

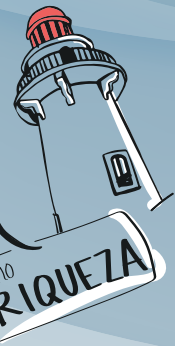
# euskampus BORDEAUX eguna 2022

## RESULTS of the assessment questionnaire



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## Background

Euskampus Bordeaux Eguna 22 (EBE 22) is an annual event that has been held since 2014, when a collaboration began between a number of entities, resulting in the Euskampus Bordeaux Cross-border International Campus of Excellence - the University of the Basque Country (UPV/EHU), the University of Bordeaux (UB), Tecnalia and the Donostia Physics Center (DIPC).

This event brings together the entire university community at all levels, along with partner entities involved in the range of projects being carried out on the Cross-Border Campus.

4 main objectives were taken into account when planning this annual meeting: a) raising the profile of the alliance and all of the initiatives that are associated with it, b) broadening the range of activities that can be carried out within the framework of this alliance, c) strengthening socialising and learning, and d) strengthening the sense of belonging to the Euskampus Bordeaux community.

Consequently, the activities proposed in the programme for the event reflect these objectives and to achieve them, different methods and formats alternate, such as plenary sessions, participatory workshops, the presentation of projects and initiatives, fringe meetings, and social and cultural activities.

An online self-administered questionnaire is conducted every year with the aim of assessing how this activity has been carried out and, at the same time, identifying the degree of fulfilment of the objectives set.

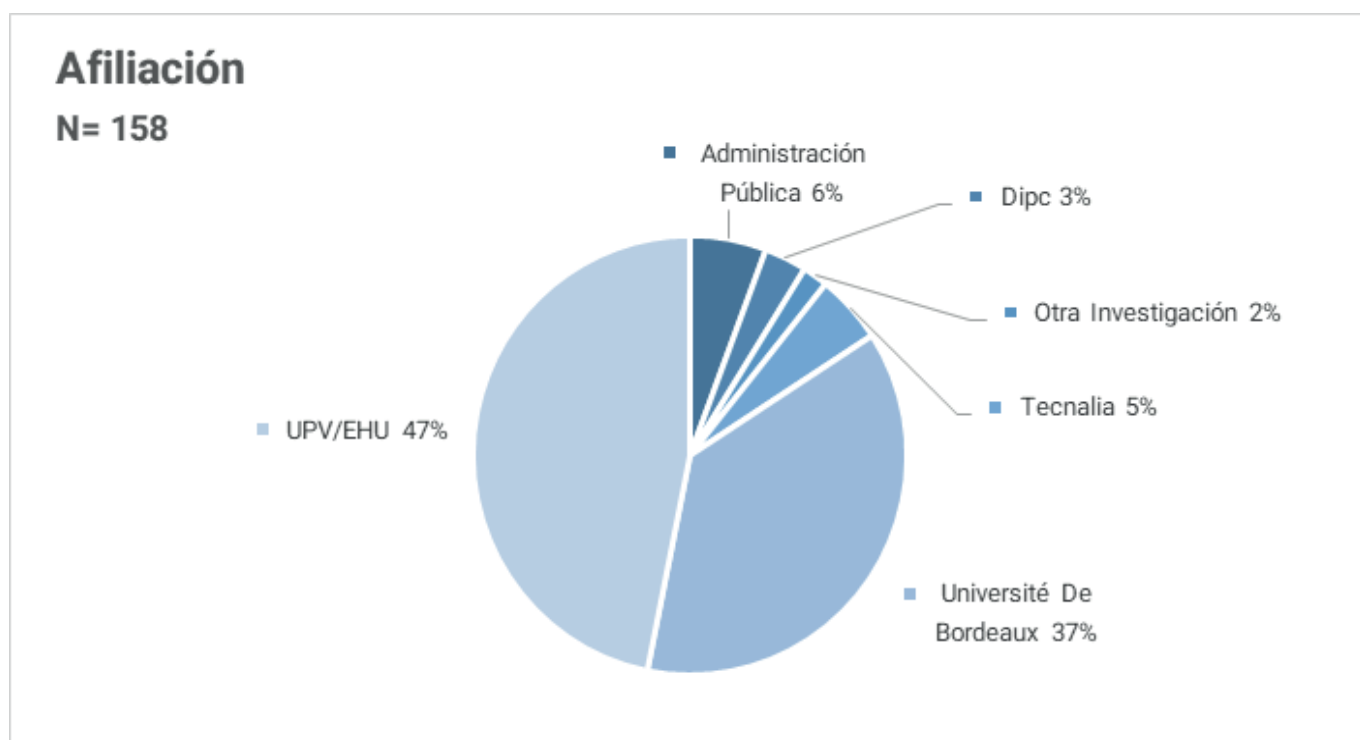
After the Euskampus Bordeaux Eguna 2022 event held on November 21 and 22, 2022 in Bordeaux, a questionnaire was sent to 158 people (the total number of attendees excluding the organising team) and 56 valid responses were received, which represents a response rate of 35%.

The main results of this consultation are highlighted and analysed below. The first section provides generic information on attendance, followed by a section on each of the 4 objectives.

## Attendance

This section analyses the attendance of the event. The analysis in the first part is based on the total number of attendees (158), rather than on the number of responses to the questionnaire (56). This is possible because the information on attendance which will be analysed was collected on the registration form. Consequently, this section reflects information that relates to 100% of the cases and not the representative sample (35%) that responded to the form and on which the analysis in the following sections is based. Each graph shows the total number (N) on which the calculations were made.

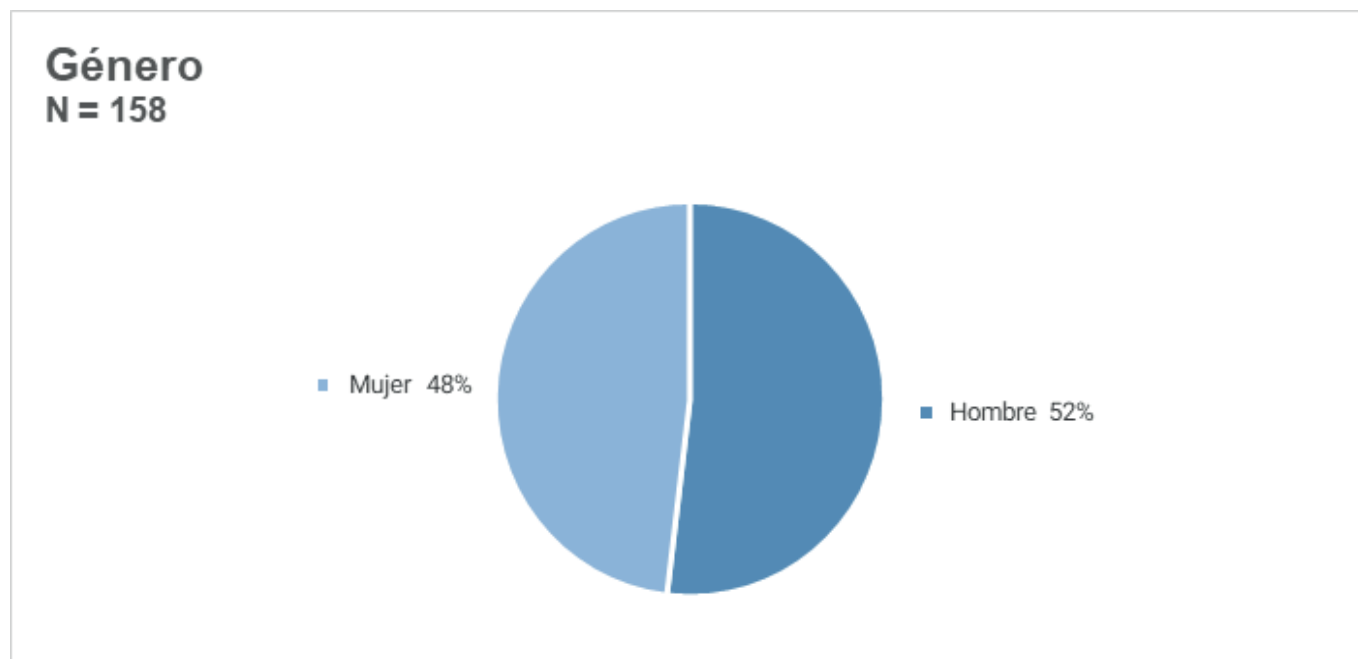
The first feature of the attendance profile relates to institutional affiliation. 47% of attendees came from the UPV/EHU, and 37% from the UB. 3% of attendees were from the DIPC, although it should be remembered that some researchers from this organisation have a double affiliation and also belong to the UPV/EHU. Tecnalia accounted for 5% of the attendance. 2% of the participants represented other research entities and 6% of the participants came from public administration entities, mainly from regional and local entities.



Graph 1. Affiliation



As far as the distribution of gender is concerned, there was a balanced turnout, consisting of 52% of men and 48% of women.



