

## ELEMENTS FOR POSSIBLE FUTURE ACTIONS

Action	Description	Possible mode of delivery	Existing Initiatives/ work in progress
<b>3.1 Improving information on the EHEA</b>			
Official information leaflet on the Bologna Process	A concise description of the key points in the Bologna Process in widely spoken languages, including non-European languages	Updating/ translating of existing information materials by Bologna Secretariat with partners	EUA Bologna Leaflet and Handbook
Web-based information on the Bologna Process for an international audience	An extension of the official Bologna website	Bologna Secretariat with partners	Current Bologna web site maintained by the Bologna Secretariat. See also web sites managed by the European Commission, the Council of Europe, EUA, ENIC-NARIC, ESIB and others
Bologna Information Points	A set of Bologna information points in major partner regions and countries	Dissemination of Bologna Information via HE information points of Bologna Member Countries	
<b>3.2 Promoting European Higher Education to enhance its world-wide attractiveness and competitiveness</b>			
Designation of national higher education promotion organisations	Coordinating efforts for the world-wide promotion of the country's higher education system and institutions	National ministries designate an appropriate organisation	Some Bologna countries already have such structures
European higher education portal	European platform linking and building on existing websites and including an inventory of European 'flagship products' such as joint and double degree programmes, programmes taught in widely spoken languages, and major European and national scholarship programmes	Collective examination of options for developing and implementing the portal by European Commission, national ministries (expression of interest from Greece), national promotion organisations, and key academic stakeholder bodies	<ul style="list-style-type: none"> <li>• Erasmus Mundus Global Promotion Project Lot 1: "Study in Europe" website for international students (links with key European, national and institution websites)</li> <li>• Poteus study opportunities website (underpinned by Euroguidance network)</li> </ul>

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			<ul style="list-style-type: none"> <li>• European Researcher Mobility Portal</li> <li>• European HE Fairs website</li> <li>• EURES employment portal</li> <li>• national promotion organisation websites</li> <li>• Websites of HE Institutions</li> </ul>
Information and promotional tools	Information and promotional tools produced at institutional, national and European level, in widely spoken languages	National promotion organisations HE institutions and networks European Commission	<ul style="list-style-type: none"> <li>• Existing tools produced by HE institutions and national promotion organisations</li> <li>• Erasmus Mundus Global Promotion Project Lot 5: Information and promotion tools and materials</li> </ul>
European higher education fairs, media campaigns and branding	European higher education fairs in major non-EHEA countries, accompanied by media campaigns for European higher education, preferably based on a 'European higher education brand' which is to be developed	National promotion organisations HE institutions and networks European Commission	<ul style="list-style-type: none"> <li>• Organisation of Fairs: <ul style="list-style-type: none"> <li>○ European HE Fairs in Asia (funded via European Commission – Asia-link)</li> <li>○ European HE Fairs in Russia and Brazil (Erasmus Mundus Global Promotion Project Lot 4)</li> <li>○ national promotion organisations</li> </ul> </li> <li>• Participation in Fairs: <ul style="list-style-type: none"> <li>○ HE institutions</li> <li>○ national promotion organisations</li> </ul> </li> </ul>

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			<ul style="list-style-type: none"> <li>o European Commission)</li> <li>• Development of European brand: Erasmus Mundus Global Promotion Project Lot 1</li> <li>• European media campaigns: Erasmus Mundus Global Promotion Project Lot 5</li> </ul>
Network of 'Bologna promoters' and European education advisers	Progressive development of a world-wide Network of 'Bologna Promoters' and European education advisers	Delivery mode to be determined in the light of feasibility studies and pilot projects	<ul style="list-style-type: none"> <li>• European Education Adviser Network: Erasmus Mundus Action 4 project "Promoting European HE through European Education Adviser Network"</li> <li>• Erasmus Mundus Global Promotion Project Lot 2 (feasibility study for European Information Offices; feasibility study and pilot project Mexico for European Education Advisers)</li> </ul>
<b>3.3 Strengthening cooperation based on partnership</b>			
Higher education consortia	Strengthening established and creating new consortia of institutions of higher education and stakeholder organisations in the EHEA and non-EHEA countries to encourage systematic and integrated cooperation	EU Programmes National programmes and funding agencies Higher education institutions' and organisations' initiatives	EU Programmes National programmes and funding agencies Higher education institutions' and organisations' initiatives
Joint study programmes	Programmes developed jointly by HE	EU Programmes	EU Programmes

