EUt⁺

EUROPEAN UNIVERSITY OF TECHNOLOGY

Deliverable D67

D5.1.4d.e.f Promotional Events to foster mobility

Del. Rel. No D5.4

WP 5

Description: Events: International Study abroad Fair and Erasmus+ Days. Once a year

FOREWORD TO DELIVERABLE

D67/ 5.1.4 (d-f)

The aspiration to engender a novel paradigm in higher education, characterized by seamless mobility, intercultural exchanges, and a unified academic ethos, is at the heart of the European University of Technology (EUt+) initiative. This grand endeavor, backed by eight pioneering partner universities across Europe, seeks to blur the geographical and bureaucratic boundaries that have traditionally defined the educational landscape.

Work Package 5 (WP5), under the broad umbrella of EUt+, is a testament to our unwavering commitment towards fostering a milieu where every student and staff member traversing the corridors of the EUt+ feels a sense of belonging, a touch of familiarity amidst the diverse cultural tapestry that each campus epitomizes. Mobility, both physical and virtual, emerges as the linchpin around which the ambitious vision of WP5 orbits. It is envisioned not as an end, but a means to a larger end - a conduit for the free flow of ideas, values, and knowledge that holds the promise of enriching the educational experience manifold.

Task 5.1, a significant cog in the WP5 machinery, encapsulates the essence of our mobility ethos. It emphasizes creating a robust framework wherein mobility is rendered financially sustainable, attractive, and pedagogically embedded, thereby facilitating a rich cross-pollination of academic and cultural experiences.

The inception of the European University of Technology Common Erasmus Office (ECO) under Task 5.1 marks a significant milestone in our journey. It embodies the spirit of collaborative endeavor, ensuring a harmonized approach towards

facilitating mobility, underscored by a common set of rules and a shared pool of resources. Furthermore, the collaborative curricula designed in clusters by Work Package 3 (WP3) is a stride towards academic harmonization, making mobility a smooth sail for students across the consortium.

This deliverable 5.1.4 is an endeavor to document, evaluate, and analyse the promotional events designed to foster mobility. These events, organized annually at each partner university alongside a common event in Cyprus and active participation in international forums like NAFSA and EAIE, are conceived as catalysts to spur interest, engagement, and active participation in the mobility programs.

As we leaf through the pages of this report, we delve into the narrative of how promotional events have been instrumental in sowing the seeds of curiosity, spreading awareness, and laying down the steppingstones for the students and staff to embark on a journey of academic exploration beyond the familiar precincts of their home institutions.

The collaborative spirit, the shared vision, and the relentless pursuit of excellence are what fuel the EUt+ initiative. This report is a reflection of the collective efforts, the challenges surmounted, the lessons learned, and the milestones achieved in the realm of promoting mobility, as we march forward towards making the dream of a unified European University of Technology a tangible reality.

Table of Contents

Introduction

This deliverable D67, following and completing D66, aims to give an overview of international study abroad fairs and Erasmus+ Days among partners across the three years of the EUt+ initiative. It focuses first on a full contextualization of the task in the project and its wider implications on the international scene. An in-depth methodology of fairs selection is highlighted, making references to both WP7 Global outreach and communication of the EUt+ initiative. Finally, the deliverable draws lessons and proposes further steps as the EUt+ initiative is to be followed in the next four years by its second phase: EUtAccelerate.

1. Contextualisation

1.1 Context of the EUt+ Project

The European University of Technology (EUt+) initiative strives to foster an enriched academic and cultural landscape across Europe by facilitating seamless mobility among eight partner universities. Central to this endeavour is the establishment of a common Erasmus Office (European University of Technology Common Erasmus Office - ECO) which acts as a pivotal hub for orchestrating and simplifying mobility processes for students, academic, and administrative staff across the partner institutions.

The EUt+ project has significantly advanced in structuring both short-term and long-term mobility frameworks. A high-level long-term mobility plan and a pilot agreement for its formal implementation have been endorsed by four member institutions, setting forth common rules for student mobility and automatic recognition of academic achievements across the consortium.

A cornerstone of the EUt+ mobility framework is the creation of mobility maps under the clustered curricula approach. These maps, integral to the 12 existing clusters, detail the modules offered by each member institution, thus aiding students in meticulously planning their academic pathways across different EUt+ campuses.

Furthermore, the initiative is geared towards continually enhancing the mobility framework by updating the mobility maps and expanding the clustered curricula approach. The ultimate vision is to cultivate an environment where mobility is a norm, thereby enriching the academic and cultural tapestry of the EUt+ ecosystem.

Work-based learning opportunities, encompassing traineeships and internships, are integrated within the EUt+ curricula, offering students a pragmatic platform to apply their academic knowledge in real-world settings. This integration is envisioned to nurture students' capabilities in addressing complex real-world challenges.

In anticipation of a European framework for joint European degrees, an EUt+ label has been introduced, to be awarded to students in addition to their national diploma. This label is envisaged to bolster the mobility credentials of the students, further promoting the ethos of a unified academic realm.

As EUt+ transitions into its next phase, the focus remains steadfast on enhancing the mobility framework, opening new clusters, and further harmonizing academic regulations to promote seamless mobility. The establishment of the European University of Technology Common Erasmus Office (ECO) is a testament to the concerted effort towards realizing the overarching goal of the EUt+ project – to create a unified, inclusive, and innovative European University of Technology, where mobility is embedded in the academic and administrative fabric.

1.2 Overview of Work Package 5

Work Package 5 (WP5) delineates a strategic framework within the European University of Technology (EUt+) initiative, aimed at ingraining a robust culture of

mobility across the partner universities. The central ethos of WP5 is to cultivate a milieu where every student registered at the EUt+ feels at home on every campus and can seamlessly traverse from one campus to another to foster a rich intercultural and collaborative learning experience. The ambition is to achieve a high mobility rate of 80%, encapsulating students, academic, and administrative staff, thereby enhancing the European intercultural richness and shared values among the EUt+ community.

