



Grassroots Movement in the Erasmus Spirit:
The **Humanity Next** Erasmus Cafés
Building a European Community for a
Human-centered Future

The Inspiration Concept

©
Erasmus of
Rotterdam
after a portrait
by Hans
Holbein the
Younger (1523)



HN
ERASMUS

Erasmus of Rotterdam (1466 – 1536),
also known as
“Prince of the Humanists”,
was a Pioneer of European Enlightenment.

What's next in the Digital Age?



The HN Erasmus Grassroots Movement



- I. **The Idea**
- II. **Pilot Projects**
- III. **The Partner Approach**

I. The Idea of the HN Erasmus Movement

What HN Erasmus is about

Building a European Community for the Digital Age

HN Erasmus

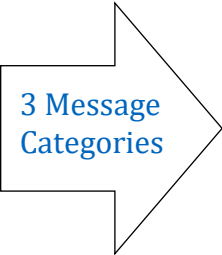
is a **Sustainable Initiative** with the **Goal** of inspiring Human-centered, relevant, bottom-up lighthouse projects with a cross-functional approach. The initiative is supported by TUM Campus Heilbronn. HN stands for **Humanity Next**

How to do this:

- Start interdisciplinary encounters **across society** in a relaxed atmosphere - Format of the **HN Erasmus Cafés**
- Promote an approach relevant for society by **local or regional pilot schemes**
- Foster **international exchange** of ideas and networks with focus on Europe

Key Areas to experience the message: Future of Education, Work, Living, Mobility

How Messages become Tangible



HN Erasmus – in a Nutshell		
How to “experience” the message?		
How to make an impact?	How to build a reliable network?	How to start a real life project?
<p>Impact Learning: How to</p> <ul style="list-style-type: none">• Inspire Adventures• Give Trust• Create Homes➤ E.g. Jetty HN Formats	<p>Network Building</p> <ul style="list-style-type: none">• Social Gatherings• Culture Events• Idea of repetition and follow-ups• ...	<p>Project Initiatives</p> <ul style="list-style-type: none">• Cross-functional meetings• Problem and solution approach• Pitching of ideas• ...

Value Proposition of HN Erasmus

European Community as a Landing Stage to Achieve Impact

From the Perspective of Regional Partners
such as Companies, Societal Institutions, Universities & Schools

HN for Humanity Next

The success factors of a modern, human-centered approach for the Future lies in combining courageous cosmopolitanism and regional roots

HN Erasmus supports impact and visibility among current and future students, employees and citizens in my respective location. We will be part of an interdisciplinary cross-functional network of European regions of Resilience. Our commitment is to actions that have impact and strengthen my region in interaction with other like-minded regions



Basic Idea: HN Erasmus Cafés



Space to create and act



Character: HN Erasmus Cafés

Inspiring Human-centered, relevant, bottom-up projects with a cross-functional approach

