participate in the HEI Initiative will contribute to and leverage Smart Specialisation Strategies, the Regional Innovation Impact Assessment (RIIA) Framework, as well as align to the goals of the EIT Regional Innovation Scheme (EIT RIS). This will strengthen the links between HEIs and their local and regional ecosystems and provide an impetus to leverage additional funding sources beyond the HEI project funding period of the selected HEI projects.

HEIs are encouraged to prepare applications which will support the development and implementation of six Actions in their institutions, cumulatively leading to institutional transformation, an increase in entrepreneurial and innovation capacity, and integration with innovation ecosystems.

# 1 Introduction

The present deliverable D5.4 NOBALIS videos provides an overview on the videos that were created in the project. Development of the videos was one of the tasks of the WP5. Communication and Dissemination.

The development of the videos had the following aims:

- To share good practices on innovation and entrepreneurship (I&E) support activities
- To promote the NOBALIS project and EIT HEI Initiative program
- To disseminate and exploit NOBALIS results following the end of the project.

The videos showcase the good I&E practices and provide a good format for sharing and storing the knowledge and lessons learned in different WPs in the NOBALIS project. The preliminary target for videos was agreed on in the D5.1. Communication, Dissemination and Exploitation Plan (CDP) and it was four videos on hackathon, I&E curricula development, mentorship and innovation support. Six videos were developed in total:

- Video 1: NOBALIS in a Nutshell
- Video 2: Entrepreneurship and Innovation Capacity Development Program.
- Video 3: Start-up mentorship.
- Video 4: Research Impact Canvas
- Video 5: Good practices in Entrepreneurship Education
- Video 6: Entrepreneurship and Innovation Capacity Development.

The planning for videos started in Phase 1 of the project at the fall of 2022 with the creation of visuals, development of first concepts and filming of clips. A short video (NOBALIS in a Nutshell, Video 1) was added as promotion material for different calls for project activities and for quick introduction of the project at different events. Video 2 was based on the first round of EICD program in the fall of 2022. As some additional good practices were discussed in Phase 2 an additional video on entrepreneurship and innovation capacity development was added at the end of Phase 2B (Video 6). Video 3 is about Start-up Mentorship, Video 4 introduces a tool for research impact assessment - Research Impact Canvas. Video 5 reflects on good practices in entrepreneurship education.

Some videos have several versions, for example, several shorter versions of the Video 2, including students' testimonials from the EICD program, calls for participation in the EICD program, were created for specific activities of the project (recruitment for students to next rounds of EICDs), but these are not counted as separate videos.

The videos were first published on the NOBALIS webpage <https://nobalis.eu/index.php/resources-2/>. The videos will also be added to the HEI Initiative Resource Hub in order to support further dissemination and exploitation. The next section of the D5.4 summarizes each video and its aims, concept and topics and potential uses, and lessons learned.


## 2 Overview on the NOBALIS videos

Table 1. NOBALIS in a Nutshell

|                 |  |
|-----------------|--|
| Video 1         |    |
| Aim             | <p>The aim of the video is to provide a short introduction on the project NOBALIS, its aims, activities, KPIs to disseminate information about the project and promote the project and HEI Initiative program in easily understandable format.</p>   |
| Description     | <p>The video summarizes the most relevant information on the projects:</p> <ul style="list-style-type: none"> <li>- Project aims</li> <li>- EIT HEI Initiative</li> <li>- Partners</li> <li>- Project activities</li> <li>- Project impact/KPIs</li> </ul>   |
| Length          | 3:10   |
| Use             | <p>The video was used for quick introduction of the project to internal audiences in NOBALIS partner institutions, incl. in introduction and call for students to participate in EICD program, seminars with academic and non-academic staff. The video was used for external audiences in HEI Initiative workshop. The video can be used after end of the project for explaining the project, promotion of project results, partners, HEI Initiative.</p> |
| Target audience | <p>Academic staff, non-academic staff, students at NOBALIS partner institutions<br/>         Other HEIs<br/>         General public<br/>         Entrepreneurship and innovation support structures<br/>         European Institute of Innovation and Technology<br/>         Knowledge and Innovation Communities</p>   |



