

Report on the EHEA promotion activities of the Bologna Process



Introduction

Based on the [Recommendations for BFUG members to encourage active involvement of the academic community in developing and addressing EHEA goals](#), published on April 2024, the “Report on the EHEA promotion activities of the Bologna Process” aims at describing the main initiatives carried out in the framework of the IN-GLOBAL project for the promotion of the EHEA activities, by providing the description of the materials produced and the links to access them. These initiatives have been designed to promote the contribution given by the Task Force on Enhancing Knowledge Sharing in the EHEA community throughout its mandate, by achieving sustainable results also beyond the lifetime of the project.

Surveys on stakeholders’ perception

As part of the work programme of [the BFUG Task Force on Enhancing Knowledge Sharing in the EHEA community](#) and supported by the IN-GLOBAL project, a survey was conducted to gain insights into different stakeholders' perception of the Bologna Process and the European Higher Education Area (EHEA).

The aim of the survey was to ascertain stakeholders' perceptions and level of knowledge about the Bologna Process in order to inform the TF's deliberations on proposals for additional activities or communication tools to enhance collaboration between countries and all stakeholders with a view to making the Bologna Process better understood and more effective.

The survey addressed all members of the higher education community – students, academics, staff, managers, leadership – as well as outside stakeholders – e.g. employers –, regardless of whether they are active in a stakeholder organisation, higher education institution governing body or not. The survey was open both to individuals responding in their personal capacity as well as respondents completing the survey officially on behalf of an organisation (e.g. higher education institution, stakeholder organisation).

The survey was distributed via the BFUG email list, various EHEA email lists, to contacts gathered specifically for the IN-GLOBAL project and via social media (LinkedIn, X/then Twitter, Facebook). It was open from 23 June until 11 September 2023.

More information about the survey are available at this link: https://www.in-global.eu/wp-content/uploads/2024/03/IN-GLOBAL_Report_Stakeholders_Perceptions_Beyond-EHEA.pdf.



Video script and interviews (“EHEA channel”)

New communication channels turned out to be the ideal tools to shape the narrative regarding the European Higher Education Area (EHEA) and widen its audience. With the support of the IN-GLOBAL project – and in partnership with Euronews Romania – it has been suggested to create video content that explores how the Bologna-Follow-up Group is working, the achievements within the Bologna Process after 25 years, as well as thoughts about the future of the EHEA. Moreover, the videos aimed at highlighting the benefits and opportunities of being part of the EHEA community, such as access to quality education and the latest research, as well as the chance to contribute to the advancement of higher education and make a positive impact on society.

For these purposes, a series of video interviews have been planned, thought to be carried out during the BFUG Meeting LXXXVIII in Brussels, Belgium. Indeed, the participation of the BFUG members would have offered valuable insights for promotional videos aimed at raising public awareness and sparking meaningful dialogue about current and future developments in the European Higher Education Area.

Examples of three videos created in the framework of the IN-GLOBAL project are available at the following links:

- [Video 1.mp4](#)
- [Video 2.mp4](#)
- [Video 3.mp4](#)

More information can be found on the Video Interviews Concept Paper: https://ehea.info/Immagini/Interviews_concept_paper_FINAL.pdf.

Series TV/radio/podcasts

Another initiative developed in the framework of the IN-GLOBAL project has been a layout for a podcast dedicated to sharing knowledge and increasing dialogue on higher education values, policies and reforms within EHEA and beyond. This layout aimed to provide an overview of the podcast format, common structure, style, and production techniques that would best fit the Bologna process promotion campaign and the needs of the European Higher Education Area community.

Section of the EHEA website for information provision

The roles of the ehea.info website may be defined both as efficiently provide already stored information and offer a foundation for building a larger community aimed at



generating dialogue, as one of the foundational values of the Bologna Process. As the target groups of the website are significantly varied, in order to accommodate both of the functions without expanding upon the number of buttons and menus within the website, one proposal that the IN-GLOBAL consortium has discussed, it was regarding the possibility to implement a **chatbot** within the website. In particular, the chatbot would have been based on GPT (Generative Pre-trained Transformer) technology, namely an AI-powered conversational agent that uses a pre-trained language model to generate human-like responses to user input. Moreover, chatbots based on GPT technology can be used for a wide range of applications, including customer support, language translation, and personal assistants.

Another suggestion has been to consider the possibility to integrate into the EHEA website **online forums**, web-based platforms that allow individuals to discuss, share ideas, and collaborate on various topics of interest. Through this tool, users can create new discussion threads, reply to existing ones, and interact with other participants by posting messages or comments. Data collection on online forums involves gathering information from posts, comments, and discussions made by forum users, with the user's consent. Given that, online forums represent a rich source of data for IN-GLOBAL researchers looking to understand the opinions, attitudes, and behaviours of their target audience, related to the Bologna Process.

Newsletter (updated in June 2024)

Among the activities included into the action plan of the Task Force on Enhancing Knowledge Sharing in the EHEA community (TF), approved by the BFUG, the initiation of an EHEA Newsletter has been included with the aim of being the gateway to the Bologna Process and EHEA environment, by sharing information and knowledge considered crucial for gaining ownership of the policies implemented.

In this regard, the EHEA newsletter is a comprehensive source of news, updates, and insights on the latest happenings and developments regarding the Bologna Process. It is addressed to the global audience of stakeholders, including higher education institutions, policymakers, other institutions with responsibilities in the higher education field, and the wider public. While the newsletter is a Task Force on Enhancing Knowledge Sharing in the EHEA community initiative, it is based on the knowledge and contributions of BFUG members, consultative members and partners and is realised in collaboration with the BFUG Secretariat.

The last newsletter published on 2024 is available at the EHEA website:
<https://ehea.info/page-newsletter>.

Social media accounts

Related to the aim of ensuring the dissemination of the EHEA activities to a global audience and to promote the Bologna Process through different channels, the EHEA social media accounts have been created and they are constantly updated, by reporting the latest news about events, publications and results achieved in the framework of the EHEA community.

More information can be found on Facebook, Instagram and X accounts, easily available also from the EHEA webpage.



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