



# **Erasmus Mundus 2009-2013: New Perspectives and Challenges**

**Conference on International Promotion of Higher  
Education: Experiences and Challenges**

**Budapest: 23-24 March 2009**

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Education, Audiovisual and Culture Executive Agency**





- Results of Erasmus Mundus I (2004-2008)
- Erasmus Mundus II (2009-2013):
  - Aims/objectives
  - Actions
- Global Promotion Project
- Erasmus Mundus Alumni Association
- What Next?





- Action 1: Erasmus Mundus Masters Courses
- Action 2: Scholarships
- Action 3: Partnerships with Third-Country Higher Education Institutions
- Action 4: Enhancing Attractiveness
- Total Budget: 230 Million EUR (+70 million for additional scholarships for students from targeted countries/regions)





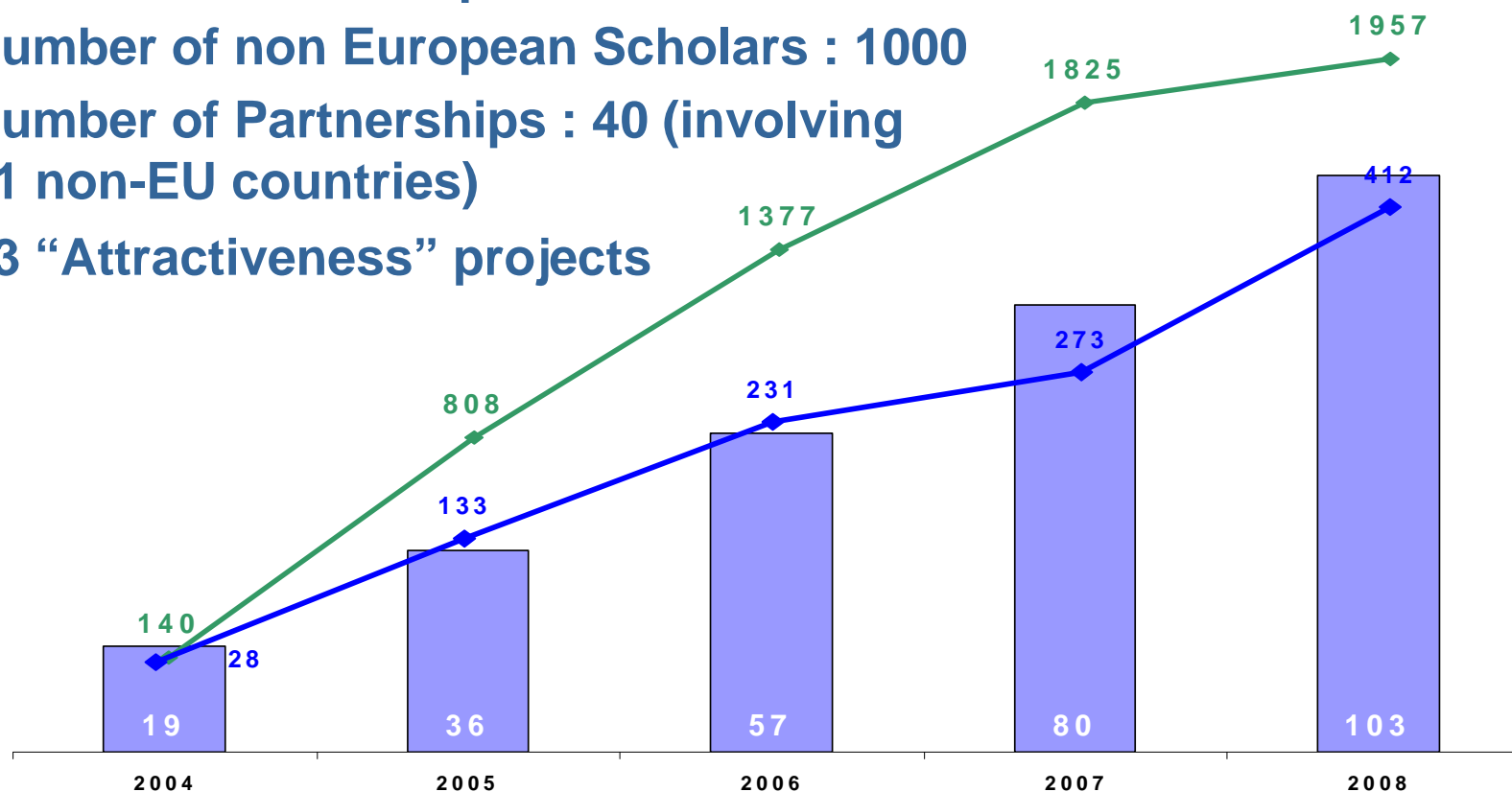
**Number of Masters Courses: 103 (468 HEI in 24 EU/EFTA countries)**

