



Bosnia and Herzegovina
Ministry of Civil Affairs

Task Force on Enhancing Knowledge Sharing in the EHEA Community

Report for the BFUG Meeting LXXXIV

Stockholm, 11 – 12 May 2023

Introduction

The **Task Force on Enhancing Knowledge Sharing in the EHEA Community** (TF) was created to counter the widespread concern that the "stakeholders" (higher education students and staff, employers and society at large) are often not aware (or correctly informed) about what the Bologna Process and the EHEA are, what their values are, what areas they address, what they have accomplished, what impact they have had and have on higher education systems in the member countries and how their goals can best be addressed today.

The **Rome Communiqué** states:

"We commit to building a more closely connected and sustainable higher education community, which fosters inclusion, communication, cooperation, and solidarity, essential for the relevance and excellence of the future EHEA. To accomplish this, we commit to keeping our national higher education sectors informed about and involved in EHEA developments, and to working closely with student and higher education associations and networks on the development and implementation of national reforms. We recognise the importance of the broad consultations carried out to identify priorities for the future of the EHEA and ask the BFUG to organise EHEA events such as transnational seminars, workshops and hearings involving the wider higher education community (students, academic staff and external stakeholders), to discuss present and future goals and explore collaborative ways to address them."

To take up this commitment, the BFUG decided to create a "Task Force" and **fifteen countries** and organisations joined the group (Albania; the Flemish Community of Belgium; Germany; Italy; Malta, The Netherlands, Romania; Ukraine; United Kingdom; EQAR; ESU; ETUCE; EUA; EURASHE; European Commission), and it is **co-chaired by Albania, Italy and Romania**. Furthermore, the BFUG decided that the TF would develop an **action plan**.

Purpose

Devise ways to enhance knowledge sharing within the EHEA, involving academic communities, stakeholder organisations, national authorities and the BFUG itself, in order to enable better understanding and closer collaboration in developing and implementing the EHEA policies.



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Progress of the work

The TF has had **6 meetings** so far:

<p>I. 11 October 2021, online</p>	<ul style="list-style-type: none"> ▪ Defining the task ▪ Presentation of the Report "Bologna with student eyes" ▪ Involvement of Experts
<p>II. 18 January 2022, online ✓ <i>Questionnaire related to activities and resources relevant for TF tasks</i></p>	<ul style="list-style-type: none"> ▪ Presentation of the „Bologna Teacher" Gala ▪ Discussion on the draft action plan
<p>III. 14 March 2022, online</p>	<ul style="list-style-type: none"> ▪ Defining the task ▪ Presentation of the IN-Global project ▪ Discussion on the draft action plan
<p>IV. 07 December 2022, online</p>	<ul style="list-style-type: none"> ▪ Revision of the action plan
<p>V. 16 February 2023, online</p>	<ul style="list-style-type: none"> ▪ Update on the IN-Global project ▪ Implementation of the action plan ▪ Discussion on the preliminary contribution to the Tirana Communiqué
<p>VI. 05 April 2023, Rome</p>	<ul style="list-style-type: none"> ▪ Implementation of the action plan <ul style="list-style-type: none"> – Motto – Brief Report to the EKS Task Force on the 2019 Consultation – Countries to be considered for Focus Group 1 – Survey for the Analysis of stakeholders' Perception of the EHEA at the national level – Topics for the dissemination tools – General layout for podcasts – "Modular" video script – Proposal for series of events – Suggestions for improvement of the website; social media accounts – Bologna experts networks/hubs – Newsletter format and structure

Next meetings:

- ✓ End June – Beginning July 2023
- ✓ October 2023



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The IN-GLOBAL project

The Enhancing Internal Knowledge and Global Dialogue of EHEA (IN-GLOBAL) project is funded within the ERASMUS+ programme for a period of three years, starting in May 2022. The coordinator of the project is CIMEA – Italy, and the partners are the Romanian Ministry of Education and the University "POLITEHNICA" of Bucharest. The Prime Minister's Office of Albania is an associated partner.

Funds are available within the IN-GLOBAL project to support specific activities of the Task Force:

- Travel expenses to join the TF meetings,
- Three experts to support the TF work: higher education, data analysis, communication experts,
- Support for organising different activities,
- [Website \(www.in-global.eu\)](http://www.in-global.eu) and Twitter account (@IN_GLOBAL_EHEA): agenda with BFUG and stakeholder events + interesting events outside the EHEA, link from EHEA website; promote BFUG and EHEA events and retweet activities,
- Contact lists to promote activities: National EHEA stakeholders (Rectors Conference, Higher Education Representation, QA Agency, Students Representation or Union, Teachers Union, ENIC-NARIC, HE reform experts, Bologna experts/centre/hub etc.), list of international HE stakeholders (other regions' national competent authorities, networks, etc.), list of agencies for promotion of HE systems.

