

MEL Framework and Impact Domains and Actions

Call 2025 for Proposals Info Session

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Monitoring, Evaluation and Learning



EIT Higher Education Initiative

Call 2025 Info Sessions

<i>10/12/2025</i>	<i>10 am CET: EIT KIC Discovery DAY</i>
<i>15/12/2025</i>	<i>3 pm CET: Overview of EIT HEI Call for Proposals 2025</i>
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20/01/2026	3 pm CET: Open Q&A

Goals of the session

This info session will:

- «translate» technical language into **practical understanding**, thanks also to the **videos** most significant change
- **trigger questions** to raise internally to your consortium and your respective institutions on the change you want to provoke through the EIT HEI project
- look at the **wider picture** of the EIT HEI and its long-term vision and goals
- provide you with inputs to look **beyond the timeframe of the funding** of the 24 months of the EIT HEI already from the phase of ideation of your project

This session will not:

- Discuss KPIs expectations (please attend the dedicate info session on 15 January)
- Discuss of reporting, forms, timelines and other operational details that will be shared in due time with awarded projects
- Discuss KIC-level reporting led by assigned KIC or Initiative-level reporting, led by Climate-KIC.

Today's Session

- Introduction
- Strategic Framework
- Theory of Change and how we know that we are contributing to the change
- MEL Framework and System: How, What, Who
- Impact Domains and Actions with examples
- How we learn from what we do, Sensemaking and VMSC stories
- Q&A

Do you have a question during the presentation?

- Please use the Q&A
- Questions will be picked at the end of the presentation

Who are we?



Pamela Ragazzi

Learning Programmes Orchestrator /
HEI Initiative Evaluation Committee
Member

Climate KIC



Milijana Merdovic

Senior MEL Manager
Climate KIC



Florinda Artese

MEL Officer
Climate KIC

KICs INVOLVED IN THE EIT HEI

Coordinated by



KICs INVOLVED IN THE EIT HEI

Coordinated by



RawMaterials
Connecting matters

ClimateKIC

- Monitoring Evaluation Learning
- System Innovation Training



EIT Higher Education Initiative

01

STRATEGIC FRAMEWORK FOR PLANNING EFFECTIVE SOCIAL CHANGE



Key Components of Our Impact & Learning Approach

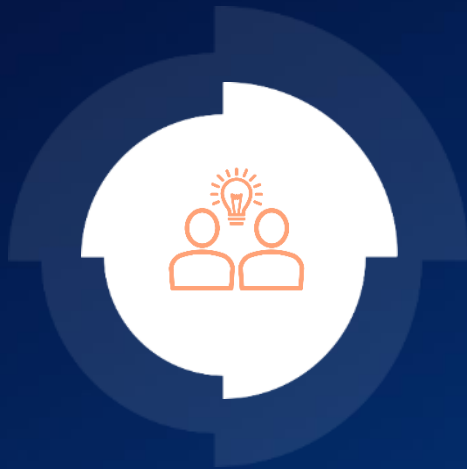
Theory of Change: what is the change we want to observe with the EIT HEI

MEL Framework: Qualitative and Quantitative methods including:

- **Most Significant Change Story & Participatory Video MSC Story:** personal accounts of change
- **Sensemaking:** Moments of reflect and observation.



MEL: a strategic driver of change



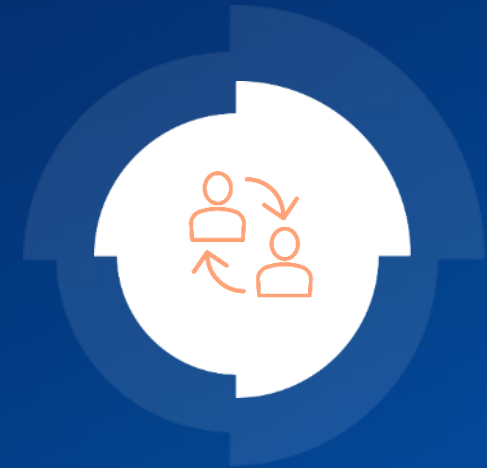
Learning at project & Initiative level

Adaptive management powered by insights.
Guides learning journeys and strengthens impact.



Communication & visibility

Turning data into stories that matter.
Highlights the role of HEIs as catalysts for societal transformation.