A significant aspect of WP5 is the emphasis on physical mobility, particularly focusing on mid to long-term mobilities spanning one or two semesters. This facet of mobility is regarded as a cornerstone for achieving a deeper immersion within the partner institutions, thereby allowing students to have a substantive engagement with the local culture, language, and academic environment. The one or two-semester mobility framework is meticulously crafted to ensure it is financially sustainable, simple, attractive, and pedagogically embedded within the broader academic curriculum. This approach is not only geared towards enhancing the mobility experience but also towards minimizing the carbon footprint associated with mobility.

The establishment of a common Erasmus Office (ECO) between the eight partner universities further amplifies the efforts towards standardizing and simplifying the mobility processes, making it financially sustainable and attractive for the participants. The ECO serves as a centralized hub, ensuring that the mobility programs are well-coordinated and aligned with the broader objectives of the EUt+ initiative. Furthermore, WP5 extends its scope to virtual mobility, aligning with Work Package 3 (WP3) which addresses the aspects of virtual mobility, thereby creating a comprehensive mobility framework encompassing both physical and virtual dimensions. In essence, WP5 is a concerted endeavor towards realizing the EUt+ vision of creating a unified, inclusive, and innovative European educational realm,

where mobility is perceived as a norm rather than an exception, and every participant feels welcomed and at home across the networked partners forming the EUt+ consortium.

1.3 Objective of Task 5.1.4 Promotional events

The objective of Deliverable 5.1.4 within Work Package 5 (WP5) of the European University of Technology (EUt+) project is to design, implement, and evaluate a series of promotional events aimed at fostering a culture of mobility among students, academic, and administrative staff across the eight partner universities. These promotional events are envisioned as platforms to raise awareness, provide information, and encourage participation in mobility programs, thereby contributing towards achieving the overarching goal of an 80% mobility rate within the EUt+ consortium.

Key aspects of this objective include:

1. *Awareness and Information Dissemination:*
- Effectively communicate the benefits, opportunities, and processes related to mobility programs within EUt+.
- Provide clear and accessible information regarding the financial, administrative, and pedagogical aspects of mobility, including details on the one or two-semester physical mobilities which are central to WP5's mobility framework.
2. *Engagement and Encouragement:*
- Engage the EUt+ community through interactive sessions, presentations, and discussions during promotional events.

- Encourage students and staff to explore and partake in mobility programs by showcasing success stories, testimonials, and the support available through the European University of Technology Common Erasmus Office (ECO).

3. *Networking and Collaboration:*

- Foster networking opportunities among students, staff, and administrative personnel from different partner universities to cultivate a sense of collective belonging and shared European identity.
- Promote collaborations among partner universities and external stakeholders, highlighting the enriched academic, cultural, and professional experiences facilitated by mobility.

4. *Evaluation and Feedback:*

- Collect feedback from participants to evaluate the effectiveness of promotional events in achieving the set objectives.
- Utilize the feedback to refine future promotional strategies, ensuring a sustained and growing engagement in mobility programs over time.

Through Deliverable 5.1.4, the EUt+ project seeks to bolster the mobility culture, ensuring that the EUt+ community is well-informed, engaged, and motivated to partake in mobility programs, thereby contributing to the broader objective of creating a unified and inclusive European educational ecosystem.

1.4 Establishment of European University of Technology Common Erasmus Office (ECO)

The establishment of a Common Erasmus Office (ECO) is a strategic move within the European University of Technology (EUt+) initiative to centralize and streamline the facilitation of mobility across the eight partner universities. This office plays a pivotal role in the orchestration and promotion of mobility, thus contributing

significantly towards the realization of the mobility objectives outlined in Work Package 5 (WP5). More specifically, ECO serves as:

1. ***CENTRALIZED INFORMATION HUB:***

The ECO serves as a centralized hub for all mobility-related information, making it easier for students, academic, and administrative staff to access accurate and updated information regarding mobility programs, financial support, and administrative processes.

2. ***COORDINATION AND STANDARDIZATION:***

Centralized coordination of promotional events related to mobility opportunities across the partner universities ensures a standardized message and information dissemination, promoting a clear understanding and attractiveness of mobility programs.

3. ***ENHANCED VISIBILITY AND ACCESSIBILITY:***

The ECO can utilize its centralized resources to promote events effectively across all campuses, ensuring a wider reach and engagement.

4. ***CONSISTENT MESSAGING:***

the messaging around mobility and promotional events is consistent across all partner universities. This consistency in messaging reinforces the mobility culture and enables clear communication of the benefits and processes associated with mobility programs and especially cluster mobility.

5. ***SUPPORT AND GUIDANCE:***

During promotional events, the ECO can offer guidance, answer queries, and provide necessary support to prospective mobility participants, ensuring they are well-informed and prepared for their mobility experience.

6. ***NETWORKING AND COLLABORATION FACILITATION:***

Through the ECO, promotional events can serve as networking platforms, fostering collaborations and exchanges between students, staff, and external stakeholders. This networking aspect is crucial for building a sense of community and shared purpose among the EUt+ members.

7. EVALUATION AND IMPROVEMENT:

The ECO is instrumental in evaluating the effectiveness of promotional events in fostering mobility. Through collected feedback and data analysis, the ECO can identify areas of improvement and refine future promotional strategies to better meet the mobility objectives of EUt+.

