

**EURASIA - EUROPEAN STUDIES REVITALIZED ACROSS ASIAN UNIVERSITIES**

**Project ID: 585968-EPP-1-2017-1-BG-EPPKA2-CBHE-JP**



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Erasmus+ Programme  
of the European Union

**WORKPACKAGE 6 DISSEMINATION AND EXPLOITATION OF EURASIA**  
**DELIVERABLE WP 6 REPORT OF DISSEMINATION**

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## Document Control

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## Revision history

Version	Date	Author	Description / Comments
<b>1</b>	15.12.2018	BFSU & JGU	Initial version
<b>2</b>	26.11.2019	BFSU & JGU + partners	Revised version with input from partners
<b>3</b>	12.07.2021	SU + BFSU & JGU + partners	Final version

## THE EURASIA CONSORTIUM

- Partner 1 Sofia University Sveti Kliment Ohridski (SU) - Bulgaria
- Partner 2 Jagiellonian University (JU) – Poland
- Partner 3 University of Catania (UNICT) – Italy
- Partner 4 O.P. Jindal Global University (JGU) - India
- Partner 5 Symbiosis Law School, Pune (SLSP) (Constituent of Symbiosis International University) - India
- Partner 6 Guangdong University of Foreign Studies (GDUFS) - China
- Partner 7 Beijing Foreign Studies University (BFSU) - China
- Partner 8 The Languages Company (TLC) - UK
- Partner 9 University of Versailles St-Quentin-en-Yvelines (UVSQ)

## PROJECT SUMMARY

The overall objective of the EURASIA project is to introduce high quality European Studies programs in universities in India and China and to enhance the visibility of EU-related topics through the creation of professional academic networks. The project aims to bring positive and long-term impact to higher education institutions in India and China through concerted and focused capacity-building for faculty and staff. EURASIA is a unique initiative with a



significant potential to strengthen the international cooperation and dialogue between the European partners and the higher education institutions in India and China.

## PROJECT OBJECTIVES

The EURASIA project aims to achieve the following objectives:

1. To contribute to capacity building in India and China in the field of European studies that can effectively enhance the EU-India and EU-China cooperation and dialogue as articulated in the 2016 EU Global Strategy in a Globalizing World.
2. To respond to partner institutions' needs for new education and training modules in European studies and to improve already established BA and MA level programs in EU related subjects.
3. To strengthen the internationalization of education in the participating universities through the establishment of new networks of researchers and faculty in the field of EU studies.
4. To encourage intercultural communication between countries and regions.
5. To improve competences and capacity of partner universities to deliver quality undergraduate and graduate level education in EU studies.
6. To provide faculty and young researchers in partner universities in India and China with innovative opportunities for training, mobility and learning exchange.

## EXPECTED RESULTS

1. Improved quality of teaching and learning of European studies in the partner Asian universities.
2. New curriculum development and increased offer of courses in European studies.
3. Developed and introduced new courses and modules on EU-China and EU-India relations.
4. Introduced modern methodologies for teaching and training through the use of digital technology.
5. Attracted new students and increased enrollment in graduate programs in EU-related courses at partner universities.
6. Promoted academic people-to-people contacts, cooperation and joint program delivery through faculty training, teaching and research opportunities between Programme and Partner countries.
7. Fostered regional cooperation in education between partner universities in China and India.

EURASIA is a 3-year project, implemented from 15 Oct. 2017 to 14 July 2021.

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Coordinating institution: Sofia University St. Kliment Ohridski



## Document description

The current report summarises all the dissemination and exploitation activities carried out since the start of the project until its very end.