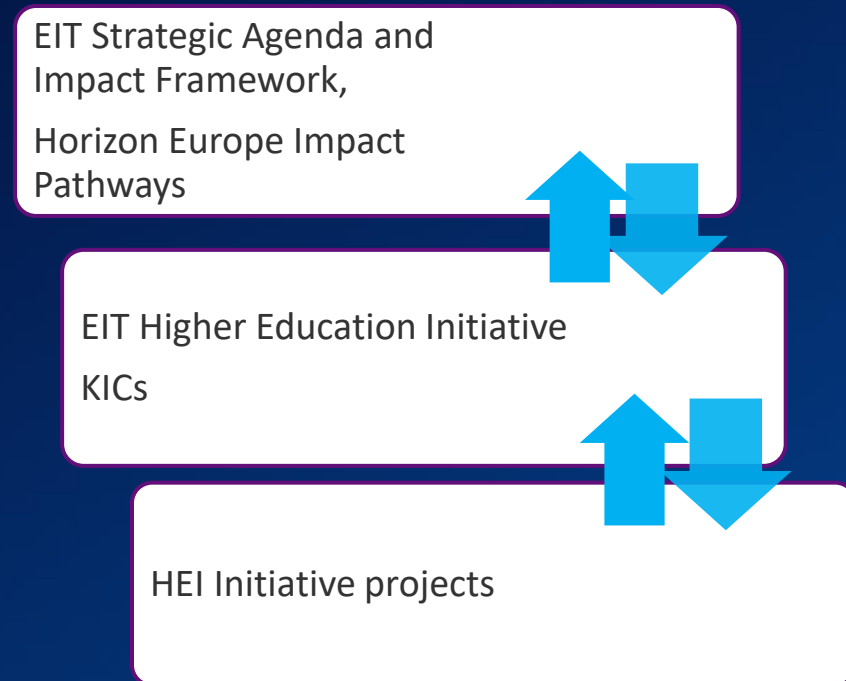


Accountability

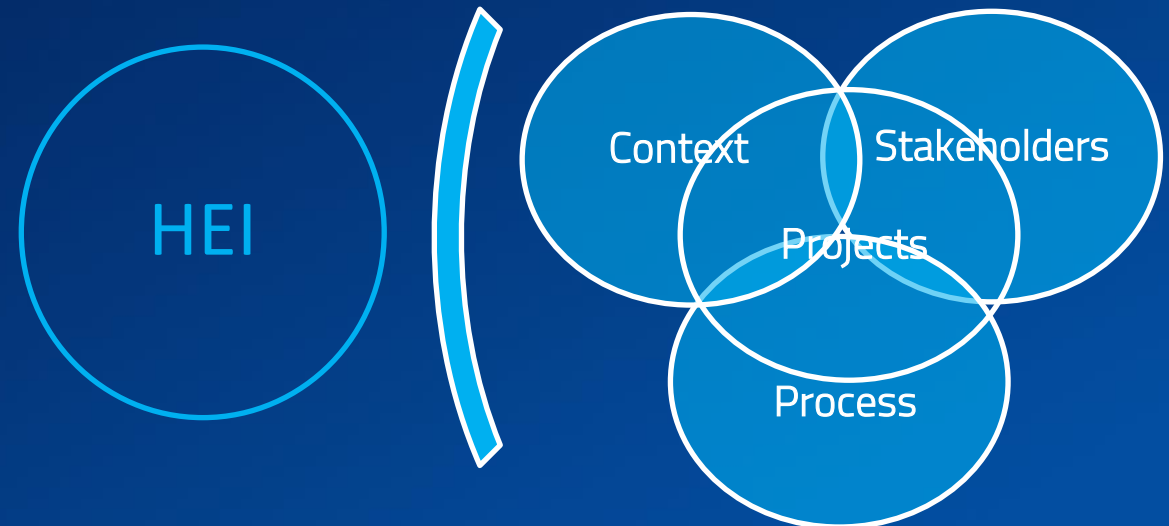
Robust framework and transparent processes for reporting and aggregation.
Builds trust and ensures evidence-based decisions

