

Added value of a European degree

Moderator: Vanessa Debiais-Sainton
(European Commission)

Speakers:

Laura Colò (ED-AFFICHE)

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Barry Digman (ETIKETA)

Dorota Piotrowska/Jainaina Frizzarin (FOCI)

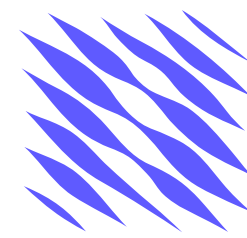
Ramón Martínez (JEDI)

Alexandru Cartis (SMARTT)

EVENT: A BLUEPRINT FOR A EUROPEAN DEGREE | 29 APRIL



***SMARTT – Screening, mapping, analyzing, recommending,
transferring and transforming HE international programmes***
Session 2 – Added value of a European degree



NeurotechEU
The European University
of Brain and Technology

eUTOPIA
Alliance of 10 European Universities



Added value of a European degree – Students

FLEXIBILITY

Development of customisable pathways within joint programmes, allowing students to tailor their learning experiences to align with their career goals and interests

OPPORTUNITY

International career opportunities with continuous learning and adaptability in the labour market

VISIBILITY

Providing students with an extra label, with a positive impact on the employability of students

ATTRACTIVITY

Opportunities for degrees from multiple institutions, enhancing validity and suitability for jobs



Added value of a European degree – Staff

ADMINISTRATIVE STAFF

GUIDELINES

More clarity and guidelines for implementing joint degree programmes
(for example, based on templates and common tools and processes)

ALIGNMENT

More alignment with existing initiatives (for example, if the ED is aligned with the European Approach), such as the Bologna tools

ACADEMIC & RESEARCH STAFF

COOPERATION

Provide more opportunities for partnership (including in research/developing common projects across Europe and beyond)



Added value of a European degree – Higher Education

HIGHER EDUCATION INSTITUTIONS

Increase the attractiveness and visibility of universities

Enhance the reputation of the programmes

Increases attractiveness and marketability of programmes through branding and recognition

HIGHER EDUCATION SYSTEMS

The implementation of the ED could streamline the QA process, offering an alternative to the bureaucratic hurdles and complexities seen in joined programmes

ED is beneficial for Erasmus Mundus, MSCA, Erasmus+ programmes when European Approach (EA) accreditation is not feasible



Added value of a European degree – EU level

Enhancing the attractiveness of European study programmes

Enhances mobility between countries, workplaces, and universities

Use available means such as Erasmus+, Erasmus Mundus and MSCA and the European Approach to merge funding and excellence in this new label



European Degrees: More coherence – Europeanisation – Globalisation

More coherence

The European Degree furthers the Bologna Process's goal of bringing more coherence to HE systems across Europe by focusing on outcomes-based qualifications, and diverse learning experiences

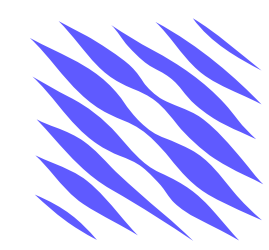
Europeanisation

The European Degree advances Europeanisation with a common qualification, promoting flexibility, and aligning higher education with European values

Globalisation

The European Degree strengthens Europe's global HE attractiveness through innovative programmes, transcontinental cooperation, and the promotion of European values





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Joint European Degree Label in Engineering



Added value of European degrees
for engineering

Prof. Ramón Martínez – Universidad Politécnica de Madrid

“A BLUEPRINT FOR A EUROPEAN DEGREE EVENT”

Brussels. April 29, 2024



Context

- **Graduates** from **European engineering** programmes are **worldwide recognised** and **prestigious** professionals.
- Engineering degrees (also for regulated professions) conceived as verticals with **large specialisation** but with few interdisciplinary, flexible mobility and transversal components.
- Diversity of **national legislation** defining the requirements of degrees for regulated engineering professions.
- Large number of **multiple engineering degrees** across Europe, but specific joint degrees initiatives.
- Experience accumulated mostly in **joint programmes** in engineering at **Master's level** (EQF 7).
- **Strengthen technology sovereignty** of Europe in **critical technology** areas.



