



ERASMUS MUNDUS

Promotion of European Higher Education – Action 3

Promotion of joint programmes towards students

One of the priorities of the Erasmus Mundus Action 3 annual calls for proposals in the framework of the second phase of the programme (2009-2013) is to support projects that aim at **promoting Erasmus Mundus joint programmes towards students**.

The projects listed below address the career opportunities offered by the Erasmus Mundus joint programmes to Erasmus Mundus graduate students worldwide. The employability of students graduating from Erasmus Mundus joint programmes is key to their success. The joint programmes should ensure their academic content meets professional needs, contributing to the transfer of knowledge and skills, and offering complementary skills courses and/or placement possibilities. Furthermore, some of the following projects identify the links between joint programmes and the labour market and investigate ways of improving the quality of these programmes, by adapting their course structure and curricula in order to meet the required competences and expectations of potential employers.

FEATURED PROJECTS

- **EM-ACE (2012-2015)**
Promoting Erasmus Mundus towards European Students: Activate, Communicate, Engage
- **LINKING-MED-GULF (2012-2014)**
Synergies and Innovation Linking Europe, the MENA region and the Gulf in Higher Education & Research
- **EDUCOACH (2012-2015)**
Personal Online Advice for Study-in-Europe Orientation
- **tuBEMATES (2012-2014)**
Boost Erasmus Mundus, europeAn higher educaTion and Employability through video Sharing community

This information sheet is one of a series that show Action 3 outcomes in particular regions of the world, or on specific themes. You can find the whole series at:

http://eacea.ec.europa.eu/erasmus_mundus/results_compendia/selected_projects_action_3_achievements_activities_en.php

Please note that venues or dates of events are subject to change; checking the project's website for latest details on events is recommended.

EM-ACE

Promoting Erasmus Mundus towards European Students: Activate, Communicate, Engage (2012-2015)

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| Coordinated by | Sapienza University of Rome, Italy |
| Coordinator contact | Mattea Capelli (email: mattea.capelli@uniroma1.it) |
| Website | www.em-ace.eu/en |
| Partners | Belgium, France, Germany, United Kingdom, Australia, Serbia |

This 3 years project aims to **enhance the visibility, awareness and attractiveness of the Erasmus Mundus (EM) programme across Europe**, with the final goal to raise both the quantity and quality of applications received from European candidates.

The overall aims of the EM-ACE are to:

- identify factors affecting **European students' participation** in EM (Action 1 and 2);
- evaluate and **benchmark the current status of EM marketing and promotion at Higher Education Institutions (HEI)** both in Europe and internationally;
- provide clear and **comprehensive information on EM for potential European EM candidates** and HEI staff;
- **professionalise marketing capacity among potential EM promoters** in order to help them improve and optimize EM marketing and promotion towards European students;
- improve students' capacity to prepare a **successful EM application**;
- **promote the EM programme** at European HEI and during international events, and ensure a wide dissemination and exploitation of project outputs and results.

Outcomes

- **needs analysis, short-term and long-term EM marketing strategy**
- **promotional materials and tools** (website and promotional material, training material for both students and staff, case compilation of best practices and web-content easily adaptable to different contexts/regions,...)
- **EM Marketing self-assessment review tool**
- **promotional & training campaign**

Events

[Kick-off meeting](#), 18-19 September 2012, Brussels (Belgium)

[Second consortium meeting](#), 28 February and 1 March 2013, Cambridge (UK)

[EM pre-departure orientation meeting](#), 12 July 2013, Belgrade (Serbia)

[EMA's General Assembly](#), 13-15 June 2013, Barcelona (Spain)

[Staff Mobility Week](#), 3-7 June 2013, Rome (Italy)

[EM-ACE at EAIE](#), 10-13 September 2013 Istanbul (Turkey)

[Third consortium meeting](#), 13-14 September 2013, Istanbul (Turkey)

LINKING-MED-GULF

Synergies and Innovation Linking Europe, the MENA region and the Gulf in Higher Education & Research (2012-2014)

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| Coordinated by | University of Barcelona, Spain |
| Coordinator contact | Ramon Torrent Macau (email: rtorrent@ub.edu) |
| Website | http://www.ub.edu/LinkingMedGulf/en/index.html |
| Partners | Italy, Netherlands, Spain, Sweden, Jordan, Morocco, Oman, Tunisia |

Linking-MED-Gulf wishes to **act as a link between Europe, its MENA (Middle East and North Africa) neighbours and the Gulf in the Higher Education and Research Area**. Linking-Gulf is intended to contribute to the development of long standing relations between the regions by generating links among them. This 2 year and 3 months project will also look forward to generating synergies with other Erasmus Mundus Action 3 and European Commission funded projects, which are active in the Mediterranean and in the Gulf in order to look for good practices that could multiply the links between the European countries, its MENA neighbours and the Gulf.

