

Title: Erasmus Days in Albania

#ErasmusDays2020

Date: 15-17 October 2020

NEO Albania

October 2020

#ErasmusDays2020 is the fourth edition, took place on 15, 16 and 17 October. Different Erasmus+ programme players, meet online or face to face in order to exchange views about European values and discuss the benefits of mobilities; the projects' achievements, and show the impact of Erasmus+. As in previous editions, the 2020' events organized conferences and exhibitions, seminars or/and partner meetings, photo exhibitions, online testimonies, concerts, radio shows, digital activities, etc. The celebration on Erasmus+ Programme, though the #ErasmusDays 2019 were a big success counted 3995 activities in 53 Countries a new record occurred this year, over 5000 activities took place in 80 countries.

No study of this nature has been so far conducted to monitor the celebration of the ErasmusDays in Albania but according to the Albanian HEIs this is a year where acknowledgment of the promotion of the Erasmus+ opportunities has reached the highest awareness. The #ErasmusDays is bottom up, organizing events by and for their target group is essential. In this light info sessions, exhibitions, seminars, open days, partner networking, fairs are organized to promote the achievements on Erasmus + programme, to gather stakeholders to build networking, to spread the word for the real impact of Erasmus+ projects in Albanian academia and society.

NEO Albania informed all Albanian HEIs since April 2020 to book into their agenda #ErasmusDays, During June 2020 NEO prepared a series of activities that the Albanian HEIs could organized and required text or video testimonies from all the Erasmus+ Beneficiaries in Albania. A testimony 'template was designed and sent to all the participants on Erasmus+ programme in Albania to bring to the mass audience witnesses on the Erasmus+ programme; ICM, CBHE, Jean Monnet and Joint Master Mundus. Albanian HEIs, were it was necessary, were trained by NEO how to register their events to be visible on the #ErasmusDays website, informing where to download the digital communication kit to use during their events, presentations and promotion stationaries. Proudly we confirm that mostly of the Albanian HEIs have respected all the recommendation.

24 activities are registered on the official website of www.erasmusplus.eu 4 others aren't registered and from different actors promotion # Erasmus Days on the social media are organized during 15-17 October. From 11 activities that NEO Albania attended or organized; two were organized Online; two activities were organized to mass audience through Livestream FB of the EU in Albania; and the other activities were organized to the external audience, of course by respecting the COVID-19 measurements. It was forecasted that this year, due to the COVID-19 pandemic, #ErasmusDays 2020 would be mostly consist of online events. Indeed, in Albania it was a perfect harmonization of blended methodologies for organizing the events.

The list of activities that NEO Albania organized, supported or attended are as below:

Day	Organization Institution	EVENT's Title	Location
15/10/2020	Uni Vlora	Erasmus&CBHE projects at Uni Vlora	Online
15/10/2020	UT-Rectorate	Erasmus days	Rektorati UT
15/10/2020	UNYT	Takimi I New York	UNYT
15/10/2020	UE	I-Project Erasmus+	Elbasan University
15/10/2020	EUT	Internacionalization in Covid19	EUT
15/10/2020	NEO+EUD	Joint Master Mundus Livestream FB	Europe House
16/10/2020	NEO	ICM-process interview students and IRO on TVSH Channel	TVSH Channel
16/10/2020	EUD+NEO	JMM student's interview at Top Channel	Top Channe TV
16/10/2020	EUD+NEO	JMM student's interview at A2 CNN2 Channel	A2CNN Channel
16/10/2020	UMSH	"Inclusive Erasmus+: More opportunities for academics and student"	Online
16/10/2020	NEO EUD	Erasmus+ Projects in Albania Livestream FB	Europe House
16/10/2020	EUT	Info Day for Students	EUT
16/10/2020	UT-Meli	Jean Monnet: Erasmus+ from the students's eyes	UT
17/10/2020	KPT	"Lets Go to Europe with Erasmus+ "	KPT
tbc	NEO&EUD	Students debate "The future of Mobilitis"	Europe House
tbc	NEO&EUD	Jean Monnet: Modernizing the Curriculas in Albania	Europe House

