



European
Commission

Presenting and promoting Erasmus+ opportunities

Guidance for EU Delegations

Version 2.0 (September 2014)

eacea.ec.europa.eu/erasmus-plus_en

Erasmus+

Introduction

Erasmus+ is the European Union's new programme for 2014 to 2020 to support projects, partnerships, events and mobility in the areas of education, training youth and sport.

It provides funding opportunities for cooperation in all these areas, both among European countries, and between these European countries and Partner Countries throughout the world.

This strong international focus will require promotion in countries outside the EU.

Four main actions within Erasmus+ centred on higher education offer opportunities for institutions and individuals:

- Credit mobility
- Joint Master Degrees
- Capacity-Building for Higher Education
- Jean Monnet

This guidance explains these four actions and provides a range of resources that can help staff in EU Delegations present Erasmus+ opportunities to organisations and individuals, and field questions they might receive. It also provides basic information on other opportunities open to Partner-Country organisations under Erasmus+.

The Education, Audiovisual and Culture Executive Agency has set up a specific "repository" on its website to store the most up-to-date version of this document, and the documents and links to which it refers.

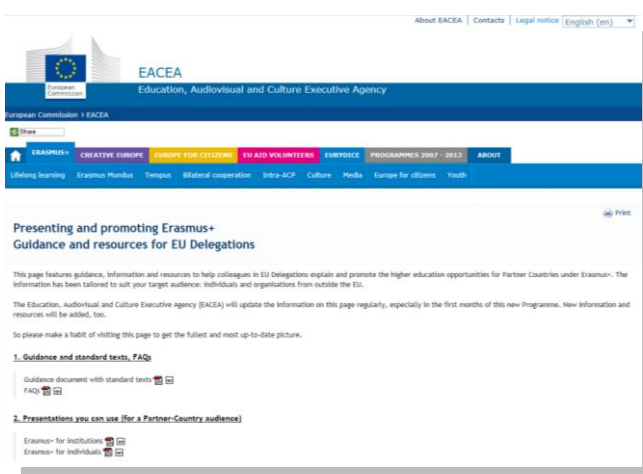
http://eacea.ec.europa.eu/restricted/erasmus-plus-resources/index_en.php

Log-in eu-delegations
Password 2114klnji

If you have questions about Erasmus+ opportunities or ongoing projects in your country, please contact the country desk officer in DG EAC or EACEA. A list of these officers appears in the repository.

A word on National Erasmus+ Offices

National Erasmus+ Offices (NEOs) exist in 27 countries formerly covered by the Tempus programme in Western Balkan countries, the Neighbourhood regions (East and South), Russia and the Central Asian republics. In these countries, Delegations will be in close touch with NEOs, who will be the first point of contact for questions from the general public on the higher education aspects of Erasmus+.



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A – Erasmus+ in short: information for Delegations

The main strands of Erasmus+ for Partner Countries:

Erasmus+ is the new EU programme for Education, Training, Youth and Sport, which supports transnational partnerships and national efforts to modernise systems. Erasmus+ brings together seven EU programmes in the fields of Education, Training, and Youth. It has replaced Tempus, Erasmus Mundus, Alfa, Edulink and the bilateral cooperation programmes with industrialised countries. As an integrated programme, Erasmus+ offers more opportunities for cooperation across the Education, Training, Youth, and Sport sectors and is easier to access than its predecessors, with simplified funding rules.

The international dimension of the programme (i.e. cooperation with Partner Countries) focuses on higher education, with some cooperation opportunities in the field of youth. In higher education, two actions (Joint Master Degrees and Jean Monnet) are financed from the EU internal budget (Heading 1), while two actions ("credit" mobility and capacity building) are funded from the external instruments (ENI, IPA, DCI, EDF¹ and PI, i.e. Heading 4). Youth cooperation is mainly funded from Heading 1.

Erasmus+ Key Actions and higher education



1) Three international actions in Higher Education

Three higher education actions are open to cooperation with Partner Countries:

1. **"Credit mobility"**: the well-known Erasmus programme is for the first time open to non EU universities, students and staff. Erasmus+ funds credit mobility i.e. student mobility between 3 and 12 months (in both directions) to obtain credits in a host institution, which are then recognised by the home institution. This action also funds staff mobility of up to 2 months to and from the participating universities, which is essential as university staff are agents of change in their home institutions. Scholarships are awarded on the basis of inter-institutional agreements between universities from "Programme"² and Partner countries. This action is decentralised and managed by a network of National Agencies in Programme Countries. This action is open to participation from higher education institutions worldwide, though only institutions from Programme Countries can submit applications to their National Agency.

