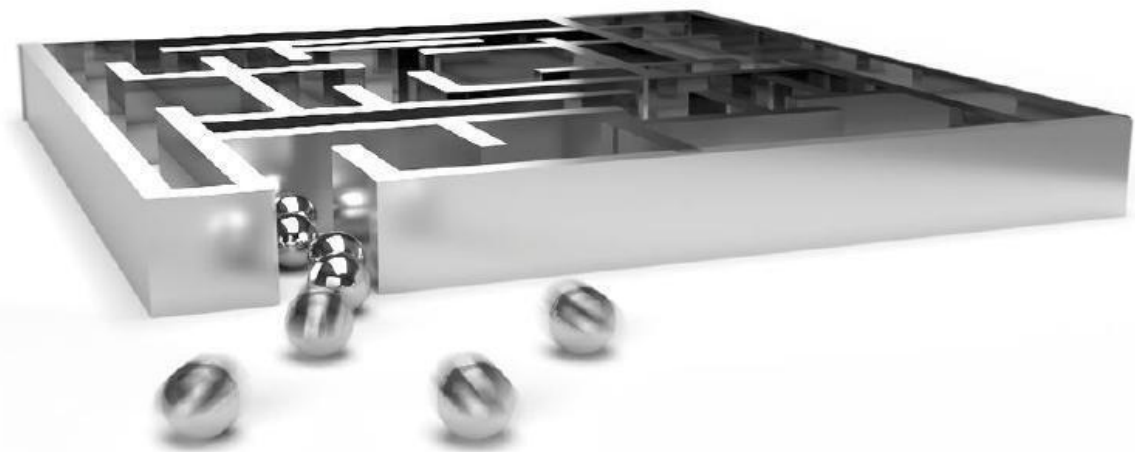




UNIVERSITIES' ROLE IN ARTIFICIAL  
INTELLIGENCE (AI) INNOVATION ECOSYSTEMS

## PROGRAMME DRAFT



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
















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**PROGRAMME OVERVIEW**

	<b>SYNCHRONOUS LIVE GROUP SESSIONS</b>	<b>ASYNCHRONOUS</b>
<b>WEEK 1</b>	<p><b>Theme   Welcome, Introductions, Understanding AI</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Icebreaking</p> </div> <div style="text-align: center;">  <p>Exploring the topic with speakers</p> </div> <div style="text-align: center;">  <p>Interactive Small Group Work</p> </div> </div>	<div style="text-align: center;">  <p>Understanding how to use the Business Model Canvas for action plans</p> </div>
<b>WEEK 2</b>	<p><b>Theme   Universities' Role in Innovation Ecosystems</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Guest speakers</p> </div> <div style="text-align: center;">  <p>Asia-Europe perspectives</p> </div> <div style="text-align: center;">  <p>Interactive Small Group Work</p> </div> </div>	<div style="text-align: center;">  <p>First Steps in Developing a Business Model Canvas as Action Plan</p> </div>
<b>WEEK 3</b>	<p><b>Theme   Governing AI Innovation Ecosystems</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Guest speakers</p> </div> <div style="text-align: center;">  <p>Discussion with policy makers</p> </div> <div style="text-align: center;">  <p>Interactive Small Group Work</p> </div> </div>	<div style="text-align: center;">  <p>Forum discussions</p> </div>
<b>WEEK 4</b>	<p><b>Theme   Teaching and Skill Needs of AI Innovation Ecosystems</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Guest speakers</p> </div> <div style="text-align: center;">  <p>Academia/Industry perspectives</p> </div> <div style="text-align: center;">  <p>Interactive Small Group Work</p> </div> </div>	<div style="text-align: center;">  <p>Further Development of Action Plan</p> </div>
<b>WEEK 5</b>	<p><b>Theme   Teaching Entrepreneurship for AI Innovation Ecosystems</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Guest speakers</p> </div> <div style="text-align: center;">  <p>Interactive Small Group Work</p> </div> <div style="text-align: center;">  <p>Participants' inputs</p> </div> </div>	<div style="text-align: center;">  <p>Mid-Term review of Action Plans with Facilitators</p> </div>
<b>WEEK 6</b>	<p><b>Theme   Research and Industry Relations in AI Innovation Ecosystems</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Guest speakers</p> </div> <div style="text-align: center;">  <p>Academia/Industry perspectives</p> </div> <div style="text-align: center;">  <p>Interactive Small Group Work</p> </div> </div>	<div style="text-align: center;">  <p>Forum discussions</p> </div>
<b>WEEK 7</b>	<p><b>Theme   Technology Transfer in AI Innovation Ecosystems</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Guest speakers</p> </div> <div style="text-align: center;">  <p>Asia/Europe Good practice exchange</p> </div> <div style="text-align: center;">  <p>Interactive Small Group Work</p> </div> </div>	<div style="text-align: center;">  <p>Further Development of Action Plan</p> </div>
<b>WEEK 8</b>	<p><b>Theme   Wrap up and Action Plans</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Presentation of Action plans</p> </div> <div style="text-align: center;">  <p>Discussion on Next Steps</p> </div> </div>	

**Week 1 Theme | Welcome, Introductions, Understanding AI**  
**Live Session on Thursday, 25 March 2021**

8:00-8:15 GMT

**Welcome and Introductions**

- ◆ Ms Leonie NAGARAJAN, Director, Education Department, Asia-Europe Foundation (ASEF)
- ◆ Dr Shen YI, Director of International Institution of Global Cyberspace Governance, Director of Center for BRICS Studies, Fudan University, China

8.15-8.45 GMT

**Getting to Know Each Other, Introductions by Expert Facilitators**

- ◆ Dr Alex Grech, Director of the Commonwealth Centre for Connected Learning, Malta
- ◆ Dr Stephen J HALL, Senior Lecturer, MSc IT&S Programme Coordinator, Malta College of Arts, Science and Technology (MCAST)

8.45-8.55 GMT

**Break**

8:55 – 9:30 GMT

**AI Origins, AI Now, AI in the Future**

This session will provide participants with an overview of Artificial Intelligence focusing on perspectives from academia and insider views from industry. Presentations showcasing the history of artificial intelligence, how it's being applied to every-day life and the rapid changes that will witness its evolution in the foreseeable future.