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	institutions in Europe and other world regions, comprising integrated mobility phases in partner countries	National programmes and funding agencies Higher education institutions' and organisations' initiatives	National programmes and funding agencies Higher education institutions' and organisations' initiatives
Measures aimed at institutional development and capacity building,	Such measures should include human resource development and curriculum development, especially with a view to development cooperation	EU Programmes National programmes and funding agencies Higher education institutions' and organisations' initiatives	EU Programmes National programmes and funding agencies Higher education institutions' and organisations' initiatives
Mobility programmes between EHEA and non-EHEA countries	Such programmes should normally aim at achieving the most balanced exchanges possible, based on a review of existing programmes and on best practice, including the possible pooling of current EU programmes or national funding mechanisms	EU Programmes National programmes and funding agencies Higher education institutions' and organisations' initiatives	EU Programmes National programmes and funding agencies Higher education institutions' and organisations' initiatives
Foreign language learning	Initiatives for enhancing European competence in a wide range of languages spoken by our partners world-wide	EU Programmes National programmes and funding agencies Higher education institutions' and organisations' initiatives	EU Programmes National programmes and funding agencies Higher education institutions' and organisations' initiatives
Joint research activities	Such activities should include the possibility of joint research-based degree programmes	EU Programmes National programmes and funding agencies Higher education institutions' and organisations' initiatives	EU Programmes National programmes and funding agencies Higher education institutions' and organisations' initiatives
<b>3.4 Intensifying policy dialogue</b>			
Creation of a higher education policy forum	An umbrella for meetings, workshops and seminars involving representatives of EHEA and non-EHEA governments, as well as higher education stakeholders	To be facilitated via governmental and organisational initiatives and programmes with equivalent partners in other regions	Policy dialogue initiatives of Council of Europe, ENIC/NARIC, ENQA, ESIB, EU, EUA, EURASHE, UNESCO (Global forum) etc.
Bologna visits for international participants	Funding to enable participation from other parts of the world in selected Bologna-related conferences and seminars in Europe	To be facilitated by the respective organisers of conferences and seminars	Some Bologna Countries and partners in the Bologna Process have already provided

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			funding.
Bologna consultation and advice	Advisory service for non-EHEA countries considering the introduction of Bologna (or Bologna-like) measures	Provision of expertise by individual Bologna Countries and partners in the Bologna Process	Individual Bologna Countries and partners in the Bologna Process have already provided expertise.
<b>3.5 Furthering recognition of qualifications</b>			
Promoting understanding of the overarching framework of the EHEA in other parts of the world		All Bologna stakeholders and their international partners ENIC-NARIC Networks, in cooperation with similar structures in other regions	ENIC-NARIC Networks; ENIC-NARIC web site ACA, EAIE, EUA and National Rectors' Conferences
Promoting cooperation between the ENIC and NARIC Networks and networks from other regions	Intensified cooperation in particular with a view to the development of a common understanding of recognition criteria, procedures and practices	UNESCO-CEPES, the Council of Europe and the European Commission	MERIC Network (Mediterranean Recognition Centres)
Revision of other regional recognition conventions		UNESCO in cooperation with the Council of Europe	
Electronic and other information	Development of electronic and other information	ENIC and NARIC Networks	ENIC-NARIC web site
Promotion of use and compatibility of European tools	Encouraging the use of such tools as the European Credit Transfer System and the Diploma Supplement outside Europe, and the compatibility of these tools with similar instruments used in other parts of the world, in order to increase the transparency of qualifications world-wide	All Bologna stakeholders and their international partners	
Enhancing readability of national quality assessment documents and decisions	Translating the relevant texts into languages that are widely spoken across Europe and in other parts of the world	National ministries and organisations	Several language versions of some of the relevant documents are available on the Europa web site
Intensifying cooperation	This work should focus in particular on issues	Cooperation between the	Erasmus Mundus Global

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regarding quality provision of Cross-Border Education	relating to the award of qualifications under borderless higher education arrangements	ENIC/NARIC Networks and networks in other regions on the basis of the OECD/UNESCO Guidelines on Quality Provision of Cross-Border Education Feasibility studies launched by interested stakeholders at European, national or institutional level	Promotion Project Lot 2 (feasibility study for transnational higher education including offshore campuses)