

#ErasmusDays 2018 in Europe

Proud to be European !



Contents

I. OBJECTIVES.....	1
II. MESSAGE.....	2
III. TARGETS.....	3
IV. NATIONAL ERASMUS + AGENCIES IN EUROPE.....	4
V. FEEDBACK ON THE 2017 #ERASMUSDAYS.....	5
A) A SELECTION OF EVENTS IN 2017	5
B) IMPACT.....	5
C) THE #ERASMUSDAYS IN EUROPE	5

2018 is an important year for mobilizing civil society and those involved in education and training in Europe. The success of **the first edition of #ErasmusDays in 2017** (625 events, 11 countries, 324 cities and 52 million people reached through social medias) has led to reschedule this European festival based on the **Erasmus brand**. Not only does #ErasmusDays bring together the players of the Erasmus + programme, but also all the stakeholders of international mobility and European citizenship.

The very simple idea is to communicate on Erasmus brand and disseminate Erasmus + projects results over two specific days in order to be visible by citizens, professionals, medias and policy makers.

On **Friday, 12th of October 2018**, all the players of Erasmus + programme (educational and training institutions, companies, research centres, chambers of trades, employment agencies, organisations and NGOs, etc.) are invited to showcase the impact of their projects. Each institution is free to organise every kind of event, including seminars, partner meetings, photo exhibitions, concerts, radio shows, conferences, hackathons, digital activities... The events will be registered and viewed on www.erasmusdays.eu (opening in May) and on the social networks with #ErasmusDays.

On **Saturday, 13th of October 2018**, the nine million former beneficiaries and the current citizen beneficiaries (school children and teenagers, students, apprentices, teachers and instructors, youth actors) as well as civil society representatives (European organizations, parents associations, etc.) will be demonstrating their pride in being European and their commitment to Europe.

2018 is the **European Year of Cultural Heritage**. It is the perfect opportunity to specifically involve cultural players.

We hope #Erasmusdays will expand throughout the whole of Europe and beyond, to the **201 countries** eligible for Erasmus+ programme. With the expected **patronage** of the European Commission and the European Parliament and thanks to the support of all Erasmus + agencies in Europe, we expect at least **1,000 events in 20 countries** during these days celebrating a concrete and positive Europe.

While the **next Erasmus + programme** is debated, #ErasmusDays will showcase European impact in the territories thanks to success stories and testimonies. Let's tell the world **how proud we are to be European**, united in diversity.

I. OBJECTIVES

The #ErasmusDays 2018 aim to :

1. Showcase as many **Erasmus + projects** as possible on 12th of October 2018, particularly to facilitate the search for Erasmus + partners abroad ;
2. Be an **occasion when citizens express** their commitment to Europe (alumni, beneficiaries, parents) on 13th of October 2018 ;
3. Involve the decision-makers (European Commission, European Parliament, European countries) in drawing up the **next 2021-2027 Erasmus + programme** with more opportunities and budget ;
4. Specifically in 2018 with “**European Year of Cultural Heritage**”, showcase Erasmus + projects dealing with cultural issues.

II. MESSAGE *Proud to be European !*

- General public: demonstrate your sense of belonging to Europe and your commitment
- Professionals and decision-makers: celebrate Europe and its success stories in the heart of the territories

III. TARGETS

1. **ERASMUS + PLAYERS:**
 - mobility project players (Key Action 1) showcasing the global impact for institutions and the individual profit for participants ;
 - partnership project players (Key Action 2) showcasing the impact for players in the territories (best practice, innovation) ;
 - support for policy reform players (Key Action 3) showcasing the impact for players, sectors and countries ;
 - centralised actions players (European Commission / Erasmus Mundus joint Masters degrees, capacity building projects, Jean Monet activity, alliances) showcasing the impact for players, sectors and countries.
2. **DECISION-MAKERS** Europe, Education, Training, Citizenship:
 - ministries involved in Erasmus + ;
 - European institutions: the European Commission (DGEAC, DGEMP), the European Parliament ;
 - Elected representatives (focus on MEP) ;
 - Social partners and economic players.
3. **CIVIL SOCIETY**
 - Erasmus + participants (former and current): school children and teenagers, students, apprentices, teachers, instructors, youth and sports players ;
 - Parents: parent/teacher associations and non profit European organizations ;
 - Think tanks ;
 - Alumni networks: EMA, IXESN, Garage Erasmus, Ocean Network ;
 - Media: mainstream and specialised medias.