**Academic perspective**

- ◆ Dr John SHAW-TAYLOR, UNESCO Chair in AI, Professor of Computational Statistics and Machine Learning, University College London (UK) (tbc)

**A New Generation of AI**

- ◆ Prof WEI Lin, School of Mathematical Sciences and Research Institute of Intelligent Complex Systems, Fudan University

9.30-10.00 GMT

**Interactive Group Tasks**

Facilitator-led breakout rooms - Participants discuss their own definition of AI and how it can be applied to their university and local community. This exercise will contribute towards the creation of the individual action plan and participant's Business Model Canvas.

**Week 2 Theme | Universities' Role in Innovation Ecosystems**  
**Live Session on Thursday, 1 April 2021**08:00 – 10:00  
GMT

This session will focus on innovation ecosystems and how Universities can leverage their position to create and harness their growth. A series of presentations portraying the diversity and cohesion that exists between Asian / European perspectives on how universities work with different actors in ecosystems, their strategies and engagement. Speakers will each present their respective broad perspectives.

**Building efficient AI ecosystems and strategies**

- ◆ Prof XU Ningsheng, President of Fudan University



**Asian perspective on the university's role in ecosystems and strategies:**

- ◆ Prof Pascale FUNG, Director, Center for AI Research (CAiRE), Hong Kong University of Science & Technology (HKUST) (tbc)

**European perspective on the university's role in ecosystems and strategies**

- ◆ Mr Thomas JØRGENSEN, Senior Policy Coordinator at the European University Association (EUA), Belgium

Presentations will be followed by Facilitator-led breakout rooms. Participants will share & discuss their own ideas of ecosystems and strategies and how it can be applied to their university and local community. This exercise will contribute toward the participant's action plan and business model canvas.

**Week 3 Theme | Governing AI Innovation Ecosystems****Live Session on Thursday, 8 April 2021**

08:00 – 10:00  
GMT

This session will focus on AI innovation ecosystems and will explore ethical issues and the need for good governance. A series of presentations that address the privacy, ethics and responsibility issues in higher education institutions.

**University Policies for Governing Innovation Ecosystems**

- ◆ TBD

**AI, Education and the Public Good**

- ◆ Professor Jiro KOKURYO, Vice-President for Information Infrastructure, and Shonan-Fujisawa Campus (SFC), Keio University, Japan

**The case for regulating the AI sector**

- ◆ Dr Joshua ELLUL, Chair, Malta Digital Innovation Authority

**AI and the Ethics dilemma**

- ◆ TBD

Presentations will be followed by Facilitator-led breakout rooms. This exercise will contribute toward the participant's action plan, to the BMC and preparation for the following week's session.

**Week 4 Theme | Teaching and Skill Needs of AI Innovation Ecosystems****Thursday, 15 April 2021 | Live Session**

08:00 – 10:00  
GMT

The theme for this week will expand the outlook on AI Innovation Ecosystems by exploring the Teaching perspective. This week's presentations will focus on the roles that universities need to tackle to educate tomorrow's AI experts, the extracurricular programmes and skills needed. Both academic and industrial perspectives will be presented to yield a holistic understanding of the requirements.

**Bridging the Skills Gap in Europe: an Academic perspective**

- ◆ Dr Aleksandra PRZEGALIŃSKA-SKIERKOWSKA, Vice-Rector Responsible for International Cooperation and ESR, Kozminski University, Poland

**Bridging the Skills Gap in Europe: an Industry perspective**

- ◆ Prof Dr Christian WERNER, Chief Executive Officer, University of Applied Management, Germany (tbc)

**Bridging the Skills Gap in Asia: an Academic perspective**

- ◆ TBD

**Bridging the Skills Gap in Asia: an Industry perspective**

- ◆ John YONG JIANG, Vice President for Corporate AI Industry Development, Huawei Technologies Co. Ltd

Presentations will be followed by Facilitator-led breakout rooms, exploring the skills sets required to boost AI innovation ecosystems. A collaborative skill map will be used to detail this thinking. This exercise will contribute toward the participant's action plan and business model canvas.

**Week 5 | Teaching Entrepreneurship for AI Innovation Ecosystems****Thursday, 22 April 2021 | Live Session**08:00 – 10:00  
GMT

Building on last week's session the theme for this week will further expand the outlook on AI Innovation Ecosystems by exploring the Entrepreneurial perspective. Focusing on the entrepreneurship skills that are taught to STEM students, this session will assess and seek ways of bridging the gap and overcome the challenges that STEM students experience in bringing their innovative ideas to market.

**Can entrepreneurial skills be taught?**

- ◆ Dr Rajiv Vaid BASAIWMOIT, Head of Sci-tech Innovation & Entrepreneurship, Aarhus University, Denmark (tbc)

**How incubators in Asia support the nascent AI sector**

- ◆ Prof Freddy BOEY, Deputy President (Innovation & Enterprise), National University of Singapore (NUS) (tbc)

Presentations will be followed by Facilitator-led breakout rooms. This exercise will contribute toward the participant's action plan.

Also during this week each participant will report in a very brief form on the progress of their action plans and share their BMC and identify their unique organisational barriers to implementation. The participants BMC's will be updated to show how these activities can be enhanced.

**Week 6 | Research and Industry Relations in AI Innovation Ecosystems****Thursday, 29 April 2021 | Live Session**08:00 – 10:00  
GMT

This session presents the participants with the challenges of facilitating the transfer of knowledge. This series of presentations looks at the need for the transfer of research and technology knowledge from academia to industry across Europe and Asia. Good practice methods are also showcased.

**Bridging Universities to the Innovation Needs of Industry**

- ◆ Mr Arno MEERMAN, CEO & Founder, University Industry Innovation Network, The Netherlands

**Case study & Good Practices in AI: an Asian Perspective**

- ◆ Mr ZHU Shiqiang, Director, Zhejiang Lab, Artificial Intelligence Town; Vice-President of Zhejiang University, China



**Women, Emerging Technologies and the Digital Soul**

- ◆ Dr Monique CALISTI, CEO of Martel Innovate; Coordinator of the Coordinator of the European Next Generation Internet of Things project, Switzerland

Presentations will be followed by Facilitator-led breakout rooms. Participants will reflect upon the practices employed by their own university and assess their effectiveness against the good practices presented. Participants would include bespoke methods into their BMC.

