

Erasmus+ Baltic Info Days 2026

What is Erasmus+@ViA Impact Story

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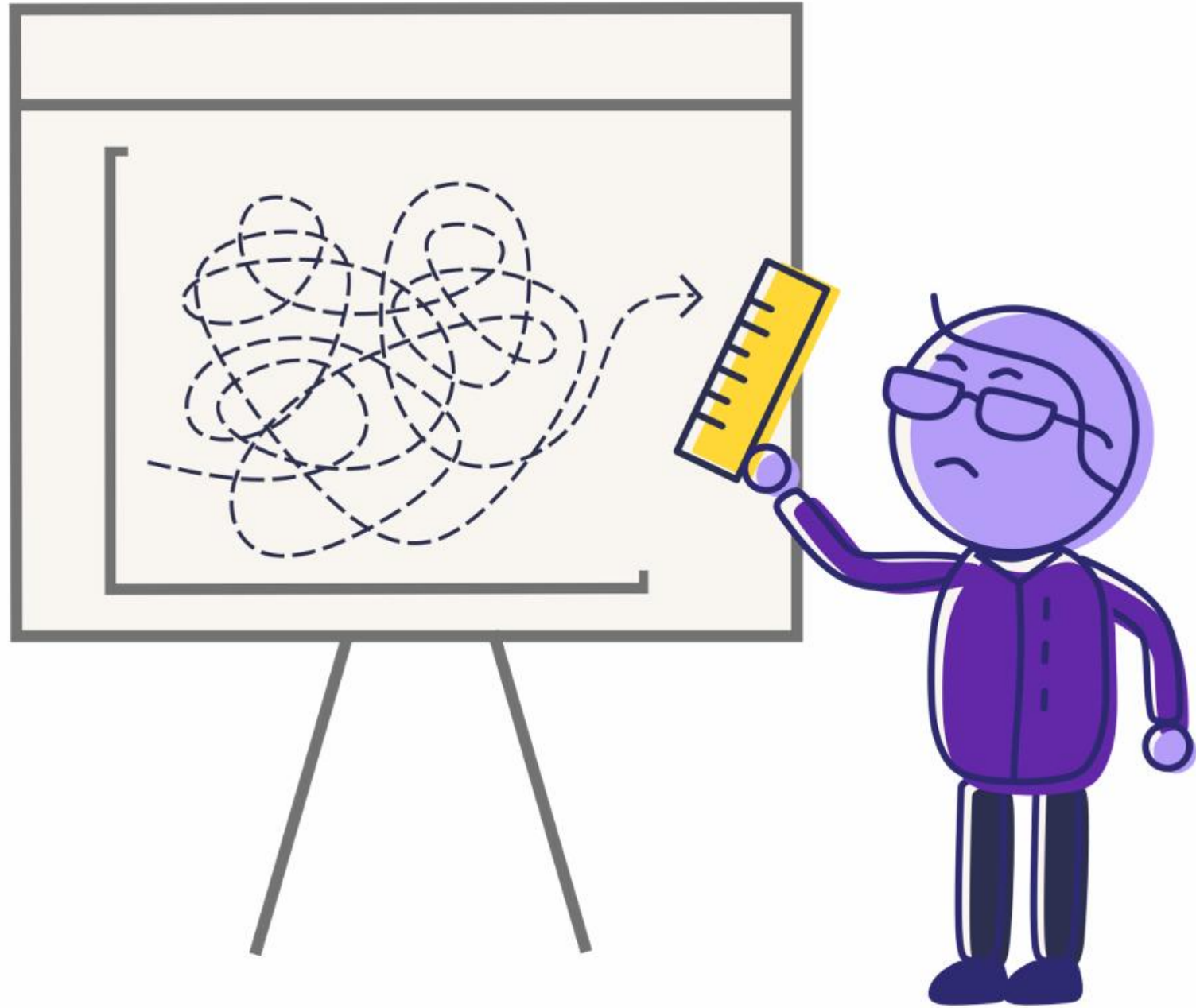
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Agenda

- 15:00 – 15:05 Introducing each other
- 15:05 – 15:15 What do you expect from this working group?
- 15:15 – 15:30 ViA impact story
- 15:30 – 16:00 Discussion in groups: What we do? Who with?
- 16:00 – 16:20 Sharing and grouping contributions
- 16:20 – 16:30 Reflection on the results





