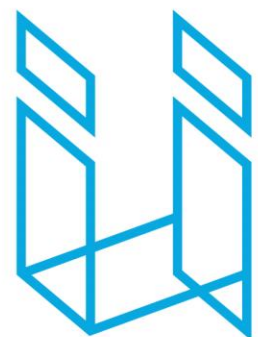
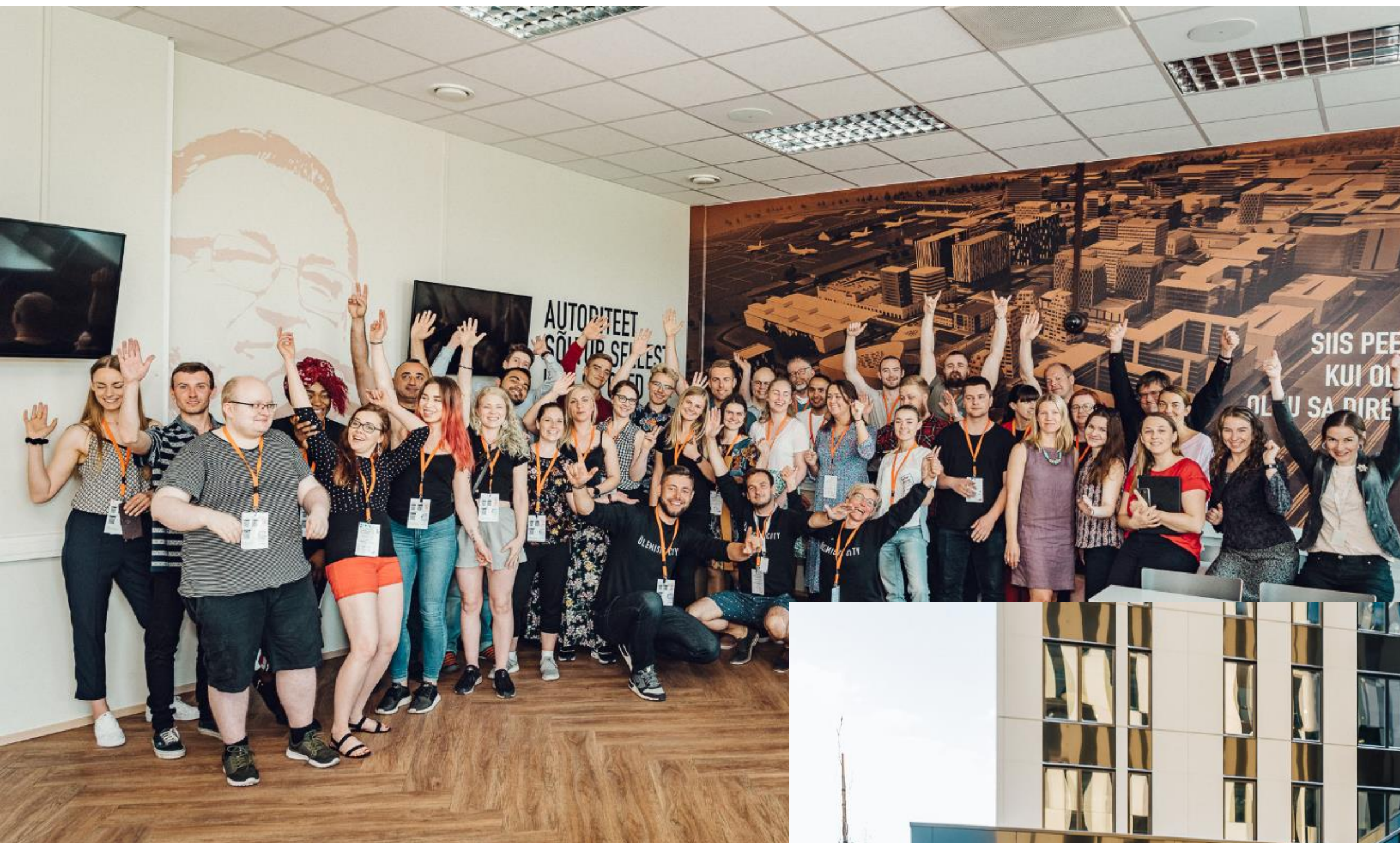


Ülemiste City

„Building Educational Co-operation
in Smart City“

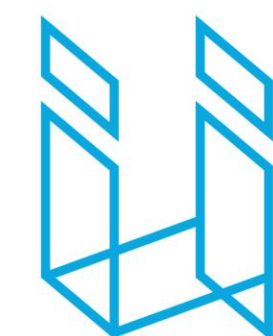
Nordplus Horizontal project (2019)

3 Study tours in Ülemiste City 2019





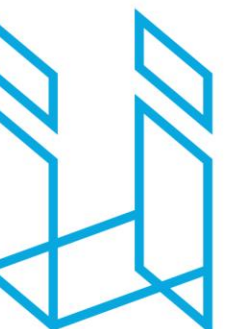
We are building a new Nordic & Baltic business and educational **network** centered in Ülemiste City to collect best practices, case studies and publish them in 7 countries.