**Number of non European Students: 6000**

**Number of non European Scholars : 1000**

**Number of Partnerships : 40 (involving  
31 non-EU countries)**

**53 “Attractiveness” projects**





## 2004

LATER  
IMN  
Studies and Promotion  
EMNEM  
BalticStudyNet  
Aquarius  
AMEU

## 2005

PENTA  
PEHE EACN  
Network ACTIVE  
MUNDUS MUSICALIS  
GoNorth  
EXAMPLE  
EDU

## 2006

VALUE  
SDPROMO  
Forum on Europe:  
ENDEAVOUR  
CHEMEPASS  
CBP3  
BECE  
BalticStudyNet  
BALANCE

## 2007

TEA TEAM  
LE:NOTRE  
ISEKI\_MUNDUS  
FASTQUAD  
ENHSA-LATIN AMERICA  
EMIS  
EHEW-SISMBG  
E4DCs  
CPCNASCE  
BRIDGES-LAC  
ACTIVE ASIA

## 2008

DOCET  
ACCESS  
ENHSA-LATIN AMERICA  
EMA-4-Moodle  
WISHES  
European Campus  
FORT  
LEANES  
IP-UniLink  
GLEUBE  
AHEAD-EU  
EACOVIOE  
MOVINTER  
TwoEA-M  
Access to Success  
PROMHEDEU-LAC  
SDPROMO II  
ENATIS  
EU-STEP  
ISEKI\_Mundus 2



# EM Action 4 Projects targeted to a specific geographical area



## North America

- BALANCE

## Baltic Countries

- BalticStudyNet
- CBP3

## Barents Region

- IMN
- GoNorth

## Caucasus Central Asia

- PEHE EACN
- FASTQUAD
- WISHES

## Europe Central

- BECE

## Latin America

- NetACTIVE – AIESAD-EADTU
- FORUM ON EUROPE
- VALUE
- ENHSA-LATIN AMERICA
- BRIDGES-LAC
- PROMHEDEU-LAC
- MOVINTER

## North Africa

- CPCNASCE
- Access to Success

## Euro Mediterranean Area

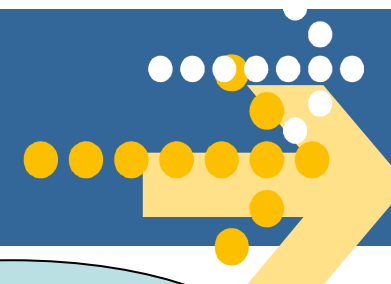
- FORT
- Tea Team

## ASIA

- ACTIVE ASIA
- TwoEA-M
- EACOVIORE
- LEANES
- ACCESS



# EM Action 4 projects per thematic area



## Engineering/Technology

- CHEMEPASS
- DOCET/EQF-CDIO

## Services

- EMIS
- ENATIS

## Quality Assurance

- EMNEM
- AQUARIUS

## Environmental, agriculture studies

- AMEU
- SDPROMO I & II
- E4DCs

## Business

- IP-Unilink
- ENDEAVOUR

## Access for Disabled students

- AHEAD-EU

## Distance Learning

- EDUContact
- LATER

## Music

- MUNDUS MUSICALIS

## Bioethics

- GLEUBE

## Promotion of EHE to the world

- EXAMPLE
- PENTA
- European Campus
- EU-STEP
- EHEW
- BECE
- EHEW-SISMBG
- EMA-4-Moodle

