
OUTREACH

Central Europe - what unites and divides us?

CENTRAL theme: **Central Europe – what unites and divides us?** sets the agenda for vivid trans-border discussion across the CENTRAL partner institutions.

Asking a question of wider societal or political relevance, to the Central European region in particular, we join forces in answering it. Researchers from different countries, backgrounds and areas of study will come up with multifaceted ideas and pathways to solutions.

Following the increasing demand for universities to get involved with the society they are part of (Third Mission), we take the debate beyond the academic sphere and open up to the wider public. We are eager to see the academic discourse lead to a variety of outreach activities. A joint closing event that involves all CENTRAL partners will typically round up the campaign.

Outreach Activities

Along the lines of universities' Third mission, we are eager to open up the academic discourse to wider audiences and see the debate reflected in manifold outreach activities. These may take place on a national or regional level, ranging from public events to media cooperation.

[Check our News & Events to see what is going on](#)

The Third Mission

There is an increasing demand for universities to contribute to society by making good use of their knowledge and output to address growing societal and economic challenges. This so-called Third Mission adds to the two traditional purposes of academic institutions: research and teaching.

The Third Mission has two key priorities:

1. targeted use and transfer of academic knowledge to help resolve current societal and economical challenges;
2. transfer and utilisation of technologies and innovations through cooperation with public and private enterprises.

Not a declared priority but an imperative for the above aims is that universities interact more with the society they are an integral part of. Rather than sealing off, as was previously common, they now seek an open and public discourse, igniting a widespread debate about topical issues.

In terms of exploitation of their output, universities should ensure major research findings do not end up in a drawer but are taken up and utilised by industry – so we all, society as a whole, may benefit from them.

Acting upon these maxims, the CENTRAL partners have joined forces to make the Central European research area and our academic discourse widely seen, within Europe and beyond. Thus, under the CENTRAL umbrella, a wide variety of **outreach activities** is taking place.