¹ EDF funding will only be available for projects selected in 2016 (Call published autumn 2015)

² Programme countries are the EU 28 + Norway, Iceland, Liechtenstein, Turkey and the former Yugoslav Republic of Macedonia, i.e. all countries that contribute financially to the programme and have a National Agency to manage it. Partner Countries are all other countries throughout the world.

2. **"Degree mobility"**: excellent joint Master degrees are offered by consortia of EU and –optionally – non-EU universities. This is the continuation of Action 1 of Erasmus Mundus, which has proved to be very successful and given a lot of visibility worldwide to the universities involved. We provide high-level scholarships to excellent students and staff from anywhere in the world to participate in the Erasmus Mundus Joint Master Degrees. Students have to be mobile to at least two different European countries. This action is centrally managed by EACEA in Brussels. The former Erasmus Mundus Joint Doctorates have integrated under the Marie Skłodowska-Curie Actions (Horizon 2020). This action is open to participation from higher education institutions worldwide, though only institutions from Programme Countries can submit applications to EACEA on behalf of the consortium.
3. **Capacity building** will replace what used to be financed under Tempus, Edulink and Alfa, i.e. joint projects based on multilateral partnerships to fund curriculum development and modernisation, new diplomas, modern teaching and learning practices, upgrading of facilities and equipment, improving university governance and management, and creating better links between higher education and the world of work. This action will also finance projects aiming to have an impact on national systems, through the involvement of national authorities, alongside universities. This action is centrally managed by EACEA. This action is open to participation from higher education institutions in countries covered by the ENI, IPA, DCI and EDF. Applications to EACEA may come from institutions in a Programme Country or a Partner Country.

For more information on all three actions:

http://ec.europa.eu/education/opportunities/higher-education/international-cooperation_en.htm

2) Jean Monnet

Jean Monnet activities support academic teaching and research (Chairs, Modules and Centres of Excellence), cooperation projects, conferences and publications in the field of EU studies. Postgraduate level courses on European Union issues or promoting debate and exchanges on EU policy priorities are examples of activities that can be supported in this action. Universities, organisations and associations from all over the world can apply direct to EACEA for Jean Monnet activities.

For more information: http://ec.europa.eu/education/opportunities/jean-monnet/index_en.htm

3) Strategic Partnerships and Knowledge Alliances

Universities from Partner Countries will be able to take part in two other initiatives under Erasmus+, on the condition that the project demonstrates a very clear added value that the Partner-Country participation brings.

Strategic Partnerships foster quality and innovation in HEIs through stronger cooperation with enterprises, research organisations, social partners etc. This is done through the development of new curricula and programmes, and the use of new techniques and resources for learning and study. This action is open to participation from higher education institutions worldwide, though only institutions from Programme Countries can submit applications to their National Agency.

Knowledge Alliances promote structured, long-term cooperation between HEIs and enterprises. They facilitate knowledge flows between education and enterprise, stimulate entrepreneurship and develop multidisciplinary curricula responding to business needs.

This action is open to participation from higher education institutions worldwide, though only institutions from Programme Countries can submit applications to EACEA in Brussels.

4) Youth cooperation

Erasmus+ also offers some cooperation opportunities in the field of youth. Countries neighbouring the EU have access to the following mobility projects: youth exchanges, youth volunteering, as well as mobility and training of youth workers. Partner countries from ACP, Asia and Latin America can participate in international cooperation, partnerships and networks among organisations active in the youth field. Your questions on youth cooperation can be sent to: eacea-youth@ec.europa.eu

Marie Skłodowska Curie (part of the Horizon 2020 programme for research)

The objective of the Marie Skłodowska Curie action (MSCA) is to support the career development and training of researchers – with a focus on innovation skills – in all scientific disciplines through worldwide and cross-sector mobility. For this, the programme provides grants at all stages of researchers' careers, from PhD candidates to highly experienced researchers, and encourage transnational, intersectoral and interdisciplinary mobility. The MSCA will become the main EU programme for doctoral training, funding 25 000 PhDs over seven years. More information on: ec.europa.eu/msca

B - Erasmus+: Who can apply for what? Who can take part in what?