## Food studies

- ISEKI\_Food I & II

## Architecture

- LE:NOTRE
- ENHSA-LATIN AMERICA I & II





- Erasmus Mundus II (2009-2013) integrates:
  - Erasmus Mundus 2004-2008
  - Erasmus Mundus External Cooperation Window
- And adds some new features





## Three key factors:

- **Bologna** and the European internal reform towards a European Area of Higher Education
- The need to strengthen **Intercultural Dialogue**
- The role of HE for innovation and competitiveness in the **Lisbon Strategy**





- Promoting European higher education
- Helping improving and enhancing the career prospects of students
- Promoting intercultural understanding through cooperation with third countries in the field of Higher Education





- To **promote structured cooperation** between HEIs and to promote an offer of high quality in higher education with a **distinct European added value**
- To contribute to the **mutual enrichment of societies** by developing the qualifications of men and women
- To contribute towards the **development of human resources** and the **international cooperation capacity of HEIs in third countries**
- To improve accessibility and **enhance the profile and visibility of European higher education** in the world





- Action 1 : joint masters and joint doctoral programmes (former Actions 1, 2 and 3)
- Action 2: structured partnerships between EU and targeted non European countries (the current ECW)
- Action 3: promotion of European higher education (former Action 4)





- **Wider scope**: inclusion of external policy objectives -> overarching programme in the field of HE cooperation with non European countries
- **Joint doctoral programmes + fellowships**
- Inclusion of **non European HEIs in joint masters and doctoral programmes**
- **Scholarships for EU students**
- **Increased focus on quality and sustainability**
- **Information Grants for National Structures**





- Overall Budget of more than 950 million EUR
- 493.69 Million EUR for Actions 1 and 3 (from the EU's Education Budget)
- About 460 Million EUR for Action 2 (from different funding instruments: ENPI, DCI, IPA, ICI, EDF)



- Offered by HEIs in at least **3** EU countries
- HEIs in Third Countries may participate
- Joint admission, selection and exam criteria
- Award of double, multiple or joint degrees
- Selected for 5 years
- Increased weight on quality assurance and monitoring
- Obligatory mobility for students
- Student scholarships for non European and European students (min 1 max 2 years)
- Fellowships for non European and European scholars (3 months max)

- Same features as joint masters programmes +:
  - Fellowships for a period of 36 months (employment contracts or stipends)
  - Obligatory mobility of 6 months (over the 3-year period)
  - Focus on inter-disciplinarity and innovation
  - Participation of research institutes + industry (associated members)
  - “Co-tutelle” for thesis





- Enhance Higher Education staff skills and qualifications building their capacities to contribute to improvement of Higher Education systems in third countries
- Enhance the EU-Third-country political, cultural, educational and economic links
- Provide students from vulnerable groups with further education and career development empowering them for leadership
- Implement Common Areas of Higher Education



- Large partnerships between HEIs in EU and third countries in a specific region
- Third countries concerned are those covered by the external cooperation instruments
- Erasmus-style cooperation mechanisms, transfer of know-how
- Definition of priorities according to the needs of third countries





## Windows 2007/ **Windows 2008**/ Windows 2009





- Scholarship scheme linked to partnerships
- Scholarships for 3C and EU nationals of varying length (3 months to 3 years)
- Scholarships for bachelor, master, doctorate and post-doctorate students and HE staff (training, teaching, research)
- Mobility not linked to specific programmes (all programmes on offer in partnerships can be followed)
- Special attention paid to socio-economically disadvantaged groups and populations in a vulnerable situation
- Anti brain-drain measures





