

# 1<sup>st</sup> European Universities for the EU (EU4EU) Transnational Training & Capacity Building Workshop

**Dates:** 6-8 March 2019

**Place:** [Campus Iberus EU Delegation](#). Rue de Trône 62, 7<sup>th</sup> Floor. Brussels.

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## I. Summary

*European Universities for the EU (EU4EU)* is a collaborative initiative between university consortia co-financed by Erasmus+ funds under Key Actions KA103 and KA108. Its general objective is to facilitate the transition between university education and access to employment, effectively promoting new job opportunities for young graduates.

Launched in 2015 and coordinated by *EuGen-European Generation*, this initiative gathers 35 European universities through 3 active Erasmus+ KA108 mobility consortia from Italy, Spain and Croatia, named and coordinated as following:

- ✓ “*European Universities for the EU - Italy*”, led by *University Sapienza of Rome*
- ✓ “*Spanish Universities for EU Projects*”, led by *Campus Iberus*
- ✓ “*Croatian Universities for EU Projects*”, led by *Association Informo*

To achieve its goal, *EU4EU* promotes transnational implementation of Erasmus+ mobility scholarships granted by all Higher Education Institutions involved in the Croatian, Italian and Spanish consortia, where *EuGen-European Generation* has a coordinating role in the selection of host institutions as well as the student-hosting institution matching process, supported also by *EPA-European Projects Association*. These mobility grants aim to mobilize students eager to undertake traineeships in host organizations active in the area of EU funded projects’ planning and management which are based in Erasmus+ programme countries, so that students can gain professional experience in a field of expertise highly valued in the European labor market.

Collaboration between the leaders of the Croatian, Spanish and Italian consortia encourages efficiency of management of national projects, allowing also to share best practices, as well as to design a tailor-made management software and a dedicated database of host organizations.

The *EU4EU* initiative connects with the social ecosystems in order to enable students, universities and host institutions to have visibility, start collaborations, and identify and propose opportunities for professional growth and development.

Key figures of the EU4EU joint initiative so far are:

- 4 years from the start
- 3 countries involved: Croatia, Italy and Spain
- 35 Universities engaged
- 750 Erasmus+ mobility grants implemented
- 91% of trainees "widely satisfied"
- 400 Host Organizations selected

<b><i>Croatian Universities for EU Projects</i></b>	<b><i>European Universities for the EU - Italy</i></b>	<b><i>Spanish Universities for EU Projects</i></b>
1. Business School PAR	1. Università di Padova	1. *Universidad de Zaragoza
2. Libertas International University	2. Università di Parma	2. * Universidad de La Rioja
3. Polytechnic of Požega	3. Università di Perugia	3. * Universidad de Lleida
4. Polytechnic of Šibenik	4. Politecnico delle Marche	4. * Universidad Pública de Navarra
5. University of Applied Sciences Baltazar Zuprešić	5. Università della Tuscia	5. Universidad de Cantabria
6. University of Applied Sciences Vern	6. Università di Roma Tor Vergata	6. Universidad de Castilla La Mancha
7. University of PULA	7. Università di Napoli Federico II	7. Universidad de Burgos
8. School of Economics and Management Zagreb	8. Università di Foggia	8. Universidad de La Laguna
9. Zagreb university of applied sciences	9. Università di Bari	9. Universidad de Santiago de Compostela
	10. Università di Cagliari	10. Universidad de las Islas Baleares
	11. Università di Roma Sapienza	11. Universidad Pompeu Fabra
	12. Università di Catania	12. Universidad Rovira i Virgili
	13. Università di Teramo	13. Universidad de Alicante

\* Campus Iberus is the Campus of International Excellence (legal entity), which is composed by the Univ. de Zaragoza, Univ. de La Rioja, Univ. de Lleida and Univ. Pública de Navarra.