Tabel 01: Calendric list of Erasmus Days activities where NEO Albania organized or attended

Marathon of Erasmus Days Preparation

The NEO Albania started the #Erasmus Days marathon from 1st of October by launching the new rubric #ALinErasmus, (Albanian in Erasmus+). It is series of testimonies from staff, students and CBHE projects results that were gathered during August-September 2020, as an adequate space for promoting Erasmus+ Programme and the forthcoming activities on Erasmusedays. The rubric was welcome from mostly of HEIs, and once it was launched many Erasmus+ beneficiaries embraced it, they contacted NEO showing their excitement to share the amazing experience in Erasmus+. Until today 23 witnesses are shared, 7 more are supported by EU delegation preparing the Video Testimonies, and more are to come.

- 1- Samples of the students or staff testimonies shared on the FB: Albanian Erasmus+ Office and Instagram: albaniaerasmusplus



- 2- Samples of video testimonies from students on exchange student's mobility or Joint Master Mundus prepared with the support of EU delegation:

<https://www.facebook.com/eu.delegation.albania/videos/3405416129496224>

<https://www.facebook.com/eu.delegation.albania/videos/853148088762079>

- 3- Samples of video testimonies from students on exchange student's mobility prepared by HEI prepared on the behalf of the Erasmusdays:

<https://www.facebook.com/359546980904543/videos/3716844065032902>

<https://www.facebook.com/359546980904543/videos/257646019022413>

- 4- Samples of videos prepared on the behalf of the ErasmusDay promoting CBHE projects:

The image displays two screenshots of Facebook posts from the 'Albanian Erasmus + Office' page. The left screenshot shows a post titled 'Projekti Vtech i mbështetur nga Programi Erasmus+ "Rritje Kapacitësh në Arsimin e Lartë"', dated October 20 at 12:56 PM. It features a video thumbnail with the text 'WHAT IS VTE' and a performance analytics panel showing 335 people reached, 26 likes, and 13 post clicks. The right screenshot shows a post titled 'Projektet e fituara ne programin Erasmus+ mundesojne edhe ndertimin e laboratoreve per Institucioniet shqiptare ne konsortium, ne sherbim te projektit.', dated October 20 at 8:40 PM. It features a video thumbnail with the 'POLIS' logo and 'Erasmus+' branding, and a performance analytics panel showing 706 people reached, 46 likes, and 54 post clicks. Both posts include detailed analytics for reach, clicks, and impressions.

<https://www.youtube.com/watch?v=9a4FGCEcNjw>

<https://www.facebook.com/359546980904543/videos/282451682869600>

The best practice Video is the introduction of “How to apply for an exchange student's mobility” prepared by University of Vlora “Ismail Qemali”.

<https://www.facebook.com/359546980904543/videos/1047545465679074>

This video was first launched during the second day of Erasmusdays activity on 16 October during the ICM session on FB Livestream organized by NEO with the enormous support of EU Delegation in Albania.

This video is a high standard guide on how to apply in an exchange student's mobility and all instructions are followed professionally; erasmusdays visual identity kit, transcription and translation in English and high-quality video. We are promoting this video in all our social medias and we will appreciate very much if you would promote this video in Erasmus+ social media.

Three Days of Celebration

Two important activities are organized by NEO Albania with the huge support of European Delegation in Albania and Europe House by EU Delegation in Albania.