- Attractiveness projects (including internationalisation of Erasmus Thematic Networks (**no Call in 2009**))
- Grants for promotion of Erasmus Mundus for National Structures (restricted Calls)
- Studies, Calls for Tender (e.g. quality assessment of Masters Courses, Cluster meetings)
- Support to the EM Alumni Association



- Help make European HE more accessible and enhance its profile/visibility across the world
- Improve availability/accessibility of information on studying in Europe
- Enhance professional capacity of European HE to promote itself as a place of study





- Creation of a clear European identity
- Build upon perceived strengths and correct misperceptions
- European “umbrella” brand, based on elements common to all European countries
- **NOT:**
  - Duplicating national promotion efforts (“Study in Europe” is a “window” onto European HE)
  - Attempting to cover whole of EHEA
  - Promoting individual HEIs





- Development of European HE “brand” and logo
- Key messages (“Quality, Diversity, Opportunity”)
- Creation of “Study in Europe” website – [www.study-in-europe.org](http://www.study-in-europe.org) (32 countries - available in 7 languages)





[Why study in Europe?](#)

[Courses and Programmes](#)

[European Higher Education](#)

[Application Guide](#)

[Living in Europe](#)

English (en)

SEARCH

Welcome to Study in Europe

## Welcome to Study in Europe

There are more than four thousand higher education institutions in Europe, from top-level research establishments to small, teaching-focused colleges. Europe itself is no less diverse, extending from the Arctic Circle to the coast of Africa, where tiny principalities sit side-by-side with many of the world's leading economies.

A fascinating destination, but which country should you go to? Which university should you choose? What do you need before you leave? What will happen when you arrive? These are just some of the questions you're probably asking yourself already.

**Study in Europe** is here to help. We provide up-to-date information on [thirty-two European countries](#), their universities and what it takes to live and study in them.

Use **Study in Europe** to find the university that suits you best. A well-informed decision will make your time abroad even more valuable.



### EVENTS



### SCHOLARSHIPS

### TESTIMONIALS

*"Estudar na Europa tem sido uma experiência incrível."*



- Izabela (Brazil), studying in France, Portugal and the United Kingdom

### GLOSSARY



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## Why study in Europe?

### Quality

[Excellence - Quality assured - Value for money - Lasting legacy](#)

### Diversity

[Choice - Tradition and innovation - Multicultural](#)

### Opportunity

[World-renowned - Opening doors - Portable skills - Springboard for your travels](#)

### Why study in Europe?

- [Quality](#)
- [Diversity](#)
- [Opportunity](#)
- [European Higher Education on the move](#)
- [Quality and Transferability](#)
- [Testimonials](#)

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### GLOSSARY



### Media downloads

## Courses and Programmes

### How to choose a course

[Step 1 – Prioritise your requirements](#)

[Step 2 – Gather information](#)

[Step 3 – Search and find](#)

### Find a course

[Erasmus Mundus Masters Courses](#)

[Search by Database on Educational Exchange Programmes \(DEEP\)](#)

[MastersPortal](#) (comprehensive information on Masters opportunities in Europe)

[Search by Ploteus Engine](#)



### Courses and Programmes

- [How to choose a course](#)
- [Find a course](#)

### EVENTS



### GLOSSARY



### Media downloads



play/pause

## Overview

This section contains practical details on applying to study in Europe. You can find out about the application, visa and residency requirements and the funding possibilities that exist.

The following general guidelines should be borne in mind, whatever country you choose to study in:

- Leave plenty of time for the application process. Application submissions are usually required in the first few months of the year in which you are to study, but the process of finding a suitable institution and supervisor and drawing up a good proposal can take many months.
- The grant and funding opportunities listed here are many, but they are by no means exhaustive. Do not hesitate to explore the financial aspects with your future supervisor.
- Foreign nationals should also inquire closely about the immigration requirements to avoid difficulties at the consulate. The faculty where they are proposing to study can usually help with this.
- Visa rules for studying and working can be quite strict, so do not assume you can legally take work during your spare time. On the other hand, research students can often conduct assistant research work (like giving seminars), so these possibilities should be looked into closely.
- Make sure you take into account the language of instruction. English and other languages are increasingly used for degree and coursework, but they remain minority languages outside the United Kingdom and Ireland. Make sure you have adequate language proficiency and, if not, look into the possibilities of acquiring it before or after you arrive in your host country.

