

3° EDLab Webinar on 'European Degree Label Global Attractiveness'

European policy experimentation in higher
education: piloting a joint European degree label

The webinar is starting in a few minutes



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Introduction & Agenda

Agenda

- **10:00-10:10: Welcome & Short introduction to EDLab**
- **10:10-10:30: Presentation of EDLab survey results** on the 'Global Attractiveness of the European Degree Label
- **10:30-11:15: Panel Discussion** with employers, alumni, global networks and international student recruiters
- **11:15-11:30: Q&A**

Our panellists

- **Alessandra Gallerano**
University of Padua, Italy - Head of Projects & Mobility Office
- **Isabel Nunes**
Universidade NOVA de Lisboa, Vice-Rector
- **Camilla Andreani**
University of Padua - Head of Recruitment
- **Sara Farófia**
Globeducate – International Schools, Marketing & Admissions Executive
- **Marcello Scalisi**
UNIMED - Director
- **Rajon Bhuiyan,**
Erasmus Mundus Students and Alumni Association - Director of the Outreach and Capacity Building Unit
- **Jordan Hammond**
Erasmus Mundus Students and Alumni Association, Director Policy and Quality Assurance

Moderator:

Ana Lebre
Universidade NOVA de Lisboa - *Head of Quality, Accreditation, and Employability Office*



Overall policy objectives

The European Strategy for Universities



BUILDING BRIDGES FOR HIGHER EDUCATION COOPERATION

**FACILITATING
TRANSNATIONAL
EDUCATIONAL
ACTIVITIES**



FIRST STEP TOWARDS:

- Institutionalised cooperation instruments (e.g. legal status for alliances)
- Common criteria for a European label for joint programmes, followed possibly by voluntary joint degrees based on these European criteria

**SUSTAINABLE
EUROPEAN
UNIVERSITIES
ALLIANCES**



**WIDENING THE
IMPLEMENTATION
OF THE EUROPEAN
STUDENT CARD
INITIATIVE**



Reinforce **European transnational cooperation**
by building bridges

Support all higher education institutions
and enhance the **coherence** of European higher
education systems

**Full implementation of existing instruments
and exploring avenues for new ones**

Recommendation for **national reforms
and European support**

**Council Recommendation adopted
by EYCS Council 5 April**

Two flagship initiatives



Explore common criteria leading to a potential **European label for joint programmes**, to be piloted as of 2022 under Erasmus+. Later on, the possible design and delivery, on a voluntary basis, at national, regional or institutional level, of joint degrees at all levels, based on these co-created European criteria, could be envisaged



Erasmus + pilot call topic 1:
Pilot a joint European degree label



Examining the need for and feasibility of institutionalised cooperation instruments, such as a possible **legal status for alliances of higher education institutions**: pilot as of 2022 under Erasmus+ the implementation of existing European instruments



Erasmus + pilot call topic 2:
Pilot institutionalised EU cooperation instruments to explore the feasibility for a possible European legal status for alliances of higher education institutions

Key features of a possible joint degree

Full respect of Member States competence

- would NOT be awarded by a European body
- would NOT replace national degrees or joint degrees
- criteria developed with Member States and HEIs