**Week 7 | Technology Transfer in AI Innovation Ecosystems****Thursday, 6 May 2021 | Live Session**

08:00 – 10:00  
GMT

Building on last week's session the theme for this week will further expand on challenges of facilitating the transfer of knowledge. This series of presentations looks at the need for the transfer of research and technology knowledge from academia to industry across Europe and Asia. Good practice methods are also showcased.

**Bridging Universities to the Innovation Needs of Industry**

- ◆ Dr Alice BECK, Head of Department, Office for Research and Innovation (TUM ForTe), Technical University of Munich (TUM), Germany (tbc)

**Case study & Good Practices from a European perspective**

- ◆ Dr Joana RESENDE, Pro-Rector - Strategic Planning, Entrepreneurship and Knowledge Transfer, CEO of UPTEC – Science and Technology Park of University of Porto, Portugal

**Cyber security in Academic institutions**

- ◆ John C MALLERY, Research Scientist, MIT Computer Science & Artificial Intelligence Laboratory, USA (tbc)

**Case Study on Working with Cyber Security Industry**

- ◆ Dr Shen YI, International Institution of Global Cyberspace Governance, Fudan University, China

Presentations will be followed by Facilitator-led breakout rooms. Participants will reflect upon the practices employed by their own university and assess their effectiveness against the good practices presented. Participants would include bespoke methods into their BMC.

**Week 8 | Summary and Wrap Up****Thursday, 13 May 2021 | Live Session**

08:00 – 10:00  
GMT

Presentation of action plans, Reflections, Summary, Moving Forward

**END OF PROGRAMME**



UNIVERSITIES' ROLE IN ARTIFICIAL  
INTELLIGENCE (AI) INNOVATION ECOSYSTEMS

## FREQUENTLY ASKED QUESTIONS



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**ESSENTIALS**

**When and where will ASEFInnoLab1 take place?**

The 1<sup>st</sup> ASEF Higher Education Innovation Laboratory will take place **entirely online**.

**I'm interested, what now?**

Glad to hear that you are ready to seize this opportunity!

[Submit your online application here.](#)

**When is the deadline to apply?**

We accept applications until **Friday, 12 March 2021, GMT 10.00**

Keep an eye on the confirmation email upon your successful submission; if you do not receive it, it might have landed in your junk/spam folder.

**When will the results be out?**

We will announce the application outcome by Friday, 19 March 2021.

You will receive an email with your result. Also, don't forget to like/follow our [ASEFEdu Facebook page](#) and [Twitter account](#) for all the latest updates.

**Eligibility criteria**

You have to meet all the following eligibility criteria for your application to be considered:

- ◆ Be a citizen of any of the [51 ASEM partner countries](#)
- ◆ Strong command of English (written and verbal)
- ◆ Be a manager, administrator or academic in charge of AI initiatives

For any exceptions see the FAQ below.

**Eligibility: I am an ASEM country national working for a University which is not from ASEM. Am I eligible to apply?**

This opportunity is primarily for university managers, administrators or academics working at universities in one of the 51 ASEM Partner Countries, therefore this group has priority. In case you are an ASEM national but working for a university outside the ASEM countries, you are eligible to apply, but your application will be considered on an exceptional basis.

**Eligibility: I am a non-ASEM country national working for a university based in an ASEM country. Am I eligible to apply?**

As long as you are working for a university based in one of the 51 ASEM Partner countries, you may apply.

**Eligibility: I am interest in the topic but am currently not employed by a university. Am I still eligible to apply?**

ASEFInnoLab is designed for managers, administrators and academics working at a university, to equip them with ideas on how to enhance the role of their institution in innovation ecosystems.

In case you find that your work highly relates to this mission, even though you are not working at a university, you may apply, and your application will be considered on an exceptional basis.

**Selection criteria**

When assessing the applications, organisers will look for applicants who are in charge of initiatives related to the topics of the Lab (teaching, entrepreneurship and skills for AI innovation ecosystems; research and technology transfer in AI innovation ecosystems) and are committed to transform the knowledge and skills gained during the laboratory into action.

The Open Call and the screening process adopt a non-discriminative approach ensuring a balanced geographic representation, gender balance and fair access to all. In doing so, the

organisers do not discriminate any applicant or participant on the basis of his or her race, national origin (ancestry), colour, gender identity or expression, sexual orientation, pregnancy, disability, religion (creed), marital status, or age.

**Selection: I am not involved into any AI initiative currently, but have plans for the future. Can I apply?**

Yes, please apply! We understand that innovation ecosystems have different stages of development in each country/region, especially when it comes to AI. We also know that different universities are at different stages in dealing with this topic. Therefore, it is not a disadvantage if your university has little or no experience in the topic, as long as you have fresh and innovative ideas. The ASEFInnoLab is designed to help you with taking the first steps on developing something new!

**Selection: I do not know how to code or write AI applications. Is this a problem?**

Not a problem. Participation does not require technical or coding abilities. The Lab will focus on the managerial and organizational aspects of data science and AI innovation ecosystems.

**Does this programme have a minimum or maximum age for participation?**

All the ASEF projects require a minimum age of 18 years old. This programme has no upper limit for age as long as you meet the criteria and have a suitable profile.

## PROGRAMME

**Do I need to prepare anything before the online programme begins?**

You do not have to prepare for the programme. However, as the programme will be held online, it is necessary that participants have access to teleconferencing facilities (working laptop/desktop, webcam & microphone) with a stable internet connectivity.

**How will the programme schedule be like?**

The Lab will be organised entirely virtually between **25 March - 13 May 2021**.

- ◆ It is an **8-week engagement** and requires participants to **set aside approximately 4 hours every week** to prepare for and participate in the sessions.
- ◆ Live sessions will be organised on **Thursdays between 8.00-10.00AM GMT** (morning in Europe, afternoon in Asia), allowing for real-time collaborative work with peers.
- ◆ The facilitated lab combines self-paced study elements such as readings, videos, case studies, with collaborative learning elements such as live online presentations, group exercises, tailored to the challenges that participants choose to work on.

Please refer to the **Programme** document on our website.

**Are there any commitments after the project?**

After the 8-week long virtual learning and networking phase has been completed, we hope participants will continue with the initiation of their action plans. ASEF will facilitate further engagement among group members, to discuss the progress and challenges of their actions plans, and to solve new innovation challenges.

