



New strategies to promote European higher education within Erasmus+

Adrian Veale
European Commission
DG Education & Culture

EM-ACE final conference
22 May 2015



Promoting European higher education in the world

Promoting Erasmus+ and its opportunities



1. Promoting European higher education in the world



Policy background

Commission Communication 2013 *European Higher Education in the world*

- Comprehensive internationalisation strategies
- EU support for innovation and development (Erasmus+)
- EU support to improve **quality and transparency**

Quality and transparency = ?

"work with Member States to enhance the attractiveness of the European Higher Education Area"

- "cooperation with national promotion agencies"
- "sharing information and coordinating joint actions"
- "market Europe as a high-quality study and research destination"

The story so far



- Meetings: Feb 2011, Jun 2011, Nov 2012
- Global Promotion Project 2007-2009 → Study in Europe
- European Higher Education Fairs (development)
- Study in Europe events (Education)
- Work with events organised by Delegations



European Higher Education Fair India - 2014
A EUROPEAN UNION INITIATIVE

Supported by the European Union

HOME EXHIBITORS STUDENTS

The European Higher Education Fair India 2014 will promote a European identity and European Higher Education in India by providing a platform for European Union Member States and Higher Education Institutions to showcase their education opportunities and facilities.

Europe has always been one of the leading study and research destinations for international students, offering both cutting-edge education and value for money. European Higher Education Institutions offer high academic standards, a great variety of international degree programs, advanced research facilities and a rich tapestry of diverse cultures, languages and societies. These attractions pull hundreds of thousands of foreign students to Europe each year for higher education and research.

We look forward to welcoming you to the event!

Locations

- NEW DELHI 30 NOV-1 DEC 2014
- BENGALURU 3 DEC 2014
- KOLKATA 5 DEC 2014

Erasmus+

Play the & 1

Networking with national promotion agencies

- Exploit synergies and build on existing successful cooperation by Agencies
- Foster peer learning and exchange of best practice
- Consider key messages and values, and the best platforms and tools for delivering them
- Involve other relevant European stakeholders in this work

Contract to continue/enhance Study in Europe

- Call for tender: contracted in December 2014
 - Strengthen a Study in Europe brand and messages
 - Develop stronger EU visibility
 - Enable European HEIs and Agencies to reach out to students and other HE stakeholders in countries where there is potential for academic mobility
 - Reinforce the international dimension of European higher education

Activities

- Higher Education fairs
- Study in Europe portal
- Social media activities
- Promotional materials
- Guidance and support for EU promoters in partner countries

Consortium

- British Council (UK)
- Campus France (FR)
- DAAD (DE)
- EP-Nuffic (NL)
- Archimedes Foundation (EE)
- ACA (Eur)



2. Promoting Erasmus+



"International" promotion strategy

- 1. Identify and/or organise events**
- 2. Work with key partners**
- 3. Identify other information relays**
 - Inform, interest, mobilise**
- 4. Ensure visibility for international dimension**

Promotion: four main partners

- **National Agencies in Programme Countries** (International Contact Points)
- **EU Delegations**
- **National Erasmus+ Offices**
 - Neighbourhood S & E; Russia; W. Balkans; C. Asia
- **Erasmus Mundus → Erasmus+ alumni**

Promotion: resources and channels

- **A wide range of materials exist**
- **Update and tailor**
- **→ Region-specific, concrete examples**
- **Webinars (live / recorded = e-tutorial)**
- **Gather good practice (EUDs)**
- **Share mailing lists, calendars**

Promoting to individuals

- **Credit mobility: "part of your course"**
 - Embedded within a curriculum
- **Degree mobility: "student's choice", promoted by**
 - Consortia
 - General Erasmus+ promotion (social media)
 - Study Fairs
 - Delegations, National Agencies
 - Action 3 projects!

Higher education as diplomacy? and

- **EU Delegations, Member State embassies, cultural institutes**
- **Economic and cultural promotion through higher education**
- **Alumni of European courses as ambassadors**