

FROM
ERASMUS
TO
ERASMUS+
A STORY OF
30 YEARS

Why is Erasmus+ going digital?





Challenges

Processes



Data and IT infrastructures

Legislation on national data protection



Digital change is culture change

Objectives

- Bring Erasmus+ in the digital era
- Facilitate management of mobility by making best use of new technologies
- Simplifying student mobility by supporting the electronic exchange of student data between the HEIs: a one-stop-shop

Bottom-up projects

- Erasmus Without Papers
- EMREX
- Online learning agreements
- ESC - European student card

Already available under
Erasmus+

- EU Survey: online feedback
- Online Linguistic Support
- Mobility Tool+

Coming soon

- ECHE: Make it work for you!
- MOOC on Erasmus+ and ECTS
- Erasmus+ App

For whom?



Students

VET learners



Youth

Could be extended to staff,
beneficiaries and NAs at a later
stage. Potential is huge!

For what?

- What is in for me?
- Checklists before, during, after mobility
- Online learning agreement

Guide

Network

Learn

- Events
- Top tips by cities
interactive, ranking of top tips

- Link to Online Linguistic Support

Bringing Erasmus+ mobility
into the 21st century

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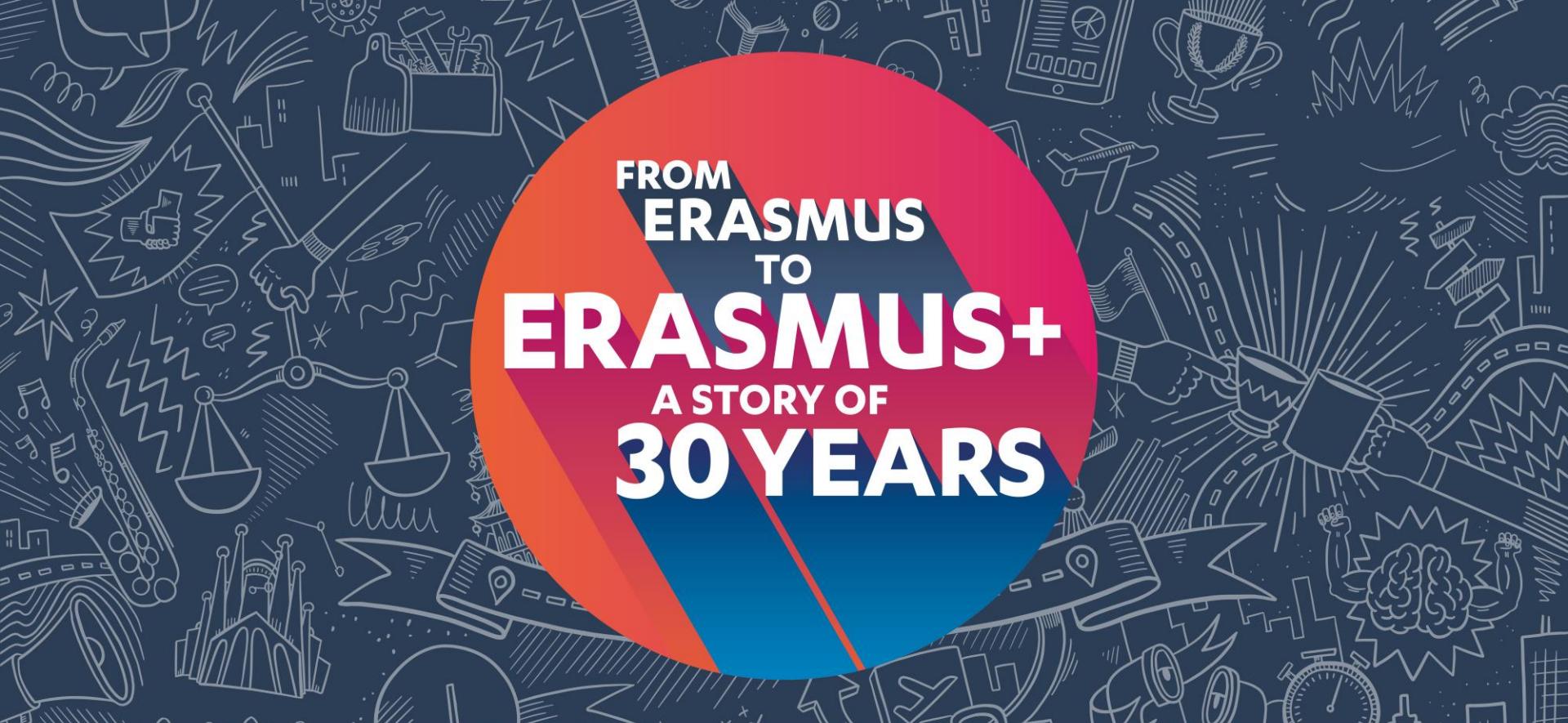
Planning

March

13 June

December

- First prototype
- Main functionalities
- Content development and testing with target groups:
 - Static information on Erasmus+
 - Checklist HE, VET, Youth
- Information on Erasmus+
- Interactive checklist HE, VET, Youth
- Online Learning Agreement integrated
- Top tips for living abroad
- Events and activities feed
- OLS link
- Push and emergency notifications
- City specific information
- Advanced functionality for HE studies
- Geolocation
- Support multilingual interface



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Objectives

2017

1. Erasmus+

Nothing but plusses

2. EU impact

Tackle youth unemployment
Equip people with relevant skills
Develop EU Active Citizenship
Benefit to all – social inclusion
Free Movement

3. Engage the Erasmus+ Generation

Key Multipliers

- ❖ Erasmus+ National Agencies
- ❖ Education, training, youth, and sport stakeholders | Alumni
- ❖ REPs
- ❖ European Parliament
- ❖ Committee of the Regions
- ❖ Delegations
- ❖ EU Presidencies

EU-Level Events

❖ 26th January: Campaign Launch and Press conference

- ❖ 400 people in attendance | 2 Commissioners and 2 MEPs | Inspiring Alumni
- ❖ Presentation of 2015 Erasmus+ Annual Report
- ❖ Support from European Parliament
- ❖ 30th Anniversary Website went Live

❖ 13th June: Celebrations

- ❖ To be held in Strasbourg
- ❖ Launch of an **Erasmus+ App**

❖ December: Closing Ceremony

- ❖ Erasmus+ Generation to share their views on the future of Europe



Tools and Channels



Erasmus+ Newsletter

Videos (8 Clips plus Teasers)

Print Visuals

Leaflet

Web Banners

Templates

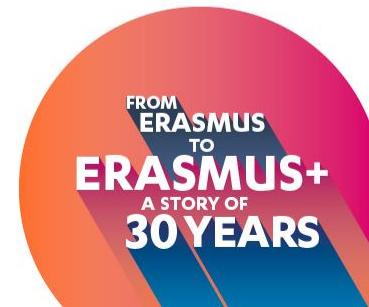
Roll Ups

Fact Sheets

Infographics

Press Release

All Available from:
ec.europa.eu/erasmus30



Your engagement is Key!

- ❖ Sharing inspiring stories
- ❖ Organisation of Events
- ❖ Engage your students, staff, partners!
- ❖ Find out more: ec.europa.eu/erasmus30
- ❖ Queries: EAC-ERASMUS-30YEAR@ec.europa.eu