Full respect of Institutional Autonomy and Academic Freedom

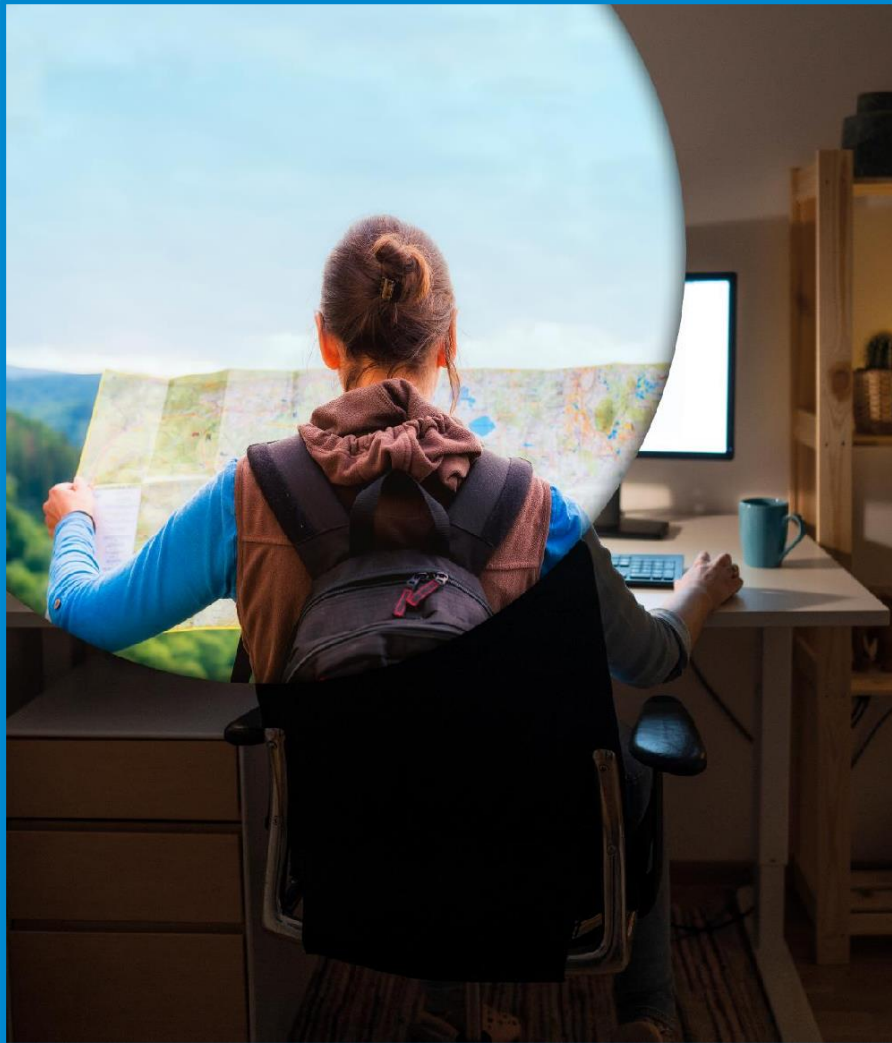
- criteria only covering general framework conditions for a specific type of joint degrees

Pilot a joint European degree label

Call concept and specific objectives

Ref: ERASMUS-EDU-2022-POL-EXP-EUdegree

Specific objectives



Exploring and testing the relevance of the criteria

Exploring and recommending possible optimisation of the set of criteria

Elaborating proposals aiming to facilitate the development and implementation of joint degrees in Europe. This would include **proposing an approach for the delivery of joint degrees based on co-created European criteria.**

Co-created set of criteria (Call Annex)

Higher education institutions involved

Transnational joint degree delivery

Transparency of the learning outcomes

Quality assurance arrangements

Joint policies for the joint programme

Transnational campus – access to services

Co-created set of criteria (Call Annex)

Flexible and embedded student mobility arrangements

Multilingualism

Innovative learning approaches

Graduate outcomes

Inclusiveness and sustainability

Call results

- **6 projects** selected by the European Commission
- First projects started in **March 2023**
- **High interest** of European Commission & European Parliament in project results



The EDLab project

Objectives, partners and activities

Main objective

The project aims to further the implementation of European and international joint degree programmes and the European Degree Label with special, but not exclusive, emphasis on four target countries facing obstacles of diverse nature:

France, Italy, Portugal and Spain





Key information



European policy experimentation in higher education: piloting a joint European degree label

- **Duration:** 12 months
- **Budget:** 200.000 EUR (EU contribution)
- **4 Alliances represented:** Arqus, ENLIGHT, EUTOPIA, SEA-EU
- **13 Full partners** from 5 countries
- **Diverse associate partners:** national ministries and quality assurance agencies, European and global university networks, student and alumni associations, along with other partner universities from our four alliances.





