

Education, Audiovisual and Culture Executive Agency

Erasmus+: Higher Education – Erasmus Mundus Joint Master Degrees

Brussels, 13. 07. 2016
EACEA/A3/KH/ (2016) 574345

Mr David Newall
UNIVERSITY OF GLASGOW
UNIVERSITY AVENUE
UK - G12 8QQ GLASGOW
United Kingdom

**Subject: Erasmus+: Key Action 1 – Erasmus Mundus Joint Master Degrees (EMJMDs)
Call for proposals 2016 (EAC/A04/2015)**

Title: Global Markets, Local Creativities

Ref.: 574345-EPP-1-2016-1-UK-EPPKA1-JMD-MOB

(Please quote this number in all correspondence)

Dear Mr David Newall,

You have submitted an application to the Erasmus+ programme, 2016 call for proposals for the Action specified above. The call for proposals closed on 18 February 2016. The Education, Audiovisual and Culture Executive Agency (EACEA) received **89** eligible applications for this call.

I am writing to inform you about the selection decision taken by the Head of Department of the Executive Agency, acting in her capacity as authorising officer, based on the recommendations of an Evaluation Committee assisted by external experts, who had assessed your application against the award criteria specified in the call for proposals. The selection decision is based on the quality of the proposal, its relative position in comparison with the other proposals submitted and the budget available. Applications were assessed on a scale from 0 to 100 points and were ranked according to merit.

As a result, given the available budget, the funding threshold has been set at **78/100 points**.

I am pleased to inform you that your application has been selected for EU co-funding. It received **93/100 points**. For your information, out of the 89 eligible applications, **27** have been selected for funding, and **3** have been placed in a reserve list.

The list of all selected projects will be published on the following website of the Executive Agency when all applicants have been notified about the selection results:

http://eacea.ec.europa.eu/erasmus-plus/selection-results_en

Attached to this letter you will find an evaluation report based on the opinion of the external experts. Please take into account that most of the evaluation reports were written by non-native speakers. The Executive Agency will not elaborate further on these assessments.

The maximum amount of funding to be awarded to your project is **3.089.000 EUR**.

Please note that taking into account the total number of scholarship requests received and the budget available, the number of scholarships you have applied for has been revised and corresponds to **49 Heading 1 EMJMD scholarships (12 Programme Country + 37 Partner Country)** and **14 Heading 4 EMJMD scholarships**.

The process of awarding a grant can only be finalised once the Executive Agency has received and validated the **Bank Account File (BAF)** as requested in Annex 2. The BAF must be submitted within a period of 10 working days from the date of receipt of this letter and be sent to the functional mailbox:

EACEA-EPLUS-EMJMD@ec.europa.eu

In addition, your organisation's data and your **Participant Identification Code (PIC)** need to be validated before the Executive Agency can grant you EU-funding (see Annex 3). In case your organisation holds a validated PIC, the PIC validation process is not relevant for your organisation.

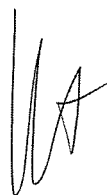
Furthermore, it is very important that you provide us with the link to your EMJMD project website as soon as this is available, so that this link can also be published on the Executive Agency's website. If you have amendments to make to the project description after publication, please let us know via the above-mentioned EMJMD functional mailbox.

The Executive Agency organises a kick-off meeting for newly selected projects every year. We would like to inform you about the organisation of the 2016 EMJMDs Coordinators' meeting, which will take place in Brussels during two consecutive days around mid-November. Your travel and accommodation costs should be covered from the project management lump-sum, subject to the signature of the Grant Agreement. Please note that for organisational reasons we cannot allow the participation of more than two representatives of your project. A full programme of the event and practical information will follow in due time.

This letter does not represent a financial or legal commitment of the Executive Agency. The offer of an award is confirmed only when the legal representative of the Executive Agency signs the Grant Agreement associated with this application.

Please do not hesitate to contact us should you have any further questions.

Yours sincerely,



Klaus HAUPT
Head of Unit

Annexes:

- Annex 1: Evaluation report – Comments from the external experts who assessed your proposal
- Annex 2: Bank Account file: Financial Identification Form (FIF)
- Annex 3: Information for applicants about PIC validation process (if relevant)

Cc: (by email) **Professor Fear Jeffrey**
Jeffrey.Fear@glasgow.ac.uk

Proposal number:	574345-EPP-1-2016-1-UK-EPPKA1-JMD-MOB574345-EPP-1-2016-1-UK-EPPKA1-JMD-MOB
Proposal title:	Global Markets, Local Creativities
Applicant organisation:	UNIVERSITY OF GLASGOW
Contact person:	Fear Jeffrey