Visit us on:

- ✓ **EU4EU:** [www.eu-gen.org/en/eu4eu-2/](http://www.eu-gen.org/en/eu4eu-2/)
- ✓ **Spanish Universities for EU Projects:** [www.campusiberus.es/euprojects/](http://www.campusiberus.es/euprojects/)
- ✓ **European Universities for the EU - Italy:** [web.uniroma1.it/impresapiens/bandi](http://web.uniroma1.it/impresapiens/bandi)
- ✓ **Croatian Universities for EU Projects:** <http://informo.hr/hr/projekti/croatian-universities-for-eu-projects>

## II. Goals, training & capacity building programme, and methodology

The “1st EU4EU Transnational Training and Capacity Building Workshop” aims to:

- 1) To exchange models, techniques, tools and practices used for the implementation, management, dissemination and communication of Erasmus+ international mobility projects, in order to contribute to its improvement and to optimize the impact of joint actions
- 2) To strengthen transversal competences of participants both at individual and joint level implementation of Erasmus+ international mobility projects
- 3) To improve coordination among participating universities and to strengthen inter-institutional collaborations
- 4) To analyze trans-national coordination of Erasmus+ national mobility consortia as a strategic approach for education and learning mobility across the EU
- 5) To raise awareness and international outreach of the *EU4EU* initiative among HEIs, host institutions, student communities, National and EU authorities, and other stakeholders of the European Higher Education arena in order to foster new collaborations and to enlarge the initiative.

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To achieve its goals, the following comprehensive Training & Capacity Building modules are proposed for the workshop:

### **Session I: Project implementation, tools & procedures (2h)**

Institution: *Association Informo, European Generation-EuGen*

Expert: Dino Babic, Marco Buemi

Description:

- Project objectives
- Tips for complementary consortium
- Long term sustainability of the project
- Estimate your chances of success
- Evaluation criteria (Excellence, impact and implementation)
- Presentation of an administrative platform for managing a project such as moodle
- Focus EU4EU: Presentation of the new management software, the EU4EU Portal
- 20 Min workshop to identify skills for project implementation

### **Session II: Social Media strategies for a Erasmus+ project (2,5h)**

Institution: *European Projects Association-EPA*

Expert: Frédéric Fabre

Description:

- Tools for Social Media Management
- How to draft the social media strategy of your EU project
- LinkedIn for EU projects: Marketing rules and best practices
- Facebook for EU Projects: Marketing and best practices
- Instagram and Slideshare: Marketing rules and best practices

### **Session III - Communication and dissemination plan in Erasmus+ projects (3h)**

Institution: *European Generation-EuGen, European Projects Association-EPA*

Expert: Marco Buemi, Frédéric Fabre

Description:

- 10 Successful tips for disseminating EU Projects
- Communication and dissemination plan in Erasmus+ projects – Focus EU4EU: perform practical sessions in teams to communicate live the meeting on the web
- Launch of a Instagram Channel EU4EU - live contest

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### **Session IV - Good practices examples of project dissemination in Erasmus+ project (1h)**

Institution: *European Generation-EuGen, European Projects Association-EPA*

Expert: Francesca Romana Zotta, Frédéric Fabre

Description:

- Showcase of good dissemination practices applied to Erasmus+ mobility projects
- Focus EU4EU: The experience of EU4EU Facebook page

### **Training methodology**

The proposed learning programme will be a combination of methodologies with theoretical, practical and active approach based on discussing real cases studies, and teamwork. The workshops and training activities will be based on the “learning by doing method” and professional leadership. Our methodology is focused on the interaction of the participants and different stakeholders. For example, we will use the mobile application “Mentimeter” in order to make our workshop fun, collaborative and interactive between the trainers and participants. The participants will participate in lectures through using Mentimeter as a formative assessment tool.

### **OPEN EVENT “European Universities for the EU (EU4EU): A strategic approach for trans-national coordination of Erasmus+ mobility consortia”**

Institution: Campus Iberus

Coordinator: Jorge Molina-Martínez

Description: This open event aims to raise awareness and international outreach of the *EU4EU* initiative by analyzing how trans-national coordination of Erasmus+ national mobility consortia can be utilized as an strategic approach for education and learning mobility across the EU. The open event intends to bring together the coordinators of *EU4EU*, the Croatian, Spanish and Italian National Consortia, representatives from the European Commission and the European Parliament, National Authorities in charge of Education & Mobility Policy, host institutions, students, intermediary organizations, and other stakeholders interested in Erasmus+ and international mobility.