Full
partners



- UNIVERSIDAD DE GRANADA, Spain (Coordinator) – **Arqus Alliance**
- UNIVERSIDAD DE CADIZ, Spain – **SEA-EU Alliance**
- UNIVERSIDAD POMPEU FABRA, Spain– **EUTOPIA Alliance**
- UNIVERSIDADE DO ALGARVE, Portugal - **SEA-EU Alliance**
- UNIVERSIDADE DO MINHO, Portugal– **Arqus Alliance**
- UNIVERSIDADE NOVA DE LISBOA, Portugal– **EUTOPIA Alliance**
- UNIVERSITA CA' FOSCARI VENEZIA, Italy– **EUTOPIA Alliance**
- UNIVERSITA DEGLI STUDI DI NAPOLI PARTHENOPE, Italy - **SEA-EU Alliance**
- UNIVERSITA DEGLI STUDI DI PADOVA, Italy – **Arqus Alliance**
- CY CERGY PARIS UNIVERSITE, France – **EUTOPIA Alliance**
- UNIVERSITE DE BRETAGNE OCCIDENTALE, France - **SEA-EU Alliance**
- UNIVERSITE LYON 1 CLAUDE BERNARD, France – **Arqus Alliance**
- UNIVERSITEIT GENT, Belgium – **ENLIGHT Alliance**



Associated
partners



National authorities: Ministries responsible for higher education in Flanders (Belgium), France, Italy, Portugal and Spain

Quality Assurance Agencies: NVAO (BE), HCERES (FR), ANVUR (IT), A3ES (PT), Aneca, AQU and DEVA/ACCUU (ES), ECA

Student associations: European Student Union (ESU), Erasmus Student Network (ESN), local student associations (Minho, Padua....)

Alumni associations: Erasmus Mundus Alumni (EMA), Padua Alumni Association

European Networks: Coimbra Group, the Guild, Academic Cooperation Association

Global University Networks: Unimed, Montevideo Group (AUGM), CASA

ENIC-NARIC: CIMEA (IT)

Universities from the participating alliances: **Arqus:** Graz, Leipzig, Vilnius, Wroclaw; **ENLIGHT:** Bordeaux; Basque Country; **EUTOPIA:** Cluj, Ljubljana, Gothenburg, VU Brussels, Dresden, Warwick; **SEA-EU:** Split, Kiel, Gdansk, Nord, Malta.



EUROPEAN DEGREE LABEL
Institutional Laboratory

Specific objectives &
activities



Mapping and Screening of existing joint programmes

- Analysing the **suitability of the criteria** proposed by the EC for the award of the ED Label in the call and screening existing joint programmes against them
- Analysing the **barriers** of all kinds existing for their fulfilment, with particular but not exclusive reference to **France, Italy, Portugal and Spain**

Global attractiveness

- Analysing how an ED Label and joint programmes in general enhance the **global attractiveness** of the European Higher Education System

Design and testing of the European Degree label

- Analysing the **procedure for the issue of an ED Label and its format**, along with potential barriers to be addressed
- Producing detailed and **robust recommendations** on the basis of findings



EUROPEAN DEGREE LABEL
Institutional Laboratory

Key deliverables



WP2 – Mapping and Screening of existing joint programmes (SEA-EU – UCA)

- Report on existing joint programmes
- **Discussion paper on the ED label criteria**
- Report on barriers in applying the criteria in current joint programmes

WP3 – Global attractiveness (EUTOPIA – UNL)

- Report on the global attractiveness of already existing European joint degrees
- Report on the potential attractiveness of a European Degree Label
- **Discussion paper and recommendations about the global attractiveness of a European Degree Label**

WP4 – Design and testing of the European Degree label (ENLIGHT – UGent)

- Repository of existing joint degree models
- Report on (joint) degree certificate prescriptions
- Report on the potential of adding a digital label to existing paper-based joint degree models ('hybrid' mode), weighed against the options of delivering fully digitalised certificates
- **Template for European joint degree label**
- Report on the pilot awarding of the European joint degree label

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ERASMUS-EDU-2022-POL-EXP-EUdegree

European Degree Label

Global attractiveness

Webinar
31 January 2024



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Global Attractiveness
of the European HES
-
ED Label and JP's
contribution

Mapping the perceptions
European and Non-european students & alumni
JP, Double Degree, Multiple Degree & Cotutelle



EDLab SURVEY
Attractiveness of Joint Degree Programmes



Students & Alumni

EDLab Survey Methodology

Online Data collection

- **Sample:** Convenience Sample (Partners and Associated Partners)
- **Application:** Online Survey (04.dec.23 – 19.jan.24)
- **Answers:** Total: 110 -> Validated: 98
- **Respondents:** European and Non-european students & alumni of JP, DD, MD or Cotutelle Programmes
- **Survey structure:**
 - Section 1: Socio-demographic
 - Section 2: Academic degree and field of studies
 - Section 3: Global attractiveness
 - Motivations to choose JP, DD, MD or Cotutelle
 - Motivations to choose Universities in EHEA
 - Label attractiveness