The HEI MEL ToC and Framework: 2 Key Features

Multi-level



Complexity and Context-aware



02

THEORY OF CHANGE FROM INPUTS TO IMPACT



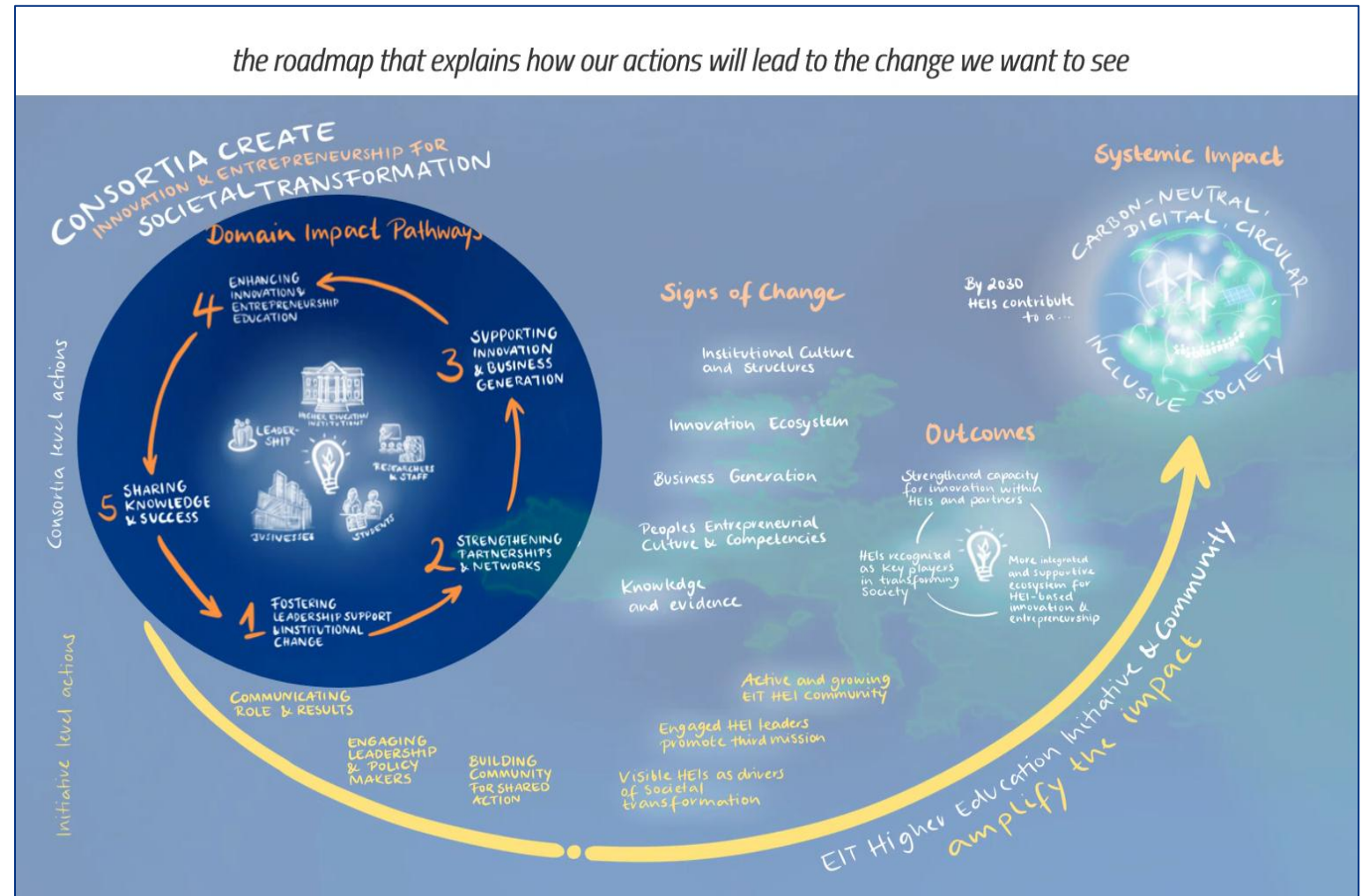
Theory of Change

Our Path to Impact

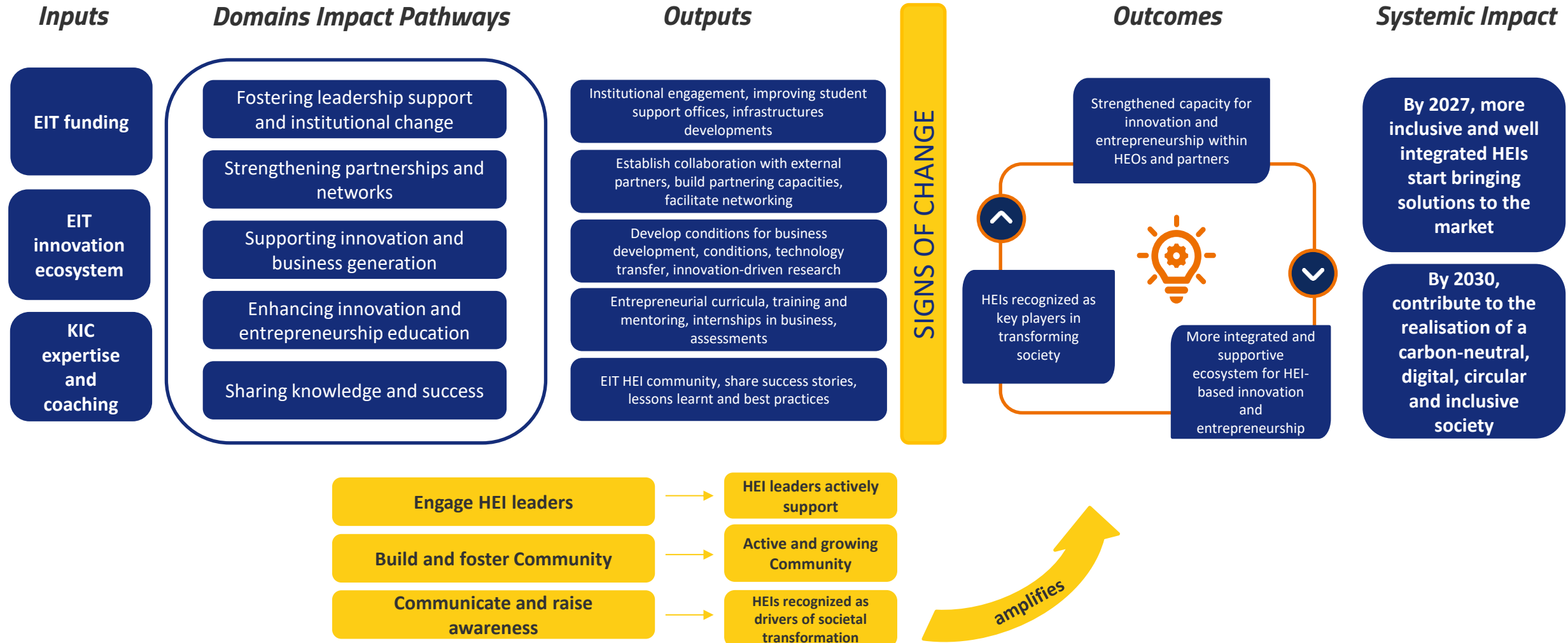
Path to Impact: Actions at project & Initiative level drive systemic change in HEIs & innovation ecosystems

Theory-Based MEL: Reflect on how projects aim for change & impact

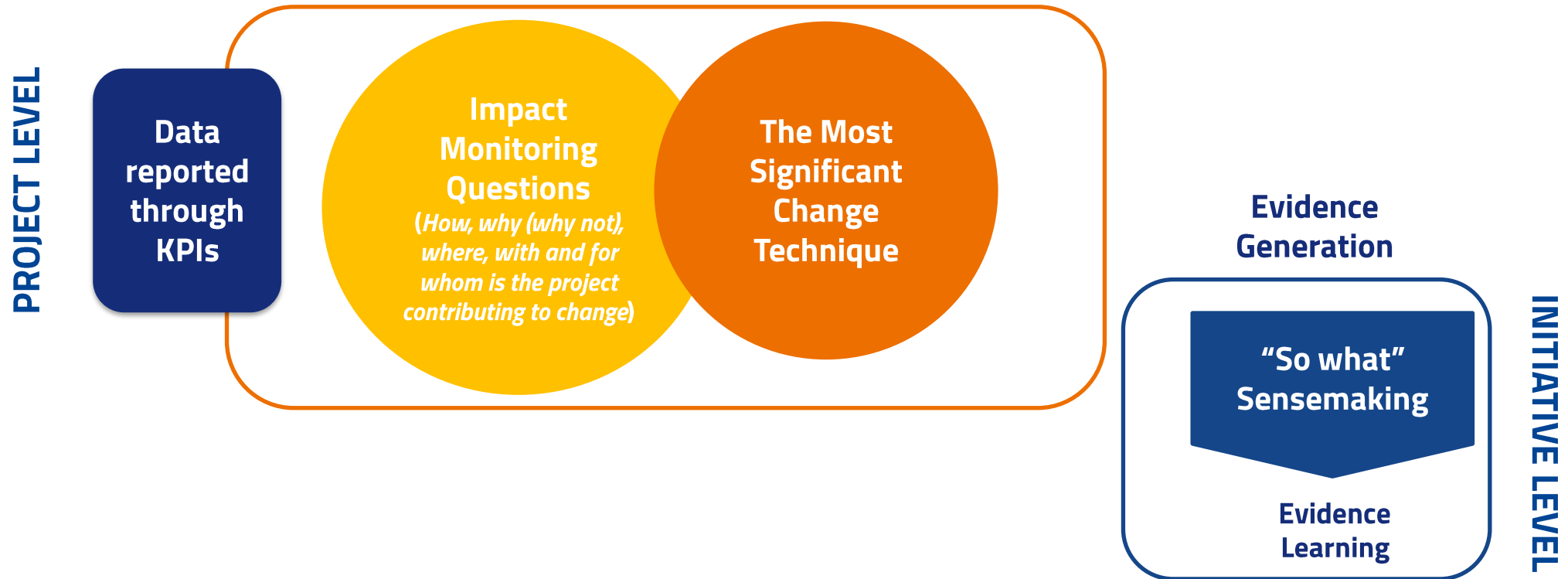
Learning & Sharing: Insights communicated across KICs, Projects & EIT



