



Promoting Fundamental Values

Supporting the Bologna Process through monitoring and implementing fundamental values across the European Higher Education Area (2025-2027).

Communication strategic goals

01

Raise awareness

Engage EHEA stakeholders with blog posts, visualizations, quizzes, and videos about the six fundamental values.

02

Facilitate engagement

Enable academic communities to promote good practices regarding the implementation of fundamental values.

03

Disseminate resources

Share monitoring reports, methodologies, good practices, OERs to drive policy dialogue and peer learning.

04

Encourage collaboration

Organize activities and events promoting common understanding among national authorities and institutions.

Who should we reach

Academic communities

Students, staff, researchers, and professionals.

Focus: interactive content like quizzes, videos, and submission portals.

Institutions & practitioners

Higher education institutions, policy advisors, educational managers.

Focus: practical applications and implementation guidance.

Broader public

Researchers, media, and civil society.

Focus: accessible narratives via social media and blog posts.



Key instruments

Monitoring Tools

- Bologna Process FV Monitoring Report
- Academic Freedom Index
- Institutional Autonomy Scorecard

Digital platform

- Feedback collection system
- FV explained.
- Interactive quizzes
- Presentation videos
- Blog articles

Resources

- Reports
- Research
- OER (ppt, guides etc)
- online courses

Events

- NewFAV events
- Partner events
- Webinars
- Workshops and conferences

Digital hub: fundamental values website



Central platform

fundamentalvalues.ehea.info would serve as the main hub with periodical updates.



Interactive features

Blog posts, interactive quizzes, monitoring feedback, submission forms, and video content.

Resource Center

Deliverables, monitoring reports, methodologies, and comprehensive project documentation.

Multi-channel approach



Institutional Websites

UEFISCDI dedicated page with regular updates, final deliverables, and event information targeting educational policy outlets.



Social Media

EHEA Facebook, LinkedIn, and partner channels. Hashtags: #NewFAV2 #FundamentalValues #EHEA #HigherEducation.



Video Content

Short videos for each fundamental value with AI narration for accessibility, hosted on website and social platforms.

Peer Learning Activities

Six Strategic Sessions

PLAs organized alongside FV Working Group meetings to collect feedback, promote values, and strengthen policy dialogue.

Locations: 2 in Romania, 2 in Malta, 2 in Belgium

Participants: Decision-makers, ministries, EUA and ESU members, national stakeholders, universities

Each PLA produces a learning report summarizing insights to support WG FV deliverables and guide national experts.



Mutual Learning Workshops



UK Workshop

King's College collaboration exploring FV definitions and national protection strategies.



Brussels Workshop

ESU-organized event with BFUG members, students, staff, HEIs, and policy experts.

One-day format combining presentations and interactive discussions. Event reports include participant lists, key points, presentations, and photos.



Major conferences

Fundamental Values Conference

Online event (1-1.5 days) showcasing monitoring process and deliverables. Broad stakeholder engagement across EHEA.

1

2

International Conference

Final hybrid conference presenting monitoring report, promoting FV, and formally closing NewFAV2. Promoted at 2027 Ministerial Conference.

Additional Outreach

- **Newsletter content**

Regular contributions to EHEA distribution lists and partner newsletters.

- **Strategic Partnerships**

Content sharing through EUA, ESU and other stakeholder organizations to maximize reach.

- **Webinars**

Interactive sessions including quiz walkthroughs and methodology explanations.

- **2026 Bologna Researchers' Conference**

UEFISCDI-organized event presenting main findings to academic community.

Innovation in Communication



AI-Optimized Content (pilot)

Structured content for AI search engines with semantic markup, FAQs, and pre-written query packs.



Podcast Series (pilot)

Potential faculty-led discussions on values in context, such as "How AI Challenges Academic Integrity" (pending WG approval).

Dissemination

NEWFAV2 partners

FW WG members



BFUG members

Newsletter, promotion at national level

Other interested organizations

Adaptable communication toolkit



Briefs

Concise summaries for presentations and stakeholder briefings.



Video Assets

Reusable clips for conferences and workshops.



Presentation templates

Branded slides for national and international events.



Activity guides

Resources supporting knowledge transfer, benchmarking, and collaborative survey completion.



Building a Stronger EHEA Together

Fundamental Values

Through systematic monitoring, collaborative engagement, and strategic communication. Join us in promoting the fundamental values that unite our community.

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