### EVENTS



### SEE ALSO...

- [Living in Europe](#)

### MORE...

- [Ploteus](#)
- [EURES](#)
- [European Researcher's Mobility Portal](#)

### GLOSSARY



Why study in Europe?

Courses and Programmes

European Higher Education

Application Guide

Living in Europe

English (en)

SEARCH

Home Page | Living in Europe | Information

-- Choose a country --

## Information



Living in Europe

Information

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- [Parents of students](#)

### EVENTS



### E-CARDS

Personalise your e-card and share your experience with your friends and family >

### SEE ALSO...

- [Application Guide](#)

### MORE...

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- [EURES](#)
- [European Researcher's Mobility Portal](#)



English taught PROGRAMMES in Europe





- Study on current trends in transnational education
- Pilot network of European HE promoters in Mexico
- Development of Communication Tool-Kit for European HEIs
- “Promotional Skills Workshops” in 2008 for national HE promoters and individual HEIs
- Funding of “Study in Europe” areas within Higher Education Fairs in Moscow (2008) and São Paulo (2009)
- Development of media strategy using “Study in Europe” brand
- Trial media campaign around the Fair in Brazil
- Development of “Study in Europe” promotional materials (brochure, flyer, posters, DVD)





- Website
    - 330 000 visits from 216 countries
    - Top 10: Brazil, Pakistan, Russia, US, India, France, Italy, UK, Germany, China
  - Fair in Moscow: 21 countries represented – positive feedback from exhibitors/EC Delegation
  - Materials: Widely distributed (including 100+ EC Delegations and NTOs), good response
  - Tool-Kit: Distributed to NS + HEIs
- + Promotion of EM via [MastersPortal.eu](http://MastersPortal.eu)





- To serve the *interests of Erasmus Mundus alumni and students*, notably by creating a forum for *networking, communication and cooperation* between alumni and students
- To promote *Erasmus Mundus* as a European programme of excellence in international higher education





- Annual General Assembly
- EMA themed conferences: Climate Change and HE, EM Material Science
- Virtual platforms
  - Community: [www.em-a.eu](http://www.em-a.eu)
  - Facebook, blogs, internet groups
- Regional Alumni Chapters + Country Representatives
- Teams: Jobs, IT, Conferences, Promotion, Policy, Magazine and Newsletter
- Sharing activities & experiences
  - *Emanate* (EMA magazine)
  - EMA Newsletter



- Promote EM as a programme of excellence in global HE
- Aims to identify an emerging EMA 'brand'
- Promotion in virtual, physical and relations

GA 2007 in Brussels; GA 2008 in Perugia, GA 2009 in Vilnius

EHEF

(Beijing, Mexico, Bogotá, Jakarta, Delhi, Moscow, São Paulo...)

Representation at IFISO meetings

Presentations at global universities and conferences



- Continuation of funding for “Study in Europe” materials + website via DG EAC (Website will be part of the EUROPA Server)
- Call for Proposals for National Structures:
  - deadline late June 2009
  - projects up to 36 months
- Continuation of support for the EMA
- General Calls for Proposals aimed at enhancing the attractiveness, profile, visibility and accessibility European higher education





- Erasmus Mundus Website:  
[http://ec.europa.eu/education/external-relation-programmes/doc72\\_en.htm](http://ec.europa.eu/education/external-relation-programmes/doc72_en.htm)
- [koen.nomden@ec.europa.eu](mailto:koen.nomden@ec.europa.eu)

## Questions and Answers