Theory of Change



How we know that the project is contributing to change?



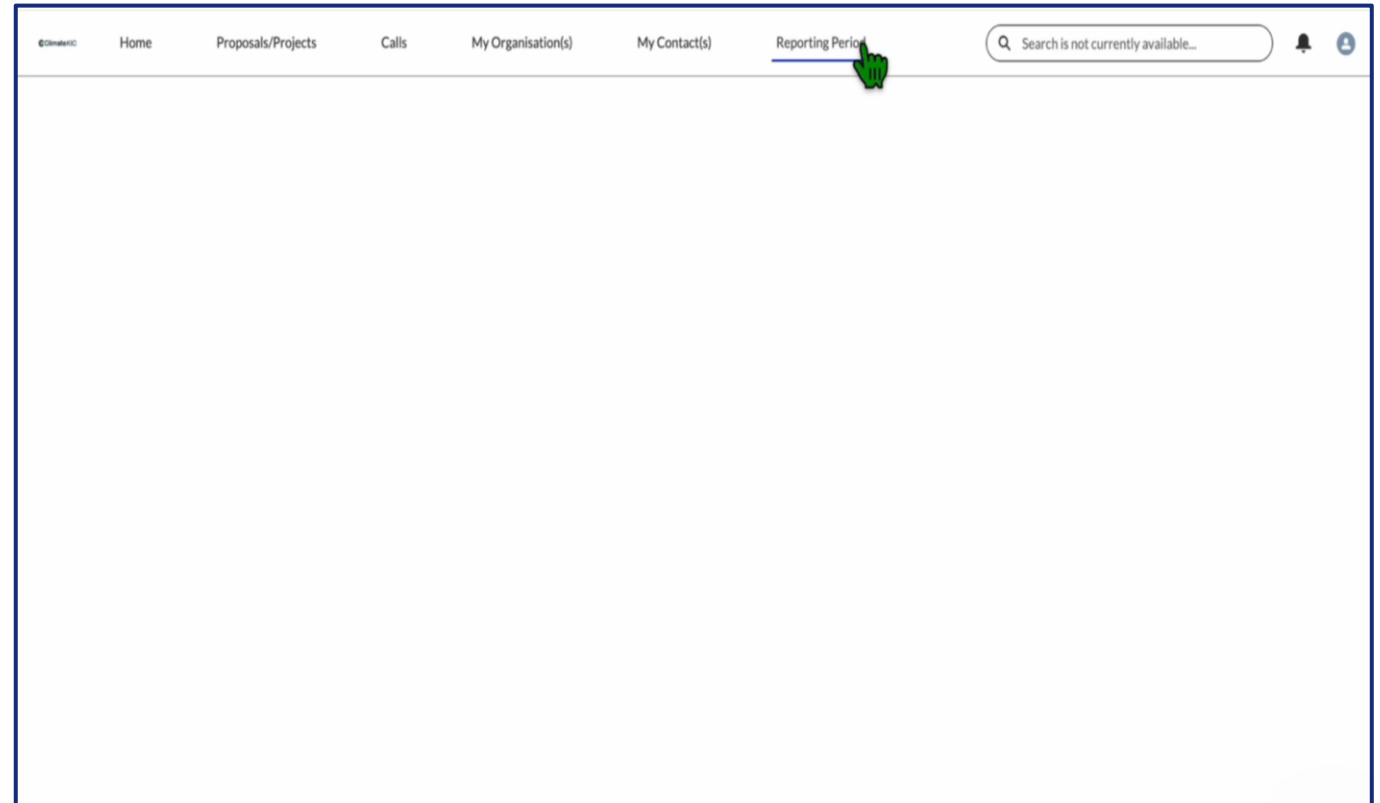
AMP Impact for Quality Data

**Data
reported
through
KPIs**

Why it matters: Reporting data shows how numbers + narratives drive real impact

Quality counts: Good insights start with accurate data collection

The tool: AMP Impact powers monitoring, evaluation & learning across projects



Most Significant Change (MSC) Stories & Video

The Most
Significant
Change
Technique

MSC Methodology: Collect & analyse personal accounts of change

Participatory Video MSC: Captures stories through learning conversations to showcase impact.

MSC: Equip teams to identify, capture, analyse & use stories for learning, advocacy & amplification.



Scan me to read MSC stories



Want to learn more? Scan to access
Sensemaking insights, videos, and
photos.

"So what" Sensemaking

Sensemaking for Impact

Why Sensemaking?

Data alone $\neq$ understanding. We need observation, interpretation & reflection to connect project experiences with Initiative-wide learning.

