



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

**Thursday October 28, 2021**

**Zoom link:**

<https://us02web.zoom.us/j/3736380377?pwd=MXdaaVAyckZkSDNjZ0dqRmt1QVU5UT09>

## Concept Note

The visibility of the EU-funded programmes, Erasmus+ in particular, is an issue of vital importance not only for the implemented projects themselves but also for the institutions in which these projects are being implemented. Although this is a contractual obligation clearly set in the grant agreements signed between the EU Commission and the projects beneficiaries, its importance comes from the linkage to the overall communication plan, the institutional ownership of the projects results and the internationalisation strategy of each beneficiary institution. It also shows the way each institution is reaching out to its different stakeholders, students in particular.

A preliminary scan that has been conducted over the websites and other social media of 37 Lebanese universities out of which 65% are involved in one or more of the Erasmus+ international actions, showed that there is a diversity of practices in disseminating the EU-funded projects in terms of the access to the information, the visual identity of the action used and the level of the presence of these Erasmus+ actions.

The remaining 13 Lebanese higher education institutions that are not covered by the pre-event scan represent less than 1% of the higher education student population in Lebanon and do not have a website or any other social media tool. Moreover, none of these institutions has ever benefited from an EU-funded programme.

The meeting aims to discuss this visibility issue by exchanging practices, benchmarking with different models adopted, suggesting possible measures for improvement and underlining its importance at the eve of the launching of the new phase 2021-2027 of the Erasmus+ programme. It also aims to reflect on the reinforcement of the HEIs communication plans towards a transparent international identity.

The meeting will also provide an opportunity to update the audience on the upcoming new call for proposals under Erasmus+ 2021-2027 and to revisit the national impact study carried out about the CBHE projects implemented in Lebanon with view to draw those recommendations addressing the visibility issue.

The 27 CBHE projects implemented in Lebanon between 2015 and 2020, VPs for Internationalisation, International relations officers and people in charge of implementing institutional communication plans are invited to this meeting.

Expected outcomes: Raising awareness about the importance of the visibility issue, exchange of practices, recommendations for the future.