

Video Interviews Concept Paper

Share your voice and make EHEA heard!

Introduction

The Paris Communiqué (2018) stressed that unlocking the potential of the EHEA requires *“successful implementation and full ownership of all our agreed goals and commitments ... and ... depends on the concerted efforts of national policymakers, public authorities, institutions, staff, students and other stakeholders”*. The ministers committed through the Rome Communiqué (2020) to build *“a more closely connected and sustainable higher education community, which fosters inclusion, communication, cooperation, and solidarity, essential for the relevance and excellence of the future EHEA.”*

The Task Force on Enhancing Knowledge Sharing in the EHEA Community was created with the scope to *“Devise ways to enhance knowledge sharing within the EHEA, involving academic communities, stakeholder organizations, national authorities and the BFUG itself, in order to enable better understanding and closer collaboration in developing and implementing the EHEA policies.”* An [action plan](#) was developed in that sense and approved by the Bologna Follow-up Group, that includes the development of dissemination tools such as videos, and TV/radio reportages /podcasts on topics related to the Bologna process.

Objective

New communication channels allow us to shape the narrative regarding the European Higher Education Area (EHEA) and widen its audience. With the support of the IN-GLOBAL project – and in partnership with Euronews Romania – we seek to create video content that explores how the Bologna-Follow-up Group is working, the achievements within the Bologna Process after 25 years, as well as thoughts about the future of the EHEA.

To achieve this, we are planning a series of video interviews which will take place during the BFUG Meeting LXXXVIII in Brussels, Belgium.

The participation of the BFUG members in this endeavour will offer valuable insights that will inform a series of promotional videos aimed at raising public awareness and sparking meaningful dialogue about current and future developments in the European Higher Education Area. Moreover, the interviews will be broadcast live on the EHEA social media.

The Interview Details

- **Location:** Room Brel, Egmont Palace Conference Center¹
- **Date:** February 19-20, 2024
- **Duration:** Brief and engaging 5-10 minute interviews, scheduled during breaks or before/after the BFUG Meeting

¹ Participants will be guided from the meeting room to reach room Brel.

Expected outcomes

The interviews will be broadcast live on EHEA social media, aiming to attract the attention of the academic community to the debates within the BFUG and its current agenda and way of working. Video content will then be used to create a video series that will be published online. We aim thus to explain the way in which the EHEA is governed, the Bologna Process reforms and policies are being developed, and to stimulate meaningful discussions around the impact and future of the BP. Moreover, we also hope to ignite the habit of creating engaging content at the EHEA level.

Ultimately, we believe that creating a narrative and a voice for the BFUG can help both engage more stakeholders and initiate discussions about various policies and the impact of what has been accomplished until now.

Participants to the BFUG Meeting LXXXVIII will be individually invited to join the interviews, but can also express their willingness to do so, by sending an email at cristina.ghitulica@pmu.ro.

Interview Questions

Below are presented questions that might be used for the interviews, either general or specific to different topics, but participants are encouraged to suggest additional subjects for discussion. The individual questions will be agreed with the participants in advance.

General

What is the BFUG and how it works?

Describe your organisation and its role in the BFUG context.

What are, from your perspective, the main achievements of the BP since the last ministerial conference/after 25 years.

Do you think engaging with the academic community is important? How best to assure ownership and impact of the Bologna policies and reforms?

Key Commitments (Quality Assurance, Qualifications Framework, Diploma Recognition)

Describe the main features of the (a) key commitment(s) and its (their) level of implementation in the EHEA.

Why are these called “key”? What is their impact on the development of the EHEA?

How is the BFUG working to foster the implementation of the key commitments?

Social Dimension of EHEA

How has the BP contributed to creating a more inclusive and equitable higher education space in Europe?

What are some key challenges persisting in achieving true inclusivity within the EHEA, and how can we address them?

Fundamental Values of EHEA

Briefly explain what the fundamental values of the EHEA are and why are they essential
Are these values upheld or challenged?

What role the BFUG is playing in promoting and safeguarding the EHEA's fundamental values?

Learning and Teaching

What are the features of quality education in the EHEA? What are the challenges to achieving it?

How is the BFUG working to foster quality learning and teaching in the EHEA?

Global Dialogue

Is the Bologna Process known beyond the EHEA borders?

Should EHEA collaborate with other regions of the world? Why? How is the BFUG working on that?

Future Outlook and Adaptability

How do you envision the EHEA evolving in the next decade to meet the changing needs of students and society?

What emerging trends or developments do you believe will have the most significant impact on EHEA in the coming years?

How can the EHEA remain agile and adaptable in the face of rapid technological advancements, demographic shifts, and geopolitical changes?

Why EHEA Matters to You

Tell us your story: How has your education or career been impacted by the EHEA?

What specific features or opportunities the EHEA offers have been most valuable to you?

Do you think the BP is essential for the future of European higher education and society as a whole? Why?

Additional Prompts

Beyond the specific themes, feel free to share any other thoughts, concerns, or aspirations you have regarding the EHEA and its future.

What message would you like to convey to a wider audience about the EHEA?

How can we continue to improve the EHEA and ensure its continued relevance and impact?