Three Key Questions:

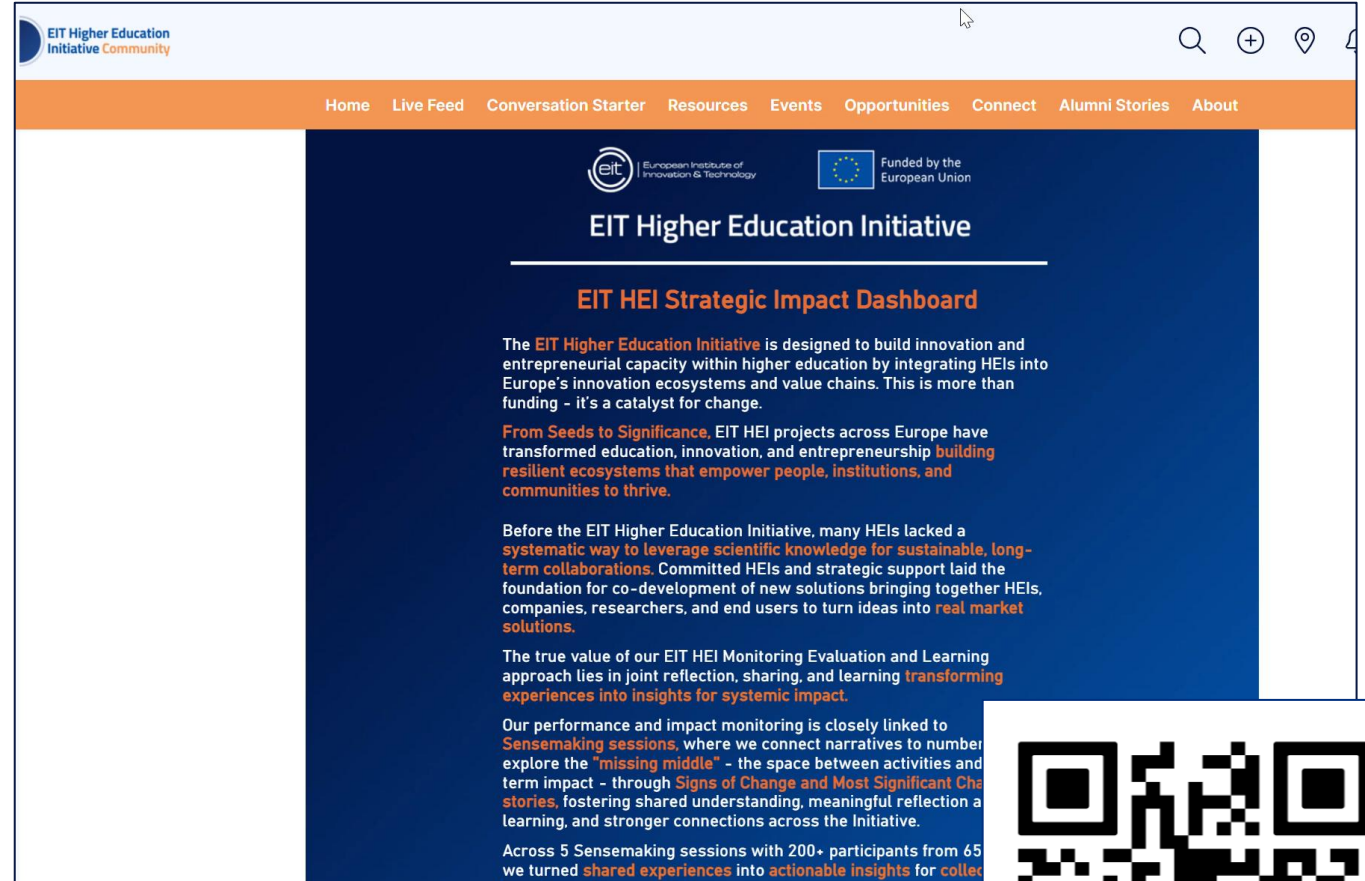
- **What?** – What is happening?
- **So What?** – Why does it matter?
- **Now What?** – What should we do next?

Sensemaking Workshop:

A space for projects & EIT HEI team to pause, reflect, learn collaboratively & plan strategically.

Strategic Impact Dashboard

- Shows achievements of the Initiative as a whole.
- Track the strategic progress & informs future planning.
- Highlights project contributions, trends & gaps.
- Links MSC narratives to data for measurable impact.
- Provides insights for partners to learn and adapt strategies.