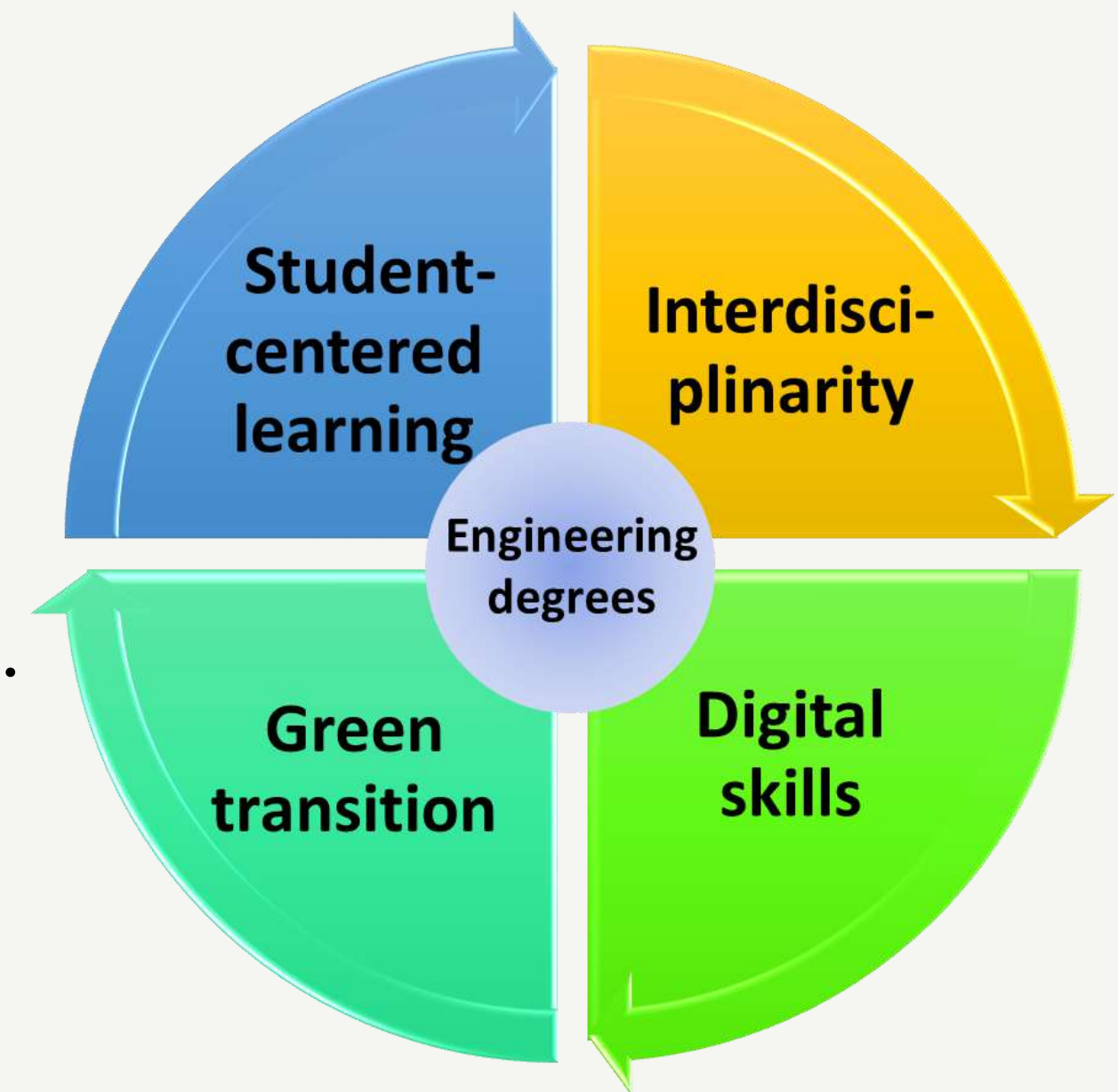
Differential aspects of engineering

- **EUR-ACE®label** sets up a common quality framework for engineering degree programmes.
- For **regulated professions**, the definition of the joint European degree should balance the **specificities** of each EU region and the flexibility in the definition of **programme outcomes**.
- Engineering, technology and science-oriented programmes in Europe **share contents and skills** to a large extent.
- Relevant role of **engineering graduates** to leverage **European competitiveness**.
- Students trust in well-known and renowned national degrees combined with **hesitancy** to enrol in **new academic programmes**.