8. ENHANCED TRUST AND CREDIBILITY:

Having a common office overseeing promotional events enhances the trust and credibility of the mobility programs among the EUt+ community. It signifies a structured and well-coordinated effort towards promoting and facilitating mobility, which in turn encourages higher participation.

In conclusion, the European University of Technology Common Erasmus Office (ECO) is quintessential for effectively promoting mobility within the EUt+ initiative. Through well-coordinated promotional events, the ECO endeavors to create a conducive environment for mobility, thereby contributing significantly towards the realization of a unified, inclusive, and innovative European educational realm.

2. EUt MOBILITY

2.1 Importance of Mobility in the construction of EUt

The mobility of students and staff across the campuses of the European University of Technology (EUt+) is a cornerstone for fostering a common identity and nurturing a sense of belonging and value within the community. Mobility enables individuals from diverse backgrounds to interact, learn from each other, and appreciate the variety of cultures and perspectives within the EUt+ community. This cultural exchange is a stepping stone towards building a common identity that is inclusive and respectful of diversity. As students and staff move across different campuses, they engage in shared learning experiences, collaborative projects, and joint academic ventures. These interactions foster a shared sense of purpose and contribute to the formation of a collective academic and professional identity.

Mobility cultivates relationships and networks among students, academic, and administrative staff across campuses. These relationships form the backbone of a strong community where individuals feel connected, valued, and supported. Mobility necessitates and facilitates enhanced communication among the EUt+ members. Through regular interactions, individuals develop a common language and understanding, which are essential for fostering a common identity. Mobility is a practical representation of the EUt+ values of inclusivity, innovation, and intercultural engagement. By participating in mobility programs, individuals embody and promote these values, thereby contributing to the collective identity of EUt+. As students and staff engage in mobility programs, they become ambassadors of the EUt+ identity, both within and outside the consortium. Their experiences and testimonials serve as a promotion of the unique identity and values of EUt+. Mobility within EUt+ also reinforces the European dimension of the initiative, aligning with

the broader objectives of promoting European integration, collaboration, and a shared European identity.

In summary, mobility is a powerful mechanism for nurturing a common identity and ensuring that individuals feel like valuable members of the EUt+ community. Through the exchange of ideas, shared experiences, and collaborative endeavors, mobility significantly contributes to the creation of a vibrant, inclusive, and innovative environment within the European University of Technology.

2.2 Barriers to Mobility

The aspiration of achieving high mobility figures, as envisioned by EUt+, presents a challenging endeavor, with various barriers posing potential hurdles to the seamless mobility desired within the framework of the European University of Technology (EUt+). Pertaining specifically to EUt+, several barriers have been identified:

1. The misalignment in academic calendars among different universities can pose a significant barrier. If the semester starts at different times, it can be challenging for students and staff to plan their mobility periods, affecting the smooth transition from one institution to another.

2. Language differences deter individuals from participating in mobility programmes. The fear of not being able to communicate effectively or the requirement to learn a new language can be daunting. Besides, the lack of courses offered in a widely spoken language like English can also be a barrier.

3. Students have preferences for certain destinations based on the perception of quality, cultural affinity, or other personal factors. These preferences can sometimes limit the mobility to a select few institutions or countries.

4. Variations in curricula across universities can create hurdles in the recognition of credits, which is crucial for the mobility of students.

5. Financial constraints are also a significant barrier. Although there are funding opportunities like the Erasmus+ grants, sometimes these might not be sufficient to cover all expenses.

6. Lack of information or miscommunication about the mobility programmes, the application processes, and the benefits of EUt+ mobility can also be barriers.

Efforts like the creation of a Common Erasmus Office, harmonizing academic calendars, establishing clear credit recognition frameworks, and providing language support can help alleviate these barriers and promote smoother mobility experiences within the Erasmus program and the EUt+ initiative.

This task focused on effective communication strategies to ensure that students and staff are well-informed and encouraged to participate in mobility programmes

2.3 Impact of Promotional Events on Fostering Mobility

Promotional events are a pivotal mechanism for fostering mobility within the European University of Technology (EUt+) context, acting as a catalyst in surmounting identified barriers and enhancing the allure of mobility initiatives. They serve as rich platforms for disseminating precise information concerning mobility programs, thus shedding light on aspects such as the variance in academic semesters, language barriers, student preferences, and the complexities surrounding credit recognition due to differing curricula. The essence of encouragement and motivation is deeply embedded in these events. Through captivating testimonials, success narratives from Student Pioneers, and engaging interactive sessions, they breathe life into the mobility narrative, instilling a sense

of possibility and enthusiasm amongst students and staff. The showcased support structures, such as language assistance and credit recognition frameworks, act as reassurance, alleviating concerns and fueling the desire to partake in mobility programs.

Promotional events are also fertile grounds for networking and relationship building. They orchestrate a meeting point for students, academic, and administrative staff from different campuses, sewing the seeds for enduring professional and academic relationships. This melding of minds and ideas fosters a deeper understanding and appreciation of the diverse EUt+ community, and in turn, nurtures a heightened willingness to engage in mobility programs. The spotlight during these events often shines on the solutions and support systems meticulously crafted by EUt+ to smooth out the mobility journey. The unveiling of initiatives such as the Common Erasmus Office's role in facilitating seamless mobility, the the Friendly Mobility Plan created in WP2 and the EUt+ Clusters process and application stand as testament to EUt+'s commitment to simplifying mobility, instilling a sense of confidence in the processes laid out.

Feedback is the compass for continuous improvement, and promotional events are the arenas where invaluable feedback from the EUt+ community regarding their mobility concerns and experiences is harvested. This feedback, a mirror reflecting the reality of the mobility landscape, guides the fine-tuning of strategies, identifying areas ripe for support or adjustments to further embellish the mobility narrative. The European narrative is a vibrant thread running through the fabric of promotional events, underscoring the shared ambition of nurturing a common European educational and cultural milieu. This emphasis on the broader European dimension resonates with the overarching vision of EUt+, making the mobility endeavor a part of a grander narrative.