Likert Scale: 1 - Totally Disagree to 6 - Totally Agree

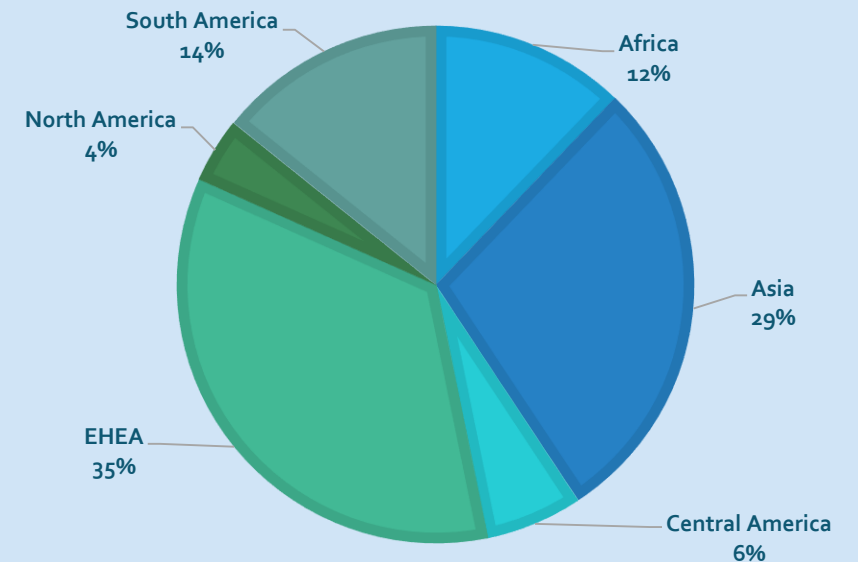
Sample Characterization

Socio-Demographic

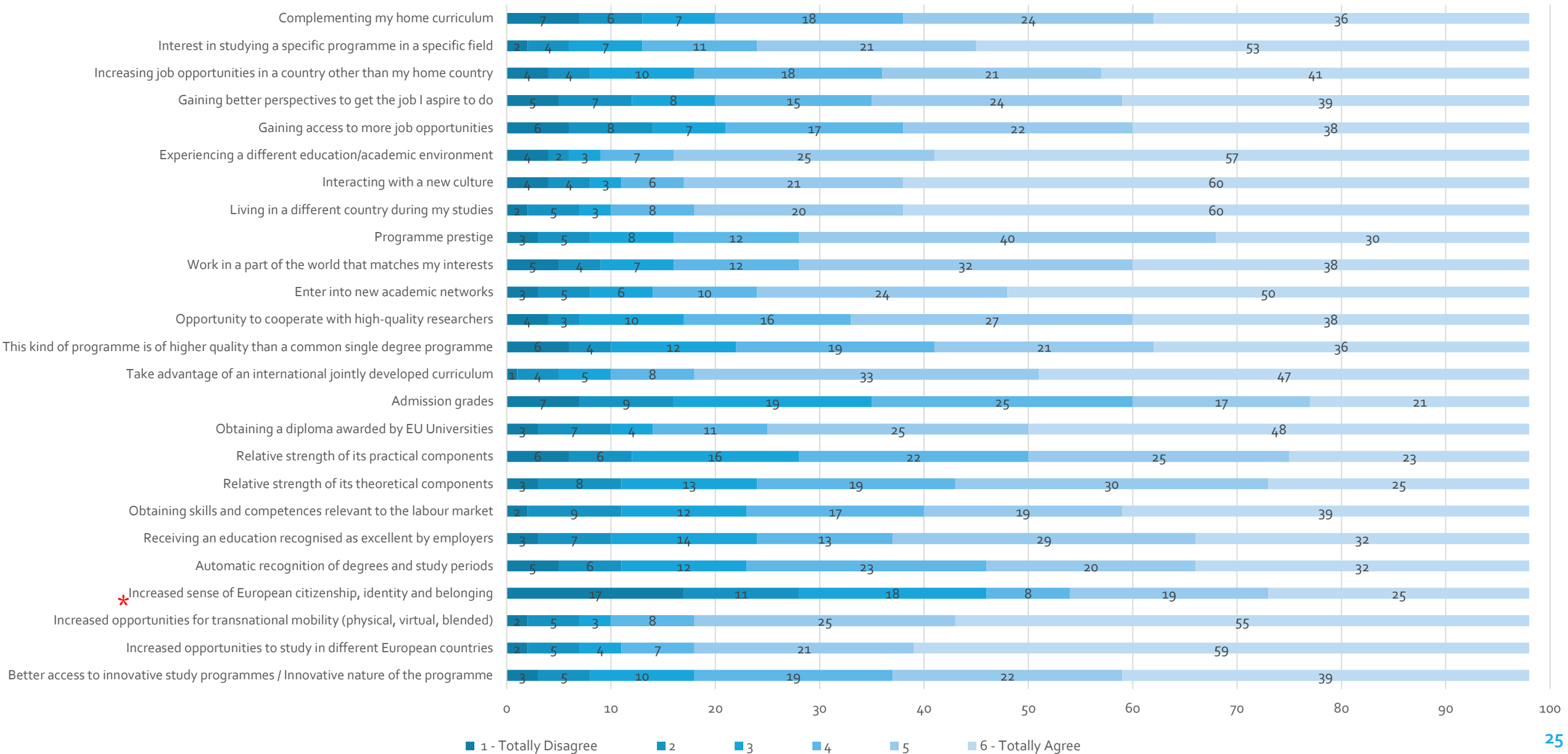
Gender	%	Age range	%
Female	60%	18 - 24	8%
Male	35%	25 - 34	62%
Rather not say	5%	35 - 44	27%
		45 - 54	3%