Linking-MED-Gulf that aims at continuing the path opened by the JISER-MED project by consolidating mutual understanding and long term partnerships between the regions by:

- improving the level of awareness of the Bologna Process in the MENA and Gulf Countries;
- strengthening relations between Quality Assurance (QA) and Higher Education and Research;
- discussing the relationship between the University and Industry in the regions;
- contributing to the interdisciplinary policy debate in furtherance of increased participation and mutual understanding among different stakeholders and;
- ensuring sustainable means of multiplying and disseminating successful experiences of joint actions in the areas of HE and Research.

Outcomes

- comparison studies on QA issues, research papers;
- round-tables, forums, focus groups with students, employers and university leaders;
- workshops and seminars;
- dynamic website portal, to foster active participation and debate among stakeholders in Linking-Med-Gulf.

Events

[Kick off meeting](#), 21-22 January 2013, Barcelona (Spain)

[AECHE 2013](#), 30-31 May 2013, Barcelona (Spain)

[EAIE Conference](#), 13 September 2013, Istanbul (Turkey)

[Focus Group in Tunisia](#), 19 September 2013, Tunis (Tunisia)

First project workshop, November 2013, Morocco (dates and venue to be confirmed)

EDUCOACH

Personal Online Advice for Study-in-Europe Orientation (2012-2015)

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| Coordinated by | StudyPortals B.V., Netherlands |
| Coordinator contact | Joran Van Aart (email: joran@studyportals.eu) |
| Website | http://educoach.org/ |
| Partners | Belgium, Estonia, Jordan, Ukraine, United States |

EduCoach will improve for 2 year and 7 months international study orientation through online, personal advice delivered fully virtually, through Live chat, Voice/video Conferences, and Interactive Webinars, from highly qualified experts on all aspects from the initial exploration phase to the practical matters days before departure. It will **help millions of prospective students and PhD candidates who are considering study and research in Europe.**

This project will satisfy the information need that has so often been identified as **key barrier to mobility** and ultimately boosting quality and volume of student flows. EduCoach is optimally designed to understand and respond to the very needs of the respective target groups: in-depth, in their local language, and by the most suitable experts in the field. The innovative counselling services will all be offered at the right place and time: seamlessly integrated with StudyPortals.eu, Europe's leading study choice platform that already helps millions of students in their international study choice.

Outcomes

- **personal online counselling tools:** Live Chats and Voice/video Conferences, available in English, Russian and Arabic, will improve orientation of prospective students on an individual basis;
- **Interactive Webinars:** empowering alumni, student associations, universities, national institutes and companies to inform orienting students in a targeted, personal and thus effective way;
- **thematic knowledge base:** thematic articles with condensed information on the most common topics across all counselling sessions, making all information exploitable for orienting students on massive scale;
- **Recruitment Best Practice Guide for HE promoters:** condensing and publishing all expertise around student recruitment and the use of new generation communication tools for HE promotion. The guide will put forward recommendations on how to improve recruitment and communication with students in different parts of the world.

Events

[Kick-off meeting](#), 08-09 November 2012, Eindhoven (The Netherlands)

[Consortium meeting](#), 18-19 March 2013, Brussels (Belgium)

[Project meeting](#), October 2013, Ukraine, date to be confirmed

tuBEMATES

Boost Erasmus Mundus, Europe An higher education and Employability through video Sharing community (2012-2014)

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| Coordinated by | UNIVERSITAT DE BARCELONA, Spain |
| Coordinator contact | Begoña Gros (email: bgros@ub.edu) |
| Website | http://www.tubemates-project.eu/ |
| Partners | Austria, France, Italy, Japan, Thailand, Vietnam |

The 2 years 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.

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**.

Outcomes

- 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**.

Events

[Kick-off meeting](#), 31 January – 1 February 2013, Rome (Italy)

EU Workshop /Europe and Asia: How to stimulate mobility and collaboration? Information on Cluster Europa-Asia Synergies, Information on new Programme Erasmus+, 19/20 September 2013, Barcelona (Spain)

[Final Conference](#), October 2014, Hanoi (Vietnam), date to be confirmed