



EMJMD Cluster meeting on Sustainability and Employability

Feedback from the Workshops

Brussels, 27-28 June 2017

Workshop 2

**Enlarged concept
of sustainability -
maximising
institutional and
societal impact**



Questions discussed

1. What is the institutional and societal impact of your EMJMD and how will it contribute to your sustainability plan? How can your consortium maximize it through networking activities at individual and institutional level?
2. How do you strategically involve visiting scholars in your EMJMD in order to enhance innovation at institutional level?
3. What are the joint elements of the internationalisation strategy of your Consortium partners and what is the impact on the individual institutions?

Good practices identified

- Harmonised **international strategies** between consortium members
- **Pioneers** within the institution: EMJMD used as a model, Joint Masters boost/reinforce HEI internationalisation
- Relying on **students and alumni**: key elements of sustainability
- Positive effects to hosting **city and region**: social institutions, schools (*SocialErasmus*): creating links with population outside academia
- Complementary knowledge from **visiting scholars**, co-teaching
- Involving **industry** partners in teaching: link between teaching and practice, knowledge transfer
- **Exploit** (results of) past visits: promotion, networking, leading to further collaboration, spin-offs
- Choosing associate partners and visiting scholars **strategically**

Challenges Identified

- **National frameworks**, legislation, accreditation of Joint Degrees, role of different institutions
- **Reluctance to change**, administrative burdens, new rules and unknown procedures, early stage of internationalisation
- Support of the **HEI leadership**, isolation of EMJMD within the institution, cf. **organisational culture**
- Difficulties to **reach out into the "society"**: city, region, NGOs other organisations
- Relationship between EMJMD students and **"other" students**
- Openness of teaching staff to **innovative ideas**, innovation should be rewarded and promoted
- **Teachers' mobility period** is sometimes considered too long (even 4 days e.g. a renowned scholar is usually too busy)
- For big consortia **the Management cost** may not be sufficient
- High **responsibility** on the consortia in terms of sustainability

Proposed solutions and follow-up

- Stronger involvement of **students and alumni** in project implementation (not only promotion): a very important resource for sustainability
- Try to find linkages with the local city, municipality, region, institutions, etc.: Develop specific **mission strategies towards society**(cf. “**third mission**” of HEIs)
- More **flexibility** in the period of visiting scholars - complementary ICT tools: **follow-up sessions** and consultations (but not instead of physical mobility!)
- Further **training of academic staff** (language, methodology etc.)
- Use other **support services** offered through EU programmes (e. g. *Online Language Support* for local language?)
- Erasmus Mundus **label**