



Education, Audiovisual and Culture Executive Agency

Erasmus+: Higher Education – Erasmus Mundus Joint Master Degrees

Brussels, 13. 07. 2016
EACEA/A3/KH/ (2016) 574393

Professor Richard Davies
SWANSEA UNIVERSITY
SINGLETON PARK
UK - SA2 8PP SWANSEA
United Kingdom

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

Title: Erasmus Mundus Joint Master Degree in Sports Ethics and Integrity

Ref.: 574393-EPP-1-2016-1-UK-EPPKA1-JMD-MOB

(Please quote this number in all correspondence)

Dear Professor Richard Davies,

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 **84/100 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 **2.858.000 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 **45 Heading 1 EMJMD scholarships (11 Programme Country + 34 Partner Country)** and **13 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 Michael McNamee**
m.j.mcnamee@swansea.ac.uk

Proposal number:	574393-EPP-1-2016-1-UK-EPPKA1-JMD-MOB574393-EPP-1-2016-1-UK-EPPKA1-JMD-MOB
Proposal title:	Erasmus Mundus Joint Master Degree in Sports Ethics and Integrity
Applicant organisation:	SWANSEA UNIVERSITY
Contact person:	Michael McNamee

Award Criteria	Score:	84/100
A.1 Relevance of the project		
<p>The consortium gathers a relevant set of academic and non-academics skills and expertise needed for the successful implementation and development of the proposed EMJMD. Tight links with private and public bodies operating in the field of sports have been set up as outlined in the Annexes. The content of the course has been adequately detailed and has been tailored to achieve the objectives listed in the proposal.</p> <p>Jointness is reflected in the overall procedures that will structure the programme (joint selection of student, shared responsibilities of the website...). Several sections of the training (e.g. research methods) will involve contributions of all the partners. The programme is designed to favour interactions between the groups of students. A yearly summer school will enable all the students to meet. The insertion of the students into various networks will be favoured by providing them with opportunities to participate in various events during short vacations.</p> <p>The organisational structure of the programme will secure an efficient management and is likely to favour jointness between partners and a good integration of students and non-academic partners. However, some elements regarding students' enrolment and follow-up are discussed with insufficient details. For instance, the proposal does not present the criteria for the students' selection and the steps that will be made to attract the best students from all over the world, and the rules that will be followed to secure the independency of student's activity when their work will be "aligned with consultancy of the academics", have not been properly discussed in the proposal</p> <p>Although the integration of the proposed Master Course into the degree catalogues of HEI partners is only briefly outlined, the consortium intends to award a joint degree, as described in the consortium agreement (included in the annexes) established between the partners. It will also award a Diploma supplement. All national accreditation bodies have supported the submission of the present project. Moreover, each HEI has a nationally accredited master programme on which the submitted proposal is based. However, the proposal does not provide details on the stage/s of accreditation of either multiple or Joint accreditation process/es.</p> <p>The needs analysis is very well described and it is convincing. The needs were identified with a methodical approach for both the demand from the public and private sectors and the existing offer from academic institutions. This analysis demonstrates the increasing need for the type of training that is proposed and the lack of competition</p> <p>To achieve the EMJMD objectives, convincing extensive planning and evaluation of the curriculum has been undertaken, including discussion with leading international sports bodies. This has culminated in the development of a compulsory curriculum that blends theoretical and vocational elements ranging from law and moral philosophy to sports governance and management. The value of the programme is increased by encompassing both able-bodied and Paralympic sport contexts and by situating sports leadership in the context of global labour related to sports organisations.</p> <p>The proposed curriculum will integrate different disciplinary stand points that are currently taught in different universities, allowing the students to get a more holistic view of a wide range of issues related to ethics and integrity in sports. Students will be exposed to a significant cultural diversity (both in terms of national culture and occupational standards in diverse sport (related) organisations and sport events. The topic is international and it needs to be financed by a budget source that is independent from any possible conflict of interest. Overall, the need and the impact of the proposed</p>		

EMJMD is fully justified in terms of its uniqueness, thematic and professional needs. The teachers have recognised expertise in the field of the proposal. This expertise is complementarity. The academic disciplines of the new Master Course have been very well described. The courses will involve active collaboration with the most important governing bodies of the sport sector in EU. It will benefit from inputs from invited lecturers from International sport federations. Learning outcomes of the EMJMD are clearly presented (detailed list provided in the annexes) and they are relevant to the overall objectives of the proposal, although the proposal does not provide internal Monitoring and Assurance mechanisms that would assure Quality outputs. The unique and innovative character of the programme grants to this EMJMD a high level of competitiveness.

The EMJMD will enhance the attractiveness of EHEA by providing a structured training on a topic that concerns all the countries and for which there is no equivalent offer of training. This programme will support the internationalisation of EHEA through different mechanisms: the exchange of students from different countries and their networking (e.g. summer school), the building of a new international area of occupational skills in international sport organisations/ events, the strengthening of the links between academics and universities in various countries. All these elements are likely to generate new knowledge on the topic of the EMJMD that has a strong international dimension. High level of mobility of the staff (flying university) will enhance cultural diversity awareness and academic expertise of perceptions and issues regarding sport ethics in different national and institutional contexts but the feasibility of the “flying faculty” is not convincingly supported in the proposal (e.g. no commitment letters from the involved staff). However, the fact that teaching activities and related tasks (conferences, meetings, and similar) will be held in all partners’ countries is considered positive.

The active participation of non-academic stakeholders in the summer schools or joint seminars would bring an added value to the students and to the programme. They will address important topics related to on-the-job needs. However, the level of participation of these stakeholders in the EMJMD is vague on several aspects. Concrete examples of how the know-how will be transferred from academia to other public or private bodies (e.g. internships and training for students) are missing. Nevertheless, the proposal will offer a multicultural stimulating environment by the students’ mobility within 6 different locations during each semester.

Networking and participation in events, generating interactions between the participants (students, teachers, non-academic partners), will be encouraged. Joint publication of academic staff belonging to different partner institutions will be encouraged and will foster their career.

B.1 Quality of the project design and implementation

The excellence of the academic content of the proposed EMJMD is convincingly demonstrated. The curriculum was prepared by the whole consortium and it is based on a shared analysis of what excellence should be. The curriculum was established over a long period (over than 2 years) of consensus meetings and adjusted according to the results of a former Erasmus master. High quality learning and teaching methods will be accomplished by staff with high level of expertise and by involving experts from external bodies. Teaching approach will be based on several pedagogical methods (including “in itinere” evaluation of