**Do I get a certificate at the end of the programme?**

The programme ends with a joint certificate of completion by Fudan University and ASEF. The criteria for receiving the certificate is active engagement and presentation of an action plan at the 8<sup>th</sup> week.

## ACCESSIBILITY

**I have a some additional needs. Can you help me with this?**

We aim to make all our projects as accessible as possible and accommodate all needs of participants. We will therefore request all selected participants to provide us with their special requirements during the application and while registering for the programme.

To allow us to assess the applications smoothly, all applications need to be completed in English and submitted through the online form provided. However, if you have an access

**Can I submit the application in any format other than the one provided?**

need related to the application form which cannot be overcome, please get in touch with us and we will try to accommodate your needs.

## **FEES**

**Is there a participation or registration fee?**

There are no participation or registration fees. This is a fully funded project.

## **FURTHER QUERIES**

**Do you have more questions?**

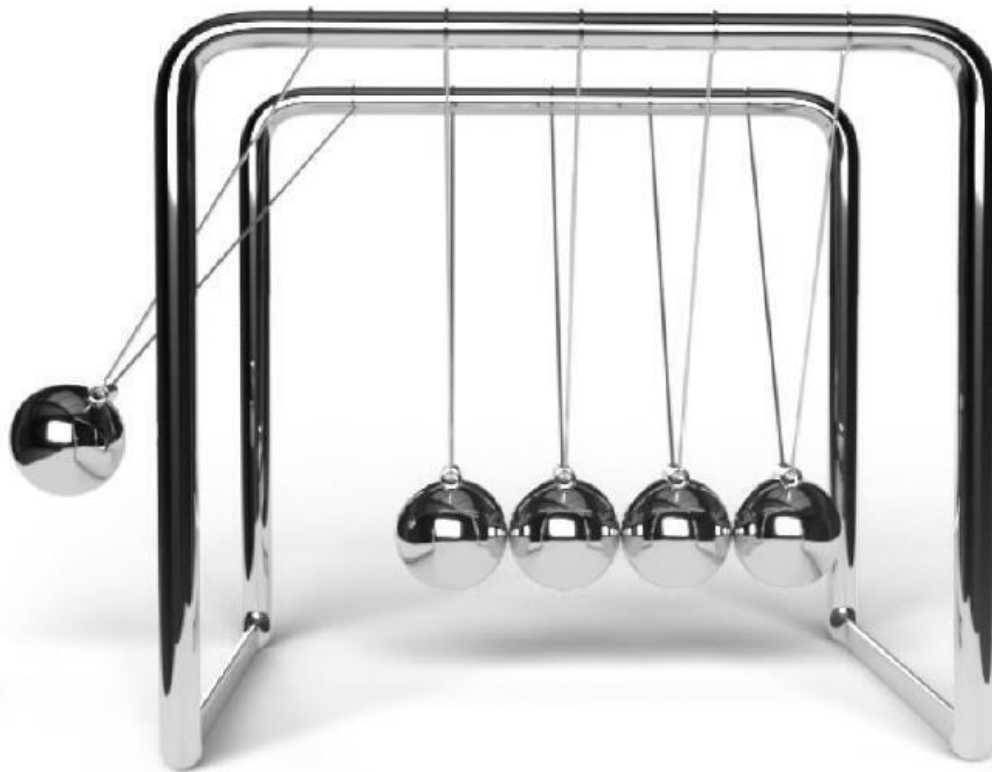
Drop us an email at E: [innolab@asef.org](mailto:innolab@asef.org) or get in touch with the team.



01 **innoLab** ASEF HIGHER EDUCATION

UNIVERSITIES' ROLE IN ARTIFICIAL INTELLIGENCE (AI) INNOVATION ECOSYSTEMS

## OVERVIEW



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## BACKGROUND ON THE #ASEFInnoLab SERIES

In line with the Asia-Europe Foundation's mission, we create opportunities for higher education managers from Asia and Europe to meet, learn from each other, and build capacity to address common global challenges together. We believe managers of higher education are in a unique position to transform and modernise their higher education institutions by introducing tech savvy, inclusive and sustainable policies. Therefore, we provide platforms where they can exchange good practices and co-create new ideas to move away from business as usual and develop something progressive.

### What are the key objectives of the series?

The ASEF Innovation Laboratory series aims to



#### EXPAND KNOWLEDGE

Enhanced understanding of data and artificial innovation ecosystems, and universities role is advancing them.



#### STIMULATE INNOVATIVE IDEAS

Through learning from experts and peers, higher education managers should be able to think about innovate and actionable ideas on how to improve innovation strategies and practices in their institutions.



#### BUILD PEER SUPPORT NETWORKS

Create an Asia-Europe platform of practitioners to exchange good practices and promote collaboration in innovation for sustainable development in Asia and Europe.

## KEY FACTS

### WHEN

25 March – 13 May 2021

### WHERE

Online

### PARTICIPANTS

25 higher education managers, administrators and academics selected from 51 ASEM countries by an Open Call for Applications

### METHODOLOGY

ASEFInnoLab is an experiential design laboratory, where interactive sessions ensure peer learning and actionable outcomes

### LEARNING OUTCOMES

- ◆ Enhanced understanding of Data and AI Innovation ecosystems
- ◆ Increased insights and knowledge to advance innovation ecosystems at participants' universities
- ◆ Capacity to prepare an action plan to get ahead of change

## TOPIC OF THE UPCOMING #ASEFInnoLab

### What will be discussed?

**Strategies for university managers to enhance the role of their institutions in innovation ecosystems in Asia and Europe.**

Tertiary education institutions are at the intersection of education, research and innovation. Their performance is crucial in contributing to well-performing economies and sustainable societies. With the impact of demographic changes, socio-economic developments and technological disruptions of the 4<sup>th</sup> Industrial Revolution on the labour market, tertiary education providers have to adapt quickly to new skills and technology transfer demands.<sup>1</sup>

The world is increasingly reliant on Artificial Intelligence (AI) across all societal sectors, harnessing its potential in industry, economics, healthcare, information security, communication and education, amongst others. Growing investments in research and development of AI technologies confirm this trend: over the past 3 years, EU funding for AI research has increased with 70% compared to the previous period.<sup>2</sup> However, the digital- and AI-based portion of Europe's ICT sector accounts for around 1.7% of GDP only, a rather low share compared to leading tech nations like China (2.2 %) or the United States (3.3 %).<sup>3</sup> Two-thirds of global investment in artificial intelligence is pouring in to China, which helped the AI industry grow by 67% in 2018 alone.<sup>4</sup>

Higher education institutions (HEIs) are instrumental in the development of national and regional innovation ecosystems. They are in the perfect position to orchestrate the dialogue among stakeholders, engaging students, company managers & policy makers likewise, and co-create knowledge and driving strategic development.<sup>5</sup> HEIs are the seedbed for AI ecosystems. In France and the UK, many AI start-ups originated at universities. In India and South Korea, large companies sponsor AI research projects and fellowships at universities and research



institutions. In China, government spending on university scientific research has grown by double digits annually for the past decade, spurring AI progress.<sup>6</sup>

ASEFInnoLabs will explore university strategies in their national and regional ecosystems, how they create multi-stakeholder partnerships with businesses, policy makers and international partners to boost AI innovation ecosystems.