Here is a quick guide to who can apply / take part in E+ higher education projects or access scholarships. Erasmus+ uses the term "Programme Country" and "Partner Country":

Programme Countries	Partner countries
EU Member States	All other countries* throughout the world
Other Programme Countries ⁺ : Iceland, Liechtenstein, Norway, former Yugoslav Republic of Macedonia, Turkey	See list of regions overleaf

⁺ All Programme Countries contribute financially to the programme and have a National Agency to manage it.

Institutions: Who can apply? Who can take part?

	Institutions from Programme Countries	Institutions from Partner Countries
Credit mobility <i>Applications to National Agencies</i>	<ul style="list-style-type: none"> Applicant Partner 	<ul style="list-style-type: none"> Partner
Joint Master Degrees <i>Applications to EACEA</i>	<ul style="list-style-type: none"> Applicant Partner 	<ul style="list-style-type: none"> Partner
Capacity-building <i>Applications to EACEA</i>	<ul style="list-style-type: none"> Applicant Partner 	<ul style="list-style-type: none"> Applicant*¹ Partner*
Jean Monnet <i>Applications to EACEA</i>	<ul style="list-style-type: none"> Applicant Partner (for JM networks) 	<ul style="list-style-type: none"> Applicant¹ Partner (for JM networks)

* Countries covered by the EU's Industrialised Countries Instrument may not take part in Capacity-Building Projects in Higher Education.

¹ Organisations from the Russian Federation may not be involved as the lead applicant in a proposal (or coordinate an accepted project).

Students and staff: Who can get a scholarship?

	Individuals from Programme Countries	Individuals from Partner Countries
Credit mobility for students; staff mobility	YES Enquire within your own university	
Erasmus Mundus Joint Master Degrees	YES Apply direct to the EMJMD consortium	
Capacity-building for higher education	NO <i>(certain projects may have an in-project mobility component)</i>	

Partner countries and regions

Neighbouring countries

Western Balkans (Region 1)	Eastern Partnership countries (Region 2)	South-Mediterranean countries (Region 3)	Russian Federation (Region 4)
Albania, Bosnia and Herzegovina Kosovo ³ Montenegro Serbia	Armenia Azerbaijan Belarus Georgia Moldova Territory of Ukraine as recognised by international law	Algeria Egypt Israel Jordan Lebanon Libya Morocco Palestine ⁴ Syria Tunisia	Territory of Russia as recognised by international law

Other Partner Countries (grouped according to the EU's external action financial instruments)

Region 5	Andorra, Monaco, San Marino, Vatican City State, Switzerland
Region 6 Asia	Afghanistan, Bangladesh, Bhutan, Cambodia, China, DPR Korea, India, Indonesia, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam
Region 7 Central Asia	Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan
Region 8 Latin America	Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela
Region 9	Iran, Iraq, Yemen
Region 10	South Africa
Region 11 ACP	Angola, Antigua and Barbuda, Belize, Cape Verde, Comoros, Bahamas, Barbados, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Congo (Brazzaville), Congo (Kinshasa), Cook Islands, Côte d'Ivoire, Djibouti, Dominica, Dominican Republic, Eritrea, Ethiopia, Fiji, Gabon, Gambia, Ghana, Grenada, Republic of Guinea, Guinea-Bissau, Equatorial Guinea, Guyana, Haiti, Jamaica, Kenya, Kiribati, Lesotho, Liberia, Madagascar, Malawi, Mali, Marshall Islands, Mauritania, Mauritius, Micronesia, Mozambique, Namibia, Nauru, Niger, Nigeria, Niue, Palau, Papua New Guinea, Rwanda, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Solomon Islands, Samoa, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, Sudan, South Sudan, Suriname, Swaziland, Tanzania, East Timor, Togo, Tonga, Trinidad and Tobago, Tuvalu, Uganda, Vanuatu, Zambia, Zimbabwe.
Region 12 Gulf Cooperation countries	Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates.
Region 13 Other Industrialised countries	Australia, Brunei, Canada, Hong Kong, Japan, (Republic of) Korea, Macao, New Zealand, Singapore, Taiwan, United States of America.

³ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.

⁴ THIS DESIGNATION SHALL NOT BE CONSTRUED AS RECOGNITION OF A STATE OF PALESTINE AND IS WITHOUT PREJUDICE TO THE INDIVIDUAL POSITIONS OF THE MEMBER STATES ON THIS ISSUE.