## IV. Training programme

Day 1 – March 6 <sup>th</sup> , 2019		Day 2 – March 7 <sup>th</sup> , 2019		Day 3 – March 8 <sup>th</sup> , 2019	
		<b>OPEN EVENT (Campus Iberus)</b> <i>“EU4EU: A strategic approach for trans-national coordination of Erasmus+ mobility consortia”</i>			
13.30-14.00	Registration & Welcome	09:15-09:45	Registration	09:15-10:15	<b>Training Session III (EuGen, EPA)</b>
14.00-14.30	Introduction to the Study Visit	09:45-10:00	Welcome & Introduction	10:15-13:15	<b>Training session IV (EUGen, EPA)</b>
14.30-15.30	Ice breaking session (EPA)	10:00-10:15	EU4EU – European Universities for the EU	13:30-15:00	Guided visit to the European Parliament (EPA)
15.30-17.30	<b>Training session I (Informo, EuGen)</b>	10:15-10:30	European Universities for the EU – Italy		
		10:30-10:45	Croatian Universities for EU Projects		
		10:45-11:00	Spanish Universities for EU Projects		
		11:00-11:20	Strategic approaches for education and learning mobility with Erasmus+ (EC)		
		11:20-11:30	Perspective from the European Parliament on the Erasmus+ Programme 2021-2027		
		11:30-12:45	Round table debate		
		12:45-13:00	Closing of the event		
		13:00-14:00	Networking Lunch		
		14:00-17:30	<b>Training Session II (EPA)</b>		
		20:00	Dinner @ Restobières (optional, own expense)		End of the study visit

## V. Experts & Trainers



**Mr. Dino Babić, Coordinator of the National Erasmus`consortium “Croatian Universities for EU Projects”. Association Informo.**

Dino Babić, PhD in multimedia communication applied for enhancing the perception of EU policies by the stakeholders. Regional economy expert focusing on innovation applied to territorial development projects. 14 years of experience in developing, managing and evaluating European projects. Training, advising and coaching international institutions, public entities, private organizations and civil society actors on different aspects of effective digital and live communication applied to EU projects, programs development and lobbying. President of the European Projects Association (Brussels, Belgium). Permanent Member of the TIPIK External Speakers Team for the European Commission DG Communication. Visitors Centre (Brussels, Belgium). Co-Founder and director of the European Academy for Education and Social Research (Dublin, Ireland). Designer of eLearning Masterclasses, online coaching programmes and the European Projects Intelligence System – myEuropa. Teacher of Interdisciplinary Social Science at the PAR University accredited by the Croatian Ministry of Education and Science. Project Evaluator for the Horizon 2020 Program of the European Commission – Research Executive Agency. Evaluator for the European Research Area Network. Worked in the International cooperation and EU affairs department of the Region of Istria for 7 years as Senior Expert Associate for the development of International projects and was Official representative of the Region of Istria (Croatia) to the EU institutions in Brussels for 4 years. PhD in Transborder Policies for the Daily Life at the International University Institute for European Studies in Gorizia (Italy) researching the role of multimedia communication in the enhancement of the perception of the effects of EU policies. Master in e-Business and e-Government technologies and Degree in Regional Economy at the University of Trieste (Italy).



**Marco Buemi, Sustainable Development and Social Innovation Manager. EuGen strategic consultant**

Marco Buemi deals with sustainable development, social innovation and inclusion and diversity management since 2003. He worked 3 years for the Swedish government in the Ministry of Integration and 11 years in Italy as an expert in the presidency of the Council of Ministers coordinating the program management of many European funds. Since 2016 he is an expert on the URBACT program and a specialist in civic crowdfunding and social innovation for the Metropolitan City of Bologna. He collaborates as Facility Manager for the Italian Red Cross and teaches in several Italian and European universities. He has a blog on the online magazine "L'Espresso" entitled "Sustainable Objective" on social, environmental, urban and entrepreneurial issues. Since July 2018 he is strategic consultant at EuGen-European Generation.



**Frédéric Fabre, Secretary General. of the European Projects Association asbl.**

Frédéric has 3 years of experience as Project Manager of the recent EPA projects co-funded by the European Union, such as: “ETHICSBOARD”, “E-CUL-TOURS”, “European Horizons of 1917 “ISSE”, etc. He has a strong experienced in project planning and dissemination activities. He works to strengthen the participation of EPA’s partners in EU projects (Erasmus+KA1/KA2, H2020, INTERREG, Europe for Citizens...) Since 2017, he has been working as Training Coordinator at the European Academy for education

and social research. He is experienced in coordinating training courses aiming to improve knowledge related to European funds and develop the skills in writing and managing European projects through “learning by doing” methodology. He holds a Master’s degree in public law. He is a strong knowledge in local administration, economics and social sciences. He was Local Councilor in the Council of Chalvignac from 2008 to 2014, Local/Urban board member and Local Finance board member. In 2009, he experienced the Erasmus+ program as beneficiary and student at the University of Catania (Italy).



