

Thursday June 30<sup>th</sup> 2022

## The European Union recognises Aix-Marseille Université's ambition to engage in new fields

**As the French Presidency of the Council of the European Union comes to an end, Aix-Marseille Université (AMU) deepens its European integration with the selection of new structuring projects that broaden its involvement in EU programmes.**

Ten years after its creation, Aix-Marseille Université continues to claim its European identity with the launch of new projects that demonstrate the deepening of its strategy.

After three years of networking and project-building activities, AMU announces its participation as partner in the new EIT Culture & Creativity community selected on 23 June 2022 by the European Institute of Innovation and Technology (EIT) as part of the Horizon Europe programme. Through the regional hub "Mediterranean Innovative Narratives Competence Center for Cultural and Creative Industries" (MIN4CI) formed with the Université Côte d'Azur, the University of Avignon and the Provence-Alpes-Côte d'Azur Region. **MIN4CI is both the sole French academic partner of the community and the only partner of the consortium comprising a regional authority.** AMU is committed to mobilising all the skills and expertise in training, research and innovation in its territory so that the cultural and creative sectors, which are particularly dynamic in the region, can take advantage of the university's potential and become part of this new European community composed of 50 entities. **Find out more:** <http://url.univ-amu.fr/eit-culture>

In addition, AMU's strategy set three years ago to get involved in the new Digital Europe Programme launched by the EU in 2021, is reflected through two flagship projects:

- The coordination by AMU of one of the very first European masters financed by the Digital Europe Programme, selected on 24 June 2022 by the European Union and dedicated to Artificial Intelligence and Health. This European master's degree (in partnership with the University of Pisa, the University of Stockholm, the Autonomous University of Barcelona, the Carol Davila University of Bucharest, INRIA and several companies) contributes to the ambition of the Digital Europe Programme to train future experts in the key technological areas targeted by the EU to support its digital transition. It includes initial training with a double Master's degree, MOOCs, practical workshops, training open to professionals and conferences open to all. This project relies on the expertise developed by [AMU's Laënnec Institute](#).
- AMU participates in "Move2Digital", one of the 10 French European Digital Innovation Hubs (eDIH) selected on 10 June by the EU. AMU, along with the other regional academic institutions and clusters, has formed this hub dedicated to strengthening cutting-edge digital skills in enterprises and public administrations of the Provence-Alpes-Côte d'Azur region. In this European project, AMU is committed to contributing to the attractiveness of its territory by providing excellent training programmes in the field of digital technologies and to mobilising its cutting-edge technologies (technological platforms) for the benefit of SMEs and their competitiveness.

Through these projects, Aix-Marseille Université enhances the European integration and the 'Europeanization' of its territory for the benefit of the youth and for the societal transformations the EU is willing to encourage. It thereby plays in France a pioneering role, which is also reflected in its strong positioning in the Horizon Europe and Erasmus+ programmes, as well as the coordination of one of the first European University Alliances: CIVIS, a European Civic University.

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