ASEFInnoLabs will engage participants in **further enhancing the innovation strategies and practices at their universities** in the following two areas:

- 1 | **Teaching and Entrepreneurship for AI Innovation Ecosystems**
- 2 | **Research and Technology Transfer in AI Innovation Ecosystems**

## TARGET GROUP

### Who should apply?

**This Innovation Laboratory is designed for university managers, administrators and academics who spearhead AI related initiatives in their institutions.**

We envision about 25 participants from among the 51 ASEM countries to join the ASEF Higher Education Innovation Laboratory, who meet the following criteria:

- ◆ Managers, administrators or academics in tertiary higher education institutions in charge of initiatives related to the ASEFInnoLab1 topics
- ◆ Citizens of any of the 51 ASEM partner countries
- ◆ Excellent command of English (written and verbal)

Participants will be selected by an Open Call for Application. The screening process will ensure a non-discriminative approach assuring a balanced geographic representation, gender balance and fair access to the opportunity for all. When assessing the applications, ASEF will look for applicants who meet the eligibility criteria, express strong motivation, and are committed to transform the knowledge and skills gained during the laboratory into action.

Participation does not require technical or coding abilities. The laboratory will focus on the managerial and organisational aspects of AI innovation ecosystems.

## PROGRAMME STRUCTURE

### What elements does ASEFInnoLab consists of?

**It is a virtual learning and networking project for ideas and action.**

### Learning Phase | 8-week Long Facilitated Programme

The Lab will be organised entirely virtual, with the use of online collaboration tools and platforms. It is an **8-week engagement with approximately 2 hours long sessions each week**. This phase is dedicated to expanding knowledge, exchange good practices, and build networks among participants. This phase will include:

- ◆ **Facilitated interactive sessions** led by experts, featuring speakers from leading universities and companies in the field of innovation and AI on the subthemes of ASEFInnoLab:
  - Teaching and Entrepreneurship for AI Innovation Ecosystems
  - Research and Technology Transfer in AI Innovation Ecosystems
- ◆ **Networking** virtually among participants via different interactive activities
- ◆ **Learning materials** and online resources to enable participants to develop knowledge in the area

Participants will be required to identify one of their local challenges to work on during this phase of the Lab. The Lab will assist participants to come up with a **concrete Action Plan by the end of this phase to address the chosen challenge**. Participants will be required to present their Action Plans at the end of the training.



### Bonus Phase | Twin Projects with Fudan University

Two (2) participants of ASEFInnoLab1 will have the chance to create a joint action plan with Fudan University in one of the following areas:

- ◆ Actions that focus on intra-university collaboration to contribute to AI Innovation Ecosystems
- ◆ Actions that facilitate university collaboration across regions on AI Innovation Ecosystems
- ◆ Actions where universities contribute to the achievements of the SDGs through AI Innovation Ecosystems (SDGs)

Selected participants **will receive financial support to conduct study visits at Fudan University** and arrange face-to-face meetings to set the project forth and secure further funding from other donors.

## OUTCOMES

### What do participants get out of the ASEF Innovation Laboratory?

**In short: knowledge, ideas and networks to kick-start their own project at home.**

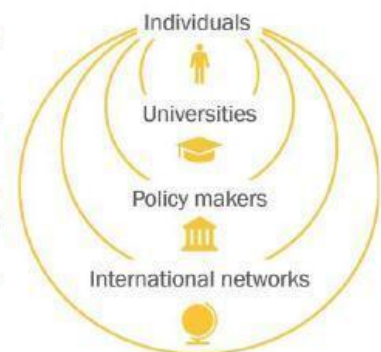
Participants will complete the programme with a key combination of knowledge, practical solutions and new networks which can advance their work in driving innovation. Participants will walk away with:

- ◆ **Enhanced understanding of AI innovation ecosystem**  
The lab will help participants to understand the role of higher education in leveraging AI in higher education; expand knowledge on different strategies related to the traditional missions of universities (education, research, partnership) and learn about good practices in ASEM countries.
- ◆ **Action plans to get ahead of change**  
Participants will develop their own action plans, which they can implement in their home institution to unlock the full potential of their organisations and to contribute to national and regional ecosystems.
- ◆ **Personal network in Asia and Europe**  
The Lab will provide diverse opportunities for interaction and cooperation for 25 participants from different countries across Asia and Europe. Therefore, we fully expect new bi-lateral and multi-lateral partnerships to emerge. Furthermore, ASEF will provide initial funding for 2 selected participants to kick-start their collaboration with the host, Fudan University.

## IMPACT

In the long term, the impact of ASEFInnoLab is expected to realise in four levels.

- ◆ Individual level: Inspire **ASEM higher education managers** to take action and improve institutional strategies and practices in innovation
- ◆ University level: Strengthen **ASEM universities'** role in innovation ecosystems
- ◆ Policy level: Inform the **ASEM education policy makers** on ASEM universities' roles and strategies in innovation ecosystems
- ◆ International level: Create an **Asia-Europe peer network** to support exchange on innovation and find opportunities for collaboration



## ECOSYSTEM & SYNERGIES

The outputs of the 1<sup>st</sup> ASEF Innovation Laboratory will contribute to the policy discussions at the following forums:

- ASEM Meeting of Senior Officials in Education (SOM) and the Digitalisation Taskforce
- European Higher Education Area Ministerial Meetings and the Bologna Policy Forum Meetings

**ORGANISED BY****Asia-Europe Foundation (ASEF)**

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**IN PARTNERSHIP WITH**

For more information, please visit <https://www.fudan.edu.cn/en>

**Association of Pacific Rim Universities (APRU)**

As a network of leading universities linking the Americas, Asia and Australasia, the Association of Pacific Rim Universities (APRU) is the Voice of Knowledge and Innovation for the Asia-Pacific region. We bring together thought leaders, researchers, and policy makers to exchange ideas and collaborate on effective solutions to the challenges of the 21st century.