Graph 2. Gender

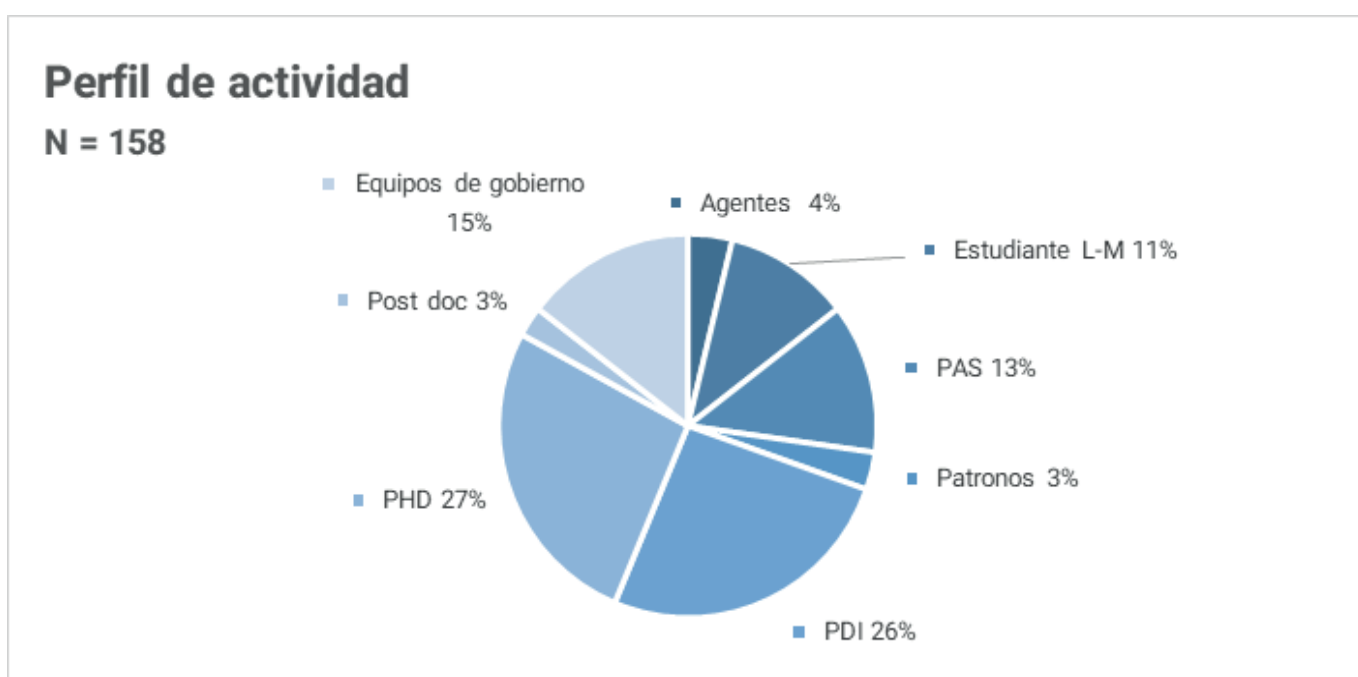
The profile of attendees will be analysed below based on their roles in the Euskampus Bordeaux Campus community.

This year, increasing student participation at the event was a priority objective. This group is given high priority on the Euskampus Bordeaux Campus and a range of instruments have been devised to integrate them into projects shared by the entities in this alliance. Their presence not only ensures that a new generation of young talent will be trained and imbued with Euro-regional problems and priorities, but also that their research projects (end-of-degree or master's degree theses, internships or PhD theses) are a fundamental mechanism for building and developing collaborations between the entities in the alliance.

In response to a call that was very much aimed at this group, in which all levels of the community worked together, a total of 38% of students took part in EBE 2022, of which 11% were studying for degrees or master's degrees and 27% were doing PhDs. This group is directly involved in projects carried out in collaboration with other research teams, either as part of co-tutored, co-managed, inter-university degrees or double degrees, and a large proportion of them carry out their work within the collaboration frameworks of Laboratories of Trans-Border Cooperation (LTC's), a device that is increasingly becoming part of the structure of collaborations between Euskampus entities.

3% of the participants were post-doctoral researchers and 26% were research and teaching staff (PDI). Administrative and services staff (PAS) made up 13% of participants, thereby rounding off the profile of participants, in which all sectors of the university community were represented.

Institutional support for this project was evident, as 15% of the active participants were members of the governing bodies of both universities, 3% were representatives of the trustees of Euskampus Fundazioa (the 4 entities represented) and 4% were representatives of regional governments, including representatives from the two regions (New Aquitaine and the Basque Country), from the New Aquitaine-Basque Country-Navarre Euroregion and from other local entities.



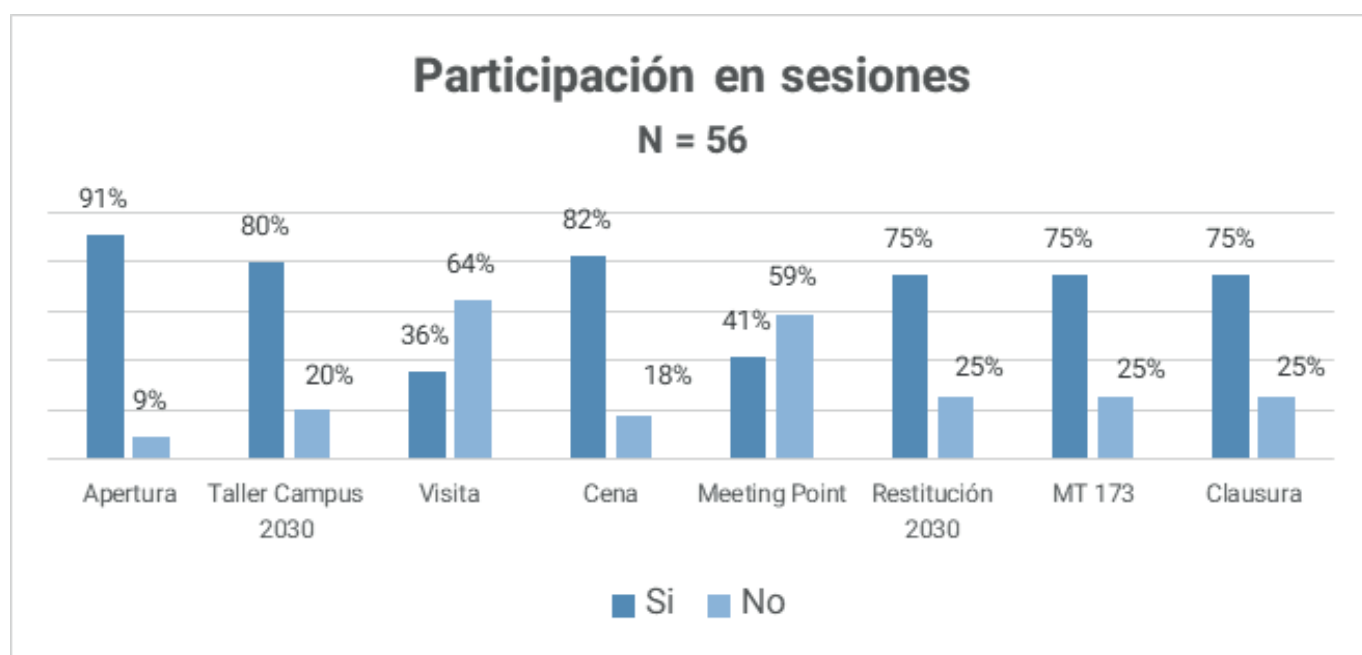
Graph 3. Profile of activity

Bearing in mind that one of the most important activities at this event was to formulate a strategic reflection exercise to map out the Euskampus Bordeaux Campus looking towards 2030 (an activity that will be described in more detail later), it was very important to be able to have representatives from this wide range of backgrounds that make up the Euskampus Bordeaux community.

From this section onwards, analyses are based on the 56 responses to the questionnaire sent to all the participants.

As mentioned in the introduction, the events scheduled for EBE 22 included sessions and activities that were tailored to the objectives of the event and the priorities identified at each stage of development of the alliance. As such, it is important to analyse the participation of the attendees at each of the sessions in order to understand the validity of the assessment responses included below in this report more clearly.

The high level of participation in the core activities of the programme confirmed that people were very much engaged in the EBE 22 proposal, which allowed them to give clearer answers to the rest of the assessment questions included in the questionnaire.



Graph 4. Participation in sessions

It should be noted that the attendance at all of the core activities of the programme exceeded 75%. The highest attendance (91%) was recorded at the opening event, which included the opening ceremony, the presentation of the Enlight European University project and the presentation of the Laboratories for Trans-border Cooperation (LTCs) and the LTC Sarea network, as well as the announcement of the new LTC approved in 2022. The first day also featured a workshop on strategic reflection on mapping out plans for the Euskampus Bordeaux Campus looking towards 2030, with an attendance of 80%, thereby confirming the importance of this activity in the programme and the validity of the results obtained from it. 82% of the event's attendees enjoyed the dinner, where they were able to build trust and find out more about the various projects and initiatives.

A guided tour was offered as an optional cultural activity and took place in parallel to other activities such as work meetings (Meeting Point) and the general test for the speakers with the activity My Journey in 173 nautical miles. The convergence of a number of activities at the same time explains why only 36% of the attendees enjoyed this activity, which was highly appreciated by those who attended.

This year, the Meeting Point activity consisted of making available a specific time slot and work rooms in which attendees were able to hold scheduled or spontaneous meetings to work or exchange information on their projects. The 41% participation rate in this activity demonstrated that in future years it could be promoted even more to take advantage of this opportunity to hold one-off meetings during this annual event of the Euskampus Bordeaux community. On the second day, all the activities took place in the plenary hall and we noted that the attendance remained stable (75%) during the 3 activities on offer: a) presentation of the results from the first day's workshop by the governing teams of both universities (vice-chancellors for each of the areas discussed), b) presentation of experiences and projects in the form of a 173-second pitch (in reference to the 173 nautical miles between the port of Bilbao and the port of Bordeaux) by students and research and teaching staff who are part of the Euskampus Bordeaux "cross-border journey", and c) institutional closing ceremony in which the top-level representatives of the 4 institutions that make up this alliance (UP-V/EHU, UB, TECNALIA and DIPC) took stock of the meeting and outlined lines of work and future aspirations.

