

# CEIA3 STRATEGIES AND LINES OF ACTION





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The **ceiA3 International Agri-food Campus of Excellence** is fruit of an alliance between the universities of Almeria, Cadiz, Cordoba, Huelva and Jaen, with the CSIC (Scientific Research Council) and IFAPA (Institute of Agricultural and Fisheries Research and Training) as associated centres specialising in Agri-food, with the aim of standing as **an international Agri-food leader and reference point**. In this sphere the universities and entities comprising it, since 2014, after an international evaluation process, definitively recognised the CEI's right to use the seal certifying it as a campus of international excellence.

The success of the ceiA3 depends not only on its scientific excellence, but also on its ability to introduce new combinations in its activities, allowing it to adapt to new conditions. This implies the integration of four interdependent elements: the **generation** of knowledge, essentially through scientific research; its **exploitation** (transfer) through innovation; its **transmission**, through education and the continuous training of researchers, students and professionals, guaranteeing employability and adaptation to the demands of the sector; and its **dissemination** through **information and communication technologies**.

The ceiA3 campus of excellence has its own management body, **the ceiA3 Consortium**, made up of its 5 collaborating universities, working to reinforce the actions undertaken within the framework of the cei. In order to achieve the purposes set forth in Art.2 of the Statutes of the ceiA3 Consortium, to acquire a level of excellence in all its activities, one allowing the five universities to become international leaders and reference points in the Agri-food sector, while increasing and optimising the range of opportunities for students, teachers and research groups, the Internationalisation area fosters relationships with foreign universities and international mobility programmes.

### ***Thematic and specialization area of the ceiA3***

The thematic lines addressed by the ceiA3 cover all areas related to **Agri-food**. From the improvement and optimisation of resources for production, plant or animal, to economic and legislative aspects, and everything related to resources along the chain, such as soil, water, energy, raw materials, inputs, etc. including waste management.

Additionally, the campus's role will be reinforced along 2 strategic thematic lines focusing on the **Bioeconomy** and **Digitalisation**.



The Consortium's work mainly focuses on bolstering the actions of the associated universities and centres along 4 strategic axes:

### **SCIENTIFIC EXCELLENCE - INNOVATION - TRANSFER STRATEGIC AXIS**

The more than 300 research groups and close to 400 researchers attached to the campus of excellence guarantee its scientific quality, with innovative teams that seek creative solutions for the Agri-food industry, using the most advanced techniques. Food quality and safety and their control throughout the entire production process, from field to table, are also high-priority lines for our scientific teams. The thematic lines are grouped into

- Food and Health
- Sustainable Agriculture
- Animal Biotechnology
- Plant Biotechnology
- Food Safety
- Agri-food Technologies and Bioenergy
- Agri-food commercialisation, companies and marketing

Along these lines, numerous initiatives have been undertaken with a view to boosting **Agri-food innovation and promoting technology transfer**, aligned and positioned so as to meet the sector's different demands and challenges. Given the particular importance of the Agri-food sector in Andalusia, efforts have been made to offer innovative services based on scientific excellence, enhancing collaboration with the sector's agents, including both public and private companies and institutions.

**Internationalisation** is a hallmark of the ceiA3, conceived in a transversal way, in practically all the actions that are carried out, as it encompasses and informs the actions that are carried out within its strategies for the enhancement of teaching, research, and the promotion of knowledge transfer, innovation and dissemination at all levels.

The consortium will work to reinforce and publicise the R&D potential of our researchers and the achievement of the following **objectives**:

- O1. Improve the positioning of the ceiA3 campus of international Agri-food excellence in Europe as an international reference point and leader in Agri-food innovation.
- O2. Align the working line of researchers and institutions that are members of the campus with sectoral-horizontal policies, promoting joint and collaborative actions.
- O3. Increase the success of and returns on European science and technology initiatives in the Agri-food sector, especially H2020, by promoting the participation of the ceiA3's research groups, their aggregation and specialisation, as well as that of the ceiA3 Consortium itself, as the cei's management body.
- O4. Promote ties and collaboration in the ceiA3's sphere with the Spanish Agri-food business sector
- O5. The promotion of mobility and exchanges with universities, research centres and European and third-country companies



## **Strategic axis: the improvement of teaching and adaptation to the European Higher Education Area**

Along these lines, it should be noted that the ceiA3's five universities support the broad range of educational offerings in Agri-food, with 80 degrees, 107 Master's degrees, and 20 doctoral programs to train qualified professionals that can meet the demands of the sector, favouring the employability of the campus's graduates.