Scan the QR code to access the
Community Platform and access
the dashboard

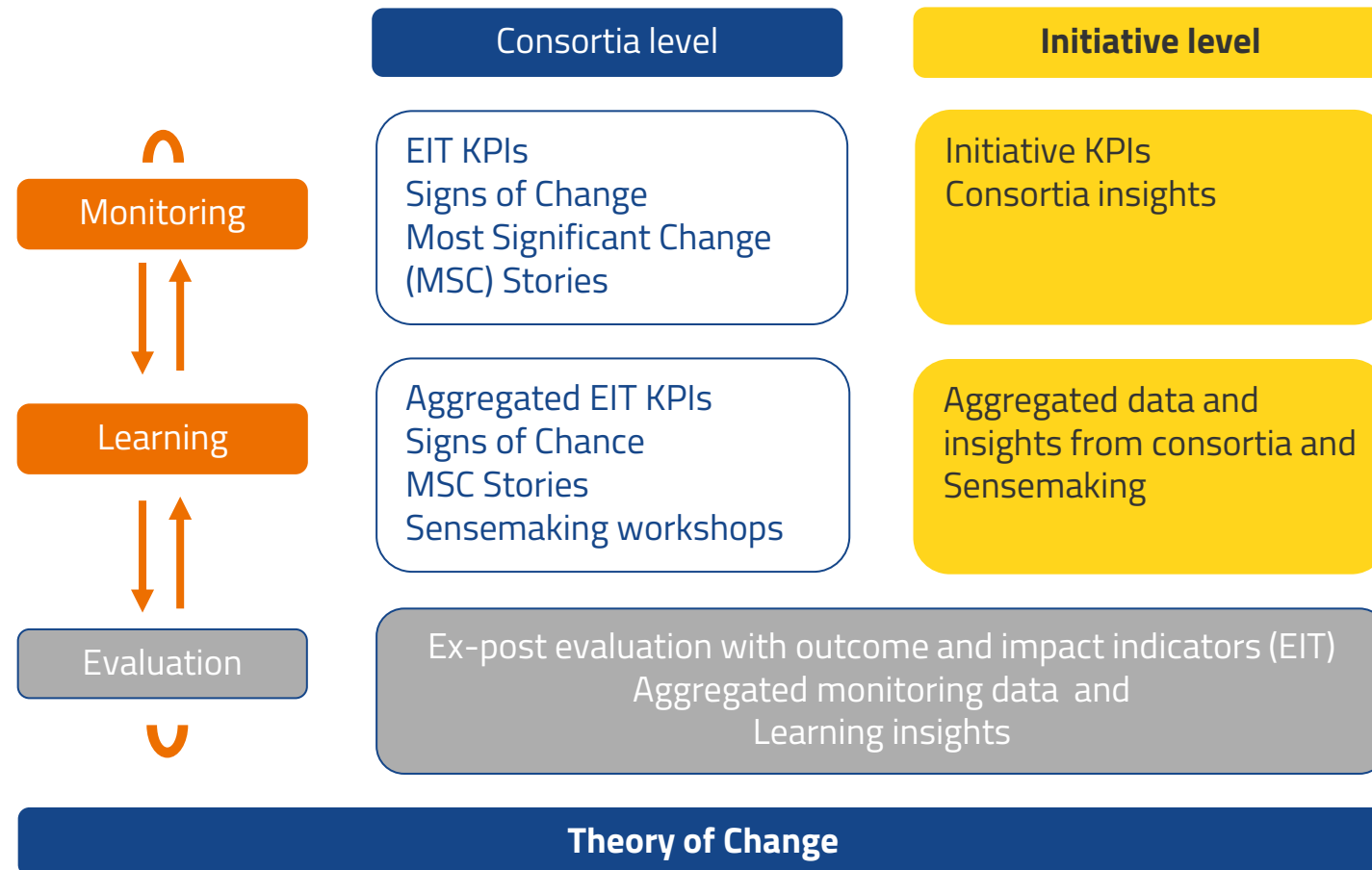


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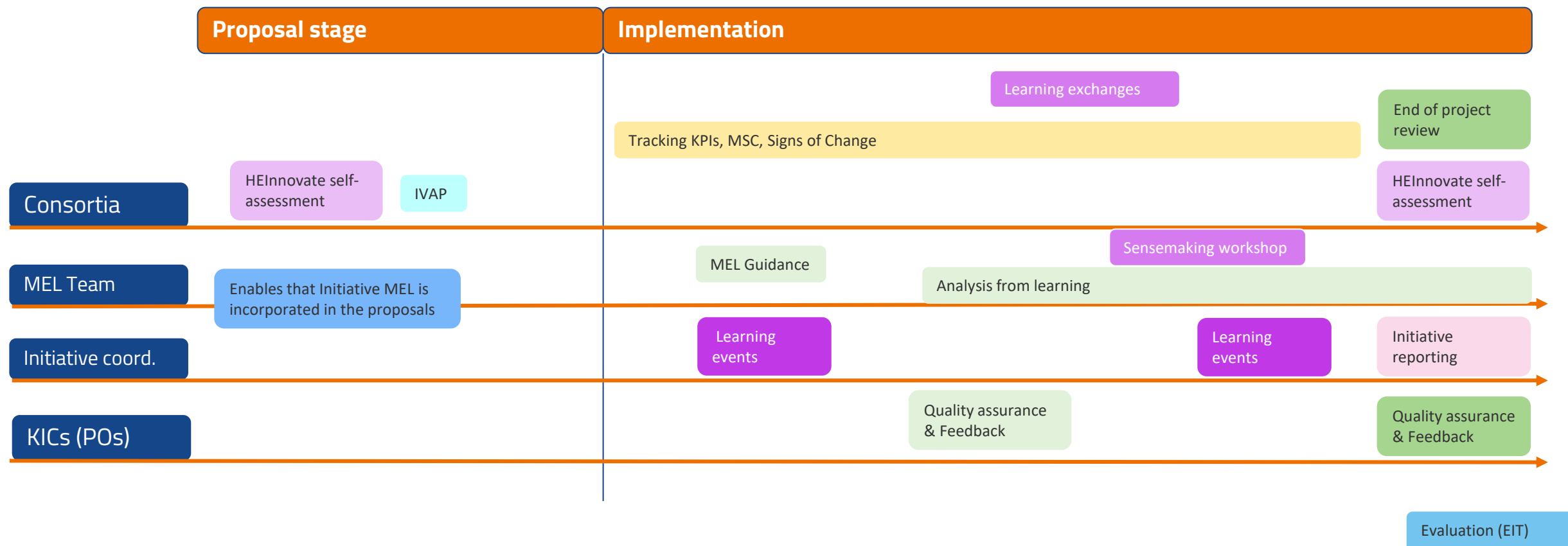
MEL FRAMEWORK AND PROCESSES



MEL Framework



When, What, Who



EIT Higher Education Initiative

04

DOMAINS & ACTIONS



Domains



8 ACTIONS SUPPORTED

selected by consortia, with the following criteria:

4 ACTIONS



Domains 1 – 4

1 Action per Domain.

(Actions #1, #2, #3 and #4)

2 ACTIONS



Selected from Domains 1 – 4,
according to consortia needs.

(Actions #5 and #6.)

2 ACTION



Mandatory from Domain 5 –
Knowledge Sharing & Success

(Action #7 and #8)

(Section 3.3.1 of the Call text, p.14)

Domain 1: Fostering leadership support and institutional change

- #1. Secure and maintain institutional engagement for the implementation of the IVAP, especially among HEI leadership and its strategy
- #2. Enhance the scale and scope of student engagement activities, including improving student support offices to advise on entrepreneurship and innovation.
- #3. Develop inter- and multi-disciplinary support, incentive and collaboration structures (including digital infrastructure) to foster innovation.