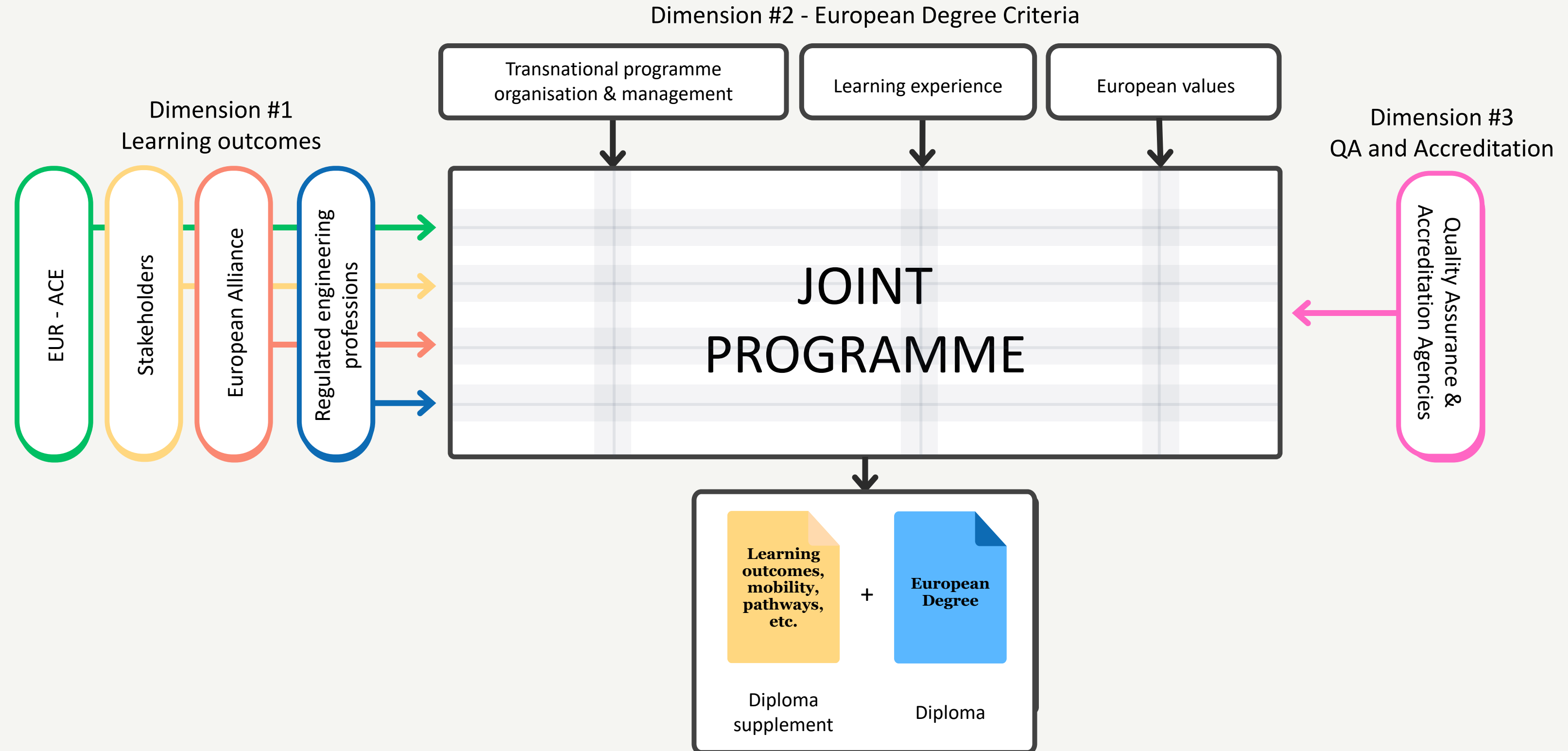
Added value of European Degrees for engineering

- Professional work across Europe through a **common understanding** of qualifications.
- **Automatic recognition** of qualifications.
- Broader and more transparent **recruitment opportunities** and **talent attraction** in Europe and worldwide.
- Accommodation of **transformative learning experiences**.
- **Harmonise criteria** at European level for the **accreditation** of European degrees in engineering.
- **European belonging** as an inherent feature.
- Position European engineering graduates as **leaders** of **digital** and **green transitions**.