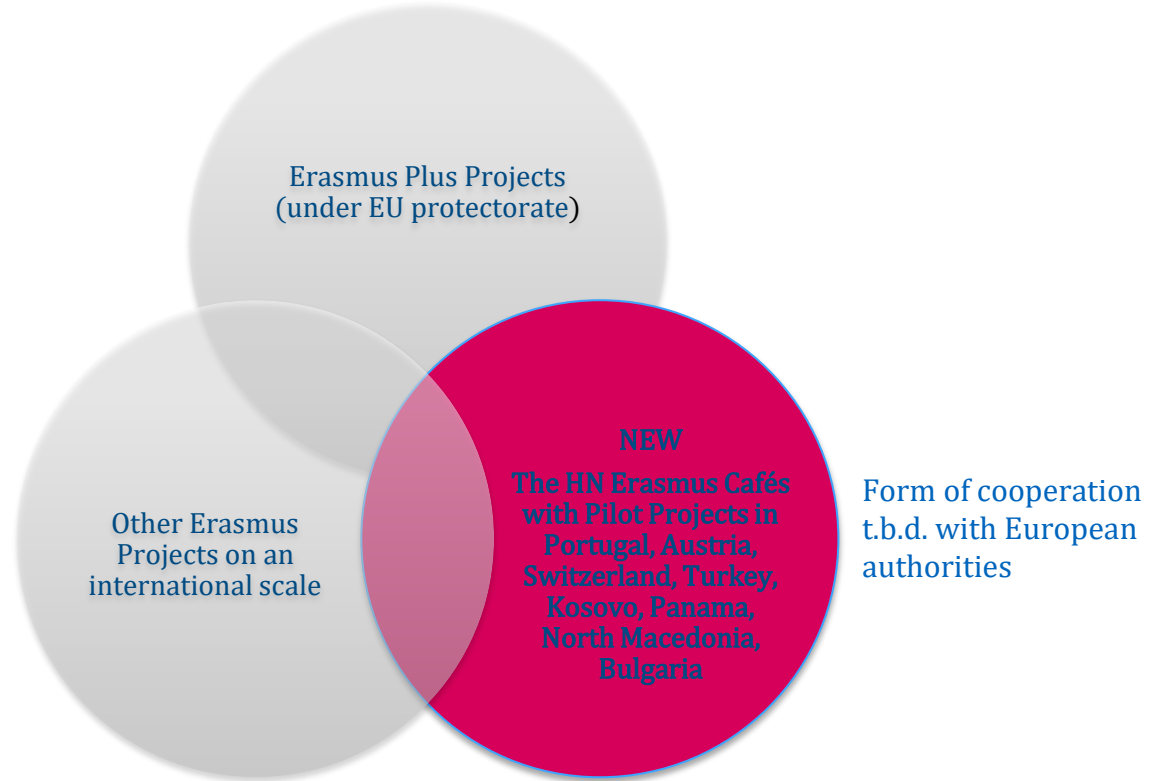
HN Erasmus Cafés

- a) a physical space to bring together an impact-oriented community
- b) a virtual network, building on the diversity of different Erasmus hubs in Europe (“Regions of Resilience”)

Examples of projects based on the platform: social entrepreneurship / building sustainable communities / know-how transfer / technologies supporting sustainable solutions

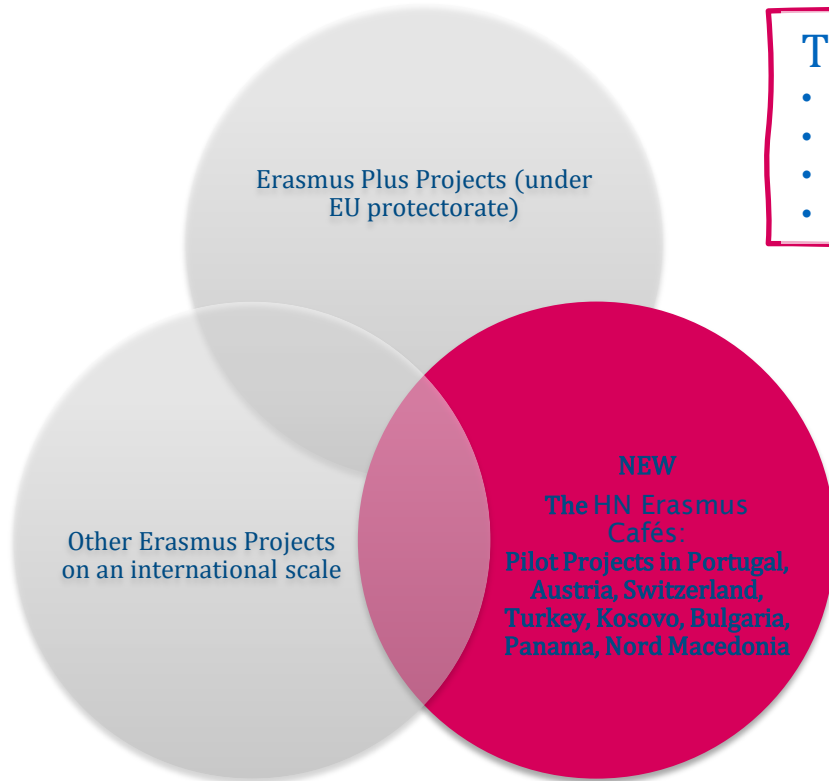
Bottom-up Idea: HN Erasmus Cafés

We feel as member of a European Erasmus Family



Content Approach: HN Erasmus Cafés

Human-centered Key Areas and Criteria



The HN Erasmus Key Areas:

- Future of Education
- Future of Work → e.g. Jetty HN
- Future of Living
- Future of Mobility