It provides a framework for planning and monitoring the dissemination and exploitation activities carried out:

- 6.1 Dissemination plan
- 6.2 Exploitation plan
- 6.3 List of potential HEI in CH and IN that will teach the new courses and modules
- 6.4 EURASIA project website
- 6.5 Dissemination conference in India
- 6.6 Dissemination conference in China
- 6.7 Summer school for training Ph.D. students and young faculty
- 6.8 Online Social-Professional Networking Platform
- 6.9 Publishing of handbooks, articles and other materials
- 6.10 List of courses on ES to be accredited in partner countries
- 6.11 Elaboration of guidelines for accreditation of courses at partner countries HEI
- 6.12 Networking and promotion of EURASIA's results among university governance at partner HEI and other HEI in the partner countries
- 6.13 Elaboration of a consolidated module offer on ES to other HEI in partner countries

## Task description

Dissemination activities are to be carried out throughout the different stages of the EURASIA project progress in compliance with the project activities and dissemination and communication objectives described in Work package 6: Dissemination and communication. The main objectives of the work package (WP) are transferring the knowledge and results created under EURASIA to universities, academic networks and scholars with professional expertise in the field of European studies. All consortium partners are expected to contribute to the dissemination efforts in their countries, reaching out to their personal and institutional networks and contacts.

## Report on the dissemination activities carried out within the framework of EURASIA

Dissemination and communication **started with the launch of the project** in May 2018 with a dissemination event involving major stakeholders:

1. Address by Mr Ognian Zlatev, Head of the Representation of the European Commission in Sofia  
Mr Ognian Zlatev's address focused on the priorities of the Bulgarian Presidency of the Council of the EU in 2018, emphasizing the role of education in building a stronger Union. He also spoke about Union actions aimed at furthering the education exchange and cooperation between the EU and India and China.
2. Pooja Kapur, Ambassador to Bulgaria of India; Ambassador of the People's Republic of China to Bulgaria
3. Representative of the Ministry of the Bulgarian Presidency of Council of the EU