**Table 2.** Entrepreneurship and Innovation Capacity Development Program.

|                        |   |
|------------------------|---|
| <p>Video 2</p>         |   |
| <p>Aim</p>             | <p>The aim of the video is to explain the Entrepreneurship and Innovation Capacity Development Program and more specifically its aims, structure and implementation and to provide advice on how to create similar program.</p>   |
| <p>Description</p>     | <p>The video combines information on the program, testimonials from organizers, advice from mentors and from students' teams on participation in this kind of pre-incubation program. The topics covered:</p> <ul style="list-style-type: none"> <li>- Definition of the EICD program</li> <li>- Aims of the program</li> <li>- Target groups</li> <li>- Program structure and details on development sessions for teams</li> <li>- How it was implemented in the NOBALIS project</li> <li>- Advice for mentors on why to participate and what is relevant for success</li> <li>- Student teams' testimonials on how they develop their ideas and value gained from the program</li> <li>- Lesson learned and practical advice on how to organize this kind of program</li> </ul> |
| <p>Length</p>          | <p>11:11</p>  |
| <p>Use</p>             | <p>The video provides detailed information and practical advice on how build up and implement this kind of program. The program and approach can be easily replicated both in NOBALIS and other HEIs, and by different entrepreneurship support organizations for planning their own program. The video can used for recruitment of students and staff to this kind of programs, promotion of NOBALIS and HEI Initiative and similar programs.</p>  |
| <p>Target audience</p> | <p>NOBALIS partner institutions, incl. students, academic and non-academic staff<br/>         Other HEIs<br/>         Entrepreneurship and innovation support structures<br/>         European Institute of Innovation and Technology<br/>         Knowledge and Innovation Communities</p>   |

**Table 3.** Start-up mentorship


|                        |   |
|------------------------|---|
| <p>Video 3</p>         |   |
| <p>Aim</p>             | <p>The aim of the video is to provide an overview what is start-up mentorship and how it supports startups, the formats for mentorship, what are the keys for successful mentorship experience and how to build a start-up mentorship program.</p>  |
| <p>Description</p>     | <p>The video combines background information on start-up mentorship with advice from start-up mentors on benefits and motivation, success factors and challenges.</p> <p>The topics covered:</p> <ul style="list-style-type: none"> <li>- What is start-up mentorship?</li> <li>- Why start-up mentorship is important?</li> <li>- What are different types and formats of mentorship?</li> <li>- What are the benefits and motivation for becoming a mentor?</li> <li>- What are the key factors for successful mentorship?</li> <li>- What are challenges related to being a mentor?</li> <li>- How to build a start-up mentorship program for students?</li> </ul> |
| <p>Length</p>          | <p>24:54</p>  |
| <p>Use</p>             | <p>The video will serve as explanatory material on startup mentorship and introductory material for HEIs and other support organizations that are planning to set up a mentorship program. It is also intended for entrepreneurs who want to become start-up mentors and for entrepreneurs/start-ups who are looking for mentors or plan to participate in a mentorship program. The video can be used as onboarding material for new mentors.</p>  |
| <p>Target audience</p> | <p>Entrepreneurship and innovation support structures<br/>         HEIs developing mentorship programs<br/>         Entrepreneurs, who are interested in becoming mentors<br/>         Start-ups who are looking for mentors</p>  |

Table 4. Research Impact Canvas

|                        |  |
|------------------------|--|
| <p>Video 4</p>         |    |
| <p>Aim</p>             | <p>The aim of the video is to introduce Research Impact Canvas that is a tool designed to help researchers evaluate the impact of their research.</p>  |
| <p>Description</p>     | <p>The canvas is a structured tool that is used to assess a research project and its impact based on a set of questions that aim to clarify the research problem and to evaluate the potential development directions for the research, its novelty and beneficiaries, the commercial applications and type of intellectual property developed with the research.</p> <p>The video covers:</p> <ul style="list-style-type: none"> <li>- The aim for canvas</li> <li>- How it could be used</li> <li>- Each block of the canvas and the questions for filling the block</li> <li>- Next steps after filling the canvas</li> </ul> |
| <p>Length</p>          | <p>2:52</p>  |
| <p>Use</p>             | <p>The video can be used as introductory material to a research impact assessment workshop or as a standalone exercise for researchers, PhDs before consultation by technology transfer office and/or pitching of their research to other stakeholders. The video and canvas can be integrated to doctoral study courses, start-up support and research commercialization training.</p>  |
| <p>Target audience</p> | <p>Technology transfer offices and research and innovation support units at HEIs<br/>         Researchers<br/>         PhD students</p>  |