For more information, please visit <https://apru.org>

**CONTRIBUTING TO****Asia-Europe Meeting (ASEM)**

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For more information, please visit [ASEM Info Board](#).

**ENDNOTES**

<sup>1</sup> World Economic Forum. The Future of Jobs, Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution. Accessed on 17/04/2018. [http://www3.weforum.org/docs/WEF\\_FOJ\\_Executive\\_Summary\\_Jobs.pdf](http://www3.weforum.org/docs/WEF_FOJ_Executive_Summary_Jobs.pdf)

<sup>2</sup> Excellence and Trust in Artificial Intelligence. ISBN 978-92-76-15957-5 February 2020. European Union. Accessed on 26/02/2020: [https://ec.europa.eu/commission/presscorner/detail/en/fs\\_20\\_282](https://ec.europa.eu/commission/presscorner/detail/en/fs_20_282)

<sup>3</sup> Tackling Europe's Gap in Digital and AI. McKinsey Global Institute. February 2019. Accessed on 26/02/2020: <https://www.mckinsey.com/-/media/mckinsey/featured%20insights/artificial%20intelligence/tackling%20europes%20gap%20in%20digital%20and%20ai/mgi-tackling-europes-gap-in-digital-and-ai-feb-2019-vf.ashx>

<sup>4</sup> Meet China's 5 biggest AI companies. World Economic Forum. 20 September 2018. Accessed on 26/02/2020: <https://www.weforum.org/agenda/2018/09/the-top-5-chinese-ai-companies/>

<sup>5</sup> Dr Sybille Reichert. The Role of Universities in Regional Innovation Ecosystems. EUA 2019. Accessed on 22/04/2020. [https://www.eua.eu/downloads/publications/eua%20innovation%20ecosystem%20report\\_final\\_digital.pdf](https://www.eua.eu/downloads/publications/eua%20innovation%20ecosystem%20report_final_digital.pdf)

<sup>6</sup> Embracing Artificial Intelligence: Enabling Strong and Inclusive AI Driven Economic Growth. Accenture. 2017. Accessed on 22/04/2020. [https://www.accenture.com/\\_acnmedia/centric/content/next-gen-5/event-g20-yea-summit/pdfs/accenture-intelligent-economy.pdf](https://www.accenture.com/_acnmedia/centric/content/next-gen-5/event-g20-yea-summit/pdfs/accenture-intelligent-economy.pdf)





UNIVERSITIES' ROLE IN ARTIFICIAL  
INTELLIGENCE (AI) INNOVATION ECOSYSTEMS

OPEN CALL FOR APPLICATIONS



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## INTRODUCTION

### What is ASEFInnoLab about?

In line with the Asia-Europe Foundation's mission, we create opportunities for people in Asia and Europe to meet, learn from each other, and build capacity to address common global challenges together. We believe **managers of higher education institutions are in a unique position to transform and modernise their institutions, create collaborations, and introduce tech savvy, inclusive and sustainable policies.**

The 1<sup>st</sup> ASEF Higher Education Innovation Laboratory (ASEFInnoLab1) titled **Universities' Role in Artificial Intelligence (AI) Innovation Ecosystems** provides opportunity for participants **to exchange good practices, co-create new ideas and explore areas for collaboration among their institutions.** This first ASEFInnoLab edition will bring together university managers, administrators and academics to discuss **strategies for developing their institutions' role in artificial intelligence innovation ecosystems.** In particular, it will tackle the following two topics:

- 1 | Teaching and Entrepreneurship for AI Innovation Ecosystems
- 2 | Research and Technology Transfer in AI Innovation Ecosystems

## KEY OUTCOMES

### How do participants benefit from the ASEFInnoLab?

Upon successful completion of the programme, participants will walk away with:



#### Enhanced understanding of data and AI innovation ecosystems

The Lab will help participants to understand the role of higher education institutions in AI innovation ecosystems and expand their knowledge on different strategies to boost their contribution to ecosystems.



#### Action plans to get ahead of change

Participants will develop their **own action plans** to enhance existing strategies and practices to unlock the full potential of their own universities and work.



#### Personal network in Asia and Europe

We fully expect new bi-lateral and multi-lateral partnerships emerging among the 25 participants from different countries across Asia and Europe.



#### Collaborate with Fudan University

Two participants of ASEFInnoLab will have the opportunity to work with Fudan University on a joint project proposal, funding will be provided to conduct study visit and exchanges.

## TARGET GROUP

### Who should apply?

We envision the involvement of 25 participants from across the 51 ASEM countries to join ASEFInnoLab and work together over a period of 8 weeks. Applicants should meet the following eligibility criteria:

- ◆ Citizens of any of the [51 ASEM partner countries](#)
- ◆ Strong command of English (written and verbal)
- ◆ Managers, administrators and academics of universities in charge of AI initiatives

When assessing the applications, the organisers will look for applicants who are in charge of initiatives related to the topics of the Lab and are committed to transform the knowledge and skills gained during the laboratory into action.

Participation **does not require** technical or coding abilities. The Lab will focus on the managerial and organizational aspects of data science and AI innovation ecosystems.

## APPLY NOW

### DEADLINE

Friday, 12 March 2021  
10:00AM GMT

### WHEN & WHERE

25 March – 13 May 2021  
Online

### FOR WHOM

University managers, administrators, and academics selected from 51 ASEM countries

### METHODOLOGY

ASEFInnoLab is an 8-week long learning journey where sessions ensure peer learning and actionable outcomes.

### LANGUAGE

English

### COSTS

This online course is offered free-of-charge for the selected participants.

### WANT TO KNOW MORE?

Check out the [Overview](#), [Draft Programme](#), and [FAQ](#).

Should you have any further questions, please e-mail us at [innolab@asef.org](mailto:innolab@asef.org).