Within the ceiA3's scope the member universities will sustain its campus-related actions to improve teaching, and the Consortium will, particularly, reinforce actions aimed at enhancing employability and Agri-food specialisation, with the following **objectives**:

- Promote actions resulting from aggregation, mainly between member institutions.
- Disseminate and bolster the visibility of the academic range of degrees, Master's degrees and doctorates, promoting their adaptation according to the demands of the Agri-food sector and the specialisation of its research groups.
- Improve connections with the agronomic and sociocultural spheres
- Augment the employability and entrepreneurial capacities of graduates of the Campus of Excellence.
- Promote Agri-food specialisation, with a special stress on strategic lines
- Promote the internationalisation of the ceiA3's educational offerings.

Among the actions to be carried out by the ceiA3 Consortium to fulfil its objectives, as part of its efforts to increase awareness of and responses to the latest developments in the Agri-food sector, and promote employability and entrepreneurship, the following stand out:

1. Programmes to promote high-level training, such as the **"Training Network Courses"**, specialisation courses within the framework of specific technical areas related to Agri-food.
2. Programmes that promote employability and interconnection with companies, **such as TFM (Master's Thesis) programmes and internships at companies and prominent international centres**
3. Funding programs for educators to teach in **Master's degree programmes in Agri-food**
4. **Employability** promotion programmes like the **A3BT business creation** competition
5. Support for the celebration of and participation in **Agri-food EVENTS**.



## **INTERNATIONALISATION Strategic Axis**

Internationalisation, as ceiA3's main strategic geographic areas are Europe, Latin America and the Mediterranean countries. In addition to the actions carried out by the universities themselves, the consortium will pursue the following actions:

The establishment of ties and agreements with leading foreign universities in Agri-food areas. The implementation of internationalisation programs for the global mobility of undergraduate and postgraduate students, recent graduates, researchers and educators, with a special stress on Europe and Latin America as strategic destinations.

Connections between the ceiA3's research clusters/networks, with related international teaching and research networks. The promotion of the ceiA3 at congresses, conferences, seminars and international events, both scientific and educational.

Work will be done to achieve the following **objectives**:

- ❑ O1. **Enhance the positioning** of the ceiA3 as an international leader in Agri-food
- ❑ O2. Align with **sectorial/horizontal policies** and collaborative actions
- ❑ O3. Increase the **success of and returns** on European science and technology initiatives, their aggregation and specialisation.
- ❑ O4. Promote **mobility initiatives** and exchanges with universities, research centres and companies
- ❑ O5. Foster links and collaboration with the **Agri-food business sector**
- ❑ O6. Boost the international **employability** of graduates from ceiA3 universities.
- ❑ O7. Augment the **active presence of the ceiA3** in European forums, networks and platforms



## **COMMUNICATION AND DIFFUSION Strategic Axis**

The communications strategy of the ceiA3 Consortium is completely in line with its mission, values and purpose. Aggregation is another of the transversal objectives shaping all the actions of the ceiA3 Consortium. Thus, the Communications Office of the ceiA3 Consortium works in a joint, coordinated manner with the communications offices of its five member universities to achieve multiple goals: reinforcing the concept of union and the added value of belonging to the ceiA3, and obtaining a multiplying effect and a greater impact on the messages conveyed.

### *Corporate Communications.*

The ceiA3 Consortium, aware of the importance of COMMUNICATIONS as an essential transversal axis in all the Campus's lines of action and thematic axes, is committed to the creation of a Communications Office and the FECYT's recognition of us as a Scientific Culture Unit (UCC).

The ceiA3 is a clear example of the "Quadruple Helix", as it is the element structuring the Research, Industry, Administration and Society areas. Consequently, the institutional communications of the ceiA3 Consortium will take into account these four interest groups, to use the appropriate messages and channels, depending on the occasion, and fulfil its objective of burnishing the entity's image and communicating what it does, and how.

### *Scientific dissemination*

The scientific dissemination actions proposed by the ceiA3 Consortium, in line with the guidelines set forth in the White Book of the Scientific Culture and Innovation Units, through the Spanish Foundation for Science and Technology (FECYT), have as their primary objective sharing the ceiA3 Consortium and its research with society, in general, in coordination with the scientific and cultural units of the ceiA3 universities, IFAPA and CSIC. In this context of scientific dissemination, the ceiA3 Consortium also promotes its joint participation with universities at those scientific dissemination events having the greatest impact.

### *The devising of communications strategies associated with ceiA3 consortium projects.*

In addition to designing and implementing the entity's strategy, work is done on the development and execution of communication strategies associated with regional, national and international projects on which the Consortium works; for example, Operational Group projects, Erasmus + Programs, H2020, etc.

### *The organisation of conferences, seminars, workshops, and other events of interest.*

Thematic axis 4 of the ceiA3 Consortium's Campus of International Agri-food Excellence refers to the establishment of the Campus as an INTEGRAL SOCIAL MODEL ENCOMPASSING INTERACTION WITH ITS ENVIRONMENT. Therefore, both the Consortium and its member universities themselves make a major effort to include among their programmes activities of a social nature that integrate the university community into the whole of society, and vice versa.