Activity: Joint Master Mundus Albanian Students

Date: 15th October

Place: Europe House

Launched: Live stream on EU in Albania FB

Link: https://www.youtube.com/watch?v=tqBJK_Hluqs&ab_channel=EUDelegationAlbania
<https://www.facebook.com/eu.delegation.albania/videos/4549706055103442/>

National Erasmus Office in Albania in collaboration with the European Delegation in Albania organized the “Joint Master Mundus Albanian Students”. The activity brought together 4 JMM students’ testimonies from different field of education to share with the mass audience their success thanks to Erasmus+



From 2014–2020 Erasmus programme has granted 78 JMM Albanian Students, a part of them after graduated successfully, turned back in Albania and are sharing their European experience. During this activity JMM testimonies, guide the applicants and advise them on the application process. This is the first activity that NEO in Albania is organizing with the focus on JMM programme. Information about the Call 2021 and the other technical information as well has been shared during the activity.

Due to the Covid19 strict measurements, to reach better the mass audience, the activity was designed to be Livestream on FB account European Union in Albania. In 20 minutes, Q&A session the audience could have the possibility to have their answer online by NEO staff.

The Activity was honored by Luigi Soreca EU ambassador in Albania. He highlighted that the focus of is strategy in Albania is to empower the youth and through Erasmus+ this is one of the best ways.

The reached audience during the livestream was average 700 accounts.



Activity: Erasmus+ Programme in Albania

Date: 16th October

Place: Europe House

Launched: Live stream on EU in Albania FB

Link: https://www.youtube.com/watch?v=VZ19jxwa6lc&ab_channel=EUDelegationAlbania

National Erasmus office in Albania in collaboration with the European Delegation in Albania held the “Info session on Erasmus+ Programme in Albania”. The activity brought together best practice’s testimonies from different High Education Institutions from the CBHE, ICM and Jean Monnet programme.



Albania HEIs during 2014-2020 are granted 55 CBHE projects, signed more than 800 Bilateral interinstitutional agreements, more than 8000 students and staff have been travelling to Albania/Europe and 16 Jean Monnet Module, Chair, and Networking. Many new curricula’s, Master programmes, PhD programmes are designed and developed under the Erasmus+ programme, over 300 labs are built under the CBHE programme and many stakeholders are working together for the same aim to increase the capacities in HE.

Due to the Covid19 strict measurements, to reach better the mass audience, the activity was designed to be Livestream on FB account European Union in Albania. In 20 minutes, Q&A session the audience could have the possibility to have their answer online.

The Activity was honored by Andrea Vera - Head of Section - Sustainable Economic and Social Development - Delegation of the European Union to Albania. “Increasing the capacity of the HEIs is the strategy of the EU and their support is enormous in Albania.” Said Mr.Vera

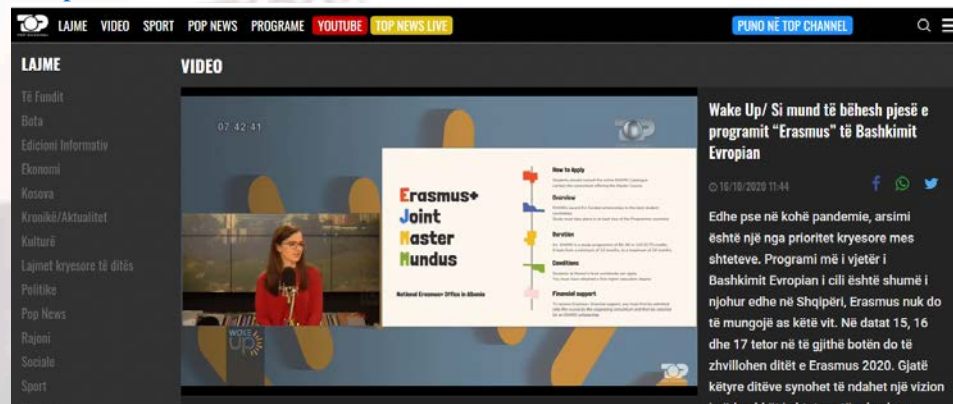
<https://www.facebook.com/eu.delegation.albania/videos/480547509569496/>

6 testimonies from different institutions attended in this activity, but more have sent their video testimonies to be share in NEO Albania Social Media. The reached audience during the livestream was average 500 accounts.