Award Criteria	Score:	93/100
A.1 Relevance of the project		
<p>The course design objectives are clearly outlined. The design follows a multidisciplinary path, drawing on particular strengths of consortium members in economic, business, policy, and social analysis and deep historical contextualisation. The role and specific range of skills and expertise of partners demonstrate great potential to provide enhanced learning, and promote intercultural awareness, employability and impact. There is clarity about the interconnectedness of staff and student mobility to maximise the learning outcomes. Students may also choose between two distinctive pathways in the third semester, allowing them to combine theoretical and practical experiences through a variety of optional placement opportunities. The ECTS credit distribution is well reflected and illustrated in a obligatory internships (2nd or 3rd semester) as it is integrated into the programme scheme.</p> <p>Each of the four consortium members has an established specialist master degree that is already approved within their national frameworks. The equivalence of the other universities' MA degrees is recognized. There is a clear statement on pursuing a multiple degree policy. The partners have committed to begin working towards a joint MSc degree once the programme commences. It is stated that these will be lengthy approval processes. The consortium will be aiming to develop the course as a joint degree with a single degree and a single programme title. The consortium intends to start the programme even in case GLOCAL will not receive financial support by the EU.</p> <p>The proposer demonstrates a sound understanding for positioning the envisaged course within a framework of international competitors in adjacent subject domains. By doing so, both the policy level and the existing EMJMD landscape have been closely scrutinized for the purpose of shaping the unique selling point. At the core stands the education and training of the next generation of leaders that can understand the nature of global change and its impact on localities and regions. Regarding the five key elements the programme aims for, the explicit mention of key social challenges, including inclusion, sustainability and active citizenship, are specifically laudable. The facilitation of mobility periods entails direct engagement with the wider spectrum of the partner cities' entrepreneurial ecosystems, creative industries and research centres.</p> <p>The programme has been designed and built at the intersections of a number of academic subjects. It draws on the expertise of scholars already active in such interdisciplinary topics. It aims to present a sustainable model that will have long-lasting effects in the context of the respective academic fields. A specific innovative aspect of the envisaged programme is to view globalisation through the lens of local connections to the broader world and competitiveness through a long-term, multidisciplinary and holistic perspective. It is well argued that University excellence can be achieved when culture and creativity coevally are employed to provide insights into new solutions for the major social and economic issues of our time. The programme will also look into local cross-disciplinary connections to foster collaborations among academics, local businesses and policy makers. At the same time the programme interacts with various cutting-edge and interdisciplinary research and teaching programmes across Europe. The envisaged programme will provide an opportunity to formalise already established connections within the EMJMD structure. There is considerable expertise, including evidence of cross-disciplinary expertise from across Europe and from world-leading associated partners in North America, Latin America, South Africa, and East, South and South-east</p>		

Asia. There is clear focus on mobility periods, which are critical to learning outcomes. Students and staff may also benefit from adjoining faculties, placement centres, local organisations and employers, museums and non-profits that will support, participate and teach in classes.

B.1 Quality of the project design and implementation

The proposal presents a detailed overview of the core course contents, their objectives and learning outcomes. There is a profound understanding of the interdependence of external and internal evaluation mechanism and progress monitoring. Notably, student evaluation of course content and teaching on individual modules will be received through meetings of the Staff-Student Liaison Committee; anonymous student end-of-semester evaluation questionnaires; student representation on Teaching, Learning and Quality Assurance Group; and student representation on the Consortium Management Board.

Student (and staff mobility) is integral to the programme. The proposer describes the course topics and their adjacent mobility tracks clearly and credibly for achieving the course objectives. The consortium intends to leverage the expertise of its associated partners by arranging guest lectures and a summer school that makes extensive use of various additional inputs from major (non) academic players in the field.

There is mention of the Consortium Management Board that will have overall responsibility for safeguarding the common standards and mechanisms for the recruitment, application, selection, and admission of students. The pre-arrival information for students will be provided via the website and through newsletters. All CPUs also have existing International Offices with multicultural support teams able to provide a dedicated advisory service for international students on non-academic matters.

There is a detailed student agreement in place that clearly outlines the course rules, student rights and obligations. Tuition fees are decided annually and the coordinating institution will be responsible for the collection and distribution of all tuition fees. Student scholarships payment procedures are sound. The re-exam will depend on the place where the assessment was originally held. In that case the consortium could look into more flexible online arrangements.

Each partner university will appoint an academic advisor for the visiting students for the duration of the session at the respective institution. Cultural excursions will be organised to provide an introduction to the prevailing socio-economic environment in the host country. Placement is optional and partly credit bearing, which is justified insofar as it will respect the diverse professional backgrounds of students. Student networking and outreach opportunities at each of the partner universities are comprehensive. Placement partners will be those that will have a direct impact on the students' experience and the course development. Notably, the programme approval process includes a section for input from employers. Employers are asked specifically for their views on the proposed course or programme, particularly in terms of preparing graduates for employment and developing their graduate attributes such as being an independent and critical thinker, an effective communicator, adaptable, collaborative, ethically and socially aware and a reflective learner.