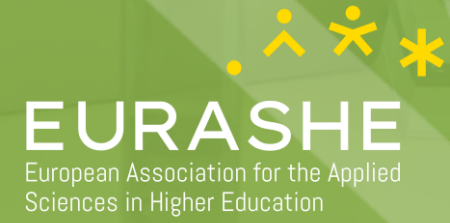
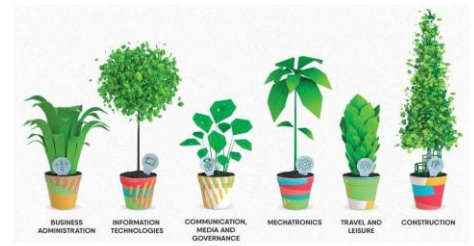
Vidzeme University of Applied Sciences (ViA)

Vision: ViA is an international, regionally relevant and sustainable **driver of the knowledge, research and innovation community** for the resilience and growth of future society.



- Information Technologies
- VR/XR
- Cybersecurity
- New building school
- Mechatronics
- Business administration
- Communication, media, governance
- Travel and leisure

Core Competences



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Impact: From Definition to Measurement

Impact is about change

“Impact assessment is the process of identifying the future consequences of a current or proposed action.”

— International Association for Impact Assessment, 2024

“Impact assessment is always concerned with change and pathways to change - not only activities or outputs.”

— INTRAC, 2017

“Impact is the extent to which the intervention has generated or is expected to generate significant positive or negative, intended or unintended, higher-level effects.”

— OECD, 2021



In project management,
we ask:

What changed?

For whom?

How significant?

How sustainable?

How to measure?



Impact dimensions for Erasmus+@ViA

- Individual: skills, confidence, employability
- Institutional: curricula, quality, capacity
- Regional: local stakeholders, labour market
- National: HE priorities, policy goals
- International: cooperation, capacity building
- Financial: funding, cost-effectiveness, value

“The impact criterion goes beyond effectiveness and encourages consideration of the big “so what?” question”
[\(OECD, 2021\)](#)

KA131 & KA171 mobility: from exchange to impact

Student and staff mobility with academic recognition, structured learning outcomes and expanded partnerships

What we do

- KA131 mobility activities
- KA171 mobility activities

- Student studies & traineeships
- Staff teaching & training
- Blended mobility formats and activities

Who with

- ↘ E3UDRES2 and Baltic Sea region partners
- ↘ ~100+ partner universities in ~50 countries
- ↘ Strategic partners outside Europe
- ↘ Alumni network, Industry

Individual

skills, confidence, employability

Institutional

teaching quality, curricula, admin capacity

Regional

talent and practices for Vidzeme regional development

National

internationalisation and competitiveness

International

trust, capacity building, new projects

Financial

funding, cost-effectiveness, value

Mobility is an impact-driven process - planning → implementation → evaluation → next steps - not just an administrative exchange.

What we do and with whom at European University?