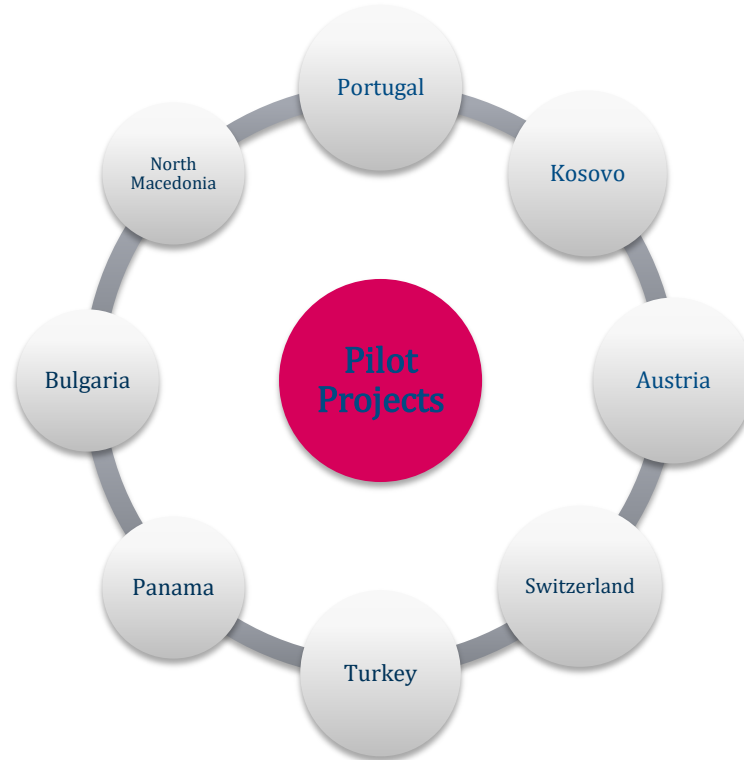
The HN Erasmus Criteria:

1. Public-private Setting with significant endorsement
2. Connected with at least one regional university, school and SDG responsible for the city / region
3. Integration of companies via individual sponsorship on a non-for-profit level
4. “Neutral” locations with frequent target group contacts
5. Critical mass of contacts (20/50)
6. Critical mass of bottom-up initiatives
7. Mission-oriented approach
8. Financial and organisational sustainability
9. Social entrepreneurship with impact on society

II. The HN Erasmus Pilot Projects

Overview: Pilot Locations

Long-term success by a wholistic Design approach



Example:
UN SDG Lab presenting the
Erasmus Café idea



ERASMUS
CAFE @
SDG Lab

SUSTAINABLE DEVELOPMENT GOALS



III. The HN Erasmus Partner Approach

Partner Approach **HN Erasmus Cafés**

Human-centered Network headed by TUM Campus HN



Partner Approach: HN Erasmus Cafés @ SDG Lab Davos



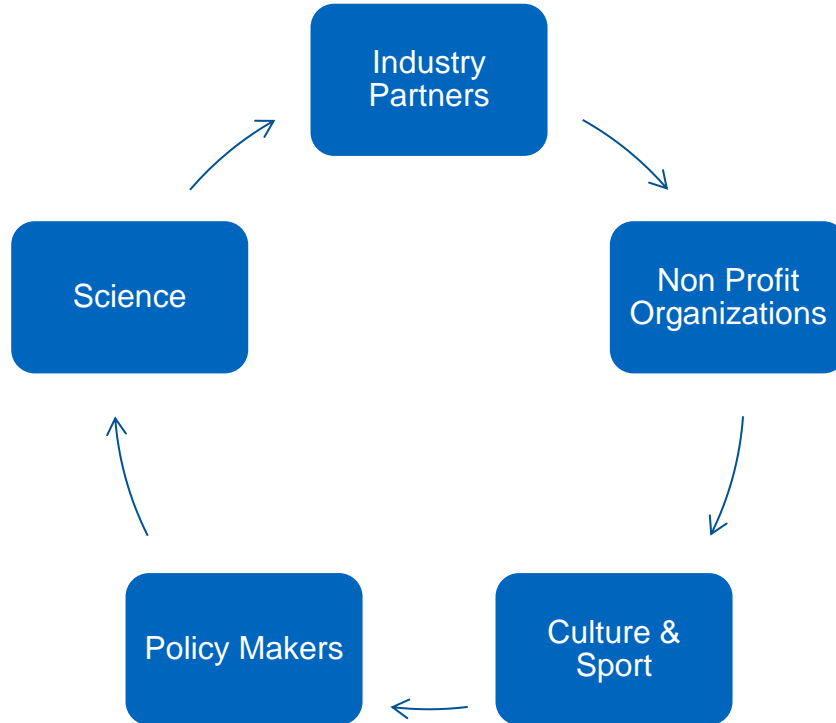
- Claim involvement in high-profile events
- UN Climate Change Conference COP (11.-22.11.24 in Baku, Azerbaijan)
 - World Economic Forum WEF (20.-24.1.25 in Davos)
 - World Urban Forum WUF – UN Habitat (4.-8.11.24 in Cairo)
 - European Week of TUM Campus HN (26.-28.6.24)