Implementation of the Action plan

A1. Development of recommendations for BFUG members, including practical and hands-on guidance, destined to encourage active involvement of the academic community in the sharing of knowledge about the present and future goals of the EHEA and exploring collaborative ways to address them

- Analysis of the material resulting from the BFUG 2019 consultation on "The Future of the EHEA" and of specific literature about how the Bologna Process is perceived and understood.*

The analysis of the material resulting from the BFUG 2019 consultation on "The Future of the EHEA" has as its aim to review the introductory data supplied by each reporting country on how it carried out the consultation, and how many persons (and of what profile) were involved in it.



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The main consultations formats identified were:

- **most countries** began their consultation using **email** or **on-line questionnaires**. After the first round, the results were either gathered and summarised by the ministry personnel or discussed in more focused meetings, often at the Rectors' conference and the student union or associations, sometimes in a meeting comprising representatives of other stakeholder organisations as well,
- a **few countries** still had established Bologna groups or structures - **national BFUG, national Bologna experts** with whom to discuss and complete the questionnaire,
- **one country organised 8 one day fora**, spread out over a year, dedicated to various topics and stakeholder groups, thus creating a possible model for 'Bologna seminars',
- **one country chose 30 individuals** it thought would be informed and committed and carried out separate in-depth interviews with them.

Analysis of stakeholders' perception of the EHEA at the national level

The survey aims to gain insights on **EHEA stakeholders'** perception of the Bologna Process, its implementation, impact on their academic path and professional activity, and effectiveness of communication to date. The survey targets a broad and diverse group: **all stakeholders**, at **all levels** (European, national, regional, local/HEI), and **includes both individuals** and **organisations**.

In May, the data analysis expert will finalise **the survey**, which will be sent to BFUG members and consultative members in early **June**. The results will be included in a report to be finalised by **October 2023**.

Analysis of the existing good practices, tools and projects related to EHEA

This activity consists of a series of three focus groups, to be organised with different stakeholder groups, as follows:

- governments (5 May 2023);
- recognition, QA and promotion agencies (11 September 2023);
- HEI and students (22 September 2023).

The findings of these discussions will help the Task Force members to map national approaches and practices of collaboration and knowledge sharing, identify successful actions and good practices as well as the challenges and needs of various stakeholder groups and identify measures to enhance collaboration and dialogue.

In the **first focus group** (5 May) representatives of the following countries' participated: Austria, Azerbaijan, Finland, Moldova, Sweden, Ukraine (out of the 11 invited), as well as TF co-chairs and representatives from the IN-GLOBAL project coordinator. The countries were selected based on the *BFUG 2019 consultation report*, and by consulting the TF members.



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The discussions were moderated by the HE expert and based on the following questions:

1. What are the national/regional approaches and good practices of collaboration and knowledge sharing related to the development and implementation of Bologna policy goals? How is the wider HE community engaged in ensuring the implementation and the understanding of the Bologna Process and its goals?
2. Who are the HE stakeholders involved in the activities related to sharing information? What are the needs of each stakeholder group?
3. Is there a dedicated group/national agency leading the work on knowledge and information sharing? How does this body operate (on ad hoc basis or it is an established/permanent group)?
4. Who is responsible for informing/connecting with/who addresses each stakeholder group? Are there systematic approaches to communication or not?
5. Which are the measures/activities taken in your country/region that enhance collaboration and dialogue between different HE stakeholder groups?
6. What are the successful actions and good practices related to knowledge and information sharing in your country/region?
7. What are the main challenges when it comes to sharing information with the HE stakeholder groups?
8. How does the information/conclusions from the stakeholder consultations feed back into discussions (at national/regional/EHEA level) about the Bologna Process?
9. Which are the measures/activities that could/aiming to enhance collaboration between individual countries and groups of countries that enable them to learn from and support each other in sharing knowledge more effectively within the EHEA community?

The meeting also benefited from a presentation by Austria, about their national BFUG and other Bologna process-related activities (network of experts, consultation visits at the HEI, Bologna days events).