Enriching the joint programme





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Added value for European Alliances

ΕΕΙΣΟ
European University


UNIVERSIDAD
POLITÉCNICA
DE MADRID


École des Ponts
ParisTech


ITÜ


PSL
UNIVERSITÉ PARIS


POLITEHNICA
UNIVERSITATEA
UPB
1818


M Ű E G Y E T E M 1 7 8 2

eut+ EUROPEAN
UNIVERSITY OF
TECHNOLOGY


Τεχνολογικό
Πανεπιστήμιο
Κύπρου


h_da
DARMSTADT UNIVERSITY
OF APPLIED SCIENCES


1862
RĪGAS TEHNISKĀ
UNIVERSITĀTE


DUBLIN
TECHNOLOGICAL
UNIVERSITY DUBLIN



TECHNICAL UNIVERSITY
SOFIA



Universidad
Politécnica
de Cartagena


utt
UNIVERSITÉ DE TECHNOLOGIE
TROYES


TECHNICAL UNIVERSITY
OF CLUJ-NAPOCA

ENHANCE
European Universities of Technology Alliance


CHALMERS
UNIVERSITY OF TECHNOLOGY


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POLITÈCNICA
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Joint European Degree Label in Engineering



Added value of European degrees
for engineering

Prof. Ramón Martínez – Universidad Politécnica de Madrid

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Brussels. April 29, 2024

ΕΤΙΚΕΤΑ

FilmEULabel

Added Value of a European Degree (label)



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film_eu

European Universities Alliance
for Film and Media Arts



Baltic Film, Media and
Arts School



REPUBLIC OF ESTONIA
EDUCATION AND YOUTH E



GOVERNO DE
PORTUGAL

MINISTÉRIO DA EDUCAÇÃO
E CIÊNCIA

Associated Partners



VYSOKÁ
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College



SZÍNHÁZ- ÉS
FILMMŰVÉSZETI
EGYETEM



A regional association of
CILECT



Association Européenne des
Conservatoires, Académies de
Musique et Musikhochschulen

Added Value to
Creative Industries' /
Applied Arts'
Students and
Graduates

ETIKÉTO



Added Value to
Creative Industries' /
Applied Arts'
Students and
Graduates

"– a seal of guarantee, a process of recognition, an idea that this person or this project has gone through some obstacles, challenges, and training. After achieving a certain threshold crossing a set of barriers it will deserve my attention." – Industry