Table 5. Good practices in Entrepreneurship Education









|                        |   |
|------------------------|---|
| <p>Video 5</p>         |  <p><b>NOBALIS</b></p> <p><b>Good Practices in Entrepreneurship Education</b></p> <p>Nordic Baltic Universities boosting entrepreneurial and innovation support systems</p> <p>Supported by   Funded by the European Union </p>  |
| <p>Aim</p>             | <p>The aim of the video is to provide examples of good practices for development of entrepreneurship education based on the NOBALIS partners experience.</p>  |
| <p>Description</p>     | <p>The video summarizes examples of the good practices provided by NOBALIS partners.</p> <p>The topics covered:</p> <ul style="list-style-type: none"> <li>- The topics related to innovation and entrepreneurship capacity development in NOBALIS project</li> <li>- Aim of sharing good practices</li> <li>- Good practices of entrepreneurship education:             <ul style="list-style-type: none"> <li>o Peer to peer support</li> <li>o Experiential learning</li> <li>o Quality assessment</li> <li>o Multidisciplinary approach</li> <li>o External collaborations</li> </ul> </li> <li>- Lesson learned</li> </ul> |
| <p>Length</p>          | <p>6:23</p>   |
| <p>Use</p>             | <p>The video is intended for HEIs, academic and program directors, head of academic units, support structures who are involved in curricula development and quality evaluation. It provides academic staff with examples on what activities and approaches could be integrated to enhance the pedagogical approach and content of their entrepreneurship and innovation courses.</p>  |
| <p>Target audience</p> | <p>Academic staff, non-academic staff, students at NOBALIS partner institutions<br/>Other HEIs<br/>Entrepreneurship and innovation support structures</p>   |

Table 6. Entrepreneurship and Innovation Capacity Development.

|                        |  |
|------------------------|--|
| <p>Video 6</p>         |  <p><b>NOBALIS</b></p> <p><b>Entrepreneurship and Innovation Capacity Development</b></p> <p>Nordic Baltic Universities boosting entrepreneurial and innovation support systems</p> <p>Supported by   </p>  |
| <p>Aim</p>             | <p>The aim of the video is to provide an overview on the NOBALIS project, the most relevant outcomes of the project and how entrepreneurship and innovation capacity was developed in order to disseminate the outcomes and to promote the project.</p>  |
| <p>Description</p>     | <p>The video combines overview on the project, testimonials from staff and student participants.</p> <p>Topics covered:</p> <ul style="list-style-type: none"> <li>- Importance of innovation capacity building, incl. in bioeconomy context</li> <li>- Aims and relevance of the NOBALIS program</li> <li>- How was bioeconomy related innovation capacity addressed</li> <li>- Target groups of the project</li> <li>- Activities in project, incl.             <ul style="list-style-type: none"> <li>o Innovation ecosystem mapping</li> <li>o Students and staff pre-incubation in EICD</li> <li>o I&amp;E curricula development</li> <li>o Institutional capacity building through training</li> </ul> </li> <li>- Outcomes of the project</li> <li>- Challenges identified</li> </ul> |
| <p>Length</p>          | <p>7:29</p>  |
| <p>Use</p>             | <p>The video summarizes the project, its main results and relevance and its approach and outcomes to both external audiences, incl. for general public, and to internal audiences of NOBALIS partner institutions. The video provides the explanation of the approach and activities that can be replicated both in NOBALIS and other HEIs and utilized in different types of projects. The video is a promotion of NOBALIS and HEI Initiative and similar kind of projects.</p>   |
| <p>Target audience</p> | <p>Academic staff, non-academic staff, students at NOBALIS partner institutions</p>  |

|  |   |
|--|---|
|  | Other HEIs<br>General public<br>Entrepreneurship and innovation support structures<br>European Institute of Innovation and Technology<br>Knowledge and Innovation Communities |
|--|---|

### 3 Lessons learned

The videos provide different examples on good practices related to the topics addressed in the NOBALIS project. One of the key aims of the project was to share experience so that each HEI can utilize the resources and knowledge of the others and address their own challenges. The videos developed have various purposes and different audiences.

The NOBALIS partners' reflections from the process of development of videos are:

- Improvement of HEI's innovation capacity is a long term and constant process as HEIs themselves are dynamic systems and part of constantly shifting innovation ecosystems. The topics covered in videos will remain relevant and the practices discussed do not concern only entrepreneurship and innovation studies, but are cross cutting and can be utilized across variety of fields and contexts.
- One of the challenges in the development of the videos was to find a good balance between how specific the content is and how long the videos are. Longer videos provide opportunity to provide more information, but people will have less interest in using those. If the topics covered are very narrow and concentrate to certain subtopics, it limits the use of the videos in educational, promotional context. The videos created represent both types and include wider and shorter overviews, a narrow and concise demonstration of a tool, and a long introduction to a specific topic.
- The videos providing the overview on project's results promote the project, EIT HEI Initiative and related projects. They will have value also after the end of project as they provide insights on how this kind of project can be structured, what activities, KPIs and targets the project can address and what kind of value it can provide to variety of stakeholders. It created a foundation for further projects and new networks.
- An important aspect in video concepts was to reflect on lessons learned and information on what are the steps for setting up a program, what to do after the use of canvas tool etc. in order to provide the viewer practical advice on how those activities could be replicated and what are follow-up activities.

