



Transform4Europe:
The European University for Knowledge
Entrepreneurs

SMART TRANSFORMATION LECTURES OPEN DUAL LECTURE SERIES

INVITATION FOR NOMINATIONS

Sofia University "St. Kliment Ohridski"
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Dear Transform4Europe Alliance partners,

within the scope of the Transform4Europe project (CUP J99C20000470006), the Sofia University St. Kliment Ohridski needs to identify **two professionals**, stemming from the entrepreneurial environment, to be entrusted with a lectureship activity c/o the University of Sofia University St. Kliment Ohridski to be held in Sofia, Bulgaria on **07 October 2022**.

The lecturers must prove first-hand competency and a solid background in the entrepreneurial aspects related to one of the three focus areas of the Transform4Europe

- Digital transformation and smart regions;
- Environmental transformation and sustainability;
- Societal transformation, community building and inclusion.

Previous relevant lectureships or speaking in conferences will be evaluated.

Within the scope of the Transform4Europe project, the entrepreneurs will visit the Sofia University St. Kliment Ohridski and hold a lecture on one of the following topics:

- **Climate Change & Energy Security**
- **Behavioural insights for policy and business.**

On behalf of Sofia University, the speakers are:

- Assoc. Prof. Atanas Georgiev, PhD, Faculty of Economics & Business Administration, Sofia University

Climate Change & Energy Security: The lecture will present the status quo in the international energy balances, discussing the roles of major exporters and importers of energy resources in relation to the global energy transition. The specific focus of the lecture will be on the implications of global energy challenges for the climate policies of the EU and the energy security of the member states.

In addition, challenges related to the transformation of energy companies will be discussed. These include, inter alia, entrepreneurial pressure from new types of energy services; consumers' will for decarbonization of the energy mix; rising costs for infrastructure development; socio-economic effects on low-income households; etc.

Some case-studies will be presented – how energy companies transform themselves during the energy transition; how some countries tackle energy security challenges; how some policies support the path to decarbonization.

- Prof. Ivo Vlaev, PhD, Warwick Business School, University of Warwick

Behavioural insights for policy and business: The recent advancement of behavioural science presents an ideal opportunity for applied researchers, policy makers and business practitioners. By taking into account psychological evidence alongside other social science theories, behavioural science can provide a unique insight into understanding and influencing behaviour. Ivo Vlaev's research focuses on developing a theory of behaviour change which combines principles from psychology, neuroscience, and economics. He also develops and evaluates behaviour change interventions in various domains such as health, finance, education, and environment.



He is a co-author of the famous UK Cabinet Office MINDSPACE report, which provides a framework for designing effective policy utilising insights from behavioural science (also known as 'nudge theory'). The framework is widely used across government and in the commercial sector. He will walk us through the framework, which will help you to identify and plan how to create big changes from small, but vital, clues. His real-world examples are truly fascinating and inspiring!

The objectives of the lectures are:

- ✓ encourage the academia-industry dialogue;
- ✓ define knowledge and know-how transfer methodologies;
- ✓ professional update and growth;
- ✓ strengthening of the bonds among institutional partners.

The Sofia University St. Kliment Ohridski will grant an attendance remuneration of 500€ and will cover the travel and accommodation expenses for the day of the lecture.

The University ensures equal opportunities, treatment and access to all candidates regardless of their sex, race, color, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation.

The lecturer must be nominated by a partner university that will submit the documentation by e-mail within the deadline of **25 September** to the address l.nikolaeva@gea.uni-sofia.bg using the nomination form available in the dedicated section of the Transform4Europe website.

Attached to the application form, the following documents must be provided:

- curriculum vitae;
- copy of an ID document.

The nominations will be examined by a Selection Committee appointed by the Rector and made of three representatives: one professor from Transform4Europe Universities, expert in entrepreneurship, one student identified among the students' ambassadors of the University, and one representative of the stakeholders identified among the stakeholders list of the University itself.

This Committee will meet physically or virtually and will produce a ranking based on evaluation of the curriculum vitae.

All applicants need to have:

- citizenship from a region of the Transform4Europe alliance other than the hosting University;
- demonstrated experience in the fields of digital transformation, sustainability or societal challenges;
- fluent spoken English.



The evaluation of the nominations will assess the previous experience in the subject identified for the lectures and also previous experiences as conference speaker, lecturer or teacher (at university level).

The Selection Committee will identify the selected lecturer by CV assessment and with an interview (using a streaming platform), creating then a rank among the nominees.

The maximum evaluation will be 30 points subdivided in three areas:

- ✓ maximum 15 points for the demonstrated experience in one of the fields required;
- ✓ maximum 10 points for the demonstrated skills and previous experiences as speaker, lecturer or teacher;
- ✓ maximum 5 points for the interview.

Within 7 working days from the date of publication of the ranking, the selected lecturer must confirm to I.nikolaeva@gea.uni-sofia.bg the acceptance of the mobility indicating in the e-mail subject "Transform4Europe mobility acceptance". In case of missing confirmation, the candidate will be excluded and the place will be taken by the candidate following in ranking.

The lecturer must provide the personal data needed to fill in the documents connected with the assignment from the Sofia University St. Kliment Ohridski.