Sample	%	Sample	%
Students	20%	Employed	78%
Alumni	80%	Unemployed	22%

Nationalities



Motivations to enroll in a joint / double degree or cotutelle programme



Results - Global Attractiveness

Motivations to enroll in a JP, DD, MD or Cotutelle Programme (Q11)



Global Attractiveness of the European HES - ED Label and JP's contribution

5 categories

Academic Experience	5,03
International Experience	4,92
Job Prospects	4,68
Reputation	4,66
Academic Curriculum	4,51

Academic experience

- Experiencing a different education/academic environment (5,22)
- Take advantage of an international jointly developed curriculum (5,13)
- Enter into new academic networks (5,01)
- ...
- Opportunity to cooperate with high-quality researchers (4,77)

International experience

- Living in a different country during my studies (5,23)
- Increased opportunities to study in different European countries (5,21)
- Interacting with new cultures (5,20)
- ...
- Increased sense of European citizenship, identity and belonging (3,78)

Job prospects

- Work in a part of the world that matches my interests (4,80)
- Increasing job opportunities in a country other than my home country (4,74)
- Gaining better perspectives to get the job I aspire to do (4,66)
- ...
- Gaining access to more job opportunities (4,58)

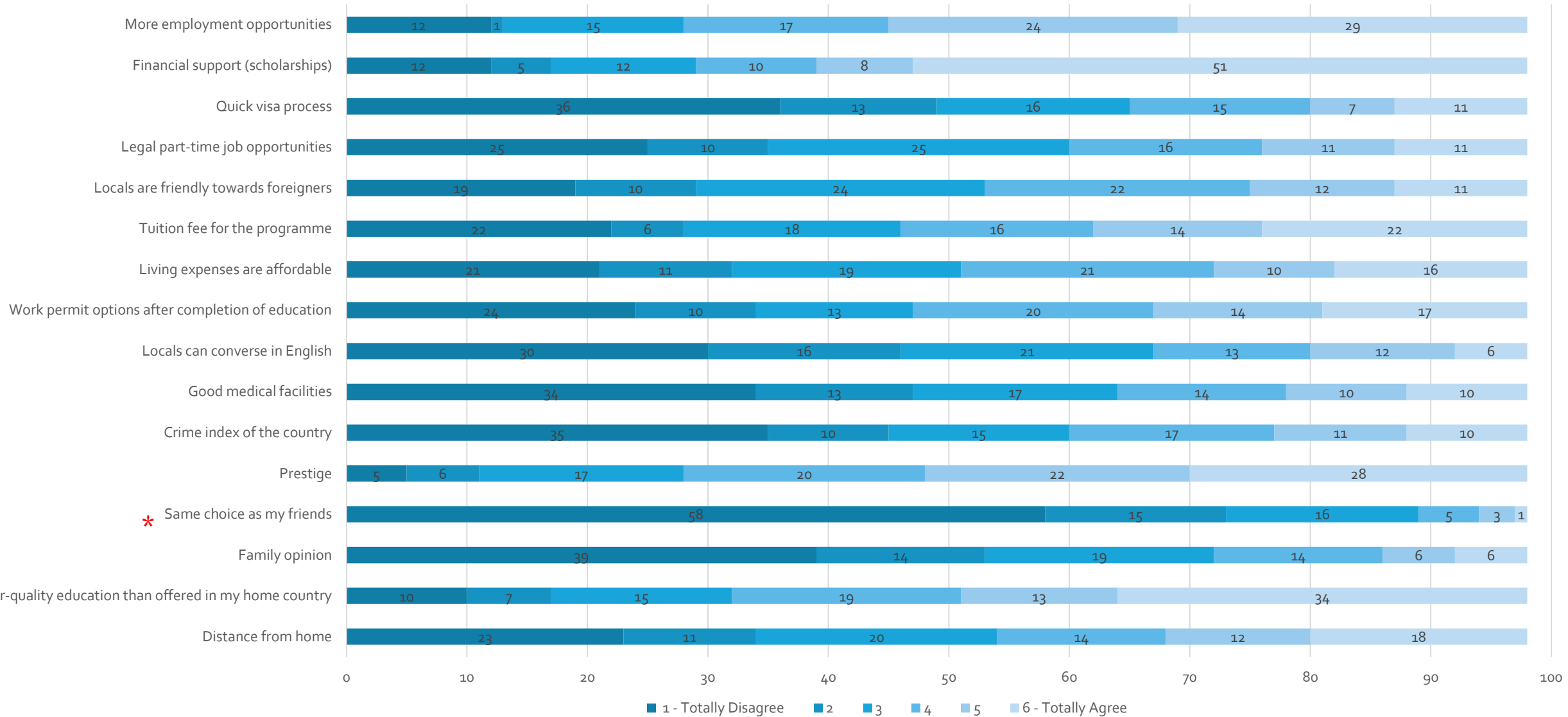
Results - Global Attractiveness

Disadvantages to enroll in a JP, DD, MD or Cotutelle Programme (Open question)

What they said:

- “The bureaucratic problems, the slowness in the processes and the **lack of support between the universities...**”
- “**The amount of paperwork** is larger than for a normal degree, graduation is often delayed due to the need to **transfer grades**, international offices are **not always fully aware of how to handle some situations for a double degree student.**”
- “Since every semester was in a different country at a different university, **it was difficult to have courses build up onto each other** and dive deep into the topics. It felt more like an ongoing erasmus experience.”
- “It's **hard to find accommodation** in new country.”

Motivations to choose to study in University(ies) belonging to the European Higher Education Area



Results - Global Attractiveness

Motivations to choose to study in Universities belonging to EHEA



Global Attractiveness of the European HES - ED Label and JP's contribution

6 categories

Reputation	4,29
Financial	3,84
Job Prospects	3,61
International Experience	3,05
Safety & Security	2,83
Personal	2,56

Reputation

- Prestige (4,30)
- **A better-quality education than offered in my home country (4,22)**

Financial

- Financial support (scholarships) (4,53)
- Tuition fee for the programme (3,61)
- ...
- **Living expenses are affordable (3,37)**

Job prospects

- More employment opportunities (4,30)
- Work permit options after completion of education (3,42)
- ...
- **Legal part-time job opportunities (3,11)**