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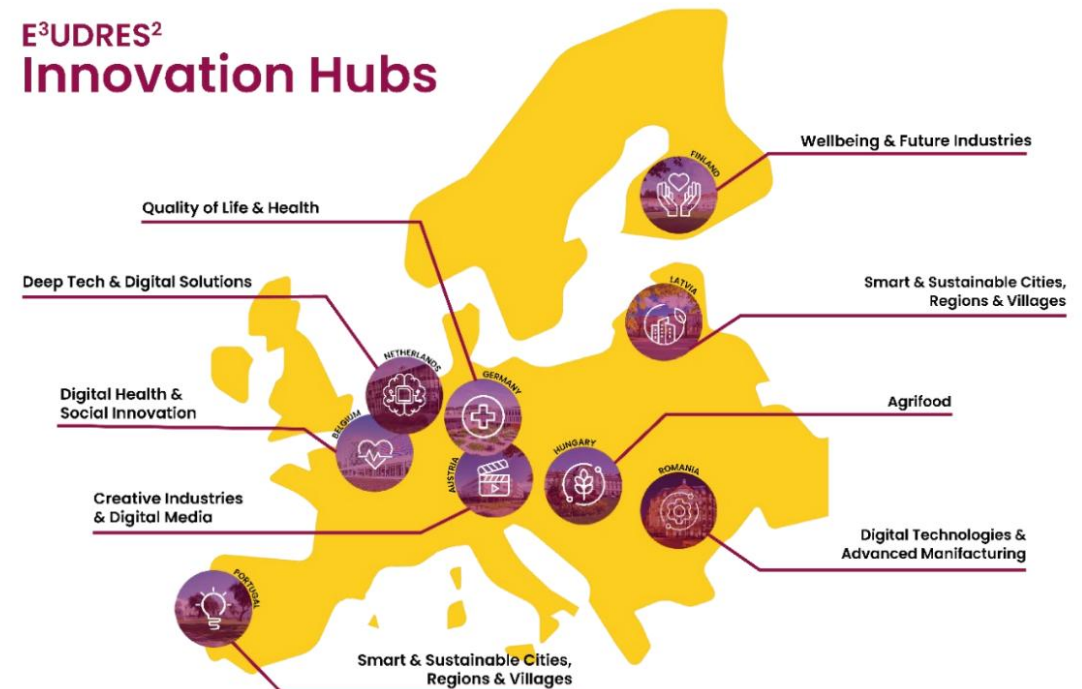
Engaged and Entrepreneurial European University as
Driver for European Smart and Sustainable Regions



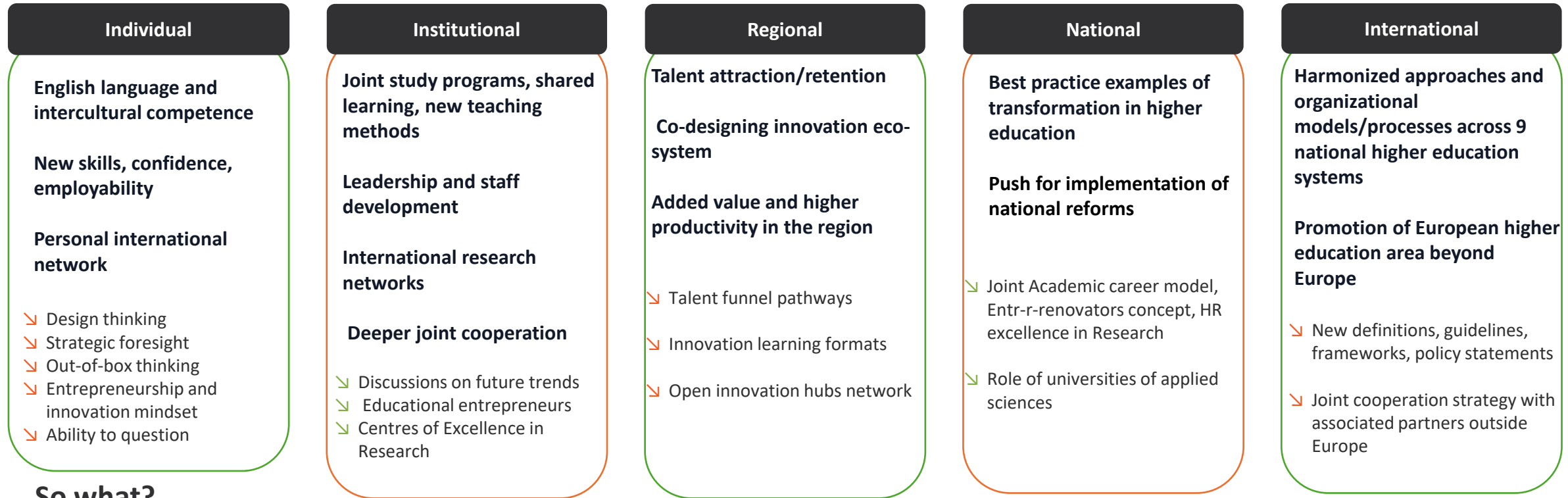
- Students, teachers, researchers, professional staff and innovators from 9 universities in Europe
- 6 associated Higher Education Institutions
- 30+ associated partners from industry and regions

- ➔ Develop talents and smart learners
- ➔ Empower Ent-r-e-novatos
- ➔ Connect Open Innovation Hubs
- ➔ Exchange knowledge
- ➔ Imagine future

E³UDRES² Innovation Hubs



What we learn and gain? What we do differently?

