

## JEAN MONNET CENTRE OF EXCELLENCE

Technology and Innovations for Agenda 2030 – EU Global Leadership – TIA 2030

### NEWSLETTER № 5/2026

Jean Monnet Centre of Excellence **Technology and Innovations for Agenda 2030 – EU Global Leadership (TIA2030)** is pleased to provide the latest news and updates about **the project implementation process**.

#### EVENTS AND UPDATES

From August 25, 2025, to August 29, 2025, we successfully organised a **multi-day joint international field trip** to Geneva and Zurich (Switzerland). During the field trip, we visited the main **United Nations institutions** and other leading organisations. There, we discussed and learned about the United Nations' approach to implementing **Agenda 2030 and its SDGs**. We also had the chance to meet professionals experienced in advancing Agenda 2030 and tackling issues related to technology and innovation.

The organisations we visited included the UEFA Headquarters, where we examined how technology, innovation, sustainability, and advanced infrastructure can be integrated into the functioning of an international organisation; the World Intellectual Property Organization (WIPO), where we gained insights into how intellectual property rights facilitate and oversee innovation, technology transfer, and entrepreneurship; the United Nations Office at Geneva (UNOG) (Palais des Nations), demonstrated the EU's role in global governance through diplomacy and soft power, emphasising the contribution of multilateral cooperation for sustainable development; CERN, the world's largest particle physics laboratory, where we examined how frontier science and big data technologies expand not only technological but also social and cognitive perspectives; the Greater Zurich Area, illustrating how regional innovation ecosystems attract global talent and investment, emphasising regional development's role in Europe's competitiveness; and ETH Zurich, a leading university, where we observed how excellence in science, education, and entrepreneurship can foster sustainable innovations and strengthen EU position as a global leader in technology and knowledge.

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*(picture: the United Nations Office at Geneva (UNOG) visit during the field trip – JM CoE TIA2030 materials)*

Later, on October 17, 2025, our project team held a special **Thematic session** „Agenda 2030 and the European Union public diplomacy towards third countries” at the **4<sup>th</sup> Jean Monnet Day of the 18<sup>th</sup> Slovenian Social Science Conference** titled „Building resilient sociologies in an era of global disruptions,” organised by the Slovenian Social Science Association. During this event, we presented the project's preliminary results and, together with speakers and participants, explored various perspectives on the European Union's public diplomacy towards third countries within the framework of the UN Agenda 2030. Our speakers specifically discussed the perspectives of EU political leadership, the role of the media in promoting Agenda 2030, and how local industrial areas can serve as platforms for both promoting and actively shaping the Sustainable Development Goals.



*(picture: Thematic session at the 18<sup>th</sup> SSSC – JM CoE TIA2030 materials)*

On November 13, 2025, we continued the mentioned topic at our 3<sup>rd</sup> **Round table discussion** titled “The European Union and public diplomacy for Agenda 2030”, organised as part of the "Social Science evening discussions". Together with the speakers and the audience, we had a thoughtful discussion focused on the EU's role as a global leader in advancing Agenda 2030, particularly through multilateral cooperation and partnerships with international organisations. In particular, we examined how EU public diplomacy operates in an increasingly complex and fragmented global landscape, where geopolitical tensions and competing narratives pose significant challenges. Attention was also given to the importance of strategic communication, coherent narratives, and meaningful local engagement in promoting the objectives of the Agenda 2030 and ensuring their relevance on the ground. We also reflected on future directions for EU public diplomacy towards 2030, considering how it can adapt to emerging global trends.



(picture: 3<sup>rd</sup> Round table discussion – JM CoE TIA2030 materials)

## RESEARCH AND TEACHING ACTIVITIES

Our project team is finalising the collection of primary data at the European, macroregional, national, regional/local levels, as well as at the global level (in selected third countries), to examine the role of institutions, social networks and cognitive frames in the development and implementation of the EU's grand strategies (with a particular focus on Agenda 2030 and its Sustainable Development Goals).

Collected data will be analysed to prepare also policy recommendations on the implementation of Agenda 2030 and its SDGs in the European Union and beyond. Policy recommendations will be aimed at policy-makers at the European, macroregional, national, regional and local levels, as well as in the United Nations and third countries. They will present the best possible approaches to engage in public diplomacy to

implement Agenda 2030 in third countries, with a main focus on the Sustainable Development Goals, European values, and strategic vision.

We are also glad to announce that the second year of teaching has been completed, and the third year is currently being successfully implemented. Teaching activities in the project include a series of lectures (courses) at all university levels:

- Theories of Information Society course (BA level);
- Projects of Information Technologies (MA level);
- New Paradigms of Information Society (PhD level).

Teaching materials will be available online on the TIA2030 online platform according to the delivery due dates.

The final year of the project is bringing numerous upcoming events, including Winter Camp Workshop 2026, our third TIA2030 Summer School, and many other engaging activities and updates.

Therefore, we warmly invite you to follow our [website](#) and social media channels to stay up to date with the latest updates and event announcements.

## STAY TUNED!