**Jorge Molina Martínez, Brussels Delegate at Campus Iberus**

Jorge holds a MSc on Environmental Science, a BEng on Agri-Food Industries, a Master Degree in Planning & Project Cycle Management and postgraduate studies in promotion and management of international R&I projects. He has worked in the environmental industry, agro-food sector and EU project planning and funding for the last 19 years. Since 2008, he has been working in the R&I and higher education sectors, having participated in more than 20 projects and being an expert evaluator of Erasmus+ for the Spanish Service for the Internationalisation of Education (SEPIE). His professional career has combined different positions, such as project manager, regional contact point for the EU R&I FP7, and internationalization officer. From the Campus Iberus’ delegation in Brussels, Jorge is in charge of developing and implementing the internationalization strategy of the institution in the areas of higher education, R&I, mobility, entrepreneurship and international cooperation, for the sake of positioning the Campus at international level and reinforcing partnerships in the European and international arena.



**Francesca Romana Zotta, Founder and President at EuGen-European Generation**

Francesca Romana Zotta is founder of EuGen-European Generation. Since its establishment in February 2015 in Rome, she holds the role of President of the association. For six years she worked at the Migration Office of the National Association of Italian Municipalities (ANCI). She gained experience in planning, managing and disseminating EU projects, working for Cittalia in Rome and with the European Projects Association (EPA) in Brussels. She has a degree in Law with a specialization in European policies on human rights and a postgraduate master's degree in Studies on Migration. She has experience in the planning and management of European projects, in public policies for the reception and integration of migrants in the European Union, in the management of international universities consortia for students mobility and in the management of exchanges for the integration of youngsters with migratory background.

## VI. Institutions



Campus Iberus is the coordinating institution of the national Erasmus+ mobility consortium “[Spanish Universities for EU projects](#)” (no. 2017-1-ES01-KA108-036505), which brings together 13 universities from 11 different regions across Spain: Universidad de Zaragoza, Universidad de Lleida, Universidad Pública de Navarra, Universidad de la Rioja, Universidad Pompeu Fabra, Universidad de La Laguna, Universidad de Alicante, Universidad Rovira i Virgili, Universidad de Cantabria, Universidad de Burgos, Universidad de Santiago de Compostela, Universidad Islas Baleares, and Universidad Castilla La Mancha.

As a strategic partnership between the University of Zaragoza, the Public University of Navarra, the University of Lleida and the University of La Rioja, the Campus Iberus of International Excellence was created in 2010 in the frame of the National Programme “Campus de Excelencia Internacional”. Campus Iberus’ strategy is based on the definition and implementation of aggregation, specialization and internationalization activities pursuing three major goals: (i) Improvement of teaching and learning and adaptation of the education system to the European Higher Education Area (EHEA); (ii) Improvement of scientific and technological transfer; (iii) Contribution to a new model for socio-economic development and interaction with the regional ecosystems.

Campus Iberus’ activities focus on a number of areas of aggregation and specialization based on its academic and R&I capabilities, the regional priorities identified by the Smart Specialization Strategies (RIS3) of each of the territories involved in this alliance, and the big societal challenges at the European level. The main areas of specialization and activity lines of Campus Iberus are shown below:

Thematic areas of specialisation	Activity lines
Agrofood & Nutrition	Education and training
Sustainable energy and environment	Research and technology transfer
Health technologies	Innovation and entrepreneurship
Social and territorial development	International cooperation

With circa 60.000 students (3.500 PhD candidates), more that 6.000 teaching and reserch staff, nearly 500 research groups, 131 Master Degress and 72 Doctoral programmes, Campus Iberus offers a highly competitive educational and R&I portfolio. Additionally, Campus Iberus’ universities cooperate with institutions from more than 50 countries worldwide and has international delegations in Brussels and Bogotá (Colombia).

Visit us on:

[www.campusiberus.es](http://www.campusiberus.es)

[www.linkedin.com/company/campus-iberus-of-international-excellence-cei-iberus/](https://www.linkedin.com/company/campus-iberus-of-international-excellence-cei-iberus/)

[www.youtube.com/watch?v=LoXb5oACCMY](https://www.youtube.com/watch?v=LoXb5oACCMY)

 **EuGen** EUROPEAN GENERATION European Generation – EuGen is a social promotion association created in 2015 to promote the process of European integration and social innovation. Based in Rome, EuGen promotes international initiatives for the social and work inclusion of students and young people, with benefits and scalable impact for the entire community. EuGen employs young professionals who have grown and trained throughout Europe. They share the same values that the EU subscribes, such as mobility, sustainability, social inclusion and technological progress, to ensure growth and bridge the development gap that still exists between the different European regions.