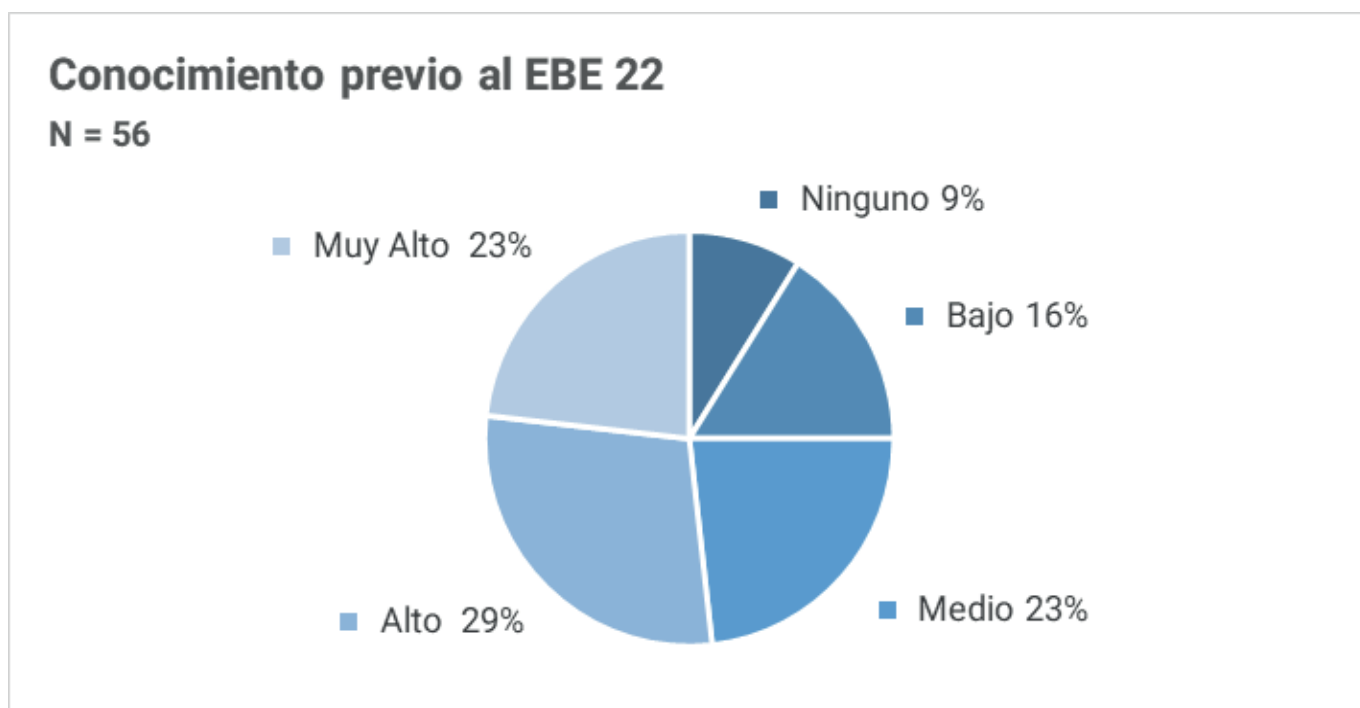


## Visibility

The Visibility objective mainly refers to the assessment of EBE 22 as a place for raising awareness of the different projects and activities carried out within the context of the Euskampus Bordeaux Campus.

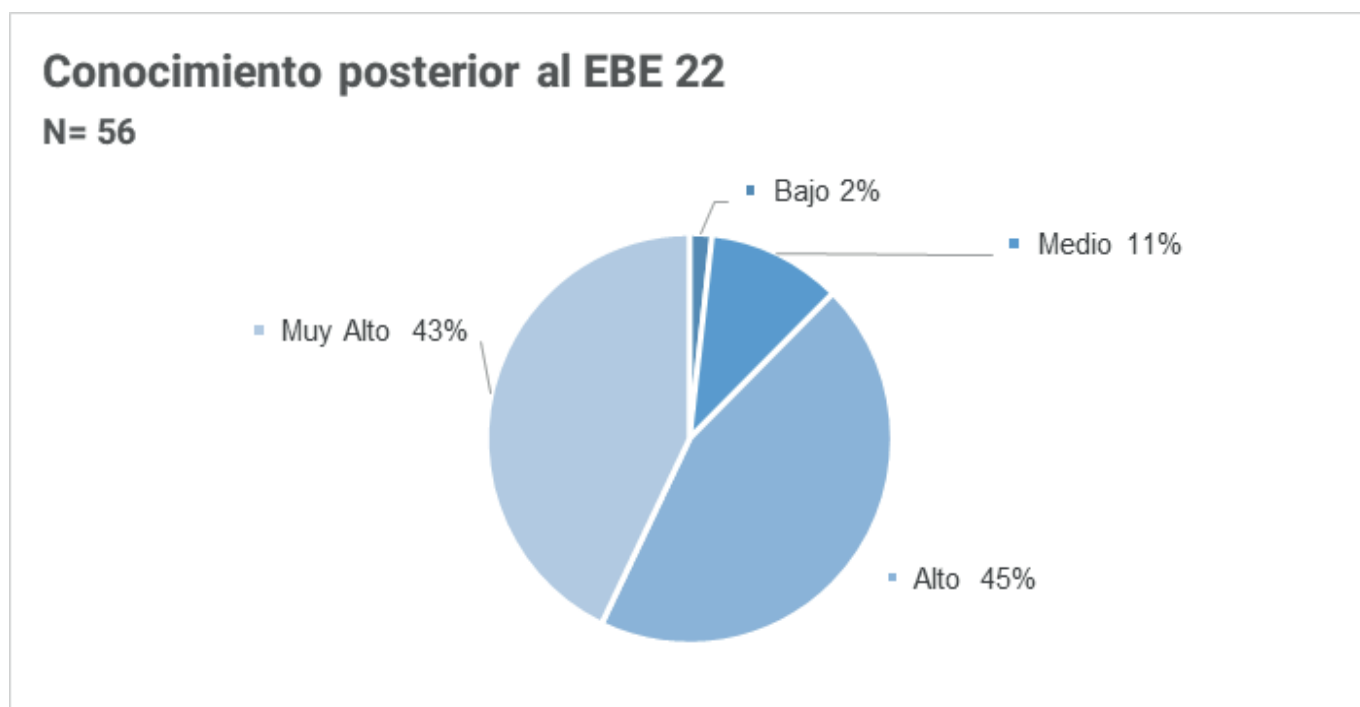
To analyse the degree of fulfilment of this objective, participants were asked about their level of knowledge about the overall Euskampus Bordeaux Campus project (prior to and acquired from their attendance of the EBE), about the communication channels through which they found out about the organisation of the event, and about the adequacy of the meeting and the programme for raising awareness about the collaborations that take place as part of this alliance and, also, as an opportunity for participants to raise awareness about the individual projects and initiatives in which they are involved.

In relation to the aim of disseminating and increasing awareness of the Euskampus Bordeaux Campus project within the university community, the institutions associated with the project and other entities in the science and technology system, as well as collaborating public and private administrations, 9% of the people surveyed stated that they were unaware of the project before attending the event and 16% stated that they were not very aware of it. However, 23% of respondents said they had a medium level of awareness, 29% a high level of awareness and 23% a very high level of awareness prior to attending EBE 2022.



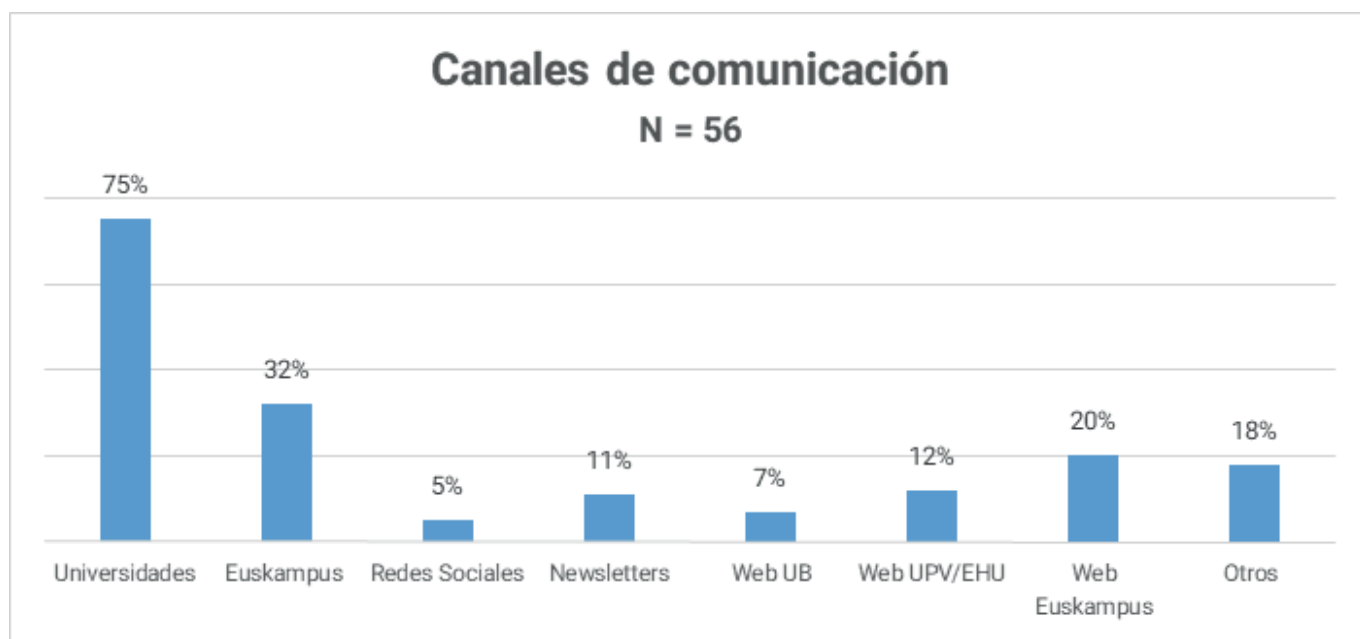
Graph 5. Awareness prior to EBE 22

The comparison between awareness prior to and after the event shows that attending EBE made a significant contribution towards raising awareness of and disseminating the project among the community concerned. Only 2% of the people surveyed said they had a low level of awareness, 11% said they had a medium level of awareness, 45% said they had a high level of awareness, and the remaining 43% said they had a very high level of awareness of the project after attending the event. None of the respondents said they were unaware of the project after attending EBE.



