ERASMUS MUNDUS EXTERNAL COOPERATION WINDOW (EM ECW)
PROJECT FACT SHEET

TITLE of the project:

eLINK – east-west Link for Innovation, Networking and Knowledge exchange

Contract: 149674-EM-1-2008-1-UK-ERASMUSMUNDUS

Call for Proposals: EACEA/21/08 – ERASMUS MUNDUS ECW – Asia Region

Lead Applicant: University of Bradford

Partners: University of Stafford (UK), Budapesti Corvinus Egyetem (Hungary), Università degli Studi del Sannio (Italy), Université LUMIERE LYON2 (France), United International University (Bangladesh), College of Science and Technology (Bhutan), Kantipur Engineering College (Nepal), Mohammed Ali Jinnah University (Pakistan), Shanghai Jiao Tong University (China), Chiang Mai University (Thailand).

Project Abstract:
eLINK aims to foster new partnerships, in particular those involving least developed countries (Bangladesh, Bhutan, Nepal and Pakistan), and to reinforce the existing collaborations developed through the EAST-WEST Asia Link project (EU 2004-2008) with Nepal, Thailand, China, UK and France. eLINK also includes geographically balanced EU partners (Hungary from East Europe, Italy from West Europe). The key objective of the eLINK consortium is to enhance the capacity for international cooperation between universities in Asian least developed countries and universities in EU countries by facilitating transfer, in both directions, of people, know-how and best practice in training the next generation of researchers and academic staff.

The eLINK project aims (i) to develop new and enhance existing co-operative teaching and research links and (ii) to establish a sustainable virtual learning platform to continue collaborative activities. eLINK will also form a collaborative framework for human resource development through the training and upgrading of the skills of the junior faculty staff, undergraduate students, postgraduate students and post-doctoral researchers in ICT, engineering, technology, business and management. The project will allow the enhancement of the knowledge and skills of teaching staff and students by introducing the latest skills and methods in ICT and digital economics. These include intelligent information systems, modeling and simulations, quality control, robotics, computational systems biology, mobile computing, environmental sciences, management science and teaching/education. This will provide a foundation for fostering new partnerships and reinforcing existing collaborations between Asian and EU universities. It will develop a virtual learning platform to share resources, exchange ideas, knowledge and views. The eLINK will mainly involve the mobility of students, researchers and academics between participating institutes for education, research and knowledge transfer.

Objectives:

The overall objectives of the proposal are:

1. To promote the EU higher education system in the participating Asian countries in particular, the least developed countries (Bangladesh, Bhutan, Nepal, Pakistan, China and Thailand), in order to enhance the attractiveness of European higher education.
2. To improve education, teaching and research activities in ICT, Engineering, Technology, Business and Management, Education and Teachers training in participating institutions.
3. To exchange ideas, views and knowledge among the partners from both EU and Asia to enhance communication, collaboration, cultural awareness and understanding of current and future needs of the Higher Educational Institutes. This will also give opportunity to learn best practices from each other.
4. To raise awareness of opportunities in the sector and develop links that can ultimately lead to mutually beneficial economic co-operation.
5. To establish a virtual learning center (VLC) with digital library facilities to make the eLINK framework sustainable. For example, new UoB repository can be exploited as digital library.

The specific objectives of the project are:
1. To promote the exchange of experience and encourage knowledge sharing and recognition of study/research programmes and reciprocal access to higher education in the EU and Asia.
2. To provide Asian students mobility for a broader choice of opportunities for study experience in the EU institutions.
3. To upgrade and enhance educational qualification and teaching & research skills through mobility of students, researchers and teaching staff with the provision of home and overseas trainings and research workshops.
4. To train future staff in emerging practices and methodologies in research and teaching.
5. To conduct academic staff exchange visits to learn from each other through workshops/conferences, teachers training programme and summer schools.
6. To develop a VLC at each partner location to make the programme sustainable for innovation, networking and knowledge sharing.
7. To enhance existing resource and research center (www.irrc-bd.org) / network (www.epsrcam.org.uk) to use as a digital library to support for all other partners by sharing teaching materials, research papers, electronic books, videos for conference/workshop etc.
8. To promote recognitions of research and teaching activities of Asian Institutions internationally.
9. To do research on the current issues of ICT, Engineering, Technology, Business and Management and disseminate the research outcomes through publications.
10. To develop the joint research to achieve scientific, social and economic benefit for all partners.
11. Finally, to provide support to the talented Asian students to be the future leaders for better academic leadership and good governance.

➢ **Main Activities:**

- Mobility of over 334 students/researchers/academics/administrators within three thematic areas (Engineering and Technology, Business and Management, Education and Teachers training) from Asian counties to EU institutions. These include: 89 UG Student’s mobility for different study programmes, 84 Master student’s mobility for different study programmes, 64 PhD study programmes, 34 Post-doctoral researcher’s mobility, 63 Academic staff mobility.
- Establishment of a VLC with digital library to provide teaching and research support.
- Organisation of 4 research and training workshops. We are aiming to organise 1 workshop in Asia and 3 workshops in EU.
- Development of research management procedure and implementation in Asian counties, where research activities are not in matured stage.
- Development of credit recognition procedures between the partner institutions for sustainable teaching and research exchange programmes.
• Development of new franchised and sandwiched courses between EU and Asian institutions.
• Development of Master modules and courses and implementation in EU and Asian institutes. Organisation of international conferences: We will continue the international conference in software, informational and knowledge management (SKIMA) initiated by the EAST-WEST.
• Research funding applications for specific research in the thematic areas to local government research councils, EU and other funding bodies.
• Discovery of new science and dissemination through research publications and websites. Over 90 research publications are expected to be resulted from the mobility of researchers.
• Over 1000 multiplier effect is expected through this process.

➤ Mobility flow:

**Number of Individual Mobility Activities foreseen**

<table>
<thead>
<tr>
<th>Type of Mobility</th>
<th>Third-Country nationals</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Third Country</td>
<td>Target Group 1</td>
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<tr>
<td>Undergraduates</td>
<td>71</td>
<td>0</td>
</tr>
<tr>
<td>Masters</td>
<td>40</td>
<td>36</td>
</tr>
<tr>
<td>Doctorates</td>
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<td>29</td>
</tr>
<tr>
<td>Post-doctorates</td>
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<td>14</td>
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<tr>
<td>Academic staff</td>
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<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>222</td>
<td>79</td>
</tr>
</tbody>
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➤ Duration: 24-45 Months

Contact Person: Dr Alamgir Hossain
E-mail: m.a.hossain1@bradford.ac.uk
University website: www.brad.ac.uk
Website produced for the promotion of the programme: irrc-bd.org
Address: Department of Computing, University of Bradford, Richmond Road, Bradford BD7 1DP, UK.