

IB National Research Charter

Workshop to co-create a strategy pathway for collaborative applied research

International Business School Maastricht
HAN University of Applied Sciences

15 April 2026

Welcome

Develop a strategy pathway for co-creating a research charter within the IB national platform.

Create a shared basis for collaboration, visibility, and research impact.

Use this workshop to align ambitions, expectations, and practical follow-up.

Aim & Workshop Structure

Aim

Co-create the charter foundation

Context

Discuss major trends shaping IB research

Scope

Define collaboration opportunities

Dialogue

Capture needs and expectations

Next steps

Agree on immediate follow-up

Impact of Global Mega-Trends on IB Education & Research

Digitalisation

New research methods, AI-supported analysis, and digital learning ecosystems.

Sustainability

Applied research is increasingly linked to societal transitions and ESG priorities.

Internationalisation

Cross-border cooperation remains essential for relevance, mobility, and visibility.

Lifelong learning

IB research should support agile curricula, practice-based learning, and employability.

Collaboration with Business

Linking Education-Research-Business

Scope of the Initiative

Collaboration

Share resources and map expertise across schools.
Exchange best practices and explore joint research avenues.
Co-create events and support services, including grant development.

Visibility & Impact

Respond to societal mega-trends with stronger applied research.
Increase national and international visibility of IB research.
Professionalise research teams through workshops and shared support.

Co-Creation Questions

1 Lectors: What does this initiative mean to you? What governance model would support this initiative?

2 Educational managers: How can the charter strengthen IB programmes and expectations?

3 Researchers: How does applied research work across IB UAS schools in NL and what are your needs?

4 All participants: What should the first shared priorities be?

Brainstorming Discussion

Table 1

Capture key words for vision and mission.
Identify opportunities, concerns, and practical ideas.
Prepare 3-minute plenary highlights.

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Table 3

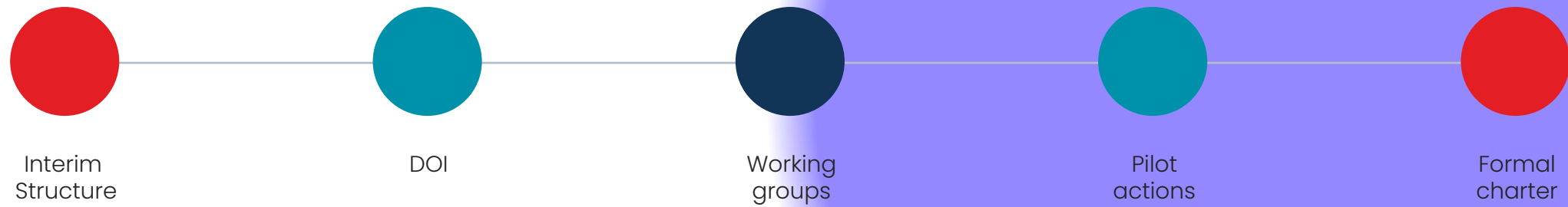
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Word Cloud here

Mission & Vision



A Pathway to Start



Next Steps

Activity / Opportunity	Challenge	Next Step	Tentative Deadline

Use this slide during the workshop to capture decisions, owners, and timing.

WHAT ARE THE KEYWORDS DEFINING THE MISSION AND VISION OF THIS INITIATIVE?

International focus Join forces
Special interest groups
Regional focus barrier **Collaboration**
Platform Contribute to society Alignment Impact
Visibility Cinergy Good idea Updated curriculum
Setting the ib agenda col Sinergies Ethnorelativism
Transparency Shared services
Career development Grant writing support

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THANK YOU