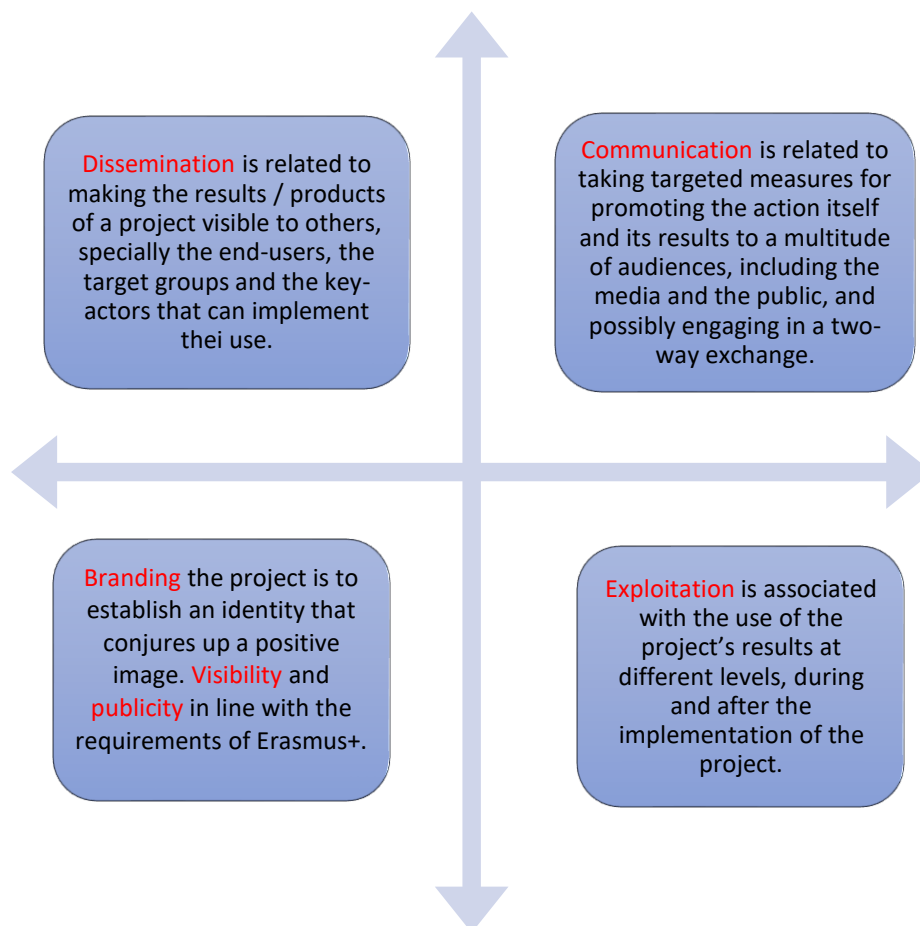


#### 4. Legal representative of the partner universities

The main focus of dissemination at this early stage is mainly **in-house**, namely informing university leadership and department heads of the objectives and perspectives of the project and its scope and bring other faculties besides the School of European Languages and Cultures in to join and contribute the preparation and development of this project.

After the Catania partner meeting, plans are drawn to involve the existing lecture series from the next semester. The series of lectures are given by well-known European Studies scholar as well as other prestigious organizations and universities. The plan is to incorporate these lectures to the framework of EurAsia Project in partner universities and further expand the scope of impact of this project among the scholars and students from not only from the partner faculties and centres but also on cross-institution platform involving academics from other faculties and ensuring inter-school cooperation in EURASIA project implementation including curriculum development.

#### Leading principles



#### Specific dissemination objectives:

1. To promote the project and its results within and beyond the partner universities and reach out academic circles and target groups, who can be interested, use, apply and multiply Eurasia results, products and material.



2. To raise awareness of the target audiences, particularly the relevant stakeholders from higher education institutions at local, national and EU level about the innovative nature of EURASIA, its outputs and their potential of transferability.
3. To engage new academic and non-academic institutions and networks in each country as potential users of the EURASIA courses, in particular the online courses and e-learning resources.
4. To promote and advance the cooperation between academic institutions and networks from the EU, China and India.
5. To ensure that local, national, EU, Indian and Chinese education policy experts are informed about the project in order to encourage multiplication and spill-over.
6. To continue the offer of courses and in particular the innovative micro credential programme on European studies beyond the project duration.

#### Specific communication objectives:

1. To inform regularly the institutional, national, and international stakeholders about project activities and results.
2. To reach out policy makers and national decision makers promoting EURASIA results and raise awareness of the need of consolidating the educational offer of courses in European studies in Asian universities.
3. To communicate regularly with EACEA and the funding program Erasmus+ CBHR project activities and events.
4. To facilitate the organization of events with partner academic networks and education policy experts to promote European studies programs.
5. To involve and get support from professional networks, academic journals and media to promote EURASIA.

The dissemination activities have been led by the belief that **internal dissemination** (within own organisation) is very significant and should ensure institutional collaboration, inter-school and inter-faculty cooperation and engagement of multidisciplinary teams in view of the multidisciplinary character of European studies. The partnership has reached a common understanding about the project and agree on its main strategically activities thus demonstrating ownership of the project and institutional initiatives at partner level.

