



**Invitation to EUA cocktail**  
*European universities diversifying income streams*

**Tuesday, 22 February 2011**

**18.00-20.30**

**Rue Wiertz 77, 1000 Brussels**

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The European University Association invites you to the presentation of its major new study *European universities diversifying income streams*.

As part of EUA's series *Towards financially sustainable universities*, this report provides an overview of the status of income diversification in European universities. It also identifies the conditions and success factors needed to implement income diversification strategies that help sustain the academic mission of higher education institutions.

The study promotes an institutional perspective on the topic of funding, with a view to informing national and European policy makers of how best to facilitate a sensible diversification of income streams. Combined with an analysis of the current funding trends, in the context of the economic crisis, it offers a unique opportunity to ensure that the universities' voice is heard.

Beyond providing university leaders and managers with best and transferable practice, the report also highlights the key role of public authorities in supporting income diversification. Granting more institutional autonomy, simplifying national and European funding schemes and moving towards funding on a full cost basis are among the most important actions to set the right conditions. Findings also confirm the importance of leadership and management in this area and the report calls for support and investment to help in the development of these capacities.

The event will feature keynote speeches by Professor Maria da Graça Carvalho, Member of the European Parliament, and Mr Jordi Curell, Director at the European Commission's Directorate General for Education and Culture, who will share their institutions' views on university funding. The conclusions of the study will then be presented by Thomas Estermann, author of the report.

Kindly hosted by:

*The Representation of the Free State of Bavaria to the European Union*  
*Vertretung des Freistaates Bayern bei der EU*

**EUA Launch event**  
**Financially Sustainable Universities II**  
*European Universities Diversifying Income Streams*

**22 February 2011, Brussels**

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**Representation of the Free State of Bavaria to the European Union**  
**Rue Wiertz 77, Brussels**

- Chair:** **Lesley Wilson**, Secretary General of the European University Association
- 18:00 – 18:10** **Host's welcome**
- Angelika Schlunck**, Director of the Representation of the Free State of Bavaria to the European Union
- 18:10 – 18:20** **Introduction**
- Lesley Wilson**, Secretary General of the European University Association
- 18:20 – 18:50** **Reflections: EU funding programmes and universities' financial sustainability**
- Jordi Curell**, Director, DG Education and Culture, European Commission
- Maria da Graça Carvalho**, Member of the European Parliament and former Minister of Science, Innovation and Higher Education of Portugal
- 18:50 – 19:20** **Conclusions of the EUDIS project**
- Thomas Estermann**, Head of Unit Governance, Autonomy and Funding, European University Association
- 19:20 – 19:45** **Open discussions with participants**

*The event will be followed by a cocktail reception in the lobby of the Representation.*