IV. NATIONAL ERASMUS + AGENCIES IN EUROPE

By taking part in the #ErasmusDays, national agencies will benefit from considerable **media impact**: the communication actions of their Erasmus + project leaders will focus on two days and not be diluted throughout the year. During the first edition of the #ErasmusDays in 2017, the media impact exceeded expectations with 255 media coverages and around 8,100 people engaged on the social networks (that is 52 million people reached).

The #ErasmusDays are a **flexible event**, tailored to each national agency and each Erasmus+ players. **The very simple idea** is to communicate and disseminate on Erasmus + projects on two specific days to be visible by citizens, professionals, medias and policy makers. The national Erasmus + agencies are invited to contribute to this **bottom up event**, according to:

- **their specific priorities**, as each agency may prioritise an issue or a sector (for example, employability or the school sector)
- **the issues of their Erasmus + project players**, as each organisation is free to organise an event which will best showcase its project.

The **website www.erasmusdays.eu** (opening in May) will map the events and send visitors directly to the website of participating national agencies. Each agency will state the URL of its website or its #ErasmusDays page, written in accordance with its objectives, messages and digital kit. The website www.erasmusdays.eu will enable #ErasmusDays organisers in all the countries to register their event in English or French so that it can be visible on the map like in 2017 (625 events in 11 countries).

Support for project leaders is **very simple and inexpensive**.

A **digital kit** which can be downloaded from the national agency website ; the kit could contain a social network user guide, logos, examples of press releases, etc.

Sending a **physical communication kit** containing light documents (stickers, Erasmus + leaflet, balloons, European flags) is a simple and inexpensive support. Partnership project leaders (Key Action 2) already have a specific budget for dissemination.

Schedule:

- February – June : information to your Erasmus + players and beyond ;
- June – October : registration and kit dissemination ;
- 12 and 13th of October : public relations and community management coordination

V. THE #ERASMUSDAYS IN EUROPE IN 2017

On the 13th and 14th of October last year, **625 events** were held in **11 European countries** during the #ErasmusDays, in Germany, Austria, Belgium, Cyprus, Spain, France, Italy, Malta, Norway, Poland and Romania.

In over 320 towns and cities across Europe, Erasmus + project leaders organised events to promote mobility and highlight their initiatives and their impact in the territories and sectors. Every sector benefiting from the Erasmus + programme was represented, youth and sport, school sector, vocational and education training, higher education, adult education, trans-sectorial projects, KA1, KA2 and KA3 projects.



AUSTRIA

The House of the European Union in Vienna organised a photo exhibition on the theme of mobility students' university rooms, their first independent living space in a foreign city.



BELGIUM

In Brussels, the European Regions Foundation for Research, Education and Training (FREREF) organised a "Freref Day" to reflect on the territorial impact of Erasmus + projects on training-employment pathways.



CYPRUS

The French Embassy in Cyprus made a film about the overlapping profiles of Erasmus + students. This film was posted online during the #ErasmusDays



GERMANY

The Info Café Berlin-Paris in Berlin set the table for a "soup disco" evening on the 13th of October to raise young people's awareness of food wastage. In Dresden, the French Institute provided students and apprentices with information about study and traineeship mobilities.



ITALY

Over seventy events were organised in Italy including some big Italian cities from the north down to Sicily. In Naples, the *Federazione Nazionale Insegnanti Centro di iniziativa per l'Europa* (FENICE) organised meetings on the 13th and 14th of October on MOOCS, language learning and mobility. The Nocera Superiore School organised a festival on "Music at school, a tool for inclusion".



MALTA

Pupils from a vocational college and the Marco Polo youth hostel organised a beach clean-up on Saturday 14th October. The aim was to collect 30 kilos of litter on Malta beaches following the tourist season.



NORWAY

Erasmus+ Norway Agency (SIU) organised a photo competition on the social networks.



POLAND

The foundation in charge of the EPALE platform (adult education) in Poland organised a photo exhibition based on an inter-generational project on the inclusion of the visually impaired.



ROMANIA

In Bucharest, the French Institute of Romania organised an online photo competition on "My Erasmus + experience in France". The winners were announced on the 13th of October, as part of the #ErasmusDays.



SPAIN

In Valencia, the Salvador Gadea School organised virtual meetings and a "*laboratorios de humanidad*" with its 5 European partners.