In a nutshell, promotional events are not mere events, but milestones on the journey towards achieving the high mobility figures envisioned by EUt+. They cultivate a conducive environment, tackle the gnarly barriers, and propel the community towards the horizon of a united European educational landscape, making the dream of seamless mobility a tangible reality within EUt+.

3. METHODOLOGY

3.1 Event Selection

Event Selection elaborates on the systematic approach taken to select promotional events aimed at enhancing mobility within the European University of Technology (EUt+) community.

The meticulous selection of events is crucial, as it seeks to effectively engage with the target audiences—students, staff, and external stakeholders—while adhering to the procedural and regulatory framework of the Erasmus programme, the primary conduit for mobility initiatives.

The process commenced with a Needs Assessment, entailing a comprehensive examination to fathom the barriers to mobility, information gaps, and the distinctive needs of the target audience. This step was indispensable in recognizing the unique demands of each university campus, especially in light of the differing academic calendars which set varying timeframes for disseminating information to students and staff.

Alignment with EUt+ Objectives ensured that the chosen events resonate with the broader goals of EUt+ concerning mobility and the nurturing of a shared European educational realm. This alignment was especially vital in adhering to the procedures and regulations stipulated by the Erasmus programme.

Given the significance of the Diversity of Formats, different event formats were considered to cater to diverse preferences and levels of engagement. However, due to logistical complexities and cost considerations associated with organizing common events, it was deemed more pragmatic and cost-effective for each university to employ its own events for promoting mobility. This strategy also addresses the need for more personalized information for students from each campus. Past Performance Analysis of earlier promotional events provided insights into effective strategies and formats. This analysis underscored the challenges associated with organizing common events, thus informing the decision to allow each university to use its own events for promotion. Stakeholder Involvement was a critical step, ensuring a holistic approach by engaging with internal and external stakeholders in the event selection process. Their input was instrumental in identifying the unique needs of each campus and tailoring the promotional strategy accordingly.Logistical Considerations and Budgetary Constraints were pivotal in deciding the format and scale of promotional events. The decision was made to organize one central event for Erasmus Days in Cyprus, and share a booth at NAFSA and EAIE, thus ensuring a centralized promotion strategy while adhering to budgetary constraints.

Through the European University of Technology Common Erasmus Office (ECO), the procedure and application for Cluster mobility were administered. Specific events at the Department level of the 12 clusters were decided to be organized. Professors from each faculty took the helm in explaining the mobility maps that were agreed upon between the partner universities. This step further enriched the promotional strategy by providing direct engagement and detailed information concerning mobility opportunities within the clusters. Monitoring and Evaluation Criteria have

been established to assess the success and impact of the selected events on promoting mobility. The feedback and data collected from these events will be invaluable for refining future promotional strategies. Legal and Regulatory Compliance ensured that the selected events comply with the legal and regulatory requirements, both at a national and European level, particularly concerning the Erasmus programme regulations.

In conclusion, the event selection process was meticulously crafted to navigate the unique challenges associated with promoting mobility within the EUt+ community. By allowing each university to utilize its own events for promotion while organizing a central event for Erasmus Days in Cyprus and sharing a booth at NAFSA and EAIE, a balanced approach has been adopted to ensure effective promotion, engagement with the target audiences, and compliance with the Erasmus programme's procedural and regulatory framework.

3.2 Event Organization

The systematic approach employed to efficiently organize and execute the selected promotional events aimed at fostering mobility within the European University of Technology (EUt+) community is detailed. The organization of these events was a collaborative endeavor, discussed, planned, and coordinated during the weekly meetings of the Common Erasmus Office (ECO). These weekly discussions were instrumental in ensuring that accurate and up-to-date information was disseminated during the promotional events.

The logistical planning entailed the identification of suitable venues for physical events and robust platforms for virtual events, ensuring accessibility and conducive interaction. Moreover, the scheduling of events was harmonized with the academic calendars of the partner universities to ensure maximum participation. Necessary

resources including technological equipment, promotional materials, and human resources were procured to effectively manage the events. On the administrative coordination front, adherence to the procedural and regulatory frameworks of the Erasmus programme, as well as other relevant legal and institutional regulations was ensured. Continuous collaboration with the European University of Technology Common Erasmus Office (ECO) was maintained to ensure alignment in procedural and application aspects of Cluster mobility. Engagement with various departments across the 12 clusters was fostered, ensuring a cohesive approach in promoting the agreed mobility maps. Engagement strategies encompassed enlisting professors from each faculty to elucidate the mobility maps agreed upon between partner universities, providing precise and detailed information to potential mobility participants. Design and deployment of promotional campaigns were undertaken to heighten awareness about the events and the mobility opportunities available within the EUt+ framework. Interactive sessions were organized to address queries, provide insights, and facilitate a deeper understanding of the mobility programs.

Content preparation involved the preparation of comprehensive presentations on the mobility maps, highlighting the courses, benefits, and the experiences of previous mobility participants. Informational brochures, websites, and other materials were created to provide detailed information about the mobility opportunities and the application process.

The meticulous planning and coordination through the Common Erasmus Office were pivotal in ensuring the success of the promotional events. The weekly meetings allowed for a harmonized approach, ensuring that accurate and current information was communicated to the target audiences, thus playing a significant role in promoting the culture of mobility within the EUt+ community.

