U!REKA European University
Common Vision & Values

Our Vision

U!REKA European University envisions an inclusive, innovative, and enduring academic community that connects people across countries and empowers individuals to co-creatively tackle the pressing urban challenges of our time.

We are committed to creating a sustainable inter-university campus that fosters an inclusive and connected learning environment for all, promoting equal access to education while driving the green and digital transitions. Through this initiative, we aim to cultivate transversal skills, ensure seamless mobility, and promote European values and intercultural understanding across our campuses. Guided by principles of good governance, we create opportunities for growth that reflect the diversity of our society.

Our ambition is to become a lighthouse European University for challenge-based learning and innovation. By integrating education with research and innovation, we emphasize co-creative and challenge-based learning approaches that prepare future professionals to be change-makers in the transition to a sustainable future. We foster quadruple helix collaboration—engaging academia, industry, government, and civil society—while sharing best practices to lead the transformation of the European higher education sector.

Moreover, we are dedicated to shaping future-proof urban professionals equipped with the skills to accelerate the transition toward climate-neutral and smart cities. Our curriculum is designed to embed ecological, social, and economic sustainability, offer digital transition courses, develop joint degree programs, and offer microcredentials focused on green and digital skills. This prepares students and lifelong learners across various levels of education to become leaders in their fields.

Through these efforts, U!REKA aims to empower not only our cities but also our broader European network to address societal challenges and achieve climate neutrality.

Our Values

The U!REKA values are intrinsically linked, each reinforcing the other to shape our identity and drive our mission. Inclusion ensures that diverse voices are heard and valued, creating the foundation for meaningful collaboration. Co-creation thrives in this inclusive environment, as we work together across boundaries to generate innovative solutions. Boldness complements these values by encouraging us to explore new possibilities and embrace ambitious goals. Together, these three values form a mindset that guides our efforts to build a more inclusive, collaborative, and forward-thinking academic community.

1. Inclusion
Inclusion is at the core of our identity. We are committed to creating an open and welcoming academic environment where diverse perspectives are valued, and everyone is given the support needed to ensure equal opportunities for success. By continually striving toward greater inclusion in every aspect of our European University Alliance, we ensure that everyone can thrive, regardless of background or circumstance. Inclusion is a continuous journey of listening, learning, and growing together.

2. Co-Creation

Co-creation is central to our approach to innovation and collaboration. We believe that genuine curiosity and trust form the foundation of effective co-creation. It's about investing in relationships to fully engage all stakeholders. Whether we are collaborating with students, staff, researchers, or external partners, our goal is to create and share knowledge across disciplines and sectors to address societal challenges and co-create solutions together that make a meaningful impact. This process also extends to the communities around us as new environments for immersive learning. "If you want to go far, go together" reflects our belief that shared effort leads to better, more sustainable outcomes.

3. Boldness

Boldness inspires us to explore new possibilities and aim for ambitious goals. It's about having the courage to break away from convention and take risks—whether it's acknowledging uncertainty or trying new approaches without fear of failure. More than fostering an individual trait, we seek to inspire this mindset in others. Boldness means not holding back from stepping outside one's comfort zone and creating safe spaces for others to do the same – we want to inspire others to be bold. As an alliance, we aim to move forward by embracing new ways of working, being agile in decision-making, and empowering our community to think big and dare to innovate.