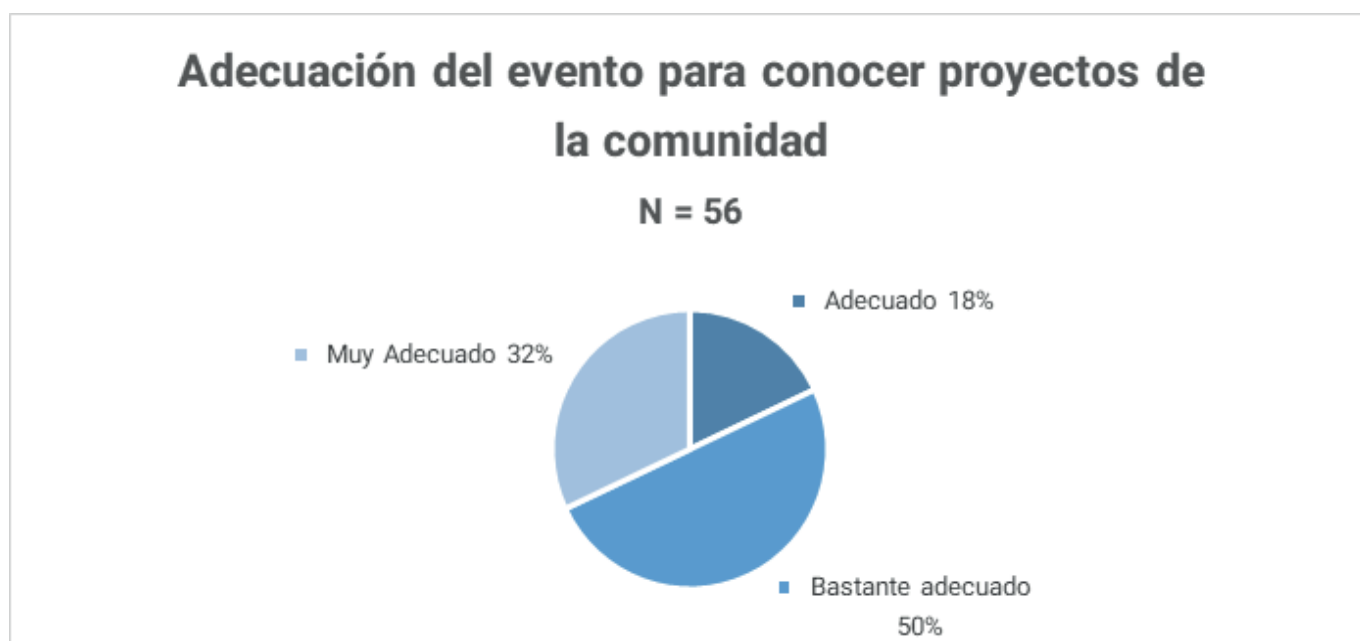
Graph 6. Awareness after EBE 22

As far as the communication channels through which they found out about the event are concerned, 75% of those surveyed said that they had found out about it through the institutional invitation they had received from the UPV/EHU and/or the University of Bordeaux. 32% stated that they had found out about the event through the invitation received from Euskampus Fundazioa. In addition to these channels, 55% found out about the event via web channels (social media, newsletters, university websites). In addition, 18% stated that they had found out about the event through other channels (formal and/or informal) not mentioned.



Graph 7. Communication channels

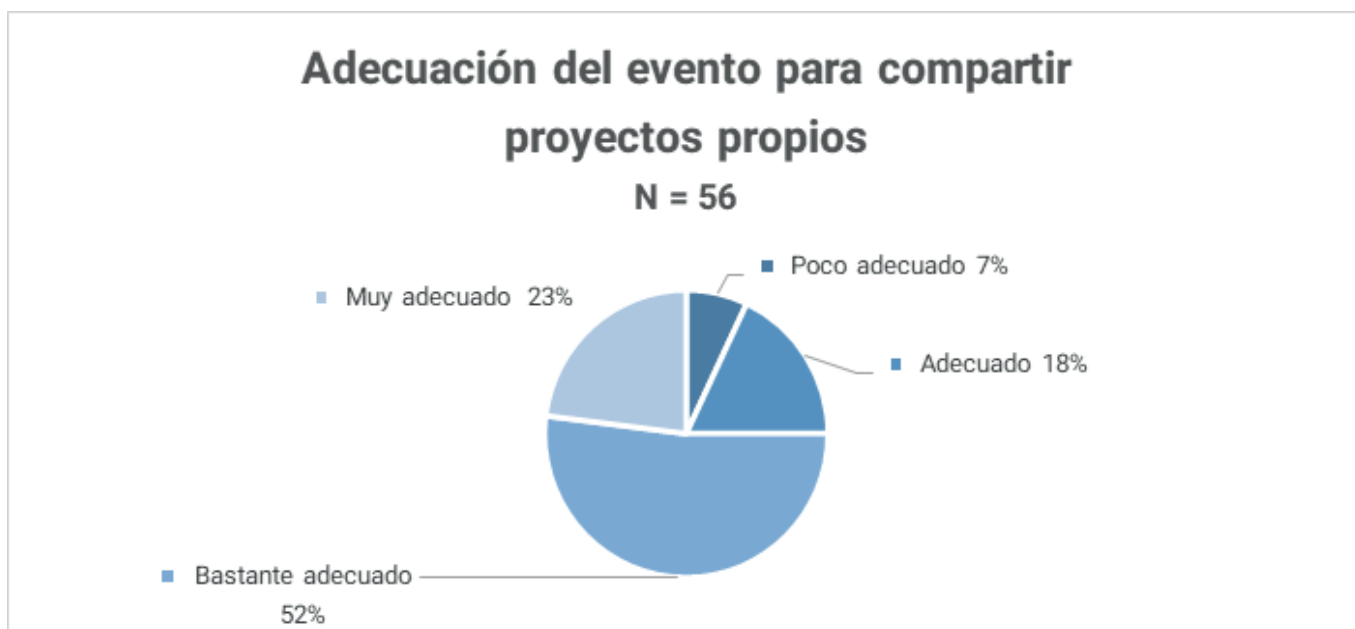
With regard to the suitability of the event as a means of raising awareness about the collaborations and general projects of the Euskampus Bordeaux community, 32% of the people surveyed considered the event to be very suitable for these objectives, 50% considered it to be quite suitable and the remaining 18% considered it to be adequate. No one thought that this event was unsuitable in terms of fulfilling the objective of raising awareness about the collaborations under this strategic alliance.



Graph 8. Suitability of the event for learning about community projects



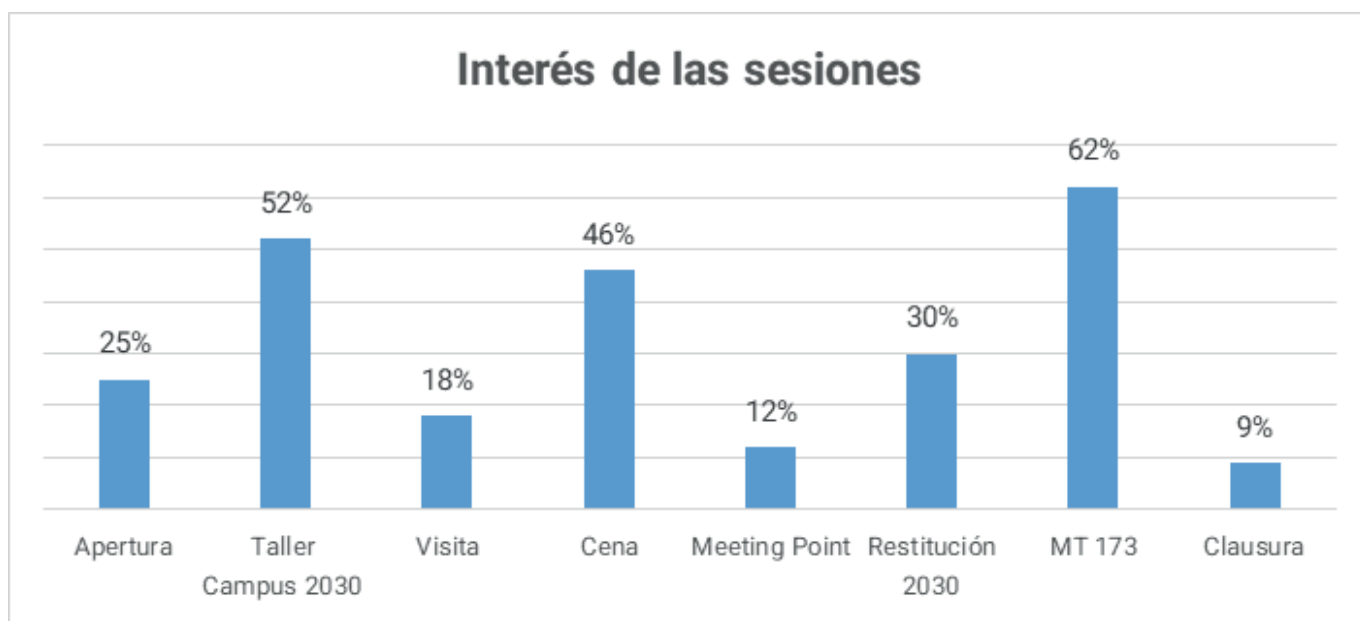
They were also consulted on the suitability of the meeting as a means for attendees to share information about their own projects or work. 23% thought that the EBE was very suitable for this purpose, 52% thought it was quite suitable and 18% thought it was suitable. Only 7% thought that the EBE was unsuitable for raising awareness about their projects.