Global Attractiveness of the European HES

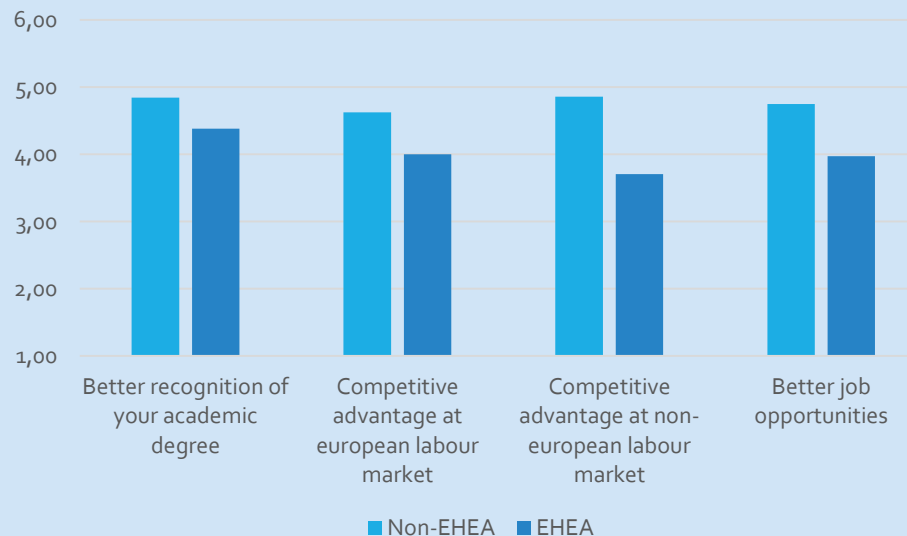
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ED Label and JP's contribution

Results - Global Attractiveness

If your diploma had an european degree label, that will help you to get

Global	Average
Better recognition of your academic degree	4,68
Competitive advantage at european labour market	4,41
Competitive advantage at non-european labour market	4,46
Better job opportunities	4,48



Results - Global Attractiveness

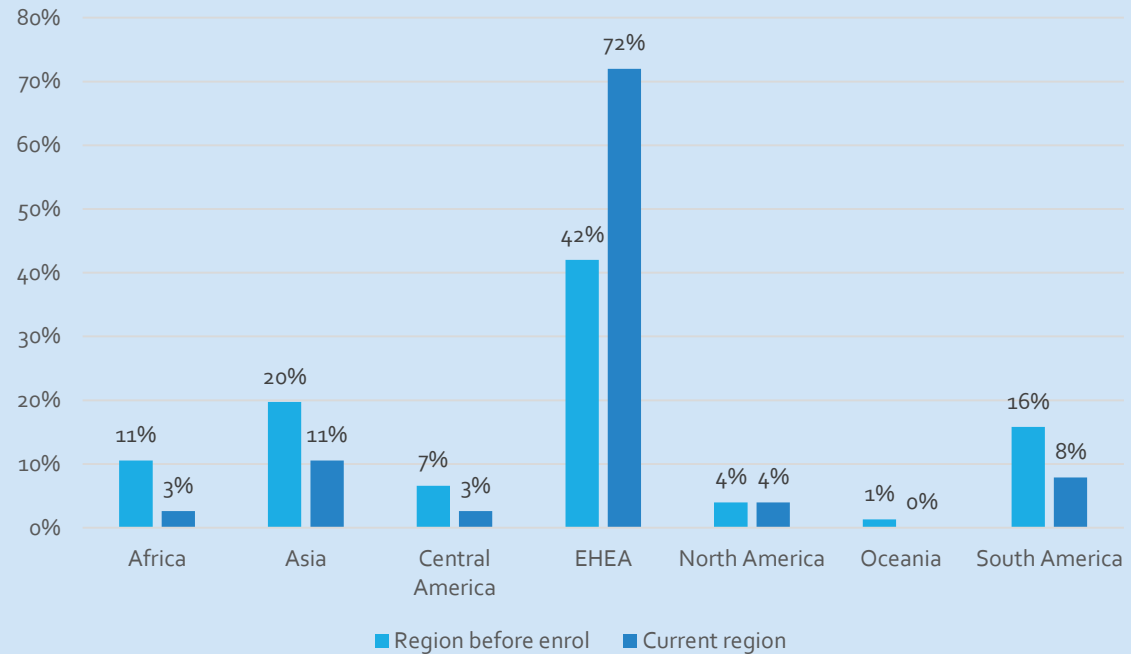
Reasons to enroll vs. Employment (sub-sample)



Global Attractiveness
of the European HES
-
ED Label and JP's
contribution

Reasons to enroll:

Increasing job opportunities in a country other than my home country



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European Degree Label

Global attractiveness

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