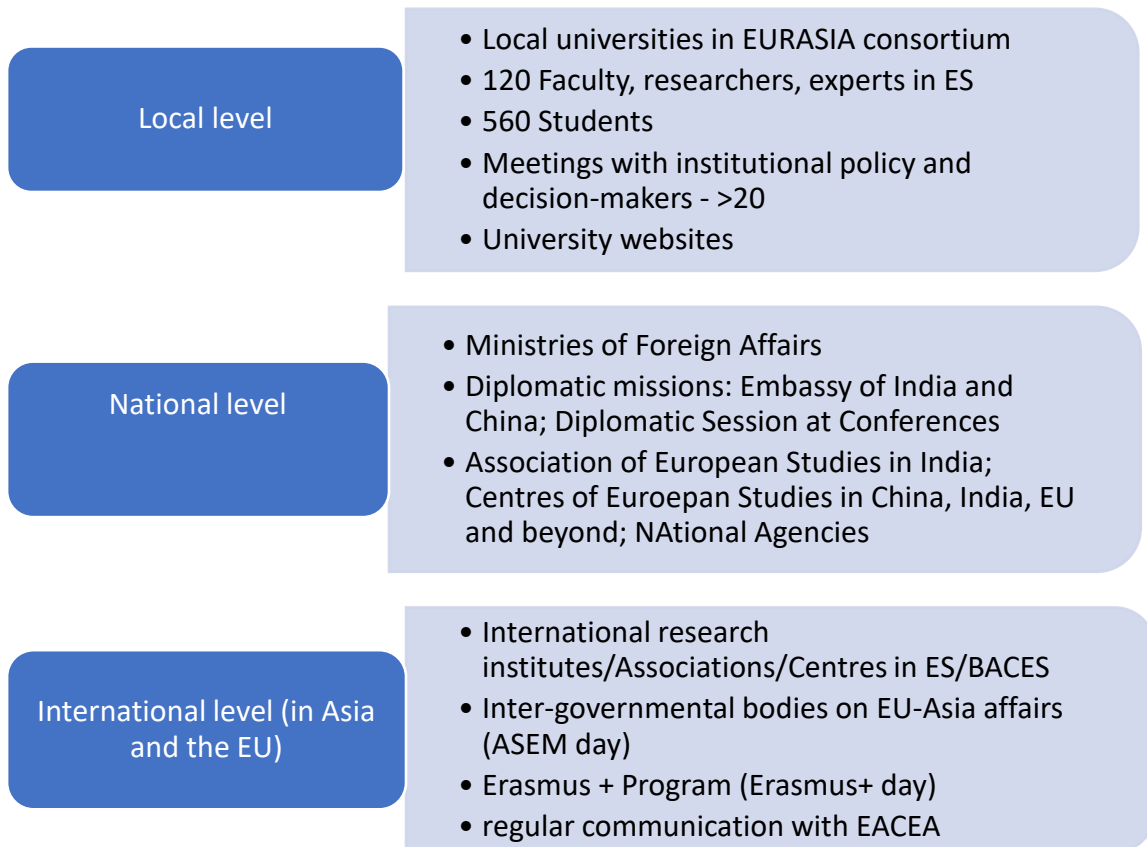
There were **regular meetings with the legal representative Rectors and Vice-Rectors** of partner universities:

- During exploratory visits in 2018 there were meetings with representatives of all partner universities leaderships
- During the monitoring visit in 2019 there was a second round of meetings taking stock of the achieved progress and in particular on issues related to curriculum development, accreditation and inclusion of the courses developed in the official curriculum
- Public contributions to major project events (Dissemination Conference – opening ceremony BFSU, concluding session on JGU Conference, Summer school GDUFS, etc.



Dissemination events with **representatives of the diplomatic circles** has been a special focus of the dissemination and communication activities for two reasons. First, European studies have a close relevance to diplomacy at different levels related to EU as a global actor and its strategies in external relations and foreign policy. Second, the links of diplomatic missions with universities in Asian are close when issues of international relations, EU, peace and security and other topics are concerned. The purpose therefore has been both in terms of communication but also dissemination in view of their potential invitation for lecture delivery or seminar participation at partner universities. A series of events were organised involving representatives of diplomatic missions as major stakeholders.

- Ceremony on signing of EURASIA agreements, Sofia 2018
- Diplomatic, Economic, Academic and Cultural Days (DEAC), April 25<sup>th</sup>, 2018
- President of the Republic of India Rah Nath Kovind visit to Sofia University
- “Europe – Asia” international seminar, Brussels Academy for China and European Studies (BACES) conference in Brussels, 3 October 2019
- Celebrating of the 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi
- Hosting the Celebration of ASEM Day 2019 in Bulgaria
- Dissemination event during the project meeting in JGU, New Delhi, Nov 2019
- JGU dissemination conference diplomatic session, July 2021
- Summer school GDUFS 2021 – Ministry of Foreign Affairs of Bulgaria, July 2021