Graph 9. Suitability of the event for sharing their own projects

Based on the assessments of all the participants, the EBE can be considered a key event, both in terms of finding out about the different programmes and collaborations of the community and in terms of socialising the projects and work of the individuals who make up the community.

In order to assess the suitability of the ebe 22 programme, people were asked to mention (with multiple responses accepted) which activities they were most interested in.



Graph 10. Interest in the sessions

The activity that aroused most interest was the plenary presentation of projects in the 'My journey in 173 seconds' pitch format followed by the Campus 2030 Workshop. These results showed that the two activities in which the community itself was most actively involved were rated very positively. In the first, they presented their projects, experiences and initiatives, and in the second, they contributed their experience and reflections to guide the future design of this project of which they feel part.

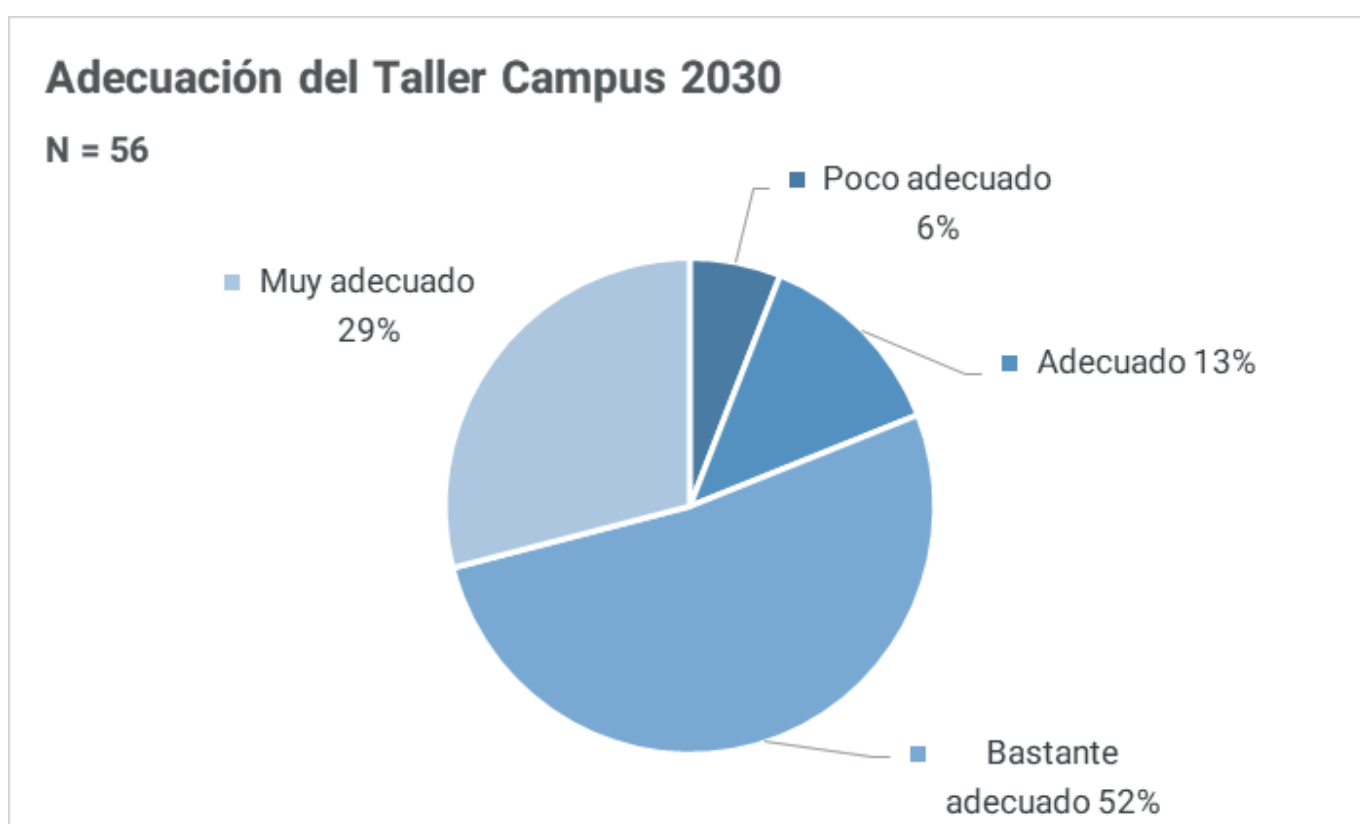
The participants found a lot of interest in having a dinner, which provided a relaxed space in which to continue socialising and getting to know each other and the projects better. The more institutional events such as the opening (25%) and closing (9%) ceremonies were held in more traditional formats and the Euskampus Bordeaux community probably already has a degree of maturity in terms of its need for participation that requires new formats for these events.

At this point it should be noted that, as far as the strategic reflection activity carried out on the first day of the Campus 2030 Workshop is concerned, we also asked the members of the Euskampus Bordeaux community about the suitability of this activity for gathering their contributions and including them in drawing up a new framework agreement that will be drafted and approved at the start of 2023.

As mentioned in the previous section, 80% of the attendees of EBE 22 took part in this activity, in which they worked in multidisciplinary teams and which included people from different backgrounds to reflect on and put forward proposals in relation to the 4 structuring axes of the Euskampus Bordeaux Campus, namely: a) research and innovation, b) education and students, c) territory, partnerships and innovation, and d) internationalisation for transformation.

It should be noted that a large number of contributions were collected on each of the axes, and these were analysed and summarised by the pairs of vice-chancellors from both universities responsible for each of the areas and presented by these pairs at the session to present the results the following day. All of these contributions will be included in a reference document that will be used to support the next stage of strategic reflection (consultation and drafting process) of the new 2023 framework agreement, which will involve the governing teams of both universities and the heads of the trustees.

As far as the assessment of the suitability of this workshop for gathering community input is concerned, 29% considered it to be very suitable, 52% considered it to be quite suitable, 13% considered it to be suitable and 6% considered it to be not very suitable.



Graph 11. Suitability of the Campus 2030 Workshop

Based on these results, it can be considered that the attendees not only appreciated the suitability of this annual meeting for getting to know about and disseminating the community's activities, but also pointed out that this space allowed them to express their interests and expectations and the fact that they are taken into consideration in the strategic planning and evolution of the community. This issue will be discussed further in the section on Community in this report.

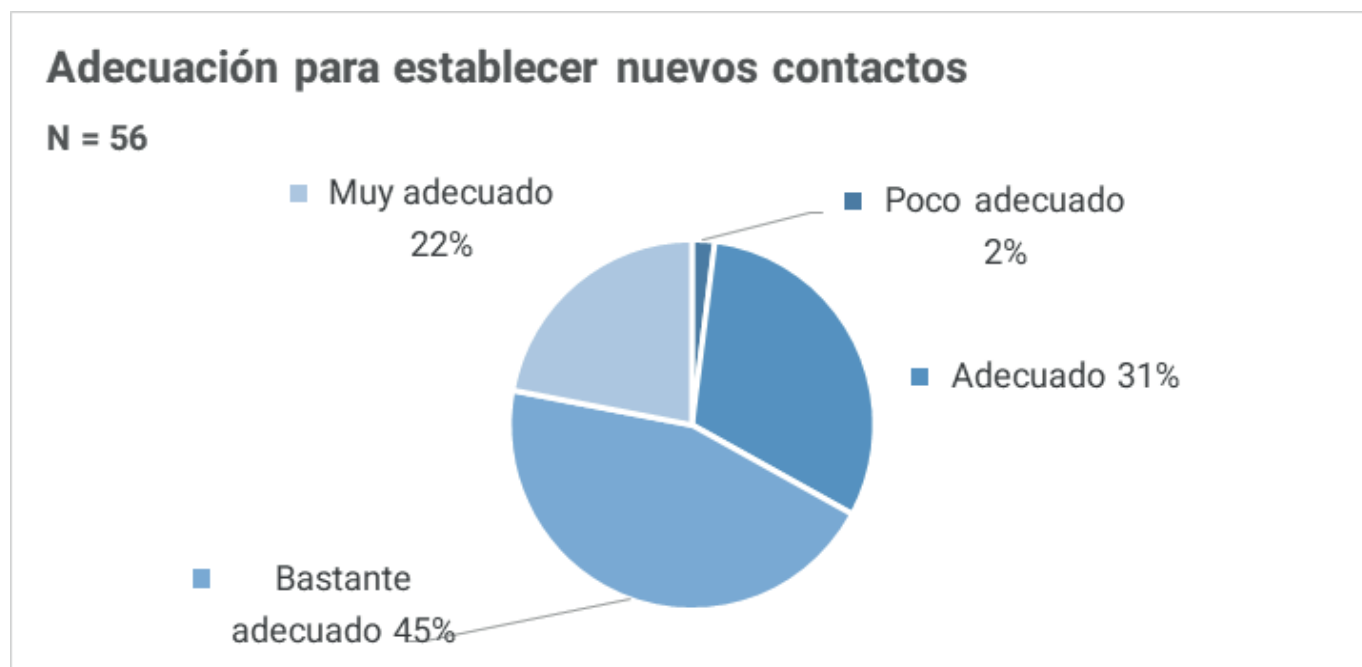
## Amplification

The Amplification objective refers to the assessment of the EBE as a space for structuring new relationships and setting up joint actions.