**TOPICS****What topics will be discussed?****Setting the stage**

- ◆ Week1: Understanding Artificial Intelligence, What It Is, What It Is Not
- ◆ Week2: Universities' Role in Innovation Ecosystems
- ◆ Week3: Governing AI Innovation

**Teaching and Entrepreneurship for AI Innovation Ecosystems**

- ◆ Week4: Teaching and Skill Needs of AI Innovation Ecosystems
- ◆ Week5: Advancing Student Entrepreneurship in the AI Age

**Research and Technology Transfer in AI Innovation Ecosystems**

- ◆ Week6: Research and Industry Relations
- ◆ Week7: Technology Transfer to Businesses

**Wrap up**

- ◆ Week8: Wrap Up, Presentation of Participants' Action Plans

**METHODOLOGY****This virtual lab emphasises collaborative peer learning.**

The Lab will be organised entirely virtually between **25 March - 13 May 2021**.

- ◆ It is an **8-week engagement** and requires participants to **set aside approximately 4 hours every week** to prepare for and participate in the sessions.
- ◆ Live sessions will be organised on Thursdays between 8.00-10.00AM GMT (morning in Europe, afternoon in Asia), allowing for **real-time collaborative work with peers**.
- ◆ The facilitated lab combines **self-paced study elements** such as readings, videos, case studies, with **collaborative learning elements** such as live online presentations, group exercises, tailored to the challenges that participants choose to work on.

The building blocks of the programme are the followings:

- ◆ **Dialogues & Webinars:** Renowned subject matter experts, university leaders in the field of AI and innovation ecosystems will provide valuable inputs and good practice examples for participants. Webinars allow for real-time dialogue with speakers. Recordings are made available to ensure that participants have a flexible and seamless learning experience.
- ◆ **Facilitated interactive sessions:** A pair of expert facilitators will guide participants through the sessions, ensuring interactive exchanges and learning from speakers and peers.
- ◆ **Action plan development:** Participants will be required to identify one challenge at their respective institution to work on during the Lab. Throughout the Lab participants will develop an Action Plan based on the Business Model Canvas methodology.
- ◆ **Online resources:** Readings and videos will be provided to enable participants to develop knowledge in the area.

**APPLY NOW**

Submit your application **by Friday, 12 March 2021 10.00AM GMT**.

For more information on the project and the application procedure take a look at the [Overview](#) and [Frequently Asked Questions](#).

Should you have any further questions, please e-mail us at [innolab\[at\]asef.org](mailto:innolab[at]asef.org).

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CONTRIBUTING TO



Asia-Europe Meeting

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UNIVERSITIES' ROLE IN ARTIFICIAL  
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## SOCIAL MEDIA KIT



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## How to use this Social Media Kit?

Dear Friend of ASEFEdu,

This Social Media Kit includes resources that you can use to publicise the 1<sup>st</sup> ASEF Higher Education Innovation Laboratory (ASEFInnoLab) among your network.

The resources in this kit include the following information:

<b>About the Asia-Europe Meeting (ASEM)</b>	<b>3</b>
<b>About the Asia-Europe Foundation (ASEF)</b>	<b>3</b>
<b>About ASEFEdu</b>	<b>3</b>
<b>About the 1<sup>st</sup> ASEF Higher Education Innovation Laboratory (ASEFInnoLab1)</b>	<b>4</b>
<b>ASEFEdu Social Media Handles &amp; Hashtags</b>	<b>4</b>
<b>Sample Tweets</b>	<b>5</b>
<b>Sample Facebook posts</b>	<b>6</b>

You may wish to publish and promote the social media blurbs and web banners on your online channels. Alternatively, you can also craft your own blurbs based on ASEF facts shared within this kit.

Should you have any queries, please feel free to contact us at [innolab@asef.org](mailto:innolab@asef.org).

Looking forward to your continued support!

Thank you,  
ASEFEdu Team

## About the Asia-Europe Meeting (ASEM)

The Asia-Europe Meeting (ASEM) is an intergovernmental process established in 1996 to foster dialogue and cooperation between Asia and Europe. ASEM addresses political, economic, financial, social, cultural, and educational issues of common interest in a spirit of mutual respect and equal partnership. Through its informal process based on equal partnership and enhancing mutual understanding, ASEM facilitates and stimulates progress but does not seek to duplicate bilateral and other multilateral relationships between Asia and Europe.

The ASEM InfoBoard (AIB) is the only official platform of the Asia-Europe Meeting (ASEM). It is a one-stop information hub for ASEM meetings, official documents and ASEM related news. The AIB is managed by the Asia-Europe Foundation (ASEF), the only permanent institution of ASEM.

For more information, please visit [www.aseminfoboard.org](http://www.aseminfoboard.org)

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Please [click here](#) to view the ASEF Brand Manual.

## About ASEFEdu

Education is one of ASEF's key thematic areas. In this field, we connect the youth, students, teachers & educators, higher education leaders & EdTech experts with policy makers across both regions. Through policy dialogues, capacity building and the creation of bi-regional networks, we contribute to innovation in the formal and non-formal education sector and towards the Sustainable Development Goals of the UN Agenda2030.

Education projects promote inclusive & equitable access across all education sectors and engage civil society and government stakeholders in interdisciplinary, technology-driven and lifelong learning opportunities to enhance quality education.

ASEFEdu runs projects under three programmes:

- 1) ASEF Education Policy Programme
- 2) ASEF Young Leaders Programme
- 3) ASEF Teaching and Learning Programme

For more information, please click [here](#).



## About the 1<sup>st</sup> ASEF Higher Education Innovation Laboratory (ASEFInnoLab1)

The **1<sup>st</sup> ASEF Higher Education Innovation Laboratory (ASEFInnoLab1)** taking place between 25 March – 13 May 2021, online. Focusing on **“Universities’ Role in AI Innovation Ecosystems”** the project will explore the role of universities in national and regional innovation ecosystems in the age of artificial intelligence and apply a design thinking approach to assist participants in building strategies to work with businesses, policy makers and international partners in these ecosystems.

ASEFInnoLab provides opportunity for participants to exchange good practices, co-create new ideas and explore areas for collaboration on the following two themes:

1. **Teaching and Entrepreneurship for AI Innovation Ecosystems**
2. **Research and Technology Transfer in AI Innovation Ecosystems**

The programme is designed for **managers, administrators and academics in charge of AI teaching or AI research initiatives at their universities, based in the 51 ASEM Partner countries.**

The project is co-organised with [Fudan University](#) (Shanghai, China) and in partnership with the [Association of Pacific-Rim Universities](#) (APRU).

