



IN-GLOBAL project

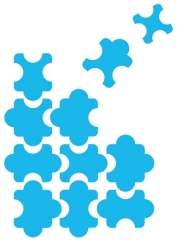
Overview and update



5th Meeting of the Task Force on Enhancing Knowledge Sharing in the EHEA community
16 February 2023
online



IN-GLOBAL WEBSITE



EUROPEAN
Higher Education Area

www.in-global.eu

- Agenda with BFUG and stakeholder events + interesting events outside the EHEA
- Project outcomes
- Links from EHEA website, CIMEA website + Erasmus+ project website
- IN-GLOBAL's visual identity: logo, presentation template



IN·GLOBAL
Enhancing Knowledge of the
EHEA and Global Dialogue

SOCIAL MEDIA

IN-GLOBAL Twitter account to promote BFUG and EHEA events and retweet activities

[@IN_GLOBAL_EHEA](#)

#IN_GLOBAL#BFUG #EHEA





CONTACT LISTS TO PROMOTE ACTIVITIES

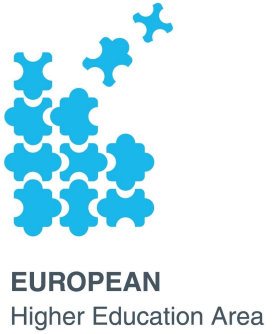


- National EHEA stakeholders (Rectors Conference, Higher Education Representation, QA Agency, Students Representation or Union, Teachers Union, ENIC-NARIC, HE reform experts, Bologna experts/centre/hub etc.)
- List of international HE stakeholders (other regions' national competent authorities, networks, etc.)
- List of agencies for promotion of HE systems





STAKEHOLDERS' PERCEPTION



Questionnaire on EHEA stakeholders' perception of the Bologna Process (April/May 2023)

- Bologna Process implementation, impact on their job, effectiveness of communication to date

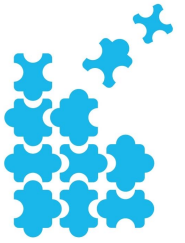
Report on stakeholders' perception (Autumn 2023)

> External expert on EHEA and data analysis





SUPPORT THE TASK FORCE



EUROPEAN
Higher Education Area

EHEA Toolkit for Bologna events and how to facilitate the promotion at national and international level of the vision and actions of the EHEA, including ideas of topics and formats

Recommendations (practical and hands-on guidance and a communication strategy for national and cross-border activities)

- Scenarios for dissemination tools as videos and messages with EHEA visual identity, to be broadcasted at national/regional level and used for awareness-raising campaigns
- TV/radio reportages / podcasts concepts on topics related to the Bologna process
- Proposal to enhance the attractiveness of the EHEA website, by giving it a more human touch but also by making the information more accessible

> Subcontract with one external experts on higher education and one expert on communication



IN·GLOBAL
Enhancing Knowledge of the
EHEA and Global Dialogue



TRANSLATION OF THE ROME COMMUNIQUÉ

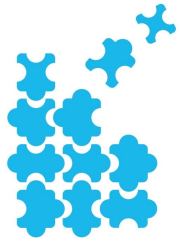


- Collect existing translations
- Support countries if they want translation
- Publish on IN-GLOBAL website and possibly on EHEA website





OTHER NEXT ACTIVITIES



EUROPEAN
Higher Education Area

Report on Mobility Flows

Focus Group meetings (with Promotion Agencies) to explore good practices

- Mapping of good practices of promotion initiatives
- Report on good practices to be replicated to promote the EHEA

Involvement of different stakeholders in project activities



IN·GLOBAL
Enhancing Knowledge of the
EHEA and Global Dialogue



Thanks for your attention!

Vera Lucke
IN-GLOBAL project, CIMEA (Italy)
in-global@cimea.it