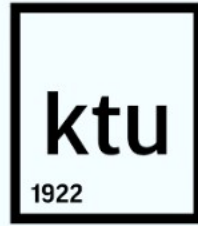




**ICARE** ALUMNI  
INTERNATIONAL COMMUNITY ON ALUMNI & CAREER



# Celebrating 600 Years Together: Alumni Engagement at KU Leuven



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KU Leuven, Fundraising &  
Alumni Relations Office

2026 May 7 - 8  
Kaunas, Lithuania

# KU Leuven Alumni in numbers (2024)



**ALUMNI**

**326.169**



**NATIONALITIES**

**188**



**ALUMNI ASSOCIATIONS**

**29**



**INTERNATIONAL  
CHAPTERS**

**16**

# Lead-up to the Anniversary Year



**2023 – 2024:** preparations

**Sept. 2024:** Celebration programme and activities shared at the Academic Opening 2024-2025.

**Oct. 2024:** International Alumni Chapters and University Leaders step up: alumni engagement through events worldwide promoting KU Leuven around the world.

**2025:** Celebration year kicks off

- Focus in Leuven
- Lasting engagement international community



# Focus on alumni: objectives



- Increase KU Leuven's global visibility and community awareness.
- Foster sustained alumni engagement and long-term connections.
- Strengthen alumni identity and capture global alumni stories.
- Enhance collaborations with alumni networks (faculties & international chapters).
- Capture and enrich alumni data.
- Fundraising: KU Leuven as a charitable cause, including the launch of the international scholarship fund.

# Communication campaigns



- Creating awareness: monthly alumni newsletters, faculty alumni communications, dedicated emails
- Engaging content : KU Leuven news, updates, stories, congratulatory messages...
- Group 'Homecoming' on KU Leuven Connect platform
- National media announcements where possible

# International Alumni Events



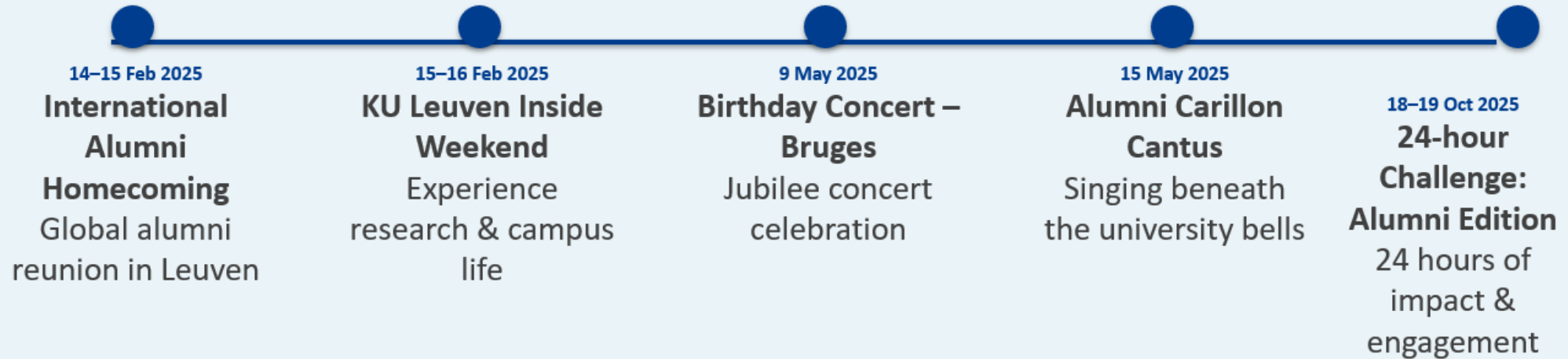
- October 2024 -> November 2025
- 14 locations worldwide: (Vice) Rector(s) & KU Leuven delegations present
- Invited: alumni + diplomats + former staff + partner universities
- Combined with visits to partner universities
- > 850 attended, many more reached



# Leuven: Alumni Highlights 2025



The alumni events embedded into broader university-wide initiatives.