Institutions from which countries can take part?

	Neighbouring countries (Regions 1, 2, 3)	Russian Federation (Region 4)	Asia & Central Asia Latin America, South Africa (Regions 6, 7, 8, 9, 10)	African, Caribbean and Pacific (ACP) countries (Region 11)	Industrialised Countries: US, Canada, Asia-Pacific (Region 13)	Industrialised Countries: Gulf (Region 12)	Andorra, Monaco, San Marino, Vatican City State, Switzerland (Region 5)
Erasmus Mundus Joint Master Degrees**	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Credit mobility for students and staff mobility**	Yes	Yes	Yes	Yes as of 2016 selection	Yes	No	No
Capacity Building in higher education*	Yes	Yes ¹	Yes ¹	Yes as of 2016 selection	No	No	No
<i>Possibility of mobility strand</i>	Yes	No	No	No	No	No	No
Jean Monnet*	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Knowledge Alliances, Sector Skills Alliances, Strategic Partnerships in education**	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Youth Mobility projects**	Yes	Yes	Yes	No	No	No	No
Capacity building in the youth field	Funding may be available later	Funding may be available later	No	Yes	Yes	Yes	Yes
Structured Dialogue** youth	Yes	Yes	Yes	No	No	No	No
Sport collaborative Partnerships**	Yes	Yes	Yes	Yes	Yes	Yes	Yes

* Organisations from Partner Countries can be involved either as partner or as applicant (organisations from the Russian Federation may only act as partners).

** Organisations from Partner Countries can be involved as partner only.

¹ Institutions from Russia and Latin America may only take part in regional projects for Capacity Building in Higher Education.

 Participation possible but only if essential added value brought by the Partner-Country institution.

C - Promotional materials for use by Delegations

The document repository provides electronic versions of the following outputs:

1. Leaflets & Brochures

A number of leaflets/brochures have been created, specifically for non-Programme Countries.

(i) A leaflet targeting Partner Country HEIs (EN – FR – ES – PT – AR – ZH – RU)



'Working Together with European Higher Education Institutions'

(ii) Leaflet targeting Partner Country individuals (EN – FR – ES – PT – AR – ZH – RU)



'Come to Study or Teach in Europe with Erasmus+'

(iii) A more detailed brochure is being produced on higher education opportunities for institutions and individuals from Partner Countries. This provides more technical information on how to get involved.

A limited number of hard copies will be sent by DG EAC. Once available, these products will be available in web quality and print quality versions in the repository, allowing you to feature them on your site and print additional copies if you wish.

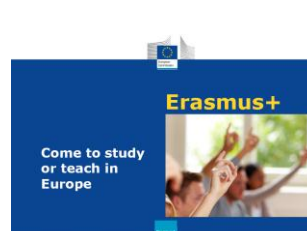
Please note that a number of other Erasmus+ leaflets have been published (such as 'What's In it For Higher Education'?' and 'Changing Lives, Opening Minds') and you may see circulating but they have an EU focus and are designed primarily for Programme Country participants.

2. PowerPoint Presentations

Two specific summary presentations have been prepared to explain E+ opportunities to:

(a) institutions in Partner Countries

(b) individuals in Partner Countries



The PowerPoint presentations available at present on the DG Education and Culture Erasmus+ web-site are more EU-focused ('Erasmus+ at a Glance' and 'Erasmus+ in Detail').

3. Banners & Posters

A design for a roll-up standing banner suitable for display on two standard roll-up supports (180 x 60 cm and 200 x 80 cm) is being produced. A limited number of copies of this will be produced. Each NEO will have a copy of the standing banner and roll-up that can be borrowed for events.

Posters will also be printed, which should be distributed to the relevant stakeholders.

These products will be available in print quality versions in the repository, allowing you to print additional copies if you wish.

D - Other resources you can use in promotion

1. Social media

Two official accounts have been set up for Twitter and Facebook and beneficiaries should be encouraged to use these, instead of any national Erasmus+ pages, that may informally have been created.