In order to analyse the level of fulfilment of this objective, attendees were asked about the suitability of this event in terms of creating new relationships and promoting new initiatives.

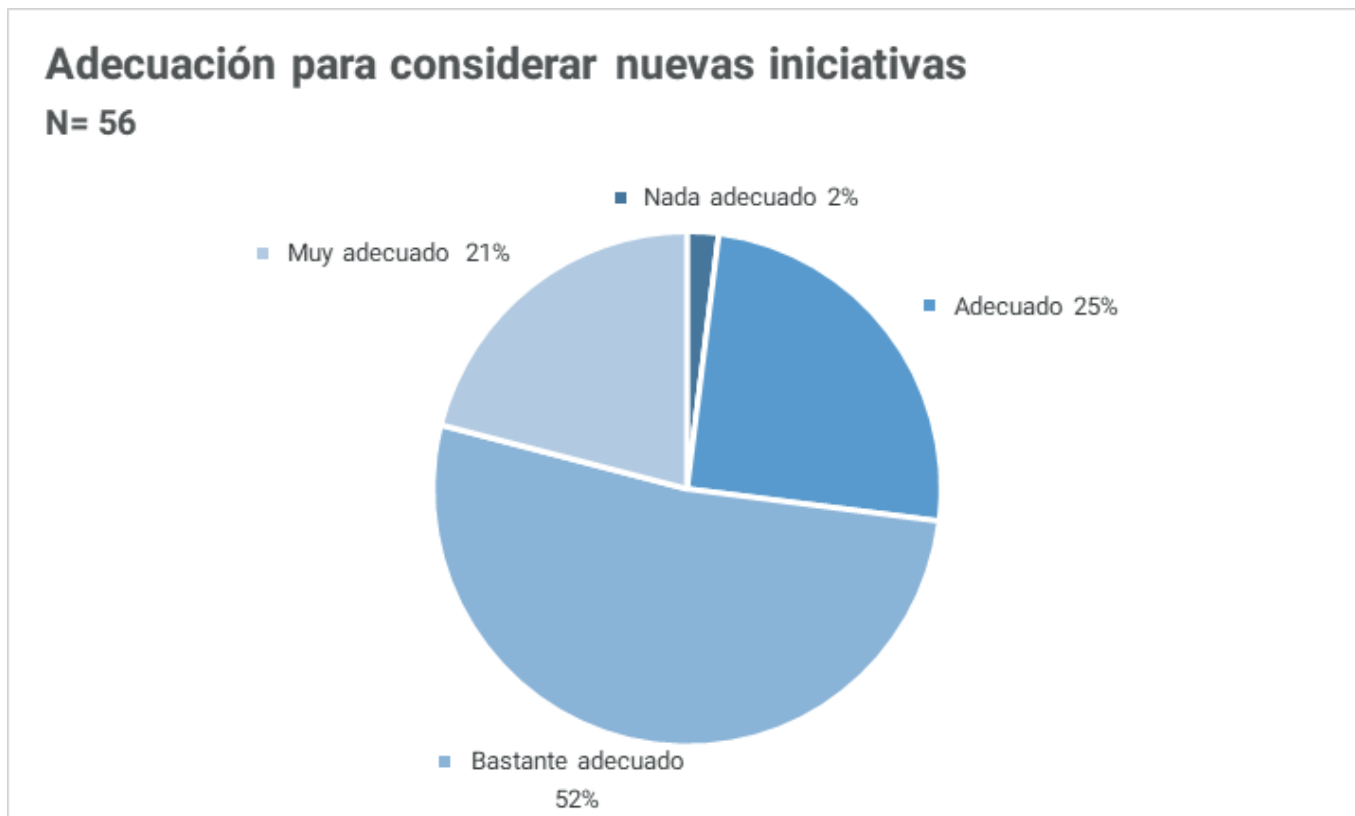
In this regard, the community highlighted the potential of this meeting for building new relationships and collaborations and, at the same time, for considering new opportunities and drawing inspiration from other projects.

As a result, 22% of the people surveyed thought that this event was very suitable for making new contacts and building relationships from which joint actions could be taken (collaborative projects, new research projects, new business opportunities, identification of areas of opportunity, etc.). 45% thought it was quite suitable and 31% thought it was suitable. Only 2% thought that it was unsuitable.



Graph 12. Suitability for making new contacts

Along the same lines, 21% of the people surveyed rated the inspirational nature of this space as very suitable, 52% as quite suitable and 25% as suitable, in the sense of encouraging them to consider new initiatives and/or projects. Only 1% did not consider it at all suitable for these purposes.



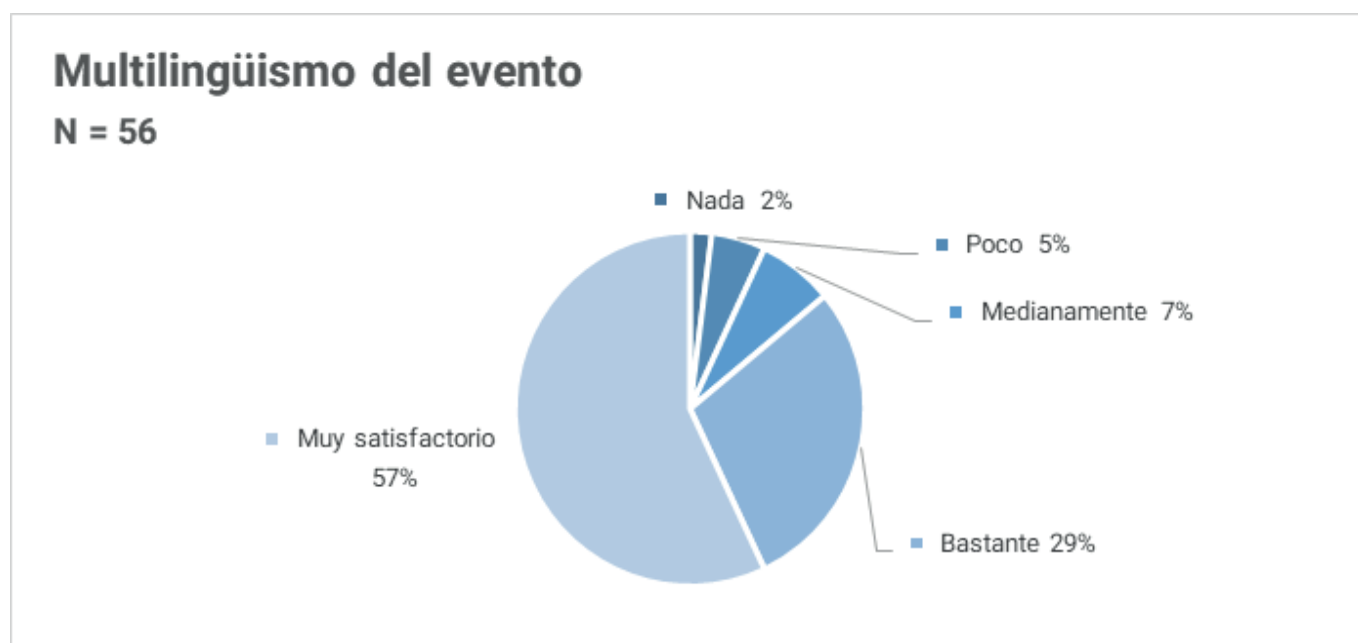
Graph 13. Suitability for considering new initiatives

## Socialising and learning

The objective related to socialising and learning refers to assessing this event as a place for building horizontal relationships and acquiring competences in the context of the cross-border campus.

In order to analyse the level of fulfilment of this objective, attendees were asked about the multilingual and intercultural nature of the event and about the acquisition of relational, awareness and knowledge skills.

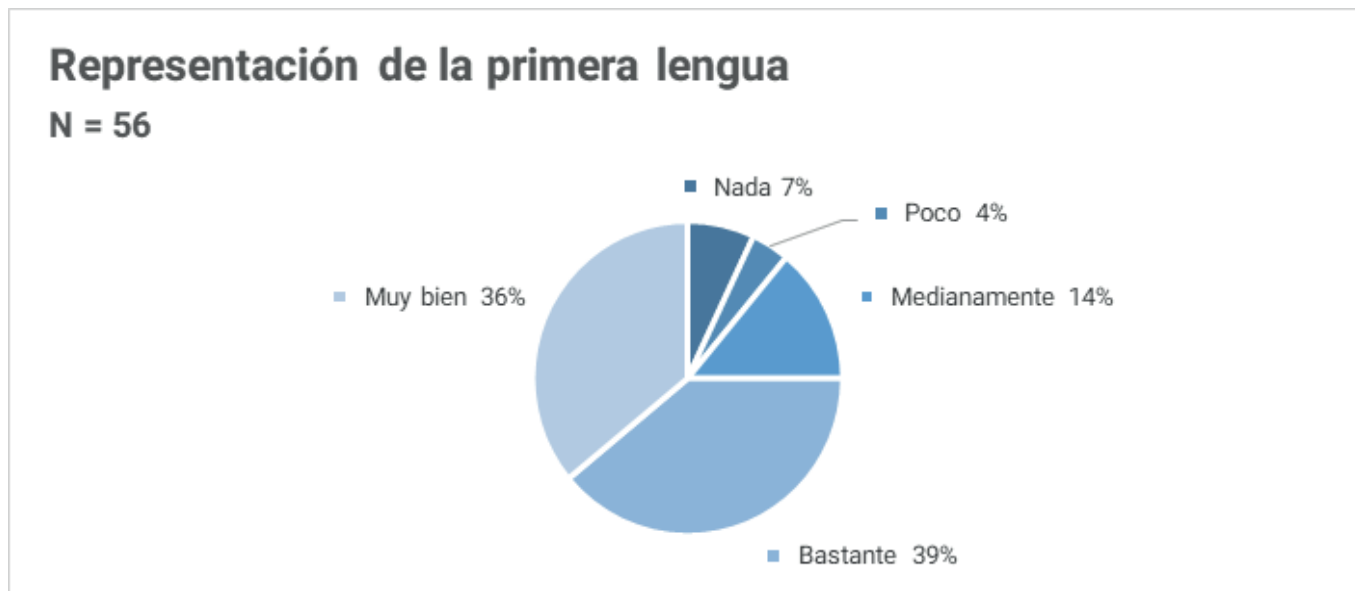
The multilingual and intercultural dimensions were seen as key elements when it came to highlighting and promoting the richness of the diversity that defines this community. In this regard, 57% of people surveyed said that they were fully satisfied with the multilingual nature of the event. 29% said that they were very satisfied, 7% were satisfied, 5% were not very satisfied and 2% were not at all satisfied.