4. Annual Promotional Events at Partner Universities

4.1 Overview

Annual Promotional Events at Partner Universities outlines the key promotional events held annually across the eight partner universities of the European University of Technology (EUt+) initiative, as per the stipulations of the Grant Agreement. The project, which commenced in November 2020 and culminated on October 31, 2023, mandated the reporting of one significant event every year. The primary form of activities categorized under events entailed the International Study Abroad Fair and Erasmus Days, held once a year. Publicity for these events was predominantly facilitated through press releases and social media posts.

The initiation phase of the project coincided with the global COVID-19 pandemic, which dictated a remote or virtual mode of interaction and planning. Despite the pandemic constraints, progress was achieved with the signing of the agreement for the Establishment of the Common Erasmus Office in September 2021 during the EUt+ Limassol week meeting. The initial twelve months of the project were predominantly focused on establishing Interinstitutional agreements among the eight partner universities, paving the way for mobility between campuses. With the advent of the Common Erasmus Office, the project awaited the consensus of Work Package 3 (WP3) on the mobility maps, which are pivotal for kickstarting mobilities as they delineate course recognition across the partner universities.

The first notable event to foster mobility took place in February 2022. In collaboration with WP3, the first iteration of the mobility maps was unveiled to students across all campuses, marking a significant stride towards enabling mobility. Specifically, the presentations aimed at the launch of 3 first pioneer academic programs in Fall 2022:

+ *Civil engineering*

+ *Mechanical engineering*

+ *Network and Telecommunications engineering*

The list of presentations from this event is set to be included in this report.

Further down the timeline, in October 2022, during the EUT Limassol Week, the first major event with physical attendance, the International Study at EUt Fair, was held during the Erasmus Days, showcasing the tangible progress in establishing a conducive environment for mobility within the EUt+ framework.

The third and final major event in the reporting period unfolded during the 2023 Erasmus Days. This event featured a common promotional video and interviews with students, offering a vivid depiction of the mobility experiences and the enriched academic and cultural exposure the EUt+ initiative facilitates. These interviews, alongside the promotional video, served not only as a reflection of the accomplishments in fostering mobility but also as an enticing portrayal of the EUt+ community's vibrant and collaborative ethos.

significant strides made towards nurturing a culture of mobility within the EUt+ community. The collaborative efforts among the partner universities, as orchestrated through the Common Erasmus Office and complemented by the tireless endeavours of various work packages, notably WP3, are reflective of the commitment towards realizing the envisioned seamless mobility, integral to the EUt+ initiative's core objectives. Through these events, the EUt+ community has progressively unfolded the mobility maps, bridged institutional agreements, and fostered an environment conducive for academic and cultural exchanges, pivotal for the nurturing of a common identity and a cohesive European educational sphere.
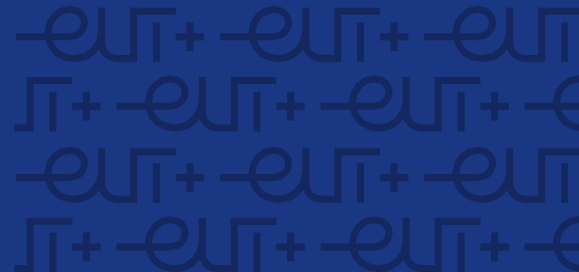
Event Highlights from Each University

4.2.1 Empower your student experience – become part of a pioneering academic program

Event type: Presentation to students at Department level (online or with physical

Partner	Cluster name	Date	Representative person WP3	Representative person W5	Online / physical
UTCN	Civil Engineering	25/02/2022 - 14:00 pm	Cristina Campean / Marius BURU	Ludmila Lutencu	online - Teams platform
UTCN	Network and Telecommunications engineering	23/02/2022 - 14:00pm	Virgil Dobrota	Ludmila Lutencu	Physical and online presentation
UTCN	Mechanical engineering	25/02/2022 - 9:00 am	Sergiu Stan	Ludmila Lutencu	online - Teams platform
h_da	Mechanical engineering	from 03/2022	Brita Pyttel	Ronja Schneider	online - Moodle course with information
RTU	Network and Telecommunications engineering	24/02/2022 - 14:00	Lilita Ģēģere	Ieva Ziemele, Laura Štāle	online - Zoom platform, in Latvian
RTU	Network and Telecommunications engineering	24/02/2022 - 16:00	Lilita Ģēģere	Ieva Ziemele	online - Zoom platform, in English
RTU	Mechanical engineering	24/02/2022 - 14:00	Marina Čerpinska	Ieva Ziemele, Laura Štāle	online - Zoom platform, in Latvian
RTU	Mechanical engineering	24/02/2022 - 16:00	Marina Čerpinska	Ieva Ziemele	online - Zoom platform, in English
UPCT	Civil Eng./Network and Telecommunications engineering/Mechanical engineering	12/05/2022 - 13:00 pm	Francisco Vera (International Coordinator)	Tati Portela/David Moral	Physical
UTT	Network and Telecommunications Engineering + Mechanical Engineering Clusters	03/03/2022 - 13:00	Rémi Cogranne, Zhidan Sun, Houssem Badreddine	Thierry Boulogne	Physical
UTT	General Information Session on students' departures for exchange semesters	31/03/2022 - 13:00		Aurélien Mathieu	Physical
UTT	Information Session on Spring 2023 departures	07/04/2022 - 13:00		Aurélien Mathieu	Physical
UTT	Presentation of European destinations	12/05/2022 - 13:00		Aurélien Mathieu	Physical
UTT	Presentation of destinations for Common Core students	25/05/2022 - 13:00		Aurélien Mathieu	Physical
UTT	Information Session on scolarships (incl. Erasmus)	02/06/2022 - 13:00		Aurélien Mathieu	Physical
UTT	Last information session on Fall 2022 departures	15/06/2022 - 13:00		Aurélien Mathieu	Physical
CUT	Civil Engineering	14/04/2022	STELIOS YIATROS	ARISTODIMOS LANITIS	Physical
CUT	Network and Telecommunications engineering	14/04/2022	MICHALIS MICHAELIDES	ARISTODIMOS LANITIS	Physical
CUT	Mecanical engineering	14/04/2022	STATHIS KALIVIOTIS	ARISTODIMOS LANITIS	Physical
TUS	Industrial Engineering	15/03/2022 - 11:00 am	Andrey Elenkov	Tasho Tashev	online - Google meet
TUS	Industrial Engineering + Network and Telecommunications Engineering + Mechanical Engineering Clusters	19/05/2022 – 13:00	Veska Gancheva	Tasho Tashev	Physical
TUS	ELaRA	4/13/2022 - 13:00	Ivaylo Peev/Todor Todorov	Tasho Tashev	Physical and online presentation

