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### **IMPACT-CAMPUS (EIT HEI): DESCRIPTION AND SCIENTIFIC NOVELTY – WITH DITELC SWITZERLAND AS CONCEPT ORIGINATOR**

The project IMPACT Campus: Knowledge Valorization Centres for Sustainable Entrepreneurship and Digital Transformation represents a Pillar 3 - Innovative Europe of Horizon Europe's program 2021-2027. Conceptualized and initiated by DiTELC Switzerland – Swiss Center of Excellence in Digital Transformation and Ecosystem Leadership (Prof. Dr. Sc. Olena Cherniavska) and rooted in the ETH Zurich research on Innovation in Higher Education (Prof. Dr. Stefano Brusoni, Prof. Dr. Daniella Laureiro Martinez, Prof. Dr. Sc. Olena Cherniavska), the project is coordinated by Kyiv National University of Technologies and Design (Prof. Alla Kasych) and implemented by a transnational consortium of higher education institutions and partners across Europe and associated regions.

Selected for funding under Horizon Europe, Pillar III – Innovative Europe, EIT Higher Education Initiative (HEI 4th Call), this initiative builds upon the European Union's strategic transition from knowledge transfer to knowledge valorisation (European Commission, 2022), aligning with the Council Recommendation (EU) 2022/2415 that redefines how universities, enterprises, and public institutions collaboratively convert research outputs into societal value.

IMPACT Campus establishes a distributed network of Knowledge Valorization Centres (KVCs) serving as regional nodes for adaptive, impact-oriented entrepreneurship education and digital transformation. With KNUITD as coordinator and DiTELC Switzerland - Swiss Center of Excellence in Digital Transformation and Ecosystem Leadership as conceptual anchor, the project transcends the European boundary, extending its reach to the Eastern Partnership, the Gulf region, and Africa, thereby creating a genuinely transcontinental knowledge ecosystem that exemplifies the emerging logic of distributed valorisation.

The consortium unites 14 countries and multiple institutional layers: Kyiv National University of Technologies and Design (KNUITD, coordination), Open International University of Human Development 'Ukraine', Poltava University of Economics and Trade, School of

Management Fribourg (HEG-FR), Orta Doğu Teknik Üniversitesi (METU, Türkiye), Ministry of National Education of Türkiye (ETKİM MEB), Università Telematica Internazionale UNINETTUNO, Corvinus University of Budapest, Warsaw University of Technology, University of Montenegro, PAR University of Applied Sciences, Universidad Europea de Canarias, Mediterranean School of Business (Tunisia), International Balkan University (IBU), King Michael I University of Life Sciences (Romania), and Univerzitet FINRA Tuzla (Bosnia and Herzegovina).

The project's architecture embeds digital-green technology stacks into entrepreneurship education and valorisation practices, enabling longitudinal and comparative studies across regions. Its methodological innovation lies in establishing a traceable, standardised, and inclusive model of knowledge valorisation, directly linked to the EIT Impact Framework (2022–2027).

Table 1.

**Conceptual Comparison: Traditional Knowledge Transfer vs. Distributed Knowledge Valorization (IMPACT Campus Model)**

Dimension	Traditional Knowledge Transfer	IMPACT Campus (2024–2027)
Knowledge Logic	Linear commercialization and IP management	Distributed valorisation through multi-actor co-creation
Institutional Focus	Single HEI technology transfer office	Networked Knowledge Valorization Centres (KVCs) across HEIs
Governance Model	Centralized and transactional	Federated and collaborative, emphasizing semantic interoperability
Measurement	Output-based (patents, licenses)	Outcome-based (societal, environmental, and entrepreneurial impacts)
Technological Mediation	Limited to IP databases	Integrated AI/AR-VR/data infrastructures for digital-green valorisation
Regional Scope	Primarily European innovation areas	Zurich–EU–Eastern Partnership–Gulf–Africa network of impact ecosystems

**Source:** Author's elaboration based on (European Commission, 2022; EIT HEI Initiative, n.d.).

IMPACT Campus contributes a testable, comparative framework for analyzing how distributed valorisation ecosystems can catalyze inclusive innovation. It aligns with the European Commission's policy orientation towards open, fair, and impact-driven knowledge systems and operationalizes the EIT HEI Initiative's theory of change through measurable, replicable KVC designs.

The project's multi-regional composition permits empirical inquiry into how knowledge infrastructures evolve beyond Europe, creating a researchable network that links DiTELC Switzerland - Swiss Center of Excellence in Digital Transformation and Ecosystem Leadership scientific design logic with entrepreneurial learning ecosystems in the Eastern Partnership, the Gulf, and North Africa. This demonstrates a paradigmatic shift - from knowledge transfer

understood as one-way dissemination, to knowledge valorisation as a recursive, socially embedded process of meaning reconstruction, value creation, and regional resilience.

In an era when knowledge itself is infrastructural, IMPACT Campus redefines higher education's role as a vector of societal transition. Its valorisation architecture transforms HEIs into distributed laboratories of sustainability and entrepreneurship, where technology, pedagogy, and governance converge. By operationalising Council Recommendation (EU) 2022/2415 and embedding EIT's impact-based evaluation logic, the project establishes a replicable, open, and inclusive network - a living ecosystem of knowledge valorisation stretching from Zurich through Europe to the Gulf and North Africa.

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