

# Image of ESN Sections and the influence on the Network



INTERNATIONAL EXCHANGE  
ERASMUS STUDENT NETWORK

# PART I



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# ONCE UPON A TIME ...



# EAIE

- ❖ European Association for International Education
- > Europe largest international education conference
- ❖ ~4500 participants
- ❖ Head of IRO, professors, National Agencies, European Commission, companies, etc.
- ❖ Few or no students at all

**But ESN was there !!!!!! =)**



EAIE  
2013



Amsterdam  
THE NETHERLANDS







EUROPEAN UNION

ERASMUS+

RIC RECH

Istituto Lorenzo de' Medici





Poster

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## Erasmus in Schools

### The project

Erasmus in Schools (EIS) is the flagship project of ESN for 2013. Within the framework of SchoolErasmus the project aims to promote mobility as an educational opportunity for exchange visits to elementary and secondary schools so that exchange students can do a wide range of activities that include country and culture presentations, language sessions and other mobility presentation activities.

### The idea

EIS offers an opportunity for international students to get closer to the local community they live in and an opportunity to promote their own cultures. At the same time EIS gives local pupils an opportunity to get a firsthand experience of other customs existing in Europe.

### The benefits

EIS activities also offer ESN sections a chance to build strong relationships with local schools, educational departments and city officials. The efforts of local sections and international students have the potential to spike local student's interest for studying abroad and promote European citizenship respect and acceptance of cultural differences, which is a good starting point for stamping cooperation with National Agencies and for creating goodwill in political and educational circles.

Erasmus in Schools has become a respected activity of ESN and National Agencies in many countries. Many have already showed interest in cooperating with ESN sections on further development of the program.

**ESN**  
Erasmus Students Network  
International Board  
Design by Robert Klaasen

EUROPEAN UNION  
Lifelong Learning Programme

Poster

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## ESNSurvey2013

### Creating Ideas, Opportunities and Identity

#### Overall level of satisfaction

The figure shows that, as in previous years, students rate their satisfaction with the stay as a whole more highly than just with the studies shows the added value of the period abroad.



#### Entrepreneurship

Young Europeans that have been abroad or plan to go abroad consider starting their own business. This clearly shows that the mindset differs a lot from those who are not planning to go abroad.



#### European cities

We asked student European politic students are most likely to be more interested in going to another European city.



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Erasmus Student Network

# ESN

## Creating

The focus of this investigation is to non-mobile students' effects of going abroad. We hope to provide further information about student mobility of European citizens and students' satisfaction with their organisations.

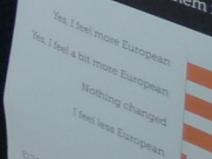
### Mobility

Those who have studied in a different country live in the region they were born in. This is an indication for the adaptability to labour mobility.



### European Identity

Over 69% of students feel that nothing has changed after a period abroad made them more European.



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Poster 3

Poster 2

Poster 1

## Erasmus in Schools



**The project**

Erasmus in Schools (EIS) is the flagship project of the Erasmus+ programme. Within the framework of Local Erasmus the project aims to promote mobility at an early age. Our local sections organise visits to elementary and secondary schools so our exchange students can do a wide range of activities that include country and culture presentations, language sessions and other mobility promotion activities.

**The idea**

An opportunity for international students to be exposed to the local community in the host city and an opportunity for students from home countries to meet their local peers and learn about the possibility of getting involved in other volunteer training projects in Europe.

**The benefits**

All activities offer ESN sections a chance to build strong relationships between local schools, educational departments and city officials. The efforts of local sections help the process to raise local students' interest for learning abroad and promote active citizenship. It also helps to raise awareness of cultural differences, respect and acceptance of cultural differences which is a good starting point for setting cooperations with local schools and for creating goodwill in political and educational circles.

**Erasmus in Schools has improved a reported survey of 2012 and National Agreements on further development of the programme.**

**Erasmus Student Network (ESN)**  
Erasmus Student Network (ESN) is the European Association of Students' Unions. It is the largest network of student associations in Europe, representing over 500,000 students in 35 countries. ESN is a member of the European Higher Education Area and the European University Association.





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# FEEDBACK

# Some feedback

+

- ✿ “Very interesting Survey”
- ✿ “Oh you do all these stuff? Amazing! How can I create an ESN section?”
- ✿ “Take my business card and let's stay in touch after the EAIE. I am really interested”
- ✿ “It is really nice to have the point of view of the students here. Thank you ESN”

-

- ✿ “Yes I know what you do, but honestly it is just impossible to cooperate with you. In my University, they organise their parties and they don't care about the rest. How can I trust them?”
- ✿ “I don't cooperate with the ESN section. They change all the time and they are not serious”
- ✿ “ESN? Yeah yeah, you do great parties...”





