

# PUBLIC ENGAGEMENT AND OUTREACH

*This webinar series offers Higher Education Institutions (HEIs) insights and strategies for institutional transformation, featuring expert speakers who share best practices, research findings, and actionable strategies.*



[Register now!](#)



**29<sup>TH</sup> MAY 2025**  
**10:00-12:00**

**10:00 – 10:05**

Introduction to the Webinar

*EY*

**10:05 – 10:10**

Introduction of CATALISI project

*APRE*

**10:10 – 11:00**

Public Engagement and Participatory Practices  
for stakeholder collaboration + Q&A

***Ciara O'Halloran**, Programme Officer, Research Culture,  
Engagement and Impact at University College Cork*

**11:00 – 11:50**

Stakeholder's Engagement + Q&A

***Mariam Chakroun**, International Project Manager at ENoLL,  
**Leidy Vanessa Enriquez Florez** International Project Manager &  
Senior Event Manager at ENoLL.*

**11:50 – 12:00**

Closing Remarks

*EY*



**CIARA O'HALLORAN**

Programme Officer, Research  
Culture, Engagement and Impact at  
University College Cork | Co-  
Creation Specialist, UNIC Centre for  
City Futures



**MARIEM CHAKROUN**

International Project Manager



**LEIDY VANESSA ENRIQUEZ FLOREZ**

International Project Manager &  
Senior Event Manager

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## Webinar

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### **CIARA O'HALLORAN**

Ciara is a co-creation specialist and certified project manager with over 20 years of experience. She promotes participatory and design-led approaches for societal impact at various levels and supports capacity building through CityLabs. Ciara leads the NPA Hybes project and participates in the EU Horizon Europe CATALISI initiative, focusing on transforming Higher Education Institutions. Her background includes working on community, public sector, and European projects to tackle complex challenges through co-creation.



### **MARIEM CHAKROUN**

Mariem Chakroun is an International Project Manager at the European Network of Living Labs (ENoLL) with an Advanced Master's in European Business and Economic Policy from UC Louvain. Her passion for social aspects of the economy and international development drives her career. She has experience in public health, education, arts, culture, and trade facilitation. Her engineering background and commitment to international cooperation have contributed to her success in project management.



### **LEIDY VANESSA ENRIQUEZ FLOREZ**

Leidy Vanessa Enriquez Florez is an International Project Manager and Senior Event Manager at ENoLL, with a Master's degree in Communications, New Media, and Society from Vrije Universiteit Brussels. She has a diverse background in Communications, Business Management, and ICT for innovation, and her education spans four continents. Leidy has over 8 years of experience working with Living Labs, supporting user-driven innovation across Europe and beyond. Her professional experience also includes aiding non-profits with communications and developing educational materials.

[Access to CATALISI webinars recordings](#)