Project focus

The focus lies on better interaction between **business-, work-life and education** acting together and involves knowledges to solve the challenges that Ülemiste City companies are facing and therefore making education more alive.

The aim of the project is to support creation of a new network through knowledge transfer and innovation in multicultural environment of educational institutions, enterprises and sector organisations.



Facts

- Universities and enterprises
- 10 partners
- 7 countries (Norway, Denmark, Finland, Baltic States)
- 26 companies and organisations
- 130 students & lectures
- 3 study tours in ÜC:

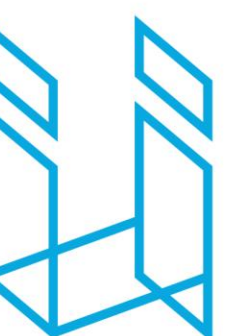
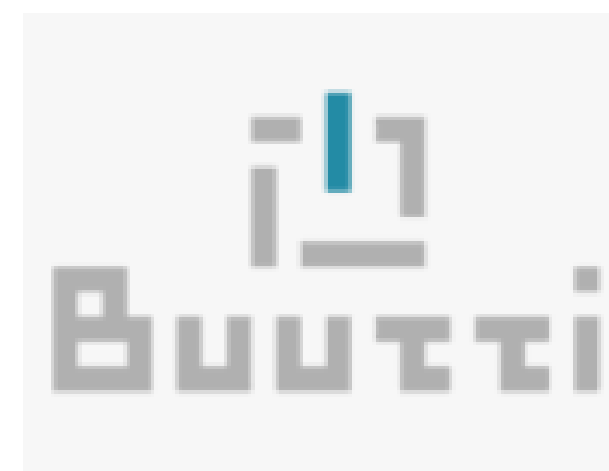
Creative Entrepreneurship / Challenges in digitalisation /
Challenges in work based learning



Participating companies and organisations



e-Estonia
Briefing Centre



What happened?

Job Shadowing Day



Ülemiste City introduction



Company visits



Creative campus



Business Speed Dating



Workshops



What happened?

Zone Media



Nordea



Qualitas



MÜC



3 Open lectures



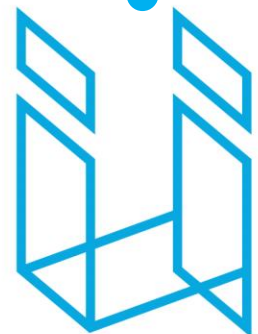
Certificates to students/lectors 1AP



Benefit for ÜC campus

- **Nordic & Baltic business & educational network** successfully started (8 universities and 20+ companies)
- **The ÜC brand** got positive support both internationally and from campus
- **Internship exchange** co-operation started (Vilniaus Collega)
- **International students 5 new ideas** has been forwarded to Campus Dev. and are in working progress.
- **Zone Media** co-operation together with students ongoing
- **Nordea stipendium** negotiations started with Mainor School
- **Qualitas** is considering to participate in ÜC Innovation Days 2020

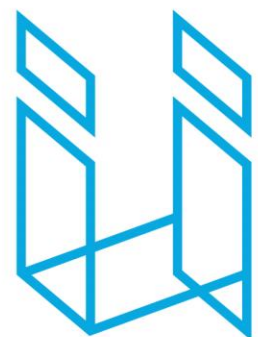
etc.



Benefit for partner universities

- Ülemiste campus **brand awareness** has risen inside the universities
- The **students personal motivation** has been risen
- Good **networking** contacts

*Vilniaus Collega students got so motivated from the Nordplus study tour and participated in **Vilniaus MobilityTech Hackaton 2019** and **WON IT!***



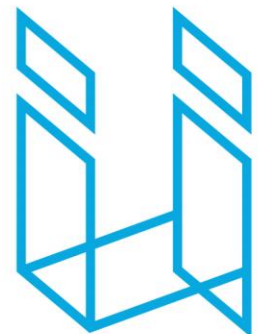
Feedback from ÜC companies

Zone Media cyber-protection evangelist Peeter Marvet

” Co-operation and communication with students continues, because the offered solutions were not simply fascinating, but also really practical and applicable.”

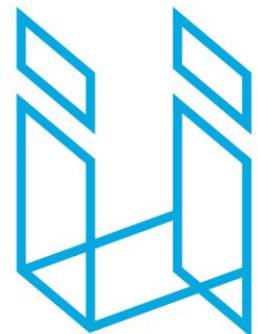
Estonian Tax and Customs Board's Head of the Department of Personnel Piret Põldre-Vahur

”We alongside ETCB are happy to take part in this project, because the progressive work environment, which Ülemiste City (which is the location of our biggest office) strives for, positively helps the value proposition of ETCB as an employer.”



Next steps

- Nordplus partner meeting in Oulu 3-5th of December 2019
- ÜC Innovation Days 2020 Spring
- Plan: Applying money from different programs (Nordplus, Baltic Innovation Fund etc.) in 2020 → Idea: to go to Smart City visits together with ÜC companies.



Thank You!

