

Initial Concept Note: Hybrid European Higher Education Fair 2022

Introduction:

Over the years, the European Higher Education Fair in the Philippines has become an annual event which attracts thousands of students who are seeking information on study opportunities in the EU. It has also become a platform for partnerships and linkages, as well as to promote Erasmus+ capability building programmes, research opportunities under Horizon Europe and mobility programmes such as Erasmus+ and SHARE.

Considering the conditions regarding COVID-19 and that alert level 1 has been put in place in NCR, the format for this year's Fair will be hybrid (physical and online). The EU Delegation has organised a working group to seek inputs and to exchange views on how to make the Fair better following experiences from previous years.

The EHEF 2022, as in previous years, will primarily rely on the support of the PH higher education institutions to generate attention and awareness for the Fair.

Communication Objectives:

The purpose of the Fair is to put once more the European Union in the spotlight as a centre of excellence and quality in higher education thereby increasing the visibility, awareness, appreciation and understanding about the European Union.

1. To boost visibility of the EU as an innovator and a global leader in higher education
2. To provide a platform of exchange and partnership among the EU and PH higher education institutions
3. To promote the EU's higher education programmes such as the Erasmus+ scholarship and mobility programmes, capacity-building programmes in higher education, Marie Curie, Horizon Europe and SHARE

Communication Messages

1. Education is a fundamental right. It opens doors to better understand the world in which we are living in. It is also a priority area of cooperation under the EU-Philippines Partnership and Cooperation Agreement.
2. The EU is a seat of excellence in higher education.
3. The EU is an innovator and a global leader in higher education.
4. The EU has immense opportunities for partnership and linkages in higher education.
5. The EU is a leader in research.
6. The EU is working towards a European Education Area by 2025, where inclusiveness and excellence will go hand in hand, and there will be mobility opportunities for all.

Intended Primary Audiences

1. 18 years to 35 years old college, graduate and post-graduate students, academicians, researchers, interested in pursuing higher education and/or research in European higher education institutions

For this year, the aim is to have the participation of a more targeted and focused youth sector. The end goal is to match the audiences with the European higher education institutions participating rather than targeting all students, researchers and academicians (shift from quantity to attracting quality audiences).

2. Officials of Philippine higher education institutions particularly those involved in recruitment and in partnerships and in international relations

Secondary Intended Audiences

1. Associations of universities and colleges throughout the Philippines (for example, Philippine Association of Colleges and Universities, Philippine Association of State Colleges and Universities, Catholic Educational Association of the Philippines, etc.)
2. Depending on the range of disciplines provided for by the participating European Higher Education Institutions, professional associations (per discipline for example, Philippine Economic Society, Philippine Association of Medical Technologists, Philippine Association of Management Accountants, Fashion Designers Association of the Philippines)

Tertiary Intended Audiences

1. Parents or guardians of students who have strong interest in the EU's higher education system
2. Researchers and academicians who are interested or curious about the EU's higher education system
3. Other publics who are interested about the European Union's higher education systems

Target Participants

Physical/Onsite Fair: 2,000 to 2,500

Online Fair: 3,000

Components of the Fair

1. Onsite and Virtual components of the European Higher Education Fair
2. Onsite Country Seminars featuring the EU Member States Embassies and Cultural Institutes. Focus of discussion: higher education systems, mobility, visa requirements, culture and lifestyle, practical information.

3. Onsite Thematic seminars featuring European Higher Education Institutions in collaboration with Philippine Higher Education Institutions
4. Education hubs in the three major islands/island groups (Luzon, Visayas and Mindanao) based on standards of excellence according to the Commission on Higher Education or on established partnerships under Erasmus+ CBHE
5. Onsite Seminars on research and innovation and on Erasmus+ and Marie Curie Programmes. Sessions on best practices on Erasmus+ and on SHARE Programme to be included if feasible.

Note: Other online events to be determined to provide incentive to those EHEIs physically attending the Fair.

Other Components:

7. Onsite matchmaking session between European Higher Education Institutions and Philippine Higher Education Institutions
8. Onsite booking appointments for groups of students, researchers and academicians as well as Philippines higher education institutions
9. ***TBC as to the timing and to the structure.*** Live chats with European Union Member States' Embassies and Cultural Institutes and with European Higher Education Institutions. Virtual tours of participating higher education institutions.
10. Privacy Statement and consent option for personal data collection in compliance with EU's GDPR.

Theme: Considering that this year is European Year of the Youth, tagline could be developed in reference to the "youth".

Evaluation: Evaluation component is always included in the conduct of the Fair. For this year, considering the hybrid format, evaluation surveys will be conducted on-site and virtually.

Other Details:

- **Dates of the Fair:** 18-19 November from 10:30 am to 6pm. We hope that the dates would not conflict with any other dates of importance to any EU MS/cultural institutes.
- **Opening ceremony:** 18 November at 10:30am to 11:15 am.
- **Cocktails:** 18 November at 7pm, Shangri-La Plaza. The mall has a very nice garden space near the theater, great for this occasion.
- **One theater** will be reserved for country presentations good for more than 200 people.
- **Venue Shangri-la Plaza, Mandaluyong** (already pre-booked for the above-mentioned dates).