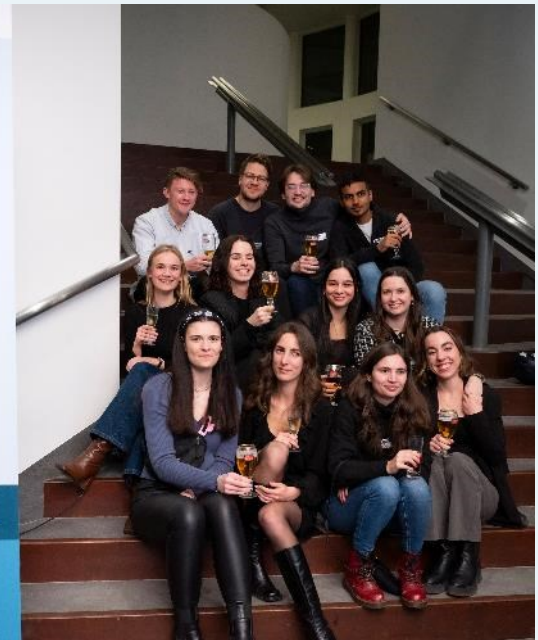
# 14 – 16 February 2026: Kicking Off the Festive Year...



2026 May 7 - 8 | Kaunas, Lithuania

# Homecoming International Alumni: welcome reception

- > 350 international alumni
- 43 nationalities
- Institutional partners
- Special invitation and meet-up for chapter representatives



# KU Leuven Inside Weekend



- 15 faculties: a behind-the-scenes look
- Alumni reunions
- Alumni and Fundraising: 3 hubs
- Alumni and Fundraiser corner: 30.000 visitors, > 2.000 alumni, over 2 days
- Data capturing
- City of Leuven provided an evening programme on multiple locations



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# ... and keep celebrating!

## Birthday Concert Bruges

- Composition for 600 years KU Leuven
- 3 student ensembles
- > 1.100+ alumni and donors



## Alumni Carillon cantus

- 3,800+ alumni aged 22 to 83
- 200 alumni volunteers
- Collaboration with LOKO
- 3.000 new KU Leuven Connect activations
- Proceeds to Int. Scholarship Fund



2

Lithuania

## The 24-hour Challenge: Alumni Edition

- Global crowdfunding and Strava campaign
- Goal: 8,500 km (run/walk)
- Result: 11,265.50 km
- 1,200+ runners worldwide
- Proceeds to Int. Scholarship Fund



The 24-Hour Challenge:  
Alumni Edition  
18 and 19 October

24



2026 May 7 - 8 | Kaunas, Lithuania

# Goals achieved?



- Visibility of KU Leuven worldwide and strong community awareness
  - 830+ international alumni and 8.500+ national alumni reached
- Collaborations with alumni associations and int. alumni Chapters
- Datacapturing and enrichment - 7.915 new activated user accounts  
KU Leuven Connect
- Fundraising through the promotion of a scholarship fund - 4  
scholarships for the International Scholarships Fund
- Enhancement of alumni engagement with strong and sustainable connections
  - It is not a one-off effort, but a lasting commitment

# Takeaways

- Starting early
- Spreading out the activities over more than a year to reach higher global impact
- Working together with volunteer driven entities
  - Alumni and student associations
  - International Alumni Chapters
- Building on student traditions for nostalgia
- Finding collaborations within the university & external partners

# Shout Out: The Team



# Events in Detail



- [University Programme of the Celebration Year](#)
- KU Leuven Inside Weekend: [aftermovie](#)
- Birthday Concert Bruges: [aftermovie](#)
- Alumni Carillon cantus: [aftermovie](#)
- 600 years Alumni and KU Leuven: [looking back](#) at the events
- 600 years of KU Leuven: [revisit](#)
- Impression [video](#) Academic Year 2024-2025