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# PART II

# We create our image!



## ESN BelUPgrade

426 likes • 73 talking about this

 Like

 Message 

Non-Profit Organisation

ESN BelUPgrade is a non-profit international student organisation. Our mission is to represent international students in Belgrade.



 426



Photos

Likes

Events

About – Suggest an Edit

# Should we look like this?



# Or like that?









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# PUB CRAWL

1.0

ARE YOU READY ?  
3 - 10 - 2013





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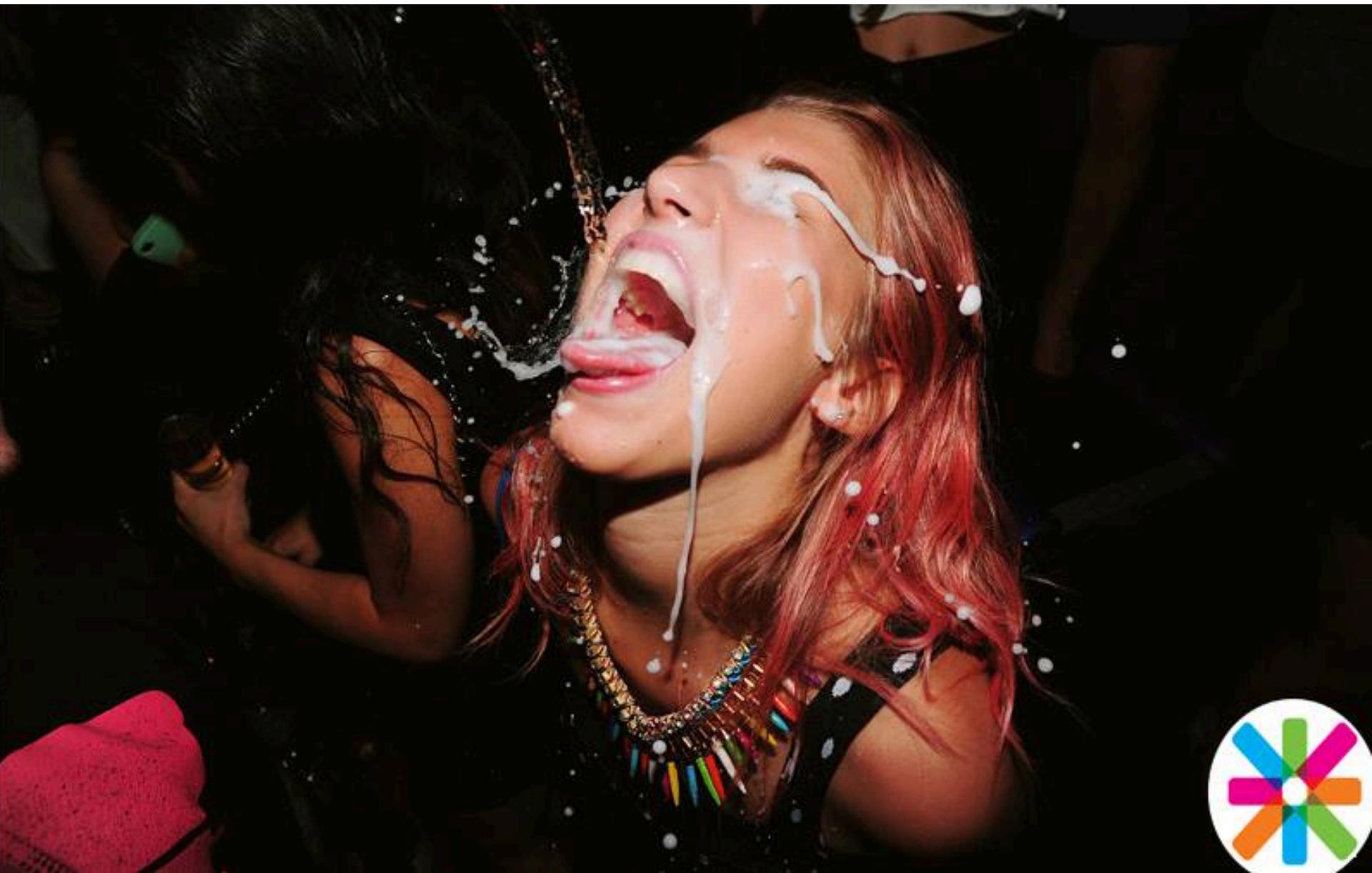


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# Conclusion

- ✿ Pay attention to what you communicate
- ✿ Selective content on public websites
- ✿ The network suffers
- ✿ More partners
- ✿ The name of your city
- ✿ The name of your university
- ✿ Image and identity
- ✿ Raise awareness!**



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**DO YOUR BEST! ☺**

**THANK YOU FOR ATTENTION**