## Work Package 6 Activities, Outputs and Deliverables

All WP deliverables are developed and implemented

- ✓ D6.1 Dissemination and communication plan
- ✓ D6.2 Exploitation plan
- ✓ D6.3 List of universities in China and India introducing the new curricular in their academic programs
- ✓ D6.4 EURASIA website
- ✓ D6.5 Dissemination conference in India
- ✓ D6.6 Dissemination conference in China
- ✓ D6.7 Summer School
  - ✓ D6.7.1 Summer School for PhD students and young faculties
  - ✓ D6.7.2 EU-China Relations
- ✓ D6.10 List of accredited courses in China and India
- ✓ D6.11 Elaboration of a consolidated module offer on European Studies to other higher education institutions in partner countries
- ✓ D6.12 Networking and promotion of EURASIA's results to university government bodies in partner countries (including to non-EURASIA universities)
- ✓ D6.13 Elaborating an Integrated module on European Studies (ES) offered to other Asian universities





## Annex I List of dissemination events

1. EURASIA Virtual Dissemination Conference, 2-4 July 2021. O.P. Jindal Global University, India <https://eurasiaproject.eu/eurasia-dissemination-conference-july-2-4-2021/> (see reporting fact sheet)
2. International Conference on European Studies across Asian Universities, 23-25 April 2021, Beijing University of Foreign Studies, China <https://eurasiaproject.eu/international-conference-on-european-studies-across-asian-universities/> (see reporting fact sheet)
3. 9<sup>th</sup> Virtual International Annual Research Conference of Symbiosis Law School Pune on Rule of Law in Context: Indian and Global Perspectives (SYMROLIC 2021) was held on the 12<sup>th</sup> and 13<sup>th</sup> March, 2021 <https://eurasiaproject.eu/ninth-virtual-international-annual-research-conference-of-symbiosis-law-school-pune-india/> (see reporting fact sheet)
4. International Think Tank Forum *Fostering Closer People-to-people Exchanges for Mutual Understanding; Building Mutual Trust and Tolerance for Common Development*, 12th December 2020, Guangdong University of Foreign Studies, China <https://eurasiaproject.eu/eurasia-dialogues/>
5. EURASIA Distinguished Speaker Programme, November and December 2020, Symbiosis International University - Symbiosis Law School in Pune, India <https://eurasiaproject.eu/eurasia-distinguished-speaker-programme/>
6. EURASIA Project on Interlace Podcast, <https://eurasiaproject.eu/eurasia-project-on-the-interlace-podcast/> <https://www.interlacepodcast.com/podcast/episode-15-eurasia/>
7. EURASIA Webinar to celebrate Erasmus+ Days 2020, October 15-16, 2020 <https://eurasiaproject.eu/eurasia-webinar-to-celebrate-erasmus-days-2020-october-15-and-october-16-2020/> (see reporting fact sheet)
8. India-Bulgaria Webinar on Governance Reforms: Post COVID-19, Friday, 24 July 2020 <https://eurasiaproject.eu/india-bulgaria-webinar-on-governance-reforms-post-covid-19-friday-24-july-2020/> (see reporting fact sheet)
9. EURASIA Online Dissemination Conference Follow-up Seminar Transferring European Concepts into Asian Languages June 18th, 2020 <https://eurasiaproject.eu/transferring-european-concepts-into-asian-languages-june-18th-2020/>
10. EURASIA Online Dissemination Conference May 28th – 29th 2020 (see reporting fact sheet)
11. Open event “The Search for European Identity and the Future of EU Integration” <https://eurasiaproject.eu/open-event-the-search-for-european-identity-and-the-future-of-eu-integration/> (see reporting fact sheet)
12. Celebrating the 150th Birth Anniversary of Mahatma Gandhi, September 31st - October 4th, 2019 <https://eurasiaproject.eu/celebrating-the-150th-birth-anniversary-of-mahatma-gandhi/>
13. “Europe – Asia” international seminar, Brussels Academy for China and European Studies (BACES) conference in Brussels, 3 October 2019



<https://eurasiaproject.eu/brussels-academy-for-china-and-european-studies-baces-conference-in-brussels-3-october-2019/>