Twitter: #ErasmusPlus

Facebook: <https://www.facebook.com/EUErasmusPlusProgramme>

2. Video

http://ec.europa.eu/education/gallery/video_en.htm#erasmus-plus-01_en

3. Cartoons

<https://www.facebook.com/#!/photo.php?v=685518561498897>

<https://www.facebook.com/photo.php?v=688020234582063>

4. Working with alumni

To date, the Commission and Agency have worked very successfully with the Erasmus Mundus Students and Alumni Association, EMA. This organisation is funded by the EC to provide a network for alumni for their professional development, and to act as ambassadors for the programme. Many Delegations have already worked with EMA, which can explain and promote the programme and its opportunities at fairs, pre-departure events etc. Feel free to contact the relevant regional/country representative:

www.em-a.eu

E – Language and logo

1. Language

The programme title 'Erasmus+' should be written as shown (and not as Erasmus Plus). However, as + cannot be used in web-site URLs, there it will have to appear as http://ec.europa.eu/programmes/erasmus-plus/index_en.htm

In 27 countries outside the EU, new National Erasmus+ Offices have been created (to replace the former National Tempus Offices). They are to be abbreviated to NEO (not NE+O).

On your web-site, you may also want to emphasise the fact that your country will be a Partner Country, and draw the distinction between 'Programme Countries' (EU Member States and Iceland, Norway, Liechtenstein, former Yugoslav Republic of Macedonia and Turkey) and 'Partner Countries' i.e. all other countries participating in the programme.

2. Logo

The official Erasmus+ logo is the following:



It should be used as it is for all languages (including those of non-Latin script). The DG Education and Culture Graphic Design User Guide gives complete guidance on the use of the logo and colours for visual identity, and provides downloads of the logo files. It can be found here:

http://ec.europa.eu/dgs/education_culture/promotional_en.htm

3. Standard text for websites

Erasmus+ is the European Union's new programme for 2014 to 2020 to support projects, partnerships, events and mobility in the areas of education, training youth and sport. Learn more about the [opportunities](#) it can offer organisations and individuals from outside the EU.

F - Fielding questions from the public

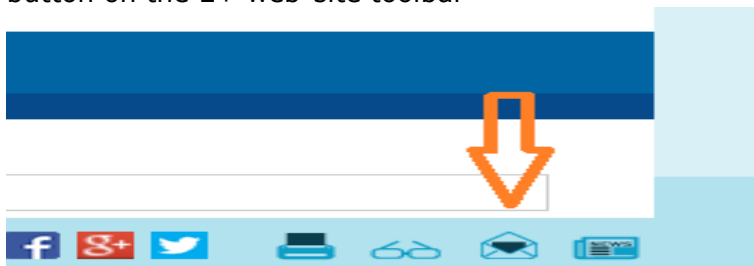
1. Frequently-Asked Questions (and answers)

In the repository you will find a series of FAQs focusing on the international aspects of Erasmus+. This will evolve with time, as more information becomes available and more questions are asked, so please check you have the latest version.

2. Websites where you can direct enquiries

There are three main web-sites providing information to the general public about the Erasmus+ programme.

- a. The **DG Education and Culture web-site** targets the general public with general information on the programme:
http://ec.europa.eu/programmes/erasmus-plus/index_en.htm
- b. The **EACEA web-site** is aimed at potential beneficiaries:
http://eacea.ec.europa.eu/erasmus-plus_en
- c. The **websites of National Erasmus+ Offices (NEOs)** are targeted at their own national audience. NEOs exist in 27 countries formerly covered by the Tempus programme in Western Balkans, the Neighbourhood regions (East and South), Russia and Central Asia. In these countries, the NEO should be the first point of contact for questions from the general public. You'll find the link on http://eacea.ec.europa.eu/erasmus-plus_en
- d. Where to send people with general enquiries:
For general enquiries about the programme, DG EAC has set up an e-mail form button on the E+ web-site toolbar



- e. Specific enquiries about a particular action:
There are dedicated mailboxes to the different Erasmus+ actions that are managed centrally (i.e. by EACEA):

Higher education cooperation

Capacity-building projects:

EACEA-EPLUS-CBHE@ec.europa.eu

Joint Master Degrees (for institutions only, not for students):

EACEA-EPLUS-JMD@ec.europa.eu

Jean Monnet Actions

EACEA-AJM@ec.europa.eu

Other opportunities

Capacity-building for Youth

EACEA-YOUTH@ec.europa.eu

Knowledge Alliances

EACEA-KNOWLEDGE-ALLIANCES@ec.europa.eu

More useful links can be found in the repository