How can universities integrate research and innovation with society?

1. **FIND OUT WHERE WE ARE**
   - Mapping and analysis of stakeholder engagement approaches and strategies within the Alliance.

2. **TRY NEW WAYS**
   - Running pilot activities:
     - Kiel-Gdańsk Market Place (CAU)
     - Transformation Lab (UBO, CAU)
     - Citizen Science Contest (UCA)
     - Science Shop (UG)

3. **DEVELOP RECOMMENDATIONS**
   - Compiling and publishing an informative Good Practice Guide for effective implementation.