16 October 2020, morning time 3 activities were organized in three different Albanian TV channels at the morning shows.

- E+ JMM students Ornela Bardhi Top Channel Morning show/ organized by EUD with support of NEO

<https://top-channel.tv/video/wake-up-si-mund-te-behesh-pjese-e-programit-erasmus-te-bashkimit-evropian/>



- E+ JMM students Klaudja Koçi / A2 CNN morning show/ organized by EUD with support of NEO

<https://a2news.com/video/ditet-erasmus-promovimi-i-nje-pervoje-te-vecante-shkollimi-ne-be/>



- E+ Exchange Students Mobility introduce by IRO Coordinator of UBT, Elton Basha and ex exchange students Irisa Veizaj / organized by NEO

<https://www.youtube.com/watch?v=DGyF4wTvfnU>



ErasmusDays2020

By Erida CURRAJ, NEO Albania.

Novelties on ErasmusDays2020 in Albania

28 ErasmusDays2020 activities were organized for 3 days, 15-17 October from different stakeholders, NEO Albania, EU Delegation in Albanian and Albanian HEIs

A series of events organized by European University of Tirana (EUT) ranging from conferences and exhibitions, open days, seminar, info sessions:

1. October 15th, Kick off activity “Internationalization in the era of COVID 19: Challenges & Lessons” attended 25 participants from the Ministry of Education Youth and Sport, NEO Albania, academic staff and administrative staff part of the Internalization Process.
2. October 15th, “Open House Days. Interdisciplinary Junior Researcher” – Scientific Conference for the Master Students under the SMARTL AL, CBHE projects. attended 30 participants, students, academic staff and private sector stakeholders. “The importance of Information Technology Governance for Albanian Universities: Lessons learned & Recommendations. Attended different stakeholders and universities total 14 participants.
3. “Be UET, Be International” Info Day for students attended 26 participants
4. Valeu-X @ Erasmus Days 2020 (online meeting 20 participants).
5. Erasmus + Fair @ UET, organized during 15-16 October

<https://www.facebook.com/UniversitetiEuropianiTiranes/videos/983769808788719>

<https://www.facebook.com/111502995533212/videos/2743900789264353>

For the first time, Mediterranean University of Albania organized the online activity “Inclusive Erasmus+: More opportunities for academics and student”. MUA applied for the first time in an Erasmus+ programme Call 2020, granted as a Coordinator of a CBHE project.

This is the first time that this institution is organizing Erasmus Days Activity.

<https://www.facebook.com/mesdhetari/videos/3995353470480414>

For the first time, Professional College of Tirana, on the occasion of #ErasmusDays 2020, hosted a workshop for academics and students to share the European values, to promote the Erasmus+ program, the opportunities offered by the Erasmus+ Programme and its future development.

This workshop was also served to present the upcoming Erasmus+ projects where KPT is now part, two CBHE projects as a partner, and one Jean Monnet Module. This is the first time the KPT (PCT) is winner of Erasmus+ programme, hence this is the second time they do organize Erasmus Days.

Erasmus Days 2019, KPT in support with the NEO Albania organized an info session for the academic and students and encourage them to apply on Erasmus+ programme and the results are to be applauded. Due to the Corvid 19 strict measurements the event gathered 25 academics and students from other higher education institutions, partners of KPT.

More are shared on the social media and a video on this activity is forthcoming.

<https://www.facebook.com/kolegjiprofesionalitiranes/photos/pcb.3351869824891482/3351869578224840>

For the first time, University of Tirana, on #ErasmusDays 2020, has organized an event “Jean Monnet in the eyes of students” different testimonies where shared during this activity. This is the first Jean Monnet Module granted by UT, after three years implementation, for the first time we have testimonies from bottom up, how much is the impact of the curricula designed under a JM module, achievements, challenges and a short introduction were shared between the participants.

https://www.fhf.edu.al/takim-i-hapur-eksperienat-erasmus-ne-syte-e-studenteve/?fbclid=IwAR1e9H2JbjCADfd5HkB-eHHs_aLEuBU7sZGlybhKkcSyaDoPP4gCViCi3KI

For the first time, on 15 October in the framework of the "Erasmus Days", the University "Aleksandër Moisiu" welcomed the graduates of the Gymnasium "Gjergj Kastrioti" in Durrës, whom he introduced to the Erasmus + Program.

