

EURECA-PRO unveils new Corporate Branding and Website to attract future leaders in Responsible Consumption and Production

Leoben, Austria/Hasselt, Belgium - 6th March 2025 – **The European University on Responsible Consumption and Production (EURECA-PRO) announces the launch of its new corporate branding and website. This milestone marks a significant step in ensuring a future-proof positioning of the alliance within the European Higher Education landscape, with a strong focus on engaging students and young researchers - the future leaders of a responsible planet.**

"Our new visual identity reflects our commitment to educational excellence, fast-paced innovation, and international collaboration in sustainability," said Prof. Bernard Vanheusden, President of the Board of Rectors EURECA-PRO and Rector Hasselt University. "This rebranding is more than just a fresh look - it is a brave, conscious and strategic move to strengthen EURECA-PRO's presence and better connect with the next generation of leaders in responsible consumption and production, namely students and young researchers."

The revamped EURECA-PRO website now features study programmes in Responsible Consumption and Production (RCP) for the first time across all nine partner universities, allowing students to pick and combine study offers across various domains in eight European countries. Prospective students and young researchers now have easy access to academic opportunities in responsible consumption and production. *"While traditional universities have well-established reputations - some dating back centuries - European University Alliances (EUAs) are still relatively new, and many young potentials remain unaware of what they offer. Without a distinct and compelling brand, alliances risk being seen as administrative structures rather than dynamic, interconnected communities with unique opportunities to study abroad,"* says **Hogne Ulla, project lead Branding & Student Recruitment EURECA-PRO (Hasselt University)**.

The rebranding of EURECA-PRO directly addresses this challenge by reinforcing its role as a vibrant and engaged academic hub deeply committed to sustainability and interdisciplinary collaboration. *"For this reason, the new logo reflects our existing strength in sustainability and academic leadership - the book and leaf symbol - with fresh, future-oriented yet timeless new typography,"* **Hogne Ulla** continues.

Sandrina Gasser, Head of Communication & Dissemination EURECA-PRO (Montanuniversität Leoben), highlights the importance of the rebranding: *"Our new tone of voice and colour scheme embodies the dynamic and interdisciplinary spirit of EURECA-PRO with a big heart for European values. By refining our visual presence, we create a stronger and more recognisable identity to better*

connect with students, researchers and professional staff. In short, people who want to make a difference."

EURECA-PRO is continuously taking steps to offer joint study programmes across its partner institutions. **Luke Palmer, Head of Education EURECA-PRO (TU Bergakademie Freiberg)**, explains: *"The new website already includes a great variety of study programmes, life-long learning initiatives as well as opportunities like our doctoral school. However, we soon have news on joint study programmes allowing even more students to enrol at our virtual and multidisciplinary university on responsible consumption and production."*

The new EURECA-PRO branding combines the existing strengths of the alliance, reinforcing its commitment to a sustainable future. *"With this new branding and website, we are inviting students, researchers, staff, but also our partners, to engage with us, explore our initiatives, and become part of our European university in responsible consumption and production,"* concludes **Prof Bernard Vanheusden, President Board of Rectors, EURECA-PRO**.

For more information, visit the new EURECA-PRO website at www.eurecapro.eu.

About EURECA-PRO and European Universities

EURECA-PRO is a European University Alliance uniting nine partner universities across eight countries, dedicated to promoting Responsible Consumption and Production in line with the United Nations' Sustainable Development Goal 12. Funded by the European Commission, the European Universities initiative fosters cross-border cooperation in higher education, creating integrated academic environments that enable students and researchers to collaborate beyond national boundaries. EURECA-PRO offers interdisciplinary education, mobility programmes, and research opportunities focused on sustainability, integrating responsible consumption and production into its curriculum and initiatives. The alliance contributes to a more sustainable and collaborative global economy by supporting innovation and policy development.

Media Contact

Sandrina Gasser (Montanuniversität Leoben): sandrina.gasser@unileoben.ac.at

Links: www.eurecapro.eu / www.linkedin.com/company/eureca-pro/