14. 8<sup>th</sup> International Annual Research Conference on Rule of Law in Context: Indian and Global Perspectives (SYMROLIC 2019). September 13<sup>th</sup> and 14<sup>th</sup>, 2019, Symbiosis Law School Pune <https://eurasiaproject.eu/symrolic-2019/>
15. International summer school hosted by the Faculty of Law at Sofia University “St. Kliment Ohridski” (from 6<sup>th</sup> to 12<sup>th</sup> June 2019) and Shanghai Jiao Tong University <https://eurasiaproject.eu/international-summer-school-with-students-from-shanghai-jiao-tong-university/>
16. International seminar on European identity and culture, May 31<sup>st</sup>, 2019 at the Conference Hall of the House of Europe in Sofia, Bulgaria <https://eurasiaproject.eu/european-identity-and-culture-international-seminar/>
17. President of the Republic of India Ram Nath Kovind visit to Sofia University 5 September 2018 <https://eurasiaproject.eu/the-president-of-the-republic-of-india-ram-nath-kovind-delivers-a-speech-at-sofia-university-st-kliment-ohridski/>
18. Catania Stakeholder meeting October 2018 <https://eurasiaproject.eu/eurasia-project-meets-the-municipality-of-catania/>
19. Diplomatic, Economic, Academic and Cultural Days (DEAC), April 25<sup>th</sup>, 2018 <https://eurasiaproject.eu/bulgarian-diplomatic-economic-academic-cultural-days-deac/>
20. Dissemination and Launch event, May 21<sup>st</sup>, 2018, House of Europe, Sofia, Bulgaria <https://eurasiaproject.eu/a-visit-to-the-representation-of-the-european-commission-in-sofia/> (see reporting fact sheet)

## Annex II Dissemination Materials

### 1. Websites

- a. EURASIA project official website <https://eurasiaproject.eu/>
- b. EURASIA project official website internal space (password protected)
- c. EURASIA Google drive working space
- d. Partner institutions' websites

BFSU: <https://europe.bfsu.edu.cn/info/1082/2562.htm>

GDUFS: <https://ces.gdufs.edu.cn/info/1060/2454.htm>

SLSP: <http://symbiosiseurasia.org/>

JGU: <https://jgu.edu.in/eurasia-strengthening-ties-between-universities-in-europe-and-asia/>

### e. Conference websites:

EURASIA Online dissemination conference May 28-29 2020:

<https://eurasiaproject.eu/eurasia-online-dissemination-conference-may-28th-29th-2020/>

International conference on European Studies April 23-25 2021:

<https://europe.bfsu.edu.cn/info/1082/2932.htm>



Virtual Dissemination conference “Future of European Studies in Asia” 2-4 July 2021:  
<https://jgu.edu.in/jgls/eurasia-conference-2021/>

- f. Links to EURASIA courses <https://eurasiaproject.eu/courses-in-eu-studies/>
  - g. LinkedIn group: <https://www.linkedin.com/groups/12555266/>
  - h. WeChat social media communication  
<https://mp.weixin.qq.com/s/cZvgYk23sDD16tI2TBmoTA>  
[https://mp.weixin.qq.com/s/Y9v\\_MI0e2-hTNRyp5WYsmw](https://mp.weixin.qq.com/s/Y9v_MI0e2-hTNRyp5WYsmw)  
<https://mp.weixin.qq.com/s/Z0e8dRm1qkqy90V18NTZSg>
2. Dissemination materials
    - a. EURASIA leaflet – see D6.9 Annex 1
    - b. EURASIA Distinguished Speaker Programme Leaflets See D6.9 Annex 2
    - c. Virtual Dissemination Conference on the Future of European Studies in Asia Brochure – See D6.9 Annex 3
    - d. EURASIA Online courses poster See D6.9 Annex 4
    - e. Dissemination tangible products (logo, Bluetooth speakers, posters)
  3. Academic publications See Deliverable 6.9.