www.ungsii.org



Partner Cluster

The Campaign's Approach is to win **Cross-functional** Partners



HN Erasmus Café – Step by Step (I)



Establish a network of supporting institutions

- Universities
- Research and technology organizations
- public sector / Erasmus program

Create “Soft Skill” Content

- Creativity
- New skills + training
- Industrial careers
- Coaching + Innovation

Focus on Key Areas

- Future of Education
- Future of Work
- Future of Living
- Future of Mobility

HN Erasmus Café – Step by Step (2)



Example how to start operations:

Identify space, partners and project ambassadors:

- Space shall become a place of story-telling, clearing-house and dispatch office for new applications.
- Home of think-tank and match-making events in industry and society.
- ✓ **Find volunteering students** providing topics for the Café agenda, scouting for other students to take part in Erasmus Café events.
- ✓ **Create a program:** Erasmus Café shall host club meetings at least once a month.
- ✓ **Create an ongoing purpose:** e.g. students coaching in their professional career outlook, new start-up opportunities, intrapreneurship innovative projects in cooperation with businesses, start-ups in incubators, technology centres, distinct industrial clusters.
- ✓ **Start operations:** Students and Erasmus Café Board (to be established).

The Across Society Approach

Long-term success by a wholistic Design approach

Cross Functional

- e.g.
 - Science
 - Economy
 - Society & Arts
 - Culture

Interdisciplinary

- e.g.
 - Economics
 - Physics
 - Medicine
 - Biology

Across Generations

- e.g.
 - Students
 - Managers
 - Experienced workers



Let's get started

For more information:

eha – european health and
academic agency
Management Board

Honorarkonsul Michael Häckel (Vorstand)

Peter Thurnwalder (Vorstand)

Tel. 0049 15111 545 798 und 0043 664 3106000

haeckel@sk-erasmus.de and thurnwalder@sk-erasmus.de



Strategic Guideline – Checklist

Different Initiatives – Same Goal

HN
ERASMUS

Erasmus HN

Jetty HN

→ Image and Awareness for TUM Campus HN

→ Meta Goal of the Initiative

Inspiring Human-centered, relevant, bottom-up lighthouse projects with a cross-functional approach

Supporting young people on their path to a Human-centered Future by giving orientation in the complexity of professional and private life within the categories How to make an impact? How to build a reliable network? How to start a real life project?

→ Goals for TUM Campus Heilbronn

→ Attract talented people with potential to the region

→ Keep people with potential in the region

→ Have a global impact and connect internationally

3 Message Categories

HN Erasmus

Sustainable Initiative to inspire Human-centered, relevant and bottom-up projects with a cross-functional approach

How to do this:

- ✓ Start interdisciplinary encounters **across society** in a relaxed atmosphere – Format of the **HN Erasmus Cafés**
- ✓ Promote an approach relevant for society by **local or regional pilot schemes**
- ✓ Foster **international exchange** of ideas and networks with focus on Europe

Key Areas: Future of Education, Work, Living, Mobility

Jetty HN

Dialogue Campaign to connect people and regions – as some sort of landing stage - in their common endeavour to achieve impact

How to do this:

- ✓ Support personal careers by practical experience how to better cope with the complexity of professional and private life
- ✓ Improve visibility of regions among students, employees and citizens
- ✓ Strengthen interaction with other like-minded people and regions

Key Areas: Future of Work – with the topics Leadership, Resilience, Sense of Belonging

Topics of HN Projects

Long-term Success by a wholistic Design approach

Education at TUM Campus Heilbronn

- Management &
 - Technology
 - Digital Technology
 - Innovation
- Information Engineering
- Family Enterprises

Value and Value-add