B.2 Quality of the project team and the cooperation arrangements

The key academic actors in the programme are all visible and introduced as academic experts in their respective fields. The degree programme presented rests on almost a decade of collaboration, both formal and informal, among individuals within the partner universities. They have worked on joint projects, articles, and conferences over many years. The idea of a joint degree is expressly designed to tighten the educational and research links among the departments.

The joint efforts are mirrored in the development and design process but also in the equal percentage of ECTS delivered by each partner university. There will be a dedicated course administrator, web officer and placement officer based at the coordinating institution. There is a table showing shared administration responsibilities. Notably, the consortium level definition clearly indicates management bodies and student representation by means of consortium agreement, co-operation mechanisms and committees. The selection of quality candidates is distinctly described. One of the prerequisites is a degree higher than average from a variety of academic fields. Proficiency in English must be certified. Further admission requirements and the selection procedure itself are clearly illustrated corresponding to EMJMD objectives. Degree awarding is carried out in a fully synchronised procedure. Examination results achieved at partner institutions are to be discussed by the Joint Board of Examiners and finalised by the relevant programme bodies leaving the final decision to the Consortium Management Board. The joint performance of evaluation is accompanied by an effective joint supervision model of the thesis. To increase the quality of dissertations the programme offers relevant compulsory

workshops. Budget calculation is meticulously presented in diverse tables referring to the allocation of tuition fee income, fee waivers or scholarship students' participation costs. Income distribution and expenses have all been jointly agreed. Complementary funding will be offered by consortium members who decided to waive tuition for three self-funded students (one from the EU and two non-EU students). This is meant as an initiative step towards further additional funding by governments or the business sector attracted by the GLOCAL EMJMD.

B.3 Impact and dissemination

A table demonstrating the development of student registrations underlines the intention of the project to reduce the number of scholarship holders in favour of self-funding students. The proposal provides a list of potential organisations from all over the world willing to promote the GLOCAL EMJMD in their countries and to attract funding bodies. The proposal intends to practise a rather strict system of achieving worldwide funding by avoiding preference for specific consortium members.

The proposal proves the impact by showing examples. Closer cooperation among consortium members including the world wide 15 associate partners will generate a strong impact on the internationalisation level of all partner institutions. The proposal refers to links which have already been improved during the preparatory phase of the project, especially with regard to entrepreneurship in creative industries, such as the fashion business. Other partners report that the EMJMD has accelerated the development of a minor in the business of fashion that is expected to become a full-fledged independent Masters degree over the next three years. Stakeholders in Latin America, China or Japan have already expressed interest in close cooperation with the GLOCAL EMJMD.

The proposed EMJMD aims at encouraging entrepreneurship and its adherent knowledge skills and competences. Programme courses are envisaged to emphasise creativity in academic and business environments. Constant improvement of curriculum and of cooperative measures with the employment sector related to particular national features is envisaged. Diverse contact possibilities with the employment sector are described and specific training opportunities are offered to increase the students' networking skills. There is personnel allocated for the development and maintenance of the course website as well as social media management with contributions from academics, current students and alumni. In addition, numerous networks and conferences are mentioned through which the course will be promoted. The plan is to permit key sample materials of the programme to be available on the programme website so that potential applicants can see the level and quality of materials available during the programme. In addition, the consortium might also consider open access policy under creative common licenses.

C. Relevance of the project in the targeted region(s)

The consortium has a network of worldwide student recruitment agents in the five target regions and takes part in student recruitment activities in many of the countries. There are special connections and strategic engagement with all targeted regions. The proposer takes into consideration the promotion as well as the sustainability point of view. There are links with government funders in the region with whom the programme would like to liaise. Notably, there are alumni offices that record students registering from the majority of the countries listed in the four regions. There is an impressive number of established links with Universities/HEIs within the five regions. It is through this group of HEIs and within these countries that the programme would be promoted through international office. More details should have been provided about direct cooperation between CPU and HEIs in targeted regions.

Overall comments

Structure and contents of the GLOCAL EMJMD are well conceived and convincingly presented. The academic quality of the network, as described in the proposal, is beyond doubt. All necessary measures and methods for successful project implementation are taken into account. The curriculum is fully adapted to the aims of the EMJMD. Mobility phases and internship modalities are well conceived. The consortium can rely on a global network of associated partners and on a respective number of academic and non-academic institutions showing interest in closer cooperation. The consortium can rely on a globally widespread network for successful marketing and implementation of additional scholarships. The focus is laid on encouraging connection between the academic sector and local authorities as well as the employment sector in the addressed regions. The proposal presents a convincing description of the multiple chances for project implementation offered by the applied scholarships.