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Workshop 1: The Erasmus Mundus brand name (EMBN)

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Context

- EMBN as “third type” of EMMC (2010)
- “Erasmus for all” program published Nov. 2011

http://ec.europa.eu/education/erasmus-for-all/doc/com_en.pdf

- No explicit mention of EM in “E for all”!





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Quote from « E for all »:

"Erasmus Mundus focuses mainly on mobility, offering scholarships to attend high quality joint masters courses and doctoral programmes, and supporting university consortia working with different parts of the world."

Joint programmes are mentioned on pp. 6, 7 and 8.





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Japan, the People's Republic of China and the Republic of Korea have joined forces to set up a programme like EM!



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Agenda for «E for all »:

-first public hearing at the European Parliament
on March the 27th.

-next hearing in early May 2012 (?)



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We have decided to work on the questions raised by the EMBN in Ghent (23/11/2012).



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At very recent meetings in Bruxelles on EMJD, and on recognition of JDs and sustainability of EM JPs, participants focused on the EMBN issue.



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The Erasmus Mundus Students and Alumni association (EMA) is concerned about the EMBN question.



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A light blue world map is centered in the background of the slide.

Objective of this session:
draft a position paper on the EMBN.



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Our suggestions:

- Format: two pages to be signed by as large a number of stakeholders as possible
- Target: policy makers, media, ...
- Content: demonstrate the added value of EM





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EM stimulated

- multilateral, worldwide cooperation between HEIs around

→ structured mobility schemes and
→ integrated high level joint programmes

- academic innovation (topics and content)





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What's in the EM brand?

- insignia for the ongoing structuring of the EHEA and ERA and their opening to the world
- quality label for JPs
- uniqueness at the European level





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Numerous beneficiaries

- awardees: consortia of HEIs, students (TC!), scholars
- EHEA and ERA: attractiveness, simplification, dynamic image, ...
- employers





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What do you think?



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