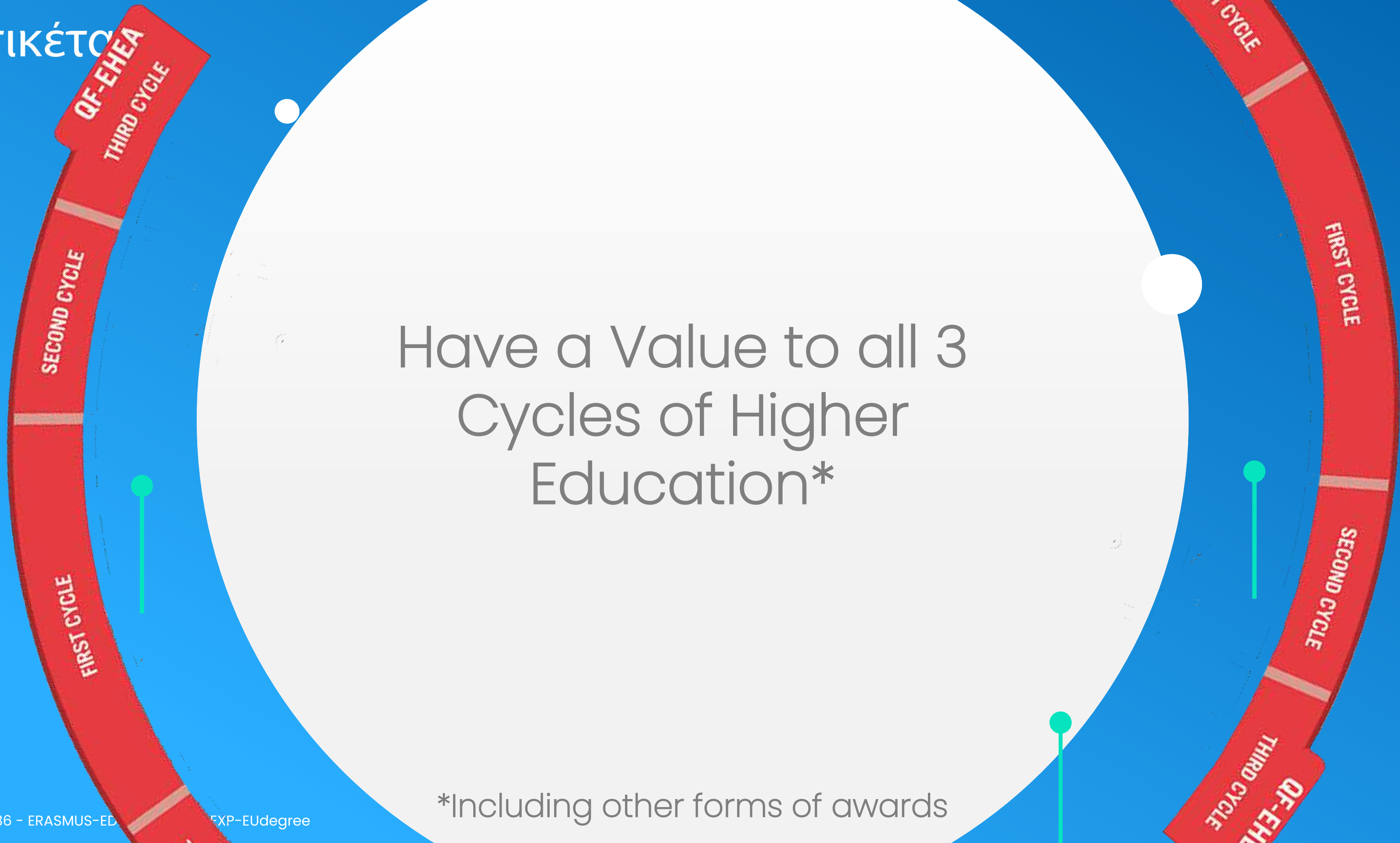
"In a global industry like the film and audio-visual sector, the label is attractive. Helps transfer talent across jurisdictions." – Industry

"The international recognition of the received diploma and its relevance on CVs and funding submissions are significant criteria." – Student

"A European label implies collaboration across multiple countries, emphasising the interconnectedness of people and cultures." – Student

"A more highly focused area of expertise. Prove your worth to employers or open up new avenues of research as well." – Student

"That you can work in many places by unlocking Europe and the World. This would have to be made clear to employers so that they know what you studied." – Student



Have a Value to all 3
Cycles of Higher
Education*

*Including other forms of awards

"The Erasmus Mundus initiative is already well established. They are, maybe, the great example of joint programmes in Europe. Extending the 'jointly nature' of the degree for first and third cycles will add more complexity to quality assurance processes." – National Agency

"For students and academics, it's a guarantee of quality. Provides the opportunity for students to travel and experience courses in other countries." – University Staff

more than just a
marketing tool



more than just a
marketing tool

That needs a coherent
marketing message

"A brand is what people look at and find attractive, but a label with rigorous standards can also become recognised as a brand." – Alumni

"Building a brand around the label is important but should be based on educational quality and rigor, as well as practical experiences. Finding the label's USP." – Industry

"It would be good to communicate clearly and simply about the quality of the training and further, about the experience and careers of the alumni." – industry

Open to All
Quality \neq Elitist

Compatible with a
Digital Approach



Compatible with a
Digital Approach



Compatible with a
Digital Approach

"Adapting to the world we have right now, the world and education are going digital. If things are going digital, I see no reason to have a non-digital label." - Alumni

"I think a digital label would be fantastic because it would make your awards more portable, it would enable you to have possession of your own [data/records] for life, you wouldn't lose them. Keep them safe. You would have control over what you released." National Agency

"We, Estonians, love everything what is digital. We believe in apps :) it could make EU label more understandable to the persons outside HE. A small business owner will see and accept." - University Staff