This is the first time that an HE institution is introducing the E+ Programme to this target group. They learned about the opportunity that this program offers.

Introduction about the Erasmus+ CBHE projects (#VTech, #DimTV and #Almars.) were introduced to the staff and private sector stakeholders

During the "Erasmus Days", UAMD organized different activities to promote projects supported by the European Union. DIMTV CBHE projects, coordinated by UAMD, purchased high standard Lab for broadcasting and production, students are working and producing many video promotions for the projects supported by Erasmus+ and other demands from the private and local sector.

<https://www.facebook.com/uamdoofficial/photos/pcb.1040089269769597/1040088693102988>

Other activities are:

- University of Vlora – promoting the CBHE projects and the winner for the first time of a Jean Monnet Module

<https://www.facebook.com/Universiteti-Ismail-QemaliVlor%C3%AB690071477689556/photos/pcb.3880833105280028/3881031965260142/>

- University New York of Tirana, - promoting the Erasmus+ opportunities, and for the fourth call winner of 5 Jean Monnet, 4 Module one Network. During this activity NEO encourage students to apply for Erasmus+ mobility and staff to apply for the CBHE programme and to increase the number of the interinstitutional agreements.

<https://www.facebook.com/unyt.edu.al/photos/pcb.3277550225646511/3277533825648151>

- University of Elbasan – winner of different CBHE projects, 43 active interinstitutional agreements and for the first-time winner of a Jean Monnet Chair. This is the second Year of publication of the magazine with testimonies from the Erasmus+ Programme.

<https://uniel.edu.al/bashkepunimi-nderkombetare-ue/ue-journal/974-uerasmus-journal-vol-ii>

<https://www.facebook.com/Universiteti-Aleksander-Xhuvani-Elbasan-Faqja-Zyrtare-764665406996189/photos/pcb.3213777485418290/3213775258751846>

...and More to share:

- Polis University organized an info session for the Erasmus+ opportunities and novelties on 2021. For the first time Polis University is the Coordinator in an Erasmus+ project and in two other CBHE projects as partner.

- Metropol University of Tirana organized an Online Meeting with the students and staff that have been in E+ mobilities, Info session on the Erasmus+ Opportunities and a Cocktail Meeting with Erasmus Alumni. A video is prepared for promoting these activities.

This year on the framework of the Erasmus Days are produced more the 100 testimonies, from students, staff, CBHE project's results. Mostly of the Albanian HEIs produce post-event wrap up video, proving once more that among Albanian HEIs is raised the willingness and the awareness of celebration of three days of Erasmus+Days, is increased the capacity on promotion and standards of the final products.

Two other activities, designed for the Erasmus Days are postponed, scheduled November 2020

- Jean Monnet info session
- Students Debate on the Future of Mobilities.

This study has in focus the best practices, but the knowledge gained from the process teach us some lessons that should be actively considered in future actions.

The biggest Universities in Albania as Polytechnic University of Tirana, Agriculture University of Tirana University of Art, University of Medicine have been almost inexistent during the 4 months of preparations and no activity was conducted on the framework of ErasmusDays. University of Tirana from the size and the importance improvement can be made.

NEO Albania would like to gratefully acknowledge the support of the EU DELGATION during the ErasmusDays2020.

A special gratitude is addressed to all the Albanian HEIs, which organized the activities despite the "special" conditions of COVID 19.



Erasmus+

October 2020
National Erasmus Office in Albania