

SHORT BLENDED MOBILITY

INTERNATIONAL DAYS EHB - 2024





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PROGRAMME SESSION



SHORT BLENDED MOBILITY = why – what – how



2 examples @EhB :

Blended Intensive Programme in BA Communication
Individual blended mobility in BA Organisation & Management



To do or not to do?



Some last advice

SHORT_BLENDED MOBILITY (KA131) = WHY



Promote employability, social inclusion, civic engagement, innovation & sustainability in Europe & beyond, providing every student/staff the opportunity of a learning experience abroad



Expose to other visions



Enhance transversal & future-oriented skills



Foster personal development



SHORT BLENDED MOBILITY (KA131) = INDIVIDUAL SHORT BLENDED MOBILITY & B(L)IP



Indiv short blend mob = between min 2 partners -> exchange of 1 course
BIP = min 3 partner inst of Erasmus Programme Countries -> project funding!



Part of curriculum -> min. 3 ECTS



Blended: virtual part + physical exchange



Short exchange -> min. 5 days



SHORT BLENDED MOBILITY: PRACTICAL ORGANISATION



3 roles:



Coordinator (in case of BIP) : manages budget => operational support = max 8.000€)



Host: receives incoming students partners



Participants: send students to host

SHORT BLENDED MOBILITY > FUNDING



“Learners” (students) can apply for an Erasmus grant for short term blended mobility (+/- 70€/day + “fewer opportunities” : + travel fee + top up green travel)



Staff can apply for an Erasmus grant for teaching/training



In case of BIP: organisational support (€ 6 000 - € 8 000) for the organising institution



Institutional policy/national policy



SHORT TERM BLENDED MOBILITY : 2 EXAMPLES

- 1) BLENDED INTENSIVE PROGRAMME (BIP) IN BA COMMUNICATION - 3 PARTNERS
- 2) INDIVIDUAL BLENDED MOBILITY IN BA ORGANISATION & MANAGEMENT – 2 PARTNERS

SHORT BLENDED MOBILITY

= FOR US -> WHY – WHAT – HOW

**EhB strategic plan
(internationalisation)**

***It takes a village
to raise a child***

° impact ~=
SDGs

**Integrate
workplace
Challenge of a
client**

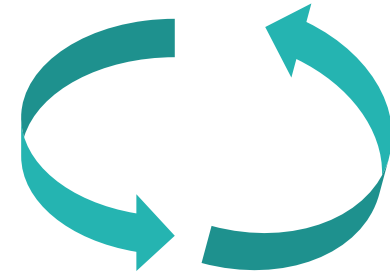
**Topic students
can relate to**

**hands-on
transdisciplinary
learning &
intercultural
teamwork**

**Embrace
lecturer's talents**

SHORT BLENDED MOBILITY

= FOR US -> WHY – WHAT – HOW



- ✓ Ambition: *all* partners develop the course *together* =
 - ✓ common goals & learning outcomes,
 - ✓ pedagogical approach,
 - ✓ course content & evaluation criteria,...
- ✓ (All) students travel -> mixed student (and teacher) teams from different countries & different study programmes
- ✓ on site + online sessions -> fixed days for masterclass/ coaching/help desk / teambuilding activities

SHORT BLENDED MOBILITY – BIP IN BA COM:

3 PARTNERS



22-23: coordinator & host = InHolland -> mobility week in Rotterdam
23-24: coordinator & host = EhB -> mobility week in Brussels

Challenge 22-23: comm staff of international fashion brand facing a CSR-issue that has damaged the image of the brand -> ° press conference



Challenge 23-24: ° comm campaign for Fashion Revolution Belgium (international fashion revolution week April '24)



Communication ->
Corporate Communications



Fashion &
Sustainability
(reporting)

Challenge by client
Work in mixed teams





SHORT BLENDED MOBILITY: IN BA OM: "INDIVIDUAL" BLENDED MOB BETWEEN



International business communication with impact/ Mission goes global in Helsinki and Brussels

24-25: Inclusive hiring /client ACCENT Belgium
stds question their current "open minded
hiring concept" and give feedback/advice for
improvement
+ think out of the box : ° new concept for
unbiased recruiting of talents by client
companies of Accent

Business
= (intercultural) communication, HR, internat
marketing,...

DEI(B)

Challenge by client
Work in mixed teams

Both institutions are coordinator & host = 1 mobility week in Helsinki + 1 in Brussels







TO DO OR NOT TO DO?
SHOULD WE ALL START WITH SHORT BLENDED MOBILITY
PROGRAMMES?

WHY NOT? CHALLENGES TO OVERCOME?



- alignment of responsibilities, timetables, educational approach, evaluation criteria ~grading culture
- €€€ to be a welcoming host
- Work work work
- *Convince home students to participate when institution = host*

TO DO OR NOT TO DO?



Yes! Why?



- Job satisfaction = “best week of the year”, blessed to work an intensive week with 1 focus
- We reached students from difficult social background with limited resources
- Students consciously choose to participate (+ you are allowed to select the students you want to take on the ride)
- °community = +++ vibe
- You discover your partner institution and the foreign destination in a more personal way

Start
planning
early

Start
small

Budget!!
Accept more
traveling
students
than required
min.

Provide
enough free
time in
mobility
week
& respect
planning

Combine roles
host &
coördinator

Consider
carefully the
timing of
mobility
week

Aim for
diversion in
native
language of
participants

**Don't
forget to
ENJOY
every step**

SOME LAST ADVICE FOR THE ROAD TO SUCCEES

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A painting of a young girl in a red dress and black hat, holding a pair of scissors and looking at question marks on a brick wall. The girl is standing on a sidewalk, and her reflection is visible in the wet pavement below. The brick wall is light-colored and textured. There are three question marks floating in the air near the girl: one red, one blue, and one purple.

Thank you!



6 weeks planning on Moodle

W1

4-8/12/23

Kick off &
Teambuilding

W2

13 – 15/12/23

W3

18 – 22/12/23

W4

8-12/1/24

Winter break

MASTERCLASSES (**Wednesday**)

Intercultural comm & teamwork

Corporate Communications

Communication platforms & sustainability reporting

Stakeholders analysis

Crisis communication

+ expert talks: Fashion industry ~SDGs; CSRD, campaigning,...

Fixed
moments
for every
type of
activity

Teams @ work – research - To plan with your team members

Coach sessions (**Friday**)

Teams @ work –assignments (due **Monday**)



PROGRAMMA IN BRUSSELS

	Sunday 14/1	Monday 15/1	Tuesday 16/1	Wednesday 17/1	Thursday 18/1	Friday 19/1
		Kanal: project room A305		Kanal: project room A3 MAD		Kanal + museum
9	travel	welcome	Workshop creative concept	teamwork and coaching	teamwork and coaching	reflection & coaching
10		briefing Fashion Revolution				
11		lunch	lunch	lunch	lunch	lunch
12						
13		Visit workshop local designer/EU institutions				
14			teamwork and coaching	teamwork	final presentations 15' per team+10'Q&A	reflection at...
15						
16				optional activity	farewell dinner & party	
17						
18	welcome drink	welcome dinner	drink			
19						