Graph 14. Multilingual nature of the event

The three official languages of the Euroregion (Spanish, Basque and French) were used during the event, as a way of promoting the intercultural nature and richness of the community. English was used as the lingua franca. In this respect, the majority of people felt that their language was well represented at the event, with 36% saying it was very well represented and 39% saying it was fairly well represented.

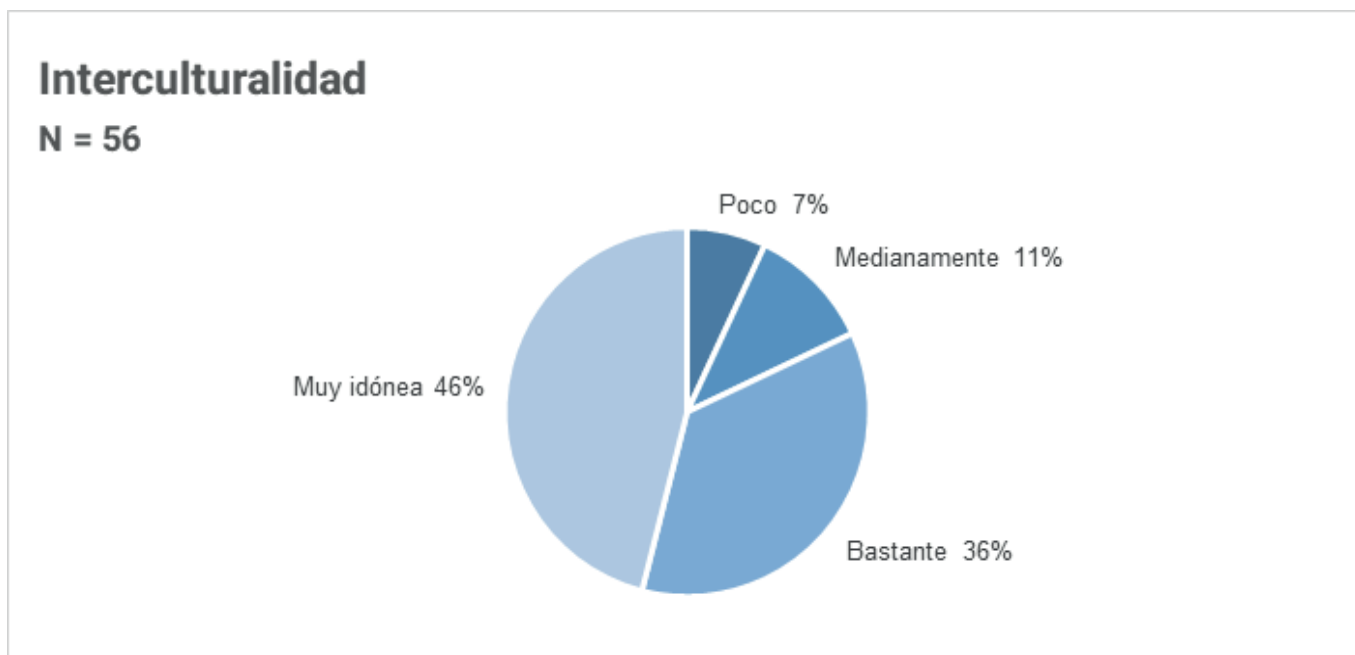
14% felt that their first language was moderately represented and 4% felt that it was under-represented. 7% felt that their language was not represented at all.



Graph 15. Representation of first language

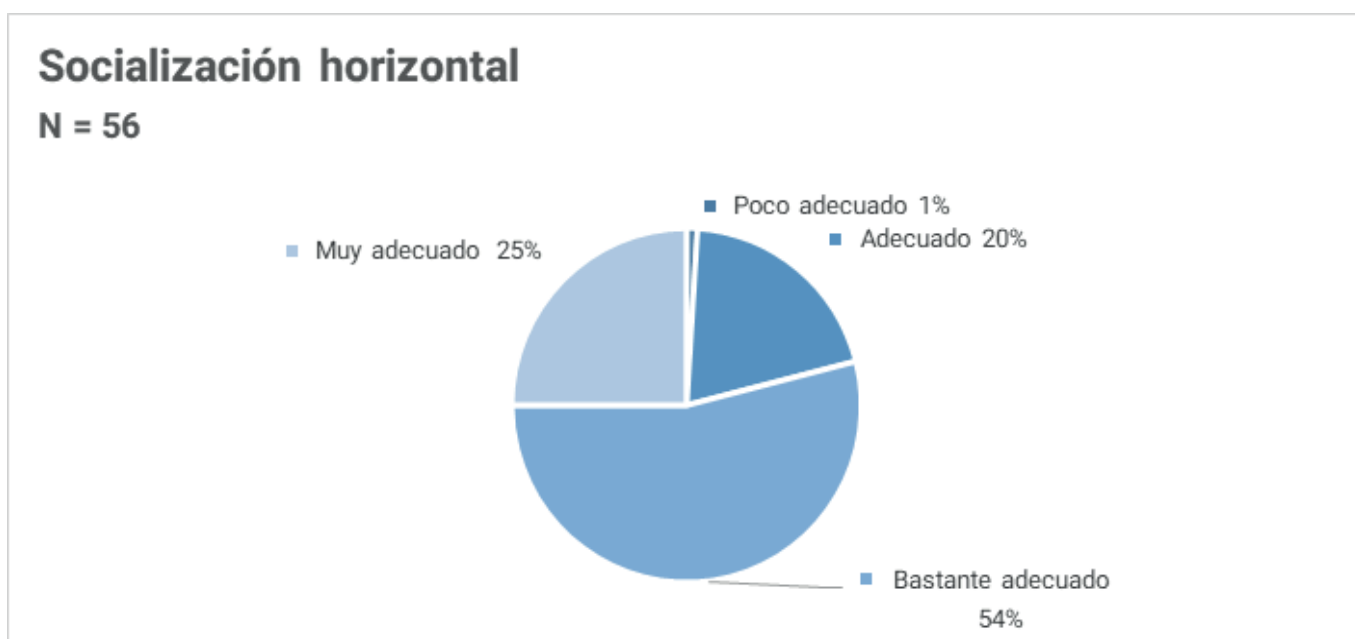
In addition, the community highlighted the value of the multilingual nature of the event in terms of building a culture of respect and curiosity for diversity. 46.4% of respondents thought that the multilingual nature of the event was very suitable for promoting interculturality based on respect and curiosity and 34.7% thought it was quite suitable. 11% of these people judged the EBE to be moderately suitable for these purposes and 7% considered it to be not very suitable.