Domain 1:

Change in Institutional Culture and Structure

Committed HEI leadership; new or improved organisational processes; infrastructure; strategies and human resources that enable collaboration and support innovation and entrepreneurial education



Domain 2: Strengthening partnerships and networks

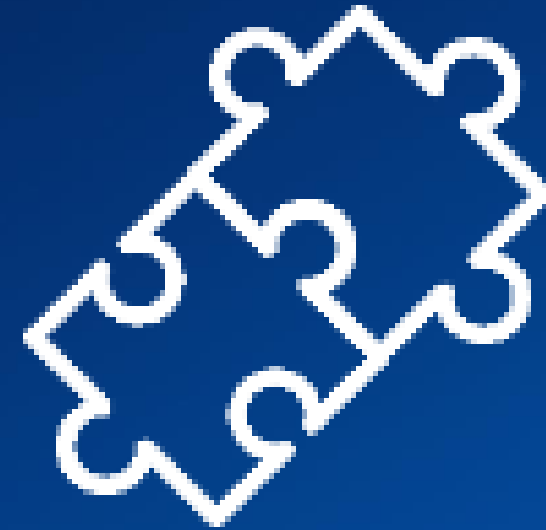
- #1. Establish new collaborations and enhance the nature, content and types of collaborations with external partners, including businesses, research organisations, governmental bodies, NGOs and other societal partners.
- #2. Build partnering capacities among staff and facilitate networking and connections with partners.



Domain 2:

Change in Innovation Ecosystems

New actors, networks, and collaborations foster innovation and the creation of businesses within the EU HEIs that address societal challenges



Domain 3: Supporting innovation and business generation

- #1. Develop and utilize structures and conditions for people to create or develop their businesses and start-ups, and to transfer technology
- #2. Create structures and conditions for innovation-driven research.



Domain 3:

Change in Innovation & Business Generation

Changes in the conditions and structures including innovation and collaboration opportunities to empower people to transform their ideas and societal value into business ideas and innovative practices, products and services



Domain 4: Enhancing innovation and entrepreneurship education

- #1. Develop or improve the innovation and entrepreneurial curricula.
- #2. Develop innovation and entrepreneurial training programs and mentoring schemes for staff and students.
- #3. Organise internships in businesses.
- #4. Provide up-skilling opportunities to businesses, especially SMEs.
- #5. Assessment of teaching and learning practices.



Domain 4:

Change in Peoples Entrepreneurial Culture and Competencies

Staff and students supporting innovation that addresses societal challenges. Changes in awareness, interest, skills, attitude, practices, and mindset as a result of improved/new educational methods, processes and tools.



Domain 5: Sharing knowledge and success

- #1. Collect and share success stories and lessons with others .
- #2. Engage in joint activities with other EIT HEI project partners via the EIT HEI community.



Domain 5:

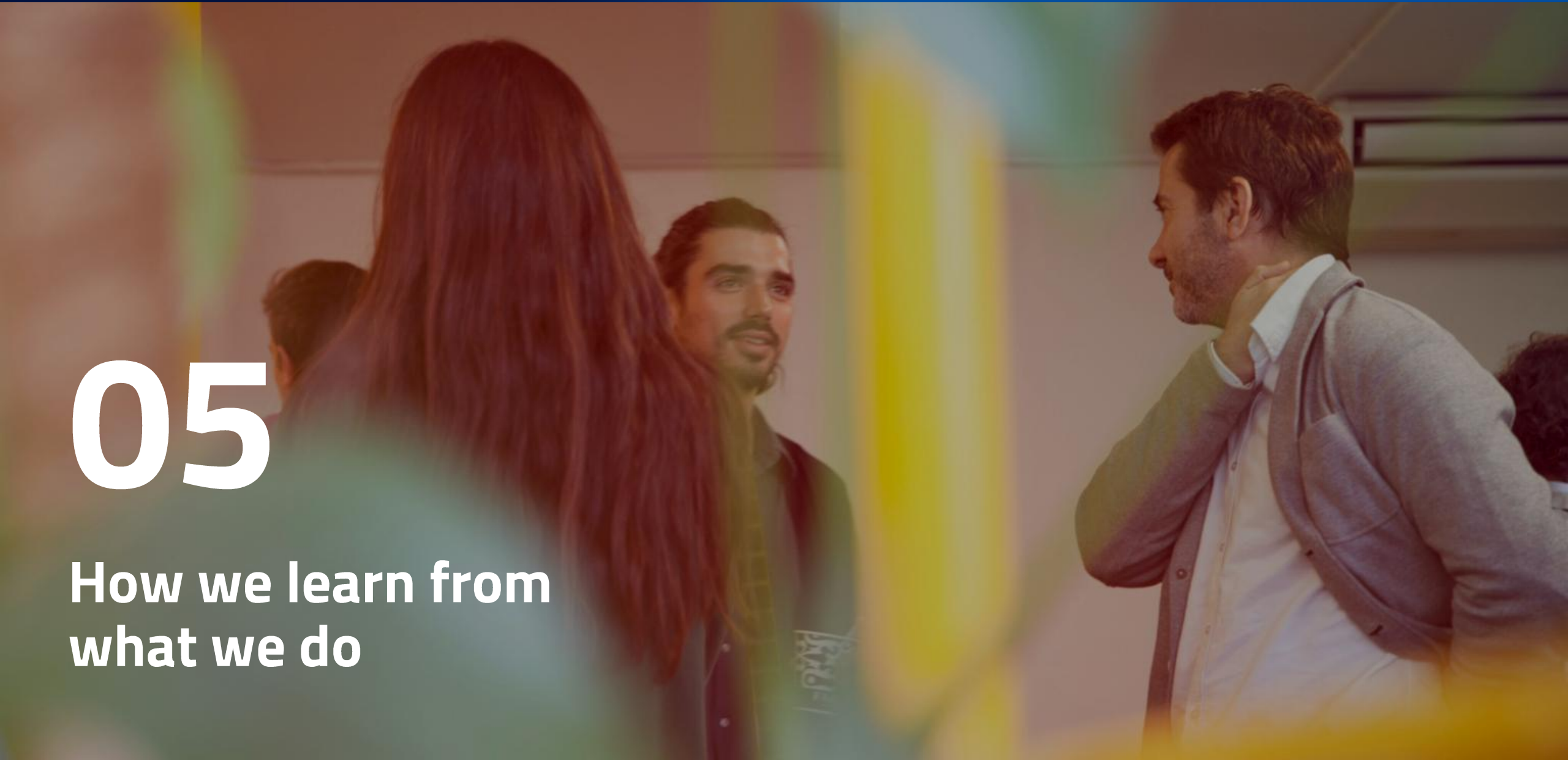
Change in Knowledge and evidence

Consortia identify and share good practices; they use MEL strategically to improve their performance. Changes in interaction, interest, ways of working.