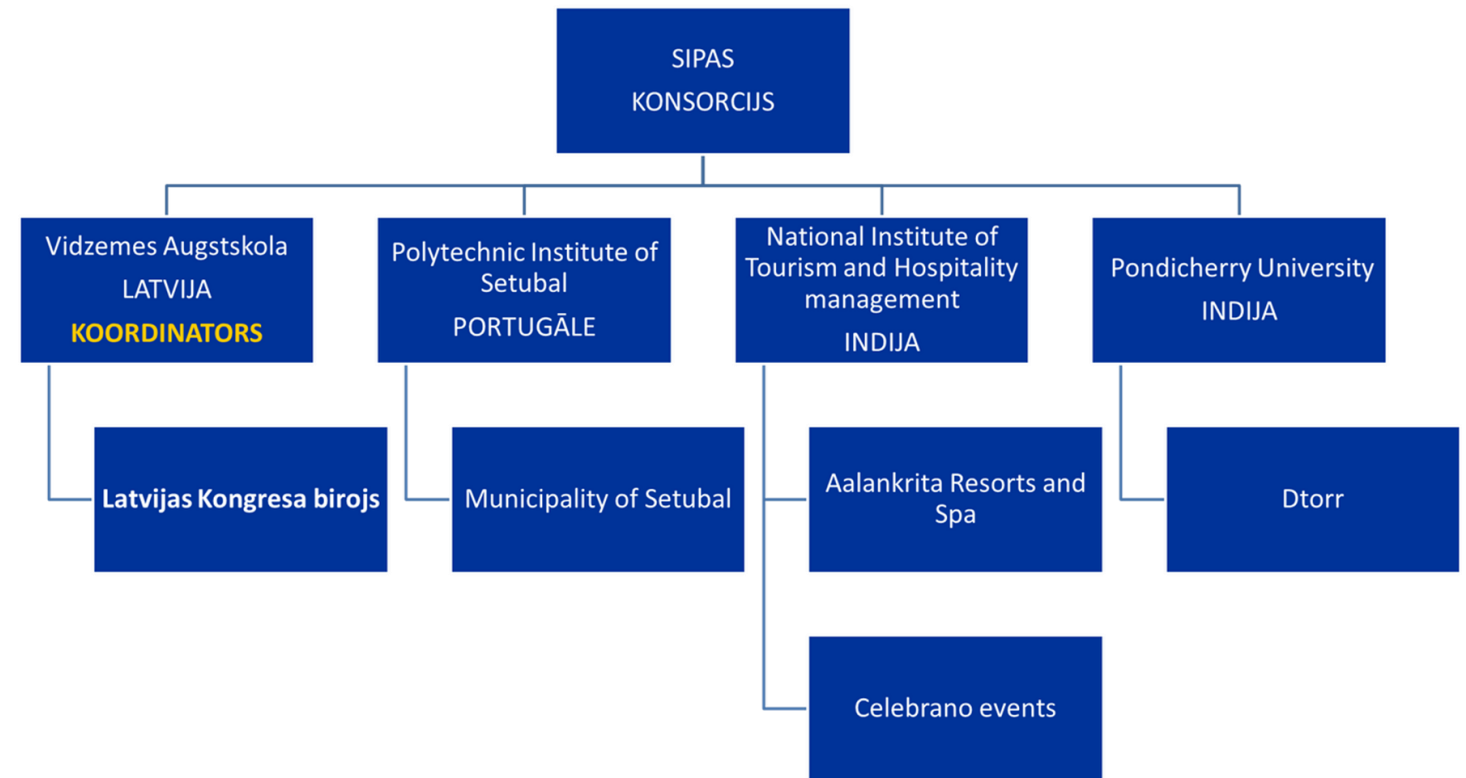


So what?