For more information you can view the following documents:

- [Overview](#)
- [Open Call for Applications](#)
- [Frequently Asked Questions \(FAQ\)](#)
- [Draft Programme](#)

## ASEFEdu Social Media Handles & Hashtags

Facebook	<a href="http://facebook.com/ASEFEdu">http://facebook.com/ASEFEdu</a>
Twitter	<a href="http://twitter.com/ASEFEdu">http://twitter.com/ASEFEdu</a>
Instagram	<a href="http://instagram.com/ASEF_Edu">http://instagram.com/ASEF_Edu</a>
LinkedIn	<a href="http://linkedin.com/ASEFEdu">http://linkedin.com/ASEFEdu</a>
YouTube	<a href="http://youtube.com/user/asiaeuropefoundation">http://youtube.com/user/asiaeuropefoundation</a>

Hashtags for the 1<sup>st</sup> ASEF Higher Education Innovation Laboratory:

**#ASEFInnoLab** **#Innovation** **#AI** **#ASEMUniversities** **#FullyFunded**

[Click here to access Social Media images](#)

## Sample Tweets



Interested in AI Innovation Ecosystems? Working for a university? Apply for the @asefedu #ASEFInnoLab and meet #ASEM peers. Apply by 12 March! #FullyFunded @AsiaEuropemtg | <http://bit.ly/ASEFInnoLab>

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#Univeristy Managers and Academics: Join our online project on Universities' Role in #AI #Innovation #Ecosystems! Apply by 12 March to join peers from #Asia and #Europe #ASEM and exchange knowledge & take action! #FullyFunded @AsiaEuropemtg | <http://bit.ly/ASEFInnoLab>

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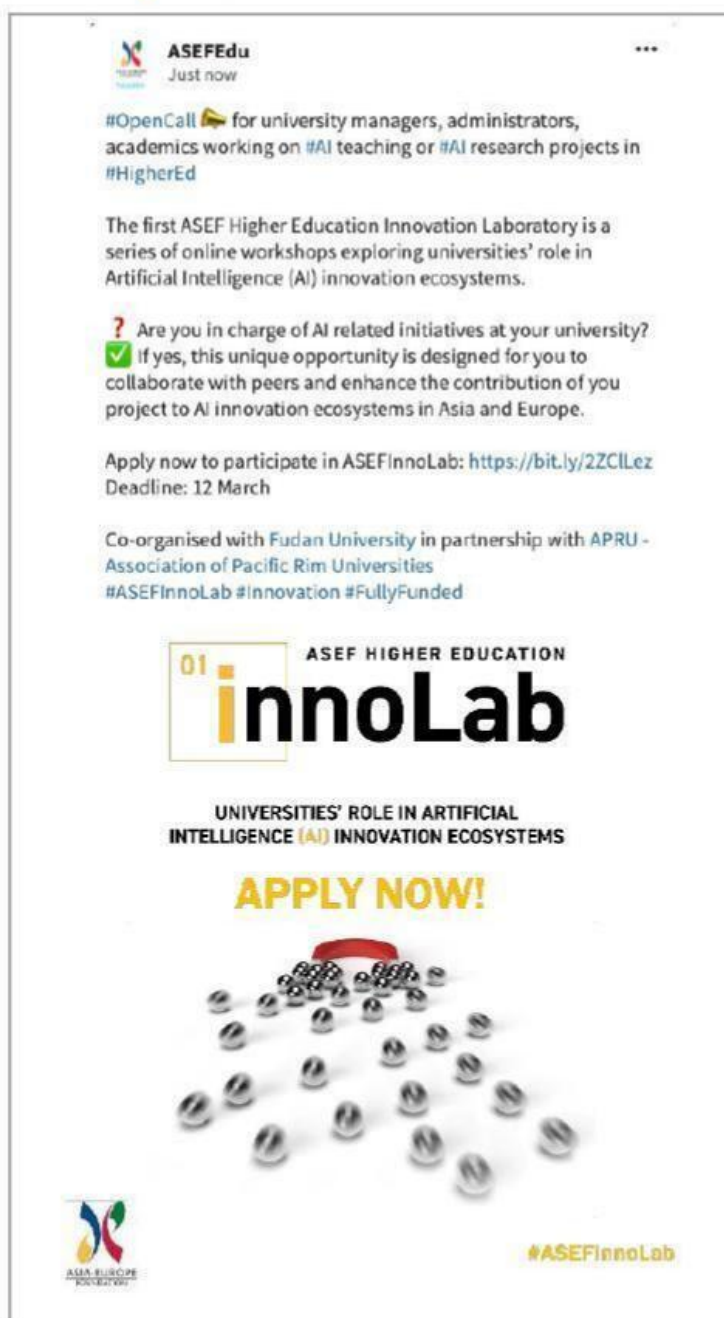
#FullyFunded #Opportunity: University managers, administrators and academics -> Join #ASEFInnoLab to accelerate your contribution to #AI #Innovation #Ecosystems across #ASEM. Apply by 12 March! @AsiaEuropemtg | <http://bit.ly/ASEFInnoLab>

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#OpenCall: Want to collaborate with academics and HE managers across Asia & Europe? Join the #ASEFInnoLab on #AI #Innovation #Ecosystems. Apply by 12 March! #FullyFunded | <http://bit.ly/ASEFInnoLab>



## Sample Facebook posts



#FullyFunded #Opportunity for university managers, administrators and academics

Join the 1st ASEF Higher Education Innovation Laboratory #ASEFInnoLab1 which will take place online between 25 March - 13 May 2021! Discuss with peers from 51 Asian and European countries how to improve Universities' Role in #AI #Innovation #Ecosystems!

Apply by 12 March: <http://bit.ly/ASEFInnoLab>

#OpenCall <Red Megaphone> for university managers, administrators, academics working on #AI teaching or #AI research projects in #HigherEd

Join #ASEFInnoLab, a series of workshops to advance your Universities' Role in #AI #Innovation #Ecosystems, to exchange good practices, co-create new ideas and explore areas for collaboration with peers from 51 countries in #Asia and #Europe!

Apply by 12 March: <http://bit.ly/ASEFInnoLab>