



EMJMD Cluster meeting on Sustainability and Employability

Feedback from the Workshops

Brussels, 27-28 June 2017

Building an effective business plan and exploring potential (financial) co-operations



Questions

- Which stakeholders have you involved in the design and implementation of your sustainability and business plan? Which actions proved to be particularly successful and what obstacles did you encounter?
- How did your Master programme manage to involve non-educational actors and representatives from the business world in order to attract other sources of funding? What are the mutual benefits of these collaborations?
- What resources does your Consortium dedicate to promoting the sustainability of the programme? How does your Master facilitate the involvement of self-funded students from Programme and Partner countries and which information sources do you provide to them?

Good practices identified

- Attract additional resources - build up reputation a unique reputation of the EMJMD
- Internships increase the attractiveness of EMJMD for students
- Institutional commitment (including financial contributions from consortium partners, for e.g. additional scholarships)
- Alumni are part of the best ambassadors

Challenges Identified

- Links with non-academic partners depend on the EMJMD's profile - general/specialised, hard sciences/humanities - and the stage of the project - beginning/advanced
- Industrial partners find it challenging to support mobile students with full-time scholarships, therefore funding for non-scholarship holders is unstable
- Internship offers do not always match the academic calendar, difficult in short Masters or internships are too short to be attractive for stakeholders
- Not all consortium partners provide scholarships
- The interest of students decreases without the Erasmus Mundus label

Proposed solutions I

- Explore/Identify your stakeholders thoroughly & continuously
- Establish connections: personal contact works best + social networks with alumni
- Invite non-academic partners to events like graduation ceremony, kick-off seminars, winter/summer schools, alumni days, ...
- Involve non-academic partners in advisory boards, quality assurance, guest lectures, thesis supervision, student start-ups, ...
- Collect feedback from partners how EMJMD could be more attractive

Proposed solutions II

- Excellence of students increases EMJMD attractiveness and commitment from stakeholders to offer paid internships
- Offer internships also after graduation
- Peer-learning from experienced good practices EMJMDs
- Elaborate an employment strategy with dedicated resources, including a placement officer
- Set up a team to collect, update and disseminate information, on funding sources (for example scholarships)

Proposed solutions III

- Involve more non-EU partners – advertisement channel, source of self-payers, fast growing economies interested in networking and ready to invest
- Get involved in other actions, e.g. research - brings resources
- Enlarging network (also to professional networks) increases visibility and attractiveness
- Use other funding possibilities under Erasmus+
- Project manager on a long-term contract, stable expertise

**Erasmus Mundus is not a job...
... it is a life.**