Increased internationalization: every student, teacher and researcher has their peer at other E³UDRES² partner
Increased internal capacity for transformation: at least one development initiative at each strategic priority: education, research, innovation, organizational development

CBHE SIPAS: impact story

Strengthening sustainable tourism, hospitality and services education



CBHE SIPAS: impact story

Strengthening sustainable tourism, hospitality and services education



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Project focus

- Curriculum development
 - Industry collaboration
 - VR/ICT integration
 - Sustainability as core principle
- ViA (Latvia) + IPS (Portugal) + 2 HEIs in India
 - Tourism & hospitality industry organizations as associated partners
 - Students, faculty and administrative staff
 - Added value: KA171 and E3UDRES2 partnership basis

Participants

- Sustainability, digital and soft skills
- International practices
- Employability and ethical development

So what changes over time?

Short-term

- Skills improved
- New courses developed
- Partnerships activated

Institutions

- Curricula aligned with industry
- Stronger international cooperation capacity
- Quality human resources for tourism sector

Medium-term

- Courses embedded
- Ongoing industry cooperation
- Better graduate employability

Partnership level

- Real industry-academia co-creation
- Continuous involvement, not one-off consultation
- Global relevance and open access

Long-term

- Knowledge transfer
- Stronger tourism workforce
- Sustainable practices mainstreamed

Policy priority → sustainable growth and jobs → measurable impact → industry-connected education → skills → employability

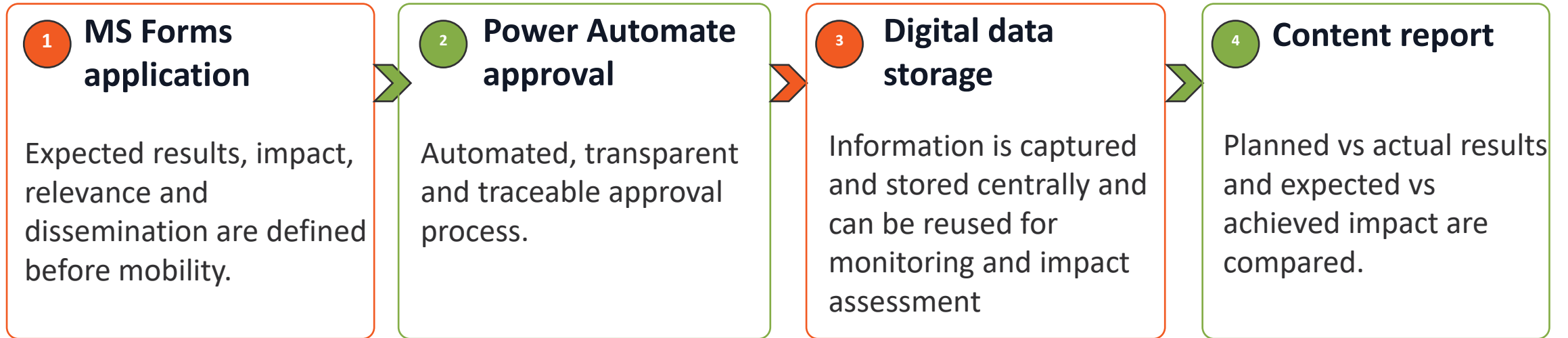


ADVANCING SUSTAINABILITY AND TECHNOLOGY IN TOURISM, HOSPITALITY AND SERVICES STUDIES THROUGH STRATEGIC INDUSTRY PARTNERSHIPS

Impact measures: evidence we can collect

Measuring what changes for people, institutions and cooperation systems

Staff mobility: digital impact-management loop



We measure impact not only by the number of mobilities, but by what changes afterwards — for individuals, institutions, regions and long-term international cooperation.

Discussion in groups

What we do?

- At institutional level
- At higher education system level
- Does size of the university, region or higher education system matter?

Who with?

- What partnership was essential for achieving impact?
- How can you expand your partnership?
- Do you measure the impact of cooperation between Baltic universities?

What we learn and gain?

- What impact indicators could be used to measure your initiatives?
- What is the most relevant for Baltics?
- How do you capture the impact on teaching quality and learning?

What we do differently?

- How have Erasmus+ projects influenced institutional development?
- What helps embed the results?
- How do you contribute to your region?

So What?

What difference does this make? How does this relate to your context? What comparative data do you use? What are trend data in this area?

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Engaged and Entrepreneurial European University as
Driver for European Smart and Sustainable Regions

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