



**2017 eucen Autumn Seminar**  
Barcelona, Thu 16 - Fri 17 November 2017

*How to establish and maintain  
financial sustainability in ULLL/UCE  
centres - Keys and tips to success*

BSM-UPF building | Balmes 132-134 | 08008 Barcelona (ES)

<http://autumn2017seminar.eucen.eu/>

## Thursday, 16 November 2017

14:30 Registration starts

15:00 Formal Welcome and Opening: **Françoise DE VIRON**, President of **eucen**

15:15 Introduction: **Tamer ATABARUT**, **eucen** Steering Committee

15:30 Keynote: Financial Sustainability for the Future of Continuing Education: Key Strategies and Solutions - **Diana WU**, Dean, University of California Berkeley Extension (US)

16:30 Dialogue between researcher and practitioner "New Challenges for Sustainability in University Life Long Learning":

- **Carmen PEREZ-ESPARRELLS**, Associate Professor in Applied Economics, Universidad Autónoma de Madrid (ES)
- **Beate HOERR**, Director, Continuing Education Centre, Johannes Gutenberg Universität Mainz (DE)

### **Social programme**

20:30 Optional Seminar Dinner at the restaurant "Merendero de la Mar"

## Friday, 17 November 2017

09:00 Registration

09:30 Presentation of the day: **Tamer ATABARUT**

09:45 Poster session:

- "A model for balancing social and financial aspects". **Tamer ATABARUT**. Bogazici University (TR)
- "Strategic cooperation to improve unemployment rates and to find new funding sources for HEIs". **Carme ROYO**. **eucen** (ES)



- “Digital community and innovation in adult education and basic skills: Return on Investment vs. Return on Expectations in an Erasmus+ project”. **Sandrine BONNET**. Université de Lille – Service Formation Continue (FR)
- “Balancing financial sustainability with the mission of Life Long Learning in the Open University of University of Jyväskylä”.
- **Mirva HUOVINEN**. University of Jyväskylä (FI)

10:15 Keynote: “The finances of the transforming ULLL in a changing market. The Case of Finland” – **Jukka MÄKINEN**, Head of Development, University of Tampere (FI)

11:00 *Coffee break*

11:30 Brainstorming session

13:00 *Lunch*

14:30 Learning Café (1): In-depth presentations

**Strand 1** “Financial models of ULLL/UCE centres using different sources of funding” - **Josep L LARRIBA-PEY**, Director, DAMA-Universitat Politecnica de Catalunya

**Strand 2** “Design of flagship programs as shared development of services” - **Jukka MÄKINEN**, Head of Development, University of Tampere (FI)

16:00 *Coffee break*

16:30 Learning Café (2): In-depth presentations

**Strand 3** “Making sense of ROI calculations in a training environment” - **Frank EDWARDS**, Director, Pearson Workforce Development

**Strand 4** “Balancing Financial Sustainability with the institutions’ Social Mission” - **Raffaella KIHNER**, Policy Officer, European association for the education of adults (EAEA)

18:00 Closing: **Françoise DE VIRON** and **Tamer ATABARUT**

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SCIENTIFIC COMMITTEE:

**Tamer ATABARUT**, eucen. Bogaziçi University (TR)

**Kari SEPPALA**, Vice-President of eucen. University of Turku (FI)

ORGANISATIONAL COMMITTEE:

**Carme ROYO** and **Laura COROMINAS**, eucen Secretariat

**Ece GOKAKIN KURTULDUK**, Bogaziçi University (TR)