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**Author**

LECETA, José Manuel (MAEX, Karen)

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**Abstract**

In the quest to attract the best brains and talents as well as to provide graduates with the necessary skills and competences for their future success in an increasingly interdisciplinary and international context, a higher education programme should offer more than simply knowledge: it should incite creativity, spark the desire to lead, to interact and also provide the requisite entrepreneurial skills for those having an entrepreneurial drive. The EIT believes that students should acquire the necessary skills not only to 'do' science and research, but also to apply its results in the world of business and society at large. One of the main areas of activity of the European Institute of Innovation and Technology (EIT) is precisely this: inspiring innovative, powerful and collaborative education programmes across Europe, jointly created by partners from the higher education, business and research fields. This article describes the modus operandi of the EIT and provides insight into the tools in full development in its 'innovation factories', the KICs. (HRK / Abstract übernommen)