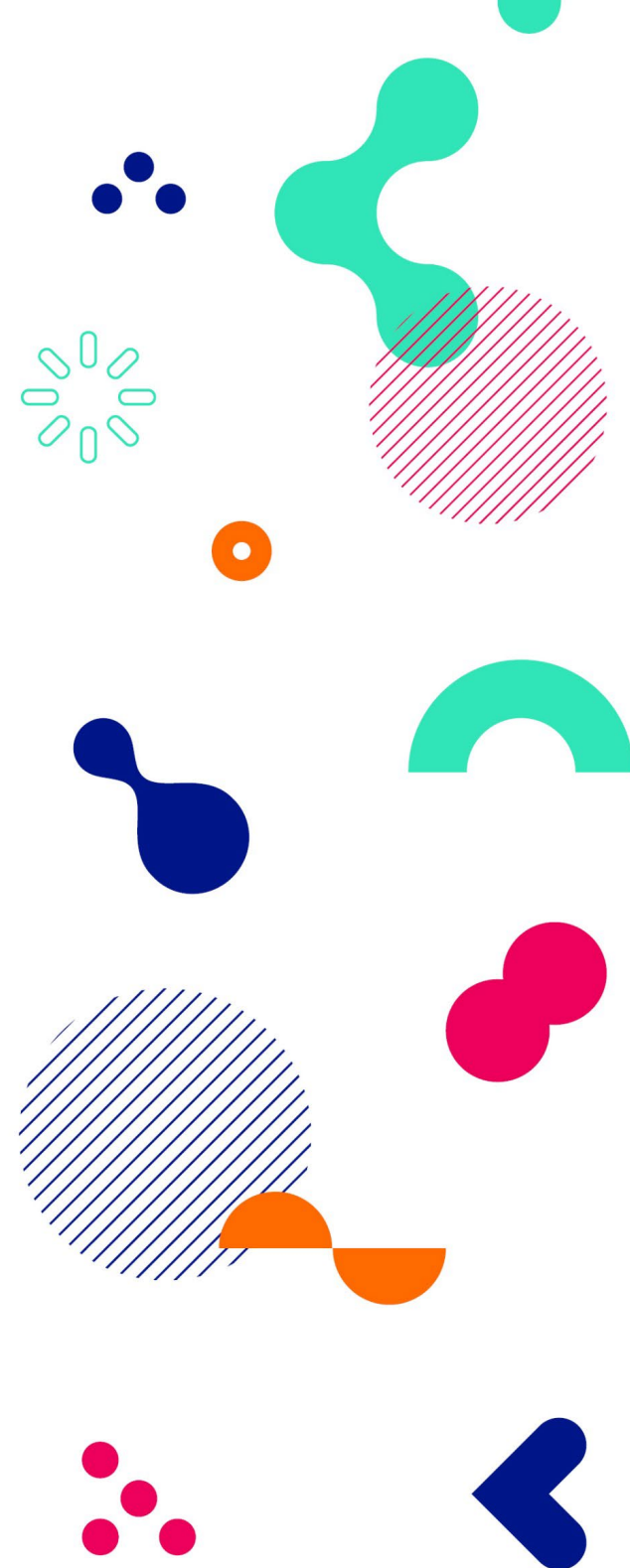




Central European Joint Infodays 2023

Training seminar focusing on the Erasmus+ centralised actions in higher education and cooperation with partner countries.

4-5 December 2023



Cognitive Design

Erasmus Mundus Design Measures

ELTE University
Hungary

Viki Menczel
Freelance consultant



Who are we?

4 UNIVERSITIES

3 DISCIPLINES

2 YEARS

1 VISION

Eötvös Loránd University (HU)

University of Brescia (IT)

Södertörn University (SE)

Tel Aviv University (ISR)

Neuroscience

Design & communication

Computer sciences & AI



How we got here

The CogDes project's idea was born in 2012 between 3 HU HEIs

Based on a long-time research collaboration between ELTE, TAU, Brescia U. and Birkbeck U.

Project restart in 2021 as a potential EMJM project - ELTE, UNIBS, BU, MOME + TAU (associated p.)

First EMDM proposal in 2021 – Not winning!

Second EMDM proposal in 2022 – Winning!



Application phase I

ELTE initiated the project, invited the partners, coordinated proposal writing.

Collaboration through entirely online meetings.

Biggest challenge in proposal writing: 90% of the work is on the coordinator.

Application phase II

Proposal 2021

- 61 points
- No institutional or external assistance in the drafting process
- Shortcomings: insufficient level of elaboration and coherence
- Focus on scientific content, lacking technical details (PM, needs analysis, impact etc.)

Proposal 2022

- 81 points
- Inclusion of a professional consultant with a solid experience in EU grants
- Large emphasis on needs analysis and interdisciplinarity
- Shortcomings: confusion with EMJM requirements (financial strategy, LOs) – too many details!; insuff. details about admin staff & instit. capacities

Challenges in the implementation phase

- Changing legislative environment in several EU countries
- Challenges in the accreditation process, esp. joint degrees
- Changes in the consortium – BU (UK) out; TAU (ISR) in
- Interdisciplinarity (time, mutual understanding, balance, mono/multidisc. mindsets, etc.)
- Reaching out to associated partners as internship places
- Academics are rarely good at project management (and are usually freaked out by it)
- Differences in academic calendars when planning joint meetings
- Sluggish administrative processes
- Very small budget – well below the radar of partners' admins

Key takeaways in the implementation phase

- Start work with the curriculum and the accreditation process, esp. if the degree is new
- Plan meetings long ahead and in detail – to have sth you can change → Flexible approach within an established framework
- Ensure the ownership and commitment of each partner
 - Allocate a deliverable to each partner
 - Meet them as often as possible and at each location
 - Meet the leadership of each partner - helps anchor the project institutionally
- Make sure that the program is known and approved at every level, esp. in the administration at each institution
- Costs: travel, personnel, catering, market survey; if insufficient, try to combine with E+ STM (But! Be aware of risks of double funding)

Overview

The timeframe is long and short at the same time.

- Too short for the accreditation process
- Most tasks can be done in a shorter and more intensive timeframe.
- But partners may fall out, and then time becomes too short.
- Have your partners ready before submitting the proposal
- Consult an informed expert as often as possible
- Involve university administration as early as possible so that they understand what is awaiting them.
You'll have to explain the whole scheme to each and every administrator over and over again.
Commitment of the university leadership is key.
- Small grant but enough to push partners to take things seriously and get the work done.



Thank you!

Ďakujem!

Danke!

Köszönjük!

Dík!



Questions?