



PASCAL Universities for a Modern Renaissance (PUMR)

*Universities harnessing global imaginations & unlocking talents of all people throughout the world,
to co-identify, co-create and co-produce flourishing futures with external partners
from business, industry, civil and voluntary services and the community*

initiated by

PASCAL International Observatory

Executive Summary

PASCAL Universities for a Modern Renaissance (PUMR) is an on-going and developing programme among college and university members of the [PASCAL International Observatory](#). Our members in PASCAL affirm our commitments to using the best principles of social capital, place management, and lifelong learning for inspiring strategic partnerships with regional policy makers (both public and private) to improve the quality of life within the regions.

PASCAL's PUMR programme helps us improve the effectiveness of our regional partnerships by creating a learning network among our college and university peers. Regional engagement is still a new art within higher education. Many of our own institutions still struggle to achieve widespread commitment to the goals. We have much to learn from the experiences of our peers, and we have a responsibility to the profession to document our learning and disseminate it broadly.

Our learning network begins with an endowment of knowledge about successful university engagement that has been pioneered by PASCAL member Professor James Powell of Salford University (UK).[1] By using this knowledge as a starting point, PUMR goes beyond simply reaching out to society. It is a programme for constructive action fueled by the knowledge, skills and facilities offered by colleges and universities. PUMR participants pledge to develop new models for regional transformation and modern renaissance, and new ways of working for the co-identification of problems considered worthy by society. The current knowledge base includes the following key factors:

- University partnerships need to be socially inclusive in order to achieve sustainable success. This includes engaging all communities within our region, and all communities within

our own colleges and universities to help transform their lives and enable citizens to flourish[2]

- Regional engagements build value through co-creation. Value comes from working together with partners to co-identify problems, co-design solutions, and co-produce outcomes that address important problems[3]
- At these particular times to help the drive for socially inclusive economic prosperity and wealth creation in the richest sense of the phrase wealth[4]
- Engagements co-create many different types of value. Even though today's economic climate may place greater emphasis on co-creating economic value, any truly modern regional renaissance co-produces many different types of value[5]
- The concept of "eco-versity" is one helpful way to provide a more "balanced scorecard" for our engagements. Its "triple bottom line" of environmental, economic, and social sustainability is key to everything we do, but we need better metrics[6]
- Enterprising academics must reach out aggressively to add value because its partners often don't know how to start sustainable relationships with higher education institutions[7]
- Co-creating real value with partners in our regions also co-creates high quality research and learning opportunities for faculty and students because real solutions blend interdisciplinary points of view with the full complexity of social, cultural, and economic settings[8].

PASCAL's Advisory Board has set up a working party to develop an initial work plan for the PUMR programme. Our goal is to create a "virtuous learning circle" that will allow participants to expand this knowledge base on a continuous basis, disseminate it through meetings, workshops, professional exchanges, peer consulting opportunities, and formal publication outlets, by:

- Developing a physical and virtual social network to enable 'virtuous knowledge sharing' on community empowerment to enable citizens and professionals to flourish
- Coaching improved projects and programme delivery in this areas for continuous improvement
- Advising senior academic leadership on appropriate strategy to ensure the engagement of academics to become more outwardly enterprising and empowering of communities
- Validating universities who want to be considered as 'PASCAL Universities for a Modern Renaissance'
- Developing guidance processes, in the form of a questioning framework, to help academics effect the cultural change needed for improving their practice

The PASCAL International Observatory welcomes the opportunity to work with any university that seeks to participate in this exciting new initiative. For more information, please contact James Powell at j.a.powell@salford.ac.uk or lesley.doyle@glasgow.ac.uk .

[1] See www.ac.salford.ac.uk/james-powell/ for additional background information see Appendix I, which illuminates the vision for PUMR by comparing the Old with the Modern Renaissance as PASCAL currently sees it.

[2] So, for instance the University of Victoria is engaging the ‘Binners’ of its City and also in Sao Paulo in powerful, cost effective and sustainable waste management developments for the benefit of all

[3] Using a sustainable ‘Community Land Trust’ development pioneered in the USA, Community Finance Solution, of Salford University, has enabled a range of community groups to successfully develop and run a number of ‘Community-directed Affordable Housing Schemes’ for disadvantaged citizens in the UK for scaling up to meet the growing housing shortages in the UK.

[4] Five Universities in the North West of the UK developed a programme of learning with 150 small to medium sized enterprise (SME) aimed at improving their innovation for wealth creation; this programme increased these SMEs ‘Gross Value Added’ profits by an average of 24.5% as they acquired new skills through 9 evening action learning meetings, tailored open learning materials and virtual coaching. 240,000 such SMEs in the NW of the UK could similarly benefit and millions throughout the world in similar projects, known by the SMEs as ‘Bouncing Higher’.

[5] Peoples Voice Media, a social enterprise working closely with two Greater Manchester Universities is coaching a thousand ‘Community Reporter’ in a constructive development known as ‘Reuters for the Community’; using sensible, sensitive and cost-effective social media networking this project could enable the sort of ‘Media Conversation’ the BBC is looking to promote in the UK when it moves to Manchester

[6] The University of British Columbia is working with local citizens to empower them to ‘do-it-yourself’ in retrofitting their homes to become carbon zero and highly sustainable.

[7] The University of Plymouth is providing innovation leadership for local companies in Devon and Cornwall.

[8] The Aalto University’s Camp for Social Innovation is using the skills of University expertise through the world to work with citizens in Helsinki to empower them to help solve six major local problems in their city; key in this is to use ‘Flip-video’ technology linked to powerful social media networks to continuously improve prospective solutions.