- Organising break-out sessions within the BFUG meetings to collect best practices and opinions from members and consultative members*

Break-out sessions will be organised in the **Madrid BFUG meeting** (16 – 17 November), based on a concept note developed by the TF.

A2. Development of dissemination tools as videos and messages with EHEA visual identity, to be presented at the national/regional level and used for awareness-raising campaigns

Different topics were selected, and TF members will develop concise texts to be illustrated and presented by the dissemination tools:

- **History of the Bologna Process,**
- **Present:** fundamental values of HE, mobility, flexible learning, recognition, inclusion, quality and relevance, social dimension,
- **Vision for future:** microcredentials, digitalisation, internationalisation,
- **Why Bologna matters to you?:** addressing directly different stakeholders.



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A3. Series of TV/radio reportages /podcasts on topics related to the Bologna Process

A draft **general layout for a podcast** dedicated to sharing knowledge and increasing dialogue on higher education values, policies and reforms within EHEA and beyond was developed. The roundtable podcast format was chosen but other formats will also be developed. Benefits, challenges, necessary equipment, general outline, introduction and structure were described.

Specific layouts will be developed for the following topics:

1. Qualifications Frameworks compatible with the QF-EHEA
2. ECTS
3. Lisbon Recognition Convention
4. Diploma Supplement
5. ESG – internal quality assurance
6. ESG – external quality assurance.

Attractive titles will be used for every topic.

A draft **modular video script** was developed, which is a flexible video script format that is designed to accommodate interchangeable content for different segments of a video. The script is divided into fixed sections, such as an introduction, conclusion, and transitions, which remain constant across all versions of the video. The body of the script, however, is modular, allowing for different content to be inserted or removed depending on the specific topic or message of the video.

A4. Development of guidelines for the BFUG members to organise events, at national, regional or international level, including ideas of topics and formats

A **draft description for coherent series of events** related to the Bologna process was developed, including potential topics, planning team description, aims, practical goals and objectives, venue, program, steps, evaluation criteria, invitation template. Other types of events will be described, such as press conferences or smaller events.

Different **SLOGANS** were proposed to reunite the dissemination tools developed under activities A3 and A4, such as:

Preserving Diversity, Creating Opportunities: the European Higher Education Area

EHEA – a world of opportunities

EHEA – A space for opportunity

EHEA- sharing, defining, and achieving goals together

EHEA shaping your future

EHEA: change through harmonisation

EHEA: a visionary community for tomorrow's world

EHEA: a diverse community for the education of tomorrow

EHEA- education for better lives

EHEA- education for a better future.



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A6. Developing a section within the EHEA website or/and social media destined to specific information for students, teachers, staff, researchers or the general public, which might include a frequently asked questions section

This activity is developed in close coordination with the BFUG Secretariat, a dedicated meeting taking place on 5 May, with the participation of TF co-chairs, the head of the BFUG secretariat and the communication team, IN-GLOBAL project consortium representatives, communication expert.

A **draft proposal for enhancing the website functionalities** was developed, that includes chatbot, forum and data collection techniques implementation. The feasibility of such functions is to be analysed.

The Twitter account used by the Italian Secretariat was transferred to the BFUG Secretariat and it is functional and available here [@BFUGsecretariat](#). Accounts for **Facebook** and **LinkedIn** were also created. All these social media tools will be used to publish materials – text and photos- to illustrate the work of the BFUG, BFUG working groups, or its members and consultative members, that are relevant for the Bologna process and the EHEA.

The BFUG Secretariat will send a call to the BFUG members for materials to be published, and a dedicated expert will be allocated to this activity within the Secretariat.

A9. Newsletter related to important events and developments within the Bologna process

A **draft concept and structure** were developed, using Mailchimp, an open-source software. Materials published on social media can be used also for the newsletter, to be published periodically, but also a call will be sent to the BFUG members.

A sign-up facility will be implemented on the EHEA website. The lists constituted within the IN-GLOBAL project can be used as a starting point for distribution.

Contribution for the Tirana Communiqué

The Task Force on Enhancing Knowledge Sharing in the EHEA Community was created to find ways to achieve better communication regarding the EHEA and the Bologna process, between higher education students and staff, employers and society at large, authorities and policy making structures, in order to build a more closely connected and sustainable higher education community. The TF has surveyed the ways of achieving this implemented by certain countries and organisations, and has developed proposals for more effective knowledge sharing. Its work highlights both the need for new modalities and for ongoing efforts. It should continue.