



Visibility of Erasmus+ in the media tools of the Lebanese higher education institutions

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Conclusions

Raising awareness about the visibility of the EU-funded programmes, Erasmus+ in particular, is relevant and timely as a new generation of the programme Erasmus+ is going to be launched.

There is a need to extend to concept to a new dimension beyond the technicalities of the tools used and the exploitation of promotional materials.

The meeting gathered both CBHE project implementers and university policy makers in the field of internationalisation and communication as well as potential project designers.

Most of the Lebanese HEIs participating in at least one EU-funded programme have linked the visibility issue to their internationalisation strategies.

There are alarming cases where reference to EU funding is missing from the media tools of Lebanese HEIs. However, many good practices in this field have been identified.

There is a lack of distinction between the Programme and the Projects.

Dissemination or visibility in the participating Lebanese HEIs is more project-related than programme-related.

Universities are exploring a multitude of media tools to showcase their participation and involvement in the EU-funded programmes including, for some, on campus activities, newsletters and catalogues.

Recommendations

Lebanese HEIs should have clear and operational communication strategies.

Communication strategies should be strongly linked to internationalisation, ownership and institutional commitment.

It is for the benefit of the institution to enhance the visibility of all its international projects for the sake of its attractiveness and openness to the world, particularly the EU-funded projects which are mostly based on grants, priorities discussed with stakeholders and bottom-up approaches.

Universities should ensure an easy visibility of, and accessibility to, the information on the EU-funded programme. This can at least be accessible on the webpage/section of the university's international relations office.

Visibility of international cooperation programme can be a good way through which a university draws its international identity.

Synergy between Erasmus+ projects is important and beneficial to all. All CBHE projects implemented in the country can be connected together through posting a list of them at each project's website or at the website of each beneficiary institution. This can be the basis for a future national network.

Visibility should not be limited to the projects but rather extended to the programmes which have more strategic objectives than the projects.

With the diversity of communication and dissemination models adopted by the Lebanese HEIs, there is a need for a continuous exchange of practices.

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