

EM-iDEA Newsletter - Edition 2 - June 2012

The EM-iDEA project is run by Erasmus Mundus coordinators, for Erasmus Mundus coordinators. With this newsletter, the EM-iDEA project team intends to inform anybody with an interest in the Erasmus Mundus programme on the project's recent and current activities.

In the wake of the second EM-iDEA conference in Lund, the project team recently published a **position paper on the Erasmus Mundus name**, which is targeted at the European policy makers. Discussions at the Ghent conference, the ECORYS-EACEA workshop on recognition in Brussels, and the Lund conference, made it clear that the firm wish among Erasmus Mundus coordinators is to maintain 'Erasmus Mundus' as a clearly distinguished brand within the framework of the European Commission's new Erasmus for All programme (2014 – 2019). The ensuing position paper argues that

- Erasmus Mundus has had a major impact on the quality and global attractiveness of European higher education;
- preserving the EM brand name is "mission critical" to deliver the Europe 2020 objectives;
- Erasmus Mundus has become a recognizable global insignia for the EHEA and the European Research Area;
- Erasmus Mundus is a well-recognized and established quality label.

The project team hopes to receive wide support for the paper from the entire Erasmus Mundus community, including Third Country Partner representatives, visiting professors (scholars), as well as heads of higher education institutions, employers and professional organisations. The full text can be found [here](#). We invite you to endorse it electronically by filling out the form, if you have not already done so. As the new Erasmus for All proposal is currently under discussion in the European Parliament and Council, the choice was made for electronic dissemination and endorsement in order to gain time. At the time of writing, approximately 400 supporters have signed the text.

Meanwhile the **second EM-iDEA Conference** took place on the 30th of March in Lund, Sweden.



Details of the conference programme can be found on the EM-iDEA project [website](#), with **links to the presentations** and session reports. The conference started off with a welcoming speech by Lund University's Vice-chancellor, Prof. Per Eriksson, who also expressed the importance he and his institution attach to the name 'Erasmus Mundus'. Lund University was involved in the Erasmus Mundus programme from its very start and its expertise in all aspects of Erasmus

Mundus greatly contributed to the content of the following sessions.



Prof. Petter Pilesjö, EM-coordinator, and Gunilla Carlecrantz, Head of the IRO, each provided participants with their insight, in turn inspiring the following discussion lead by Margareta Nordstrand, Lund's Head of External Relations. The afternoon sessions, lead by Project Coordinator Prof. Boas Erez and Prof. Philippe Gourbesville (University of Nice Sophia Antipolis) were devoted to discussing the position paper mentioned above, thereby proving instrumental, as well as to the creation of the

association of Erasmus Mundus coordinators. Some of the outcomes of this last discussion were as follows:

- a professional quality label could be created, supported for example by peer review;
- no limit on the number of members is foreseen, although applications will be subjected to screening in order for the association to remain a network of experts;
- there will be a distinction between two kinds of membership: individual and institutional memberships;
- a secretariat will be required for the day to day functioning of the Concilium, with a salary being financed by the annual membership fees for the association;
- a written statement of shared values and principles for the Concilium should be produced at the conference in Vilnius.

As before, we thank all conference participants for their **active participation** and for their feedback.

Next to the conference organization, the project activities are ongoing. At the end of February, all Erasmus Mundus coordinators of both Action 1 and Action 2 received the invitation to participate in the online **survey of tools and services**. The online questionnaire was open until the end of April and the results are currently being processed. Response was satisfactory, with a particularly large participation from Third Country partner institutions. To complement the survey, a web search for useful tools and services was also performed by the project team. The overall activity's results will be presented in Novi Sad on the 2nd and 3rd of October.

In order to obtain a clear and objective picture of the needs to be filled by the planned Erasmus Mundus Concilium, the 'Needs Analysis' Activity is continuing its operations using the Delphi Methodology. In two rounds, an anonymous panel of experts was asked for its opinion on the importance and urgency of each item on a list of 47 possible actions which were distilled from the outcomes of a workshop at the Ghent conference. The results of the Delphi method will then be matched with a broader survey. Likewise, the complete Activity results are to be presented in Novi Sad.

In the meantime preparations are being made for the EM-iDEA conference in **Vilnius**, Lithuania, which will take place on **July 13th 2012**. The provisional programme for the Conference is available on the project website, **registration is now possible**. Conference topics will include among others the communication of the Erasmus Mundus community with students and the role the Erasmus Mundus

Students and Alumni Association can play in this as a mediator. Particular attention will be devoted to the promotion towards EU students. Another discussion topic will be provided by the possible synergies with Erasmus Mundus Action 3 project 'BRIDGE' which mainly deals with recognition and credential evaluation, and wants to bring closer together Erasmus Mundus National Structures on the one hand and ENIC-NARIC centers on the other. Our presence in Vilnius will give us the opportunity to have a closer look at Erasmus Mundus activities in the Baltic Region, with one of the workshops to be devoted to this. Finally, as at every conference, a workshop will be devoted to the development of the association of EM coordinators, now with the clear aim of producing a statement of shared values and principles, as was envisaged in the Lund conference.

The date for the conference in **Novi Sad**, Serbia has also been determined. Contrary to the other conferences, this will be a two-day event on **October 2nd and 3rd**. Care has been taken for the dates not to collide with the annual EAIE conference. The results of the Project's 'Needs Analysis' and 'Survey of Tools and Services' activities will be presented in this conference.

See you all in Vilnius on July 13th!

The EM-iDEA Project Team