In 2015 EuGen conceived, wrote and launched the project Universities for EU projects in Italy assuming since then the role of intermediary organization. Since 2016 EuGen has been working on the evolution of the initiative, leading to the approval and launch of the "Universities for EU projects" in Spain and Croatia. From 2017 EuGen has joined the Consortia of the various countries, launching the EU4EU European network.

Thanks to this initiative EuGen contributed to the organization of 750 traineeships in 4 years, in the field of EU projects proposal writing and management. EuGen participates in the management and implementation of the activities at each stage of the national projects in close cooperation with the coordinators of the Consortia, from the presentation of the project proposal, to the support during the mobility. In particular, EuGen has made its own network of host organizations available to the project, ensuring its quality, and developed the software for their management. EuGen also led the dissemination package for students, universities and host organizations.

In 2016 EuGen was partner of a partnership building activity (KA1 Erasmus + mobility of young people) to find a basic solution for refugee crises and a study visit project for cross-sectoral cooperation to prevent radicalization of youth (KA1 Erasmus + Youth Mobility). In 2017 EuGen coordinated an Erasmus + Youth Exchange project "Movie Makers in Movement" involving young citizens from 17 countries around the world including refugees, migrants of different generations and national citizens, aimed at integration.

Visit us on:

[www.eu-gen.org](http://www.eu-gen.org)

[www.facebook.com/EuGenEuropeanGeneration](https://www.facebook.com/EuGenEuropeanGeneration)



**European Projects Association – EPA** is a non-profit organization focusing on research and development, innovation and internationalization. EPA’s headquarters are situated in Brussels from 2008 and is managed by a team of dedicated and experienced professionals driven by the common aim of creating a unique resource center for individuals and organizations involved in EU funded projects.

We work in the heart of the European Union as facilitators between partners, organizations and stakeholders, thanks to information and communication technologies that allow us to be Europe’s leading cooperation network. Thanks to our Territorial Contact Points our network to reach existing and potential partners at regional, local, and national levels.

EPA supports the goals of organizations, experts, and individuals with a complete set of ICT tools that foster projects’ development and their effective dissemination on My Europa platform ([www.my-europa.eu](http://www.my-europa.eu)), currently populated with 5000+ members that can interact on daily basis.

Giving access to knowledge and facilitating the cooperation, education and know-how transfer, European Projects Association created the Professional Improvement Programme. the aim of it is to offer a selected number of students and graduates the opportunity to improve their knowledge of European funding and project development.

In collaboration with European Academy for Education and Social Research, EPA established the European Projects Accelerator, and provides training courses on EU funds management.

Visit us on:

<http://europeanprojects.org/index.php>

<https://www.linkedin.com/company/european-projects-association-asbl/>

<https://www.facebook.com/EPA.MyEuropa/>

**informo** INFORMO is a civil society non-profit organization particularly focusing on education. The main activities are addressed to impact territorial, business, professional and personal development. Since its establishment, in 2004, Informo gained valuable experience in organizing and performing training courses and workshops, as well as in contributing to the development and internationalization of local, regional and national projects, through the participation in European and international partnerships.

Informo's challenge is to produce an effective contribution to the social development through educational programs that produce visible changes. The association is promoting European values and citizenship by encouraging people to undertake a pro-active role in society, promoting the values of solidarity and tolerance.

Applying innovative learning and working methodologies we are helping people and organizations to do what they love and love what they do. Finding feasible practical solutions to the emerging needs, our team is daily adapting to different issues and learning from own experiences as well as from the top players and best practices. The engagement of young enthusiasts, volunteers, members and supporters is multiplying the effect of the knowledge transfer activities, while the results of the projects developed to satisfy needs, combined to the innovation emerging from spontaneous but realistic desires, are improving the quality of life of our stakeholders.

Informo has 14 years of experience implementing the Professional Improvement Program as the Croatian National Contact Point of the European Projects Association. Informo also acts as one of 3 Local contact points in Croatia for the Programme Erasmus for Young entrepreneurs, active in 4 cycles of the programme. The Association was as well a pioneer in Croatia as Receiving, Sending and Coordinating Organization of the European Voluntary Service. Informo is the Croatian coordinator of the Erasmus+ project called "Croatian Universities for EU projects".

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<https://informo.hr/hr/>