Clear Added Value
to Existing HEIs'
Programmes

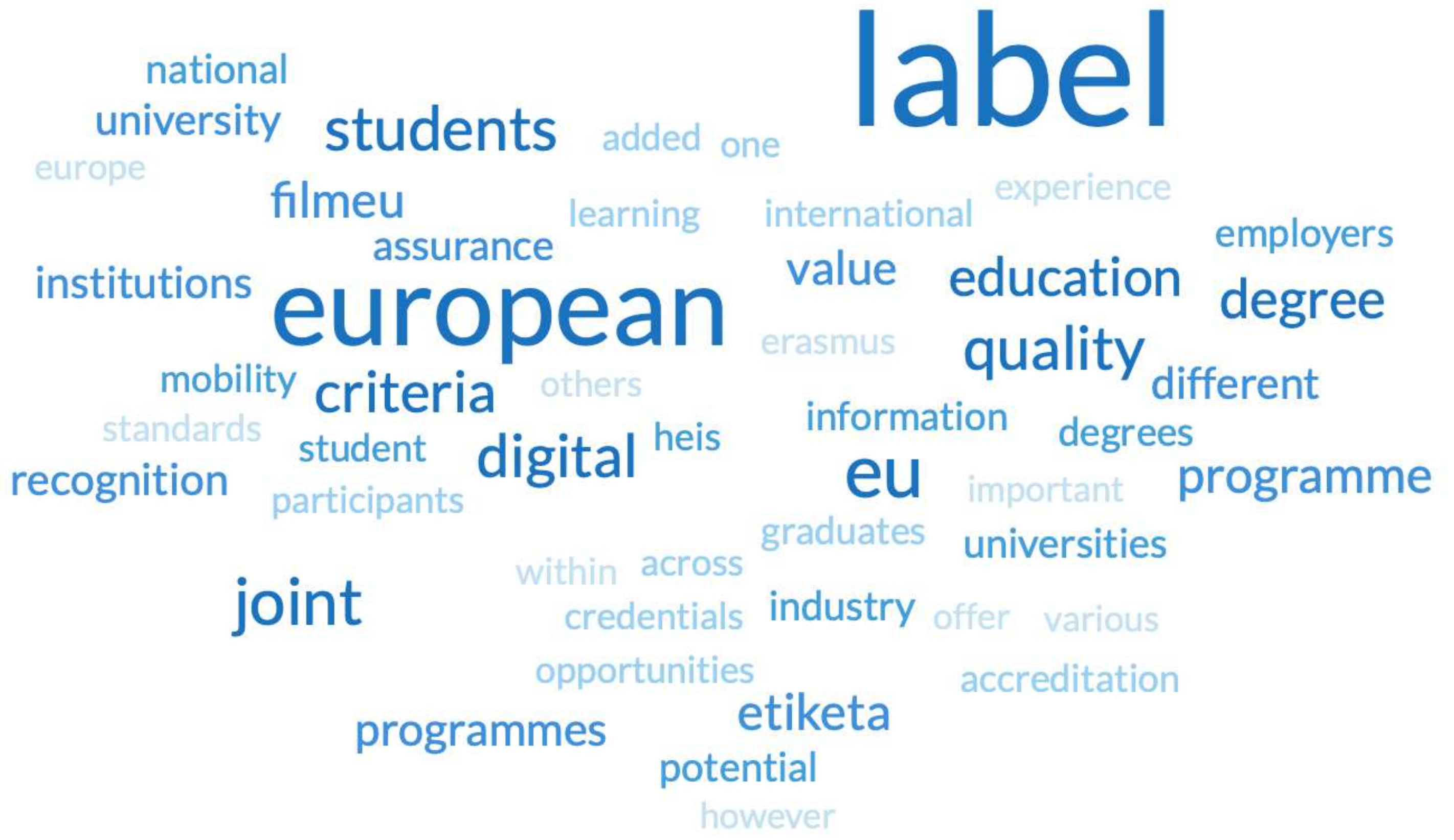
"A European Degree Label that is connected to a joint degree programme offered by a European University Alliance can increase the reputation of both that joint degree programme and of that European University Alliance." – National Agency

"For HEIs guarantees a privileged positioning and recognition (e.g. impact on rankings), this includes also staff and collaborators." – University Staff

Simplicity

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