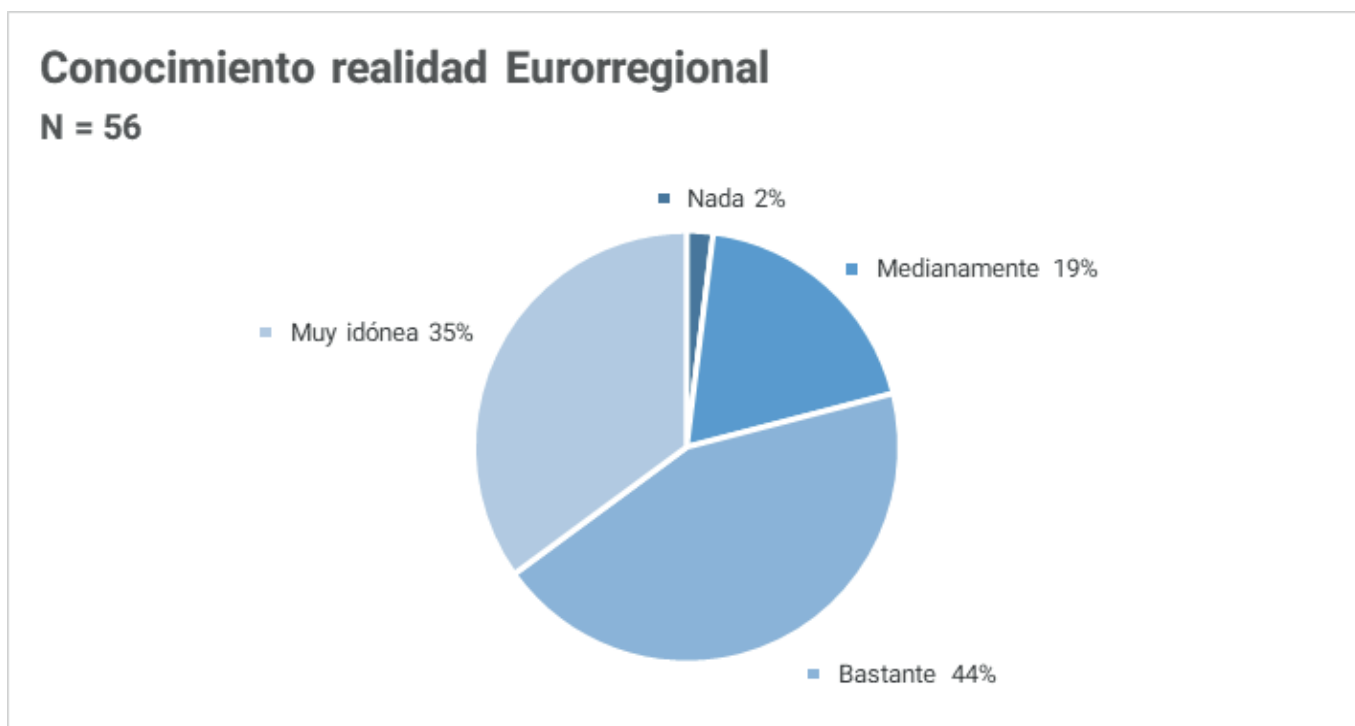
Graph 16. Interculturality

As well as its suitability and appropriateness in terms of its multilingual and intercultural nature, the people surveyed also underlined the level of suitability of this event as far as building horizontal relationships between the different members of the Euskampus Bordeaux community is concerned. 25% defined it as being very suitable, 54% as fairly suitable and 20% as suitable. Only 1% found the EBE to be not very suitable for building horizontal relationships.



Graph 17. Horizontal socialisation

By favouring a multilingual and intercultural approach to networking at this event, it was hoped that attendees would be able to find out about different realities and gain a better understanding of the players involved in and the background of the Euroregion. In this sense, 35% of the people surveyed found the EBE to be very suitable for these purposes, 44% considered it to be quite suitable and 19% rated it as moderately suitable. 2% said that the EBE did not contribute to these ends.



Graph 18. Knowledge of the reality of the Euroregion



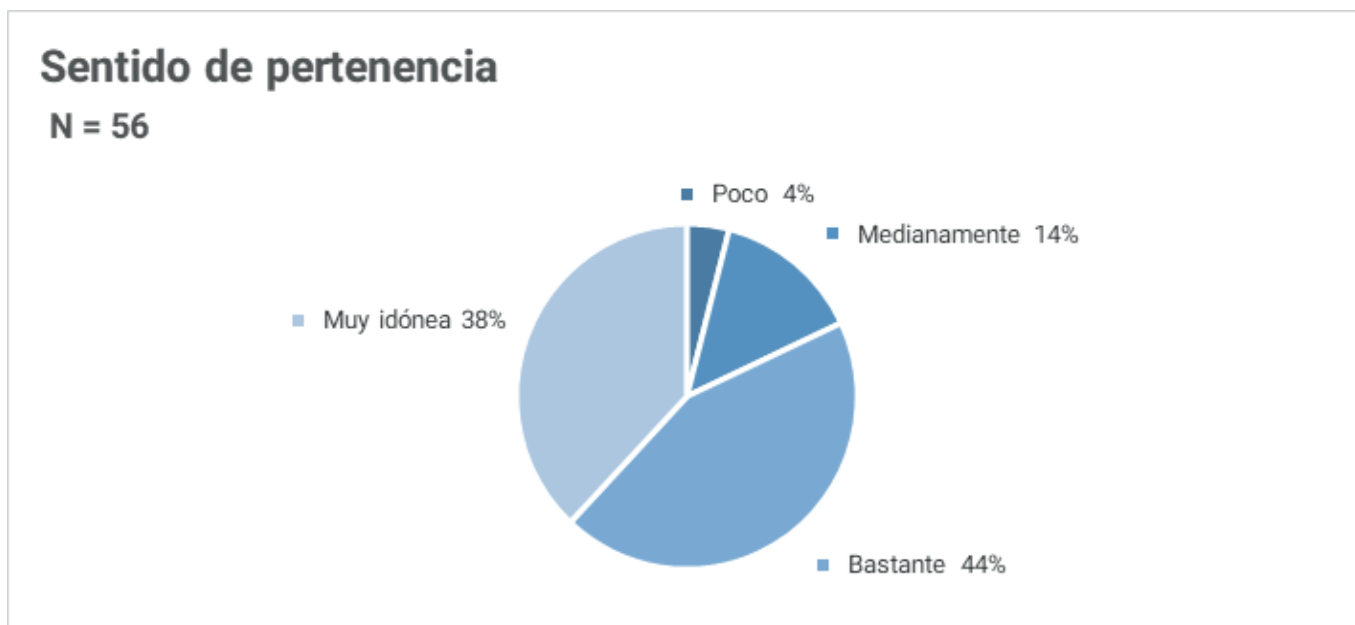
## Community

The Community objective refers to assessing the EBE as a space for developing a sense of belonging in the context of the Euskampus Bordeaux Campus.

In order to analyse the level of fulfilment of this objective, attendees were asked specifically about their sense of belonging to the community as a result of their participation in the EBE and their satisfaction with the organisation of the event.

38% of those surveyed considered the EBE to be a very suitable event for developing a sense of belonging to the Euskampus Bordeaux community and 44% considered it to be quite suitable for this purpose. For 14%, the EBE was a moderately suitable space to promote a sense of belonging and 4% found that it was not very suitable for achieving this objective.

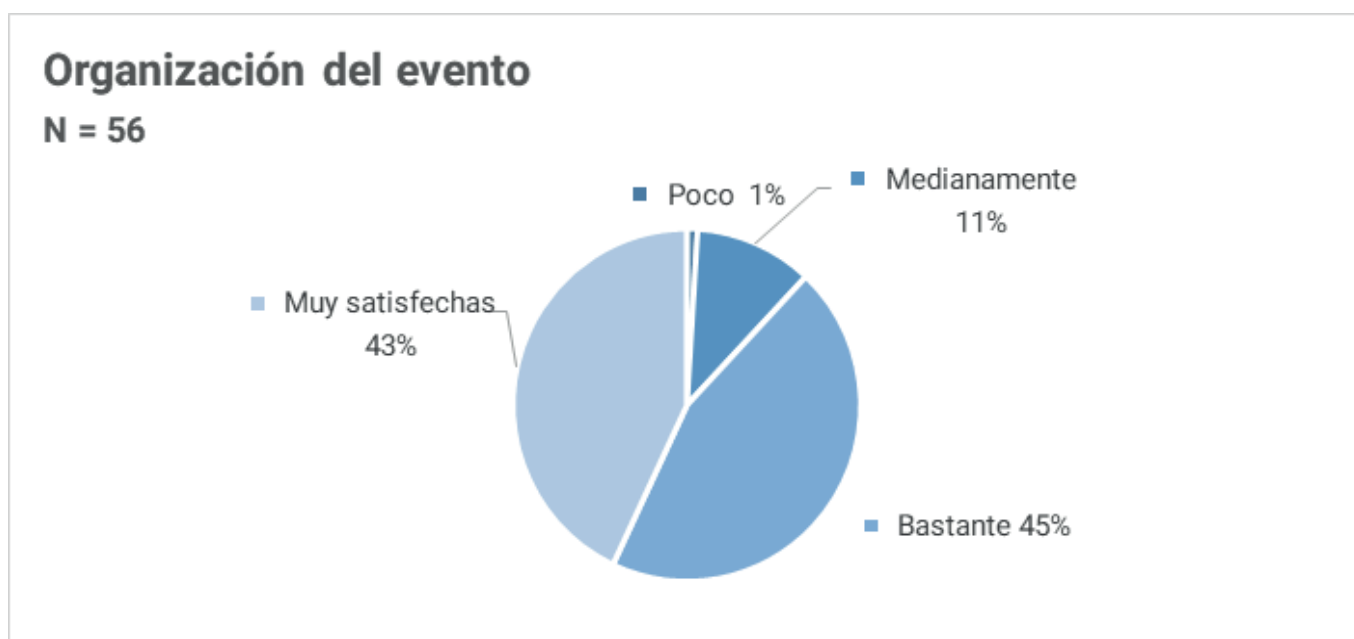
In the words of those surveyed, the EBE was seen as “an excellent opportunity to enhance existing projects, exchange different experiences of the alliance in person with the protagonists, and prepare for the future plans of the community”. They highlighted the possibility offered by this space to meet “people with diverse interests, but with a common goal of sharing”, from a “real multicultural approach to science and research”, made possible by “diversity and mixing, with scientific and cultural openness”.



Graph 19. Sense of belonging

The sense of belonging engendered in the community was also evident in the predisposition of attendees regarding their possible participation at future editions of the EBE: 98% of the people surveyed said they would attend a future edition of the event. Similarly, 68% of respondents stated that they would like to continue to stay in contact with the community by receiving and exchanging information about the experiences and projects being carried out in this context.

In terms of how satisfied attendees were with the organisation of the event, 43% of those surveyed said they were fully satisfied with the organisation of the event. 44.6% were very satisfied, 10.7% were satisfied and 1.8% were not very satisfied. The main areas for improvement that were mentioned related to “giving more prominence to the presentation of projects and activities of the different members of the community” and to “the nature, operation and benefits offered by cross-border projects and community alliances”.



Graph 20. Organisation of the event



