

## **Boost Erasmus Mundus, Europe An higher education and Employability through video Sharing community (tuBEMATES)**

**Duration:** 2 years

### **Summary description:**

#### **Objectives**

tuBEMATES project is aimed at enhancing both the visibility and attractiveness of the European Higher Education (EHE). It promotes and disseminates the added value of Erasmus Mundus (EM) transnational experience among students of European and Asian Higher Education Institutions (HEIs). In order to pave the way to new 'Erasmus for All' programme, tuBEMATES wants to **create a community where students can share impression and expectation on EM experiences as a unique channel where communication and information will be circulated with the immediate effectiveness of self-produced video and trailers**. Secondly, Employers and Business representatives will be invited in taking action and called to express their impressions about their own hosting experiences.

The concept of the project has been drafted taking into consideration two important aspects:  
1. according to recent publications about foreign student perceptions, Asian graduates less and less choose European HEIs for their postgraduate studies to improve their career opportunities and enrich intercultural understanding with EU countries;  
2. in the new programme "Erasmus 4 All", the future Cooperation projects will focus more on including business as partners with educational establishments.

tuBEMATES aims to cope with EU Higher Education weaknesses and **set a strategy to promote EM transnational studies focusing on EM students experience through multimedia tools/channels**.

#### **Target groups**

Students will be the protagonists of the project as main representatives of target groups and main actors for promotion by means of their real life experience, social networking and multimedia outcomes.

#### **Main activities and expected outputs / products**

Promotion will be carried out through

- development of a **Video Sharing Community to support EM students in capitalizing mobility experience and increasing employability chances** and to disseminate HE Best Practices/successful stories;
- realisation of video made by EM Students about their experience;
- organization of an EU Workshop and a Final Conference in Hanoi aiming at improving attractiveness of EHE and EM.

Students' perceptions and expectations will be deeply represented in both events. European employers and Business representatives, EM Students Associations, HEIs, and policy makers will be invited to join and contribute to both events. EMA has already witnessed the interest to be involved in tuBEMATES activities.

**Website:** <http://www.ub.edu>

#### **Partners:**

Universitat de Barcelona, Spain (Co-ordinator)  
University of Graz, Austria  
University of Poitiers, France  
Aoyama Gakuin University, Japan  
Open University Guglielmo Marconi, Italy  
Thammasat University, Thailand  
Hanoi University of Science and Technology, Vietnam

#### **Contact:**

## Erasmus Mundus Action 3: Promotion of higher education

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