05

How we learn from
what we do



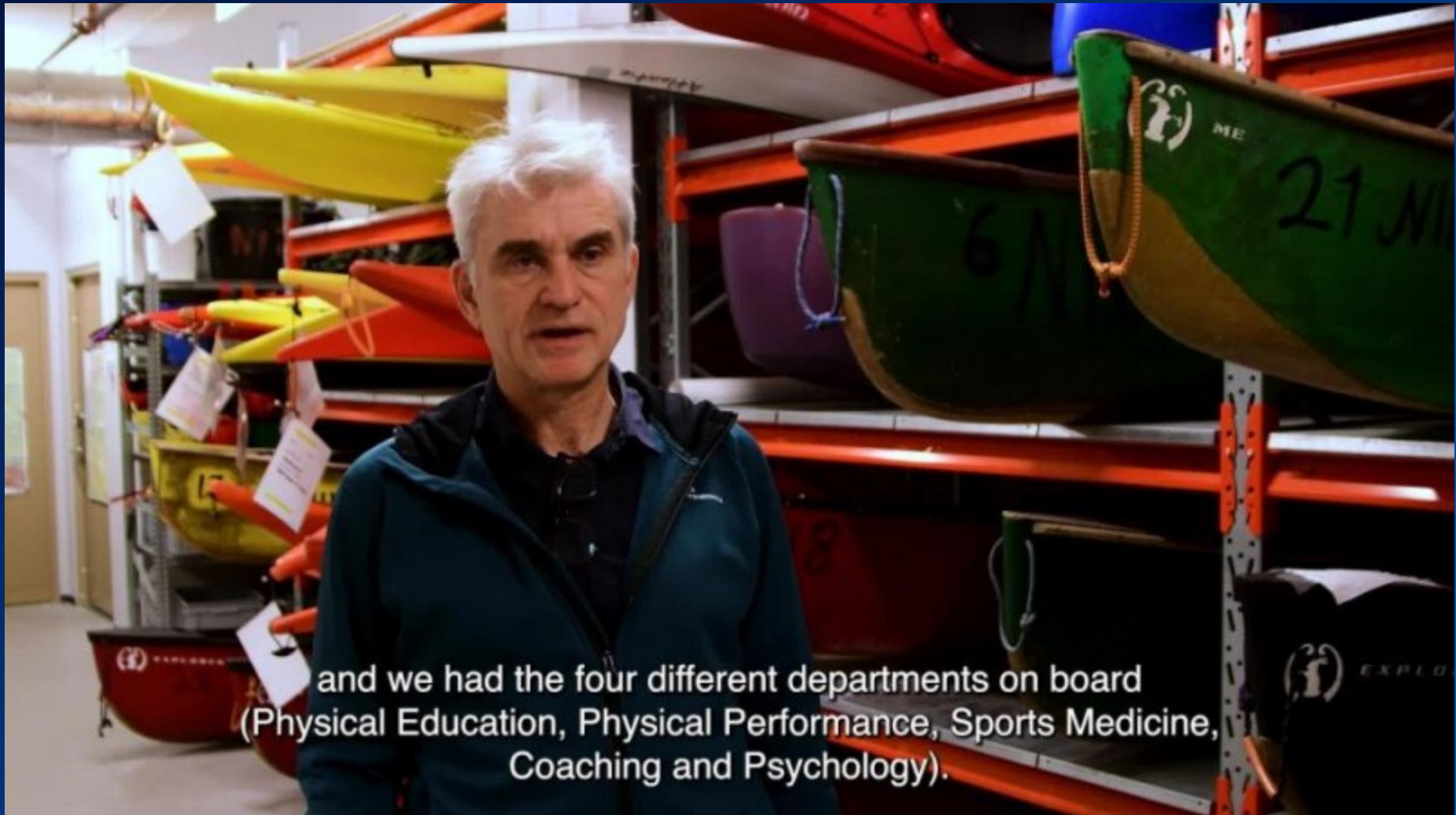
Sensemaking

Full Videos from the three Sensemaking Workshops:

- [Sensemaking Workshop with Cohort 1 Projects 2022](#)
- [Sensemaking Workshop with Cohort 2 Projects 2023](#)
- [Sensemaking Workshop with Cohort 3 Projects 2024](#)



Video Most Significant Change Story



and we had the four different departments on board
(Physical Education, Physical Performance, Sports Medicine,
Coaching and Psychology).

Closing Remarks

With this session we wanted to :

- Translate into practical understanding the Monitoring, Evaluation and Learning (MEL) approach behind the EIT Higher Education Initiative as a framework for planning effective social change.
- Help you to reflect on the long-term objectives that your project aims to achieve, how it can align with the EIT HEI Theory of Change and plan sustainable change beyond the funding period from the beginning.
- We went through supported Domains & Actions, translating them into practical understanding through the experience of previous projects.
- We showed you some MSC stories from the ground.

Questions



Do you have further questions?

- Contact the EIT HEI Initiative: hei@eitrawmaterials.eu
- Attend the Q&A session on the 20th January 2026.
- Find more: **Call 2025 text & Eligibility Guide** on the EIT HEI funding page:
eit-hei.eu/funding-support/funding-opportunities/open-calls/call-for-proposals-2025/

• Call 2025 Info Sessions - NEXT SESSIONS

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Thank you!

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