The inaugural event titled "Empower Your Student Experience – Become Part of a Pioneering Academic Program" was conducted across all campuses, with the primary objective of enlightening students on the academic and social benefits of becoming a Pioneer student in the EUt+ journey. Key attractions of the program were highlighted, emphasizing the seamless academic transition, and enriching cross-cultural experiences awaiting the participating students.

Among the major points were:

+ Automatic Academic Recognition: Ensuring that all ECTS credits earned at any EUt+ partner institution would be automatically recognized by the student's home university.

+ EUt+ Certificate: An added certification alongside the national degree, enhancing the academic profile of the participants.

+ Language and Cultural Immersion: Offering survival language and culture courses to maximize the benefit from the mobility experience.

+ Expanded Course Catalogue: Introducing a new array of courses accessible to non-native language speakers, broadening the academic horizon.

+ Academic Support: Provision of substantial academic support and materials by teachers, aimed at facilitating easier access to courses taught in different languages.

+ Pioneer Community Engagement: Encouraging students to not only become pioneers of this program but to actively contribute towards its refinement through valuable feedback and suggestions. In return, they are welcomed into a vibrant pioneers community, receiving a pioneers welcome pack, and invitations to exclusive events like a summer camp and other pioneer gatherings.

+ Influencer Opportunity: The program presents an avenue for students to become influencers for subsequent generations, setting a positive precedent and enriching the EUt+ community.

This event was pivotal in not only providing comprehensive information about the mobility program but also in instilling a sense of belonging and excitement among the students towards being part of a groundbreaking academic initiative within the European University of Technology framework.

4.2.2 International "Study at EUt" Fair

Event Type: Fair, Date: 12/10/2022, Location: Limassol, Cyprus

The International Study at EUt Fair was a notable event orchestrated on the premises of Cyprus University of Technology (CUT) in Limassol, Cyprus on October 12, 2022, as part of the EUt Limassol Week. This event was designed with the intention of acquainting CUT students and staff with the partner universities constituting the European University of Technology (EUt+) initiative.

Each partner university was allocated an individual booth, allowing for a personalized presentation of their academic programs, university culture, and the lifestyle of their respective cities and countries. This setup facilitated a conducive environment for students to gather insightful information, engage with representatives from these universities, and envision the opportunities awaiting them across the EUt+ alliance.

Program Outline:

The event commenced at 14:00 and extended until 23:00, encompassing a range of activities aimed at fostering engagement and enriching the attendees' understanding of the EUt+ initiative. A central element of the program was the visual presentation segment, where each university showcased videos and images on a central screen wall, painting a vivid picture of their campuses, academic ambiance, and the unique experiences they offer. This segment also provided a platform for interactive Q&A sessions where attendees could address their inquiries directly to the university representatives, gaining a more nuanced understanding of the mobility opportunities.

Additionally, the event was embellished with a student concert, adding a touch of entertainment and cultural exchange to the academic-oriented atmosphere. The blend of informative and interactive sessions with the zest of musical entertainment created a balanced and engaging experience for the attendees.

Attendance and Impact:

The event witnessed an impressive turnout with over 400 students in attendance, which was nearly half of the student population expected on campus on that particular date. The substantial attendance underscored the burgeoning interest and enthusiasm among the CUT community towards exploring the academic and cultural horizons embodied in the EUt+ initiative.

The fair not only served as an informative platform but also as an interactive hub where students could engage in meaningful dialogues, share aspirations, and foster connections with representatives from partner universities. The positive response and the high level of engagement observed during the event underline the success of the International Study at EUt Fair in disseminating crucial information regarding the EUt+ initiative and in stimulating excitement and curiosity among students and staff alike.

The International Study at EUt Fair significantly contributed to the overarching objective of promoting mobility and fostering a shared academic and cultural identity within the EUt+ community. The event's success is a testimony to the potential that such interactive and informative platforms hold in bridging gaps, nurturing curiosity, and fostering a sense of collective endeavor towards a harmonized European educational landscape. Through such initiatives, the EUt+ continues to stride towards its goal of creating a conducive environment for seamless mobility and enriched intercultural exchanges among its partner institutions and their respective academic communities.

4.2.3 EUt+ European Languages Day and Erasmus Days

Event Type: *EUt+ Social Media Campaign: Celebrating European Languages Day and Erasmus Days through EUt+ Digital Engagement, Date: 26/09 – 12/10/2023,*

European Languages Day

In acknowledgment and celebration of European Languages Day and Erasmus Days, a riveting social media campaign was orchestrated by the European University of Technology (EUt+). The campaign entailed a series of three engaging posts, unveiled on EUt's social media platforms, aiming to foster a sense of unity, acknowledge

linguistic diversity, and promote the essence of Erasmus mobility among the audience. This report elucidates the details and impact of the first post dedicated to European Languages Day.

+ The inaugural post of the series was themed around the celebration of European Languages Day, and was aptly titled "Embracing Linguistic Diversity: EUt+ Celebrates European Language Day". The post extended an invitation to the audience to partake in the celebration of the linguistic richness encompassed within the EUt+ alliance.

+ The post underscored the theme, "One Alliance, Many Voices," showcasing the myriad linguistic contributions that fortify the alliance and enrich the academic and cultural experiences within EUt+. The message emphasized the unifying power of languages and hailed the linguistic diversity as a strength that propels the alliance forward. The narrative revolved around the idea that collective engagement in celebrating linguistic diversity resonates with the broader vision of EUt+ in fostering unity among its constituents.

+ The post was accompanied by a captivating video link (https://www.facebook.com/EuropUnivTech/videos/1834803946975435) which served as a visual representation of the alliance's linguistic diversity. The video, titled "EUt+ Language Showcase: 'One Alliance, Many Voices'," featured snippets from various linguistic landscapes across the EUt+ alliance, portraying the harmonious co-existence of multiple languages and dialects within the EUt+ community.

+ The social media outreach witnessed a warm reception from the audience, garnering interactions that reflect the community's appreciation for the linguistic diversity celebrated within the alliance. The hashtag #EuropeanLanguageDay, #LanguageDiversity, #Unity, and #EUtAccelerate

were employed to augment the post's visibility and encapsulate the core messages of unity, linguistic richness, and the accelerating momentum of the EUt+ initiative.

Expanding Digital Engagement: Captivating Narratives Through Erasmus Days Social Media Campaign

As part of its strategy to foster a sense of community and promote mobility among students and staff, the European University of Technology (EUt+) orchestrated a captivating social media campaign during the Erasmus Days from 9th to 14th October. The campaign entailed a series of posts, each narrating the experiences of EUt+ students on different campuses of the alliance. The objective was to provide a glimpse into the mobility experience, thereby encouraging more students to partake in the Erasmus program. This section elaborates on the two notable posts shared on 9th and 12th October, revealing the impact and engagement they garnered.

The series of posts during the Erasmus Days not only celebrated the essence of mobility but also demonstrated the robust community that EUt+ has nurtured over the years. The personalized narratives, visual content, and the authentic experiences shared by the students resonated well with the audience, garnering significant engagement on social media. The campaign successfully illustrated the seamless mobility, academic excellence, and the enriching experiences awaiting students across the EUt+ alliance. The Erasmus Days social media campaign by EUt+ exemplifies a concerted effort to promote the mobility program, celebrate the diverse academic community, and foster a sense of belonging among its members. The personal narratives shared through the campaign vividly illustrated the transformative journey students embark upon, reinforcing the alliance's commitment to providing an enriching, inclusive, and academically rewarding

environment for its students and staff. Through such engaging digital narratives, EUt+ continues to bolster its community engagement, promoting the myriad opportunities that await within its alliance.

In conclusion, the social media campaign marking European Languages Day and Erasmus Days showcased a strategic effort by EUt+ to engage with its digital audience, celebrate linguistic diversity, and foster a sense of unity and inclusivity. The positive engagement metrics demonstrate the resonance of the campaign's message with the EUt+ community and the broader audience. This digital initiative exemplifies the effective utilization of social media platforms by EUt+ to augment awareness, celebrate diversity, and foster a sense of belonging and unity among its constituents. Through such engaging digital campaigns, EUt+ continues to underline its commitment to nurturing a vibrant, diverse, and unified academic community.

5. Learning and Recommendations

5.1 Lessons Learned

The journey of orchestrating promotional events to foster mobility within the European University of Technology (EUt+) has been insightful and enriched with experiences that not only achieved the immediate objective of promoting mobility but also provided a blueprint for enhancing future initiatives. This section encapsulates the key lessons gleaned from the various promotional events undertaken throughout the project period.

Holistic Engagement is Crucial:

The promotional events underscored the importance of engaging students and staff both academically and socially. The events that included academic discussions alongside cultural or social activities saw a higher level of engagement and

enthusiasm among participants. The blend of academic and social engagement creates a holistic experience that resonates well with the audience.

Digital Platforms Extend Reach:

The use of social media and digital platforms proved to be powerful in reaching a wider audience. Especially during the time of COVID-19 restrictions, digital campaigns and virtual events facilitated continuous engagement with the community, keeping the momentum of the mobility promotion alive.

Personalized Narratives Foster Relatability:

The events and campaigns that featured personal narratives from students and staff who experienced mobility, created a relatable and authentic picture of what mobility within EUt+ entails. These narratives were instrumental in addressing concerns and igniting interest in mobility programs.

Coordination and Collaboration are Key:

The establishment of the Common Erasmus Office (ECO) and the coordination among different Work Packages were vital for the successful organization and impact of promotional events. It highlighted the need for well-coordinated efforts, and collaboration among different stakeholders to ensure accurate and timely dissemination of information.

Flexibility in Approach:

Given the different academic calendars and operational nuances across partner universities, flexibility in the approach towards organizing and promoting events was essential. Tailoring event timelines and content to cater to the specific needs and schedules of each partner university proved beneficial.

Continuous Feedback for Improvement:

Collecting feedback post-events helped in understanding the areas of improvement and the impact created. It provided valuable insights for refining the strategies for future promotional events.

Cost Consideration and Value Addition:

Evaluating the cost-effectiveness and the added value of organizing common events versus individual campus events was essential for optimizing resources while ensuring the objectives are met.

Clarity on Mobility Procedures:

The events revealed the necessity of having clear and well-communicated procedures concerning mobility, especially related to the Erasmus program, to ensure participants have a clear understanding of the process, benefits, and expectations.

Intermediate conclusion:

The experiences and insights garnered from the promotional events on mobility within EUt+ have laid a strong foundation for refining future promotional and engagement strategies. The lessons learned have underscored the importance of a well-coordinated, flexible, and engaging approach to foster a culture of mobility and community within the EUt+ alliance. Through these learnings, EUt+ is well-positioned to enhance its promotional endeavors, ensuring a more enriching and seamless mobility experience for its community.

5.2 Recommendations for Future Promotional Events

Drawing from the lessons learned from the promotional events organized under the European University of Technology (EUt+), there are several key recommendations that can be proposed to bolster the effectiveness and impact of future mobility

promotional events. These recommendations align with the broader vision of EUt+ in fostering a vibrant, interconnected European academic community.

Leverage Digital Platforms for Broader Engagement:

Given the substantial reach and engagement facilitated by digital platforms in past events, it's recommended to further leverage social media, virtual forums, and digital marketing strategies in promoting mobility. This includes creating engaging content like testimonial videos, live Q&A sessions, and virtual tours of partner campuses. The digital approach not only extends reach but also allows for a year-round promotion of mobility opportunities, independent of geographical and temporal constraints.

Enhance Personalized Information Dissemination:

A notable observation was the varying informational needs among different campuses and individual students. Hence, it's advisable to adopt a more personalized approach in disseminating information regarding mobility opportunities. This could include tailored information sessions, localized promotional materials, and dedicated Q&A forums to address specific concerns and questions pertaining to mobility procedures, academic recognition, and cultural adaptation.

Strengthen Coordination through Centralized and Localized Structures:

Building on the success of the Common Erasmus Office (ECO), it is recommended to further strengthen both centralized and localized coordination structures. Centralized coordination ensures consistency in messaging, quality assurance, and alignment with broader EUt+ objectives. On the other hand, localized coordination at each partner university allows for a better understanding and addressing of the unique needs and preferences of each campus. A balance between centralized

planning and localized execution could enhance the effectiveness and relevance of promotional events.

Foster Continuous Dialogue and Feedback Loops:

Establishing continuous dialogue and feedback loops with the target audience before, during, and after promotional events can provide invaluable insights for continuous improvement. This could be facilitated through online surveys, focus group discussions, and interactive feedback sessions during events. This practice will not only enhance the relevance and impact of promotional events but also foster a sense of ownership and engagement within the EUt+ community.

The journey towards creating a seamless mobility experience within EUt+ is a collaborative endeavor that requires adaptive strategies to resonate with the diverse academic community across Europe. The above recommendations aim to build on the learnings from past promotional events, aligning them with the evolving needs and aspirations of the EUt+ community. Through an amalgam of digital engagement, personalized information dissemination, strengthened coordination, and continuous feedback, EUt+ can set a precedent for promoting mobility in a manner that is engaging, informative, and inspiring for all stakeholders involved.

Suggested improvements in mobility framework

The European University of Technology (EUt+) mobility framework is structured to provide a seamless and enriching mobility experience for students across its partner universities. Feedback from previous phases and observations highlight several areas that necessitate improvements to align with the envisioned objectives of EUt+. This section delineates three pivotal recommendations for augmenting the

mobility framework, with a specific focus on mitigating language barriers, refining mobility maps for academic recognition, and incorporating mobility experiences within the curricula of partner universities.

Addressing Language Barriers through English Language Utilization and Multilingualism:

Feedback regarding language barriers accentuates the necessity of employing a common language such as English, alongside fostering multilingualism to facilitate communication and academic engagement. Recommendations encompass: Expanding the offering of courses in English across all partner universities to ensure a broad spectrum of academic options for non-native English speakers during their mobility. Establishing language support centers or online platforms to aid students in enhancing their English proficiency as well as learning other European languages before and during their mobility. Promoting the use of English in official communications, promotional events, and academic forums, while also encouraging the learning and use of other European languages to create a linguistically inclusive and culturally enriching environment.

Enhancing Mobility Maps for Academic Recognition:

Seamless academic recognition across the eight partner universities is pivotal, and improvements in the mobility maps are crucial towards achieving this goal. Recommendations include:

+ Developing a unified, user-friendly online platform for students to easily navigate and comprehend the academic recognition processes and course equivalencies across the partner universities.

+ Establishing a centralized coordination entity, possibly within the Common Erasmus Office, to oversee the continuous updating and accuracy of the mobility maps, ensuring they reflect the latest curriculum developments.

+ Facilitating regular discussions among academic coordinators from all partner universities to address and resolve any issues related to course equivalencies and academic recognition.

Streamlining the Mobility Experience as an Embedded Curriculum Component:

Transitioning mobility from a conventional Erasmus exchange to an integral component of the EUt+ curricula is vital for enhancing the academic and cultural immersion experience. Recommendations encompass:

+ Designing curricula that inherently incorporate mobility as a central component, with harmonized learning outcomes and assessment criteria across partner universities.

+ Establishing a structured framework for pre, during, and post-mobility support to ensure students are well-prepared, engaged, and able to reflect on their mobility experiences.

+ Developing joint academic programs or modules that necessitate mobility, thereby fostering inter-campus interaction and learning.

The proposed improvements aim to address the identified challenges and further enrich the mobility experience within EUt+. By concerted efforts in mitigating language barriers, enhancing academic recognition processes, and integrating mobility into the core curricula, EUt+ can substantially progress towards its goal of establishing a unified, enriching, and inclusive academic milieu across Europe.

Conclusion

This deliverable 67

thus constitutes a basis for the work to be undertaken in the coming years by the EUt+ initiative as the need for coordinated promotional events grows alongside with the number of open curricula. Thus, the lessons learnt the past three years and the experience developed in co-organised study abroad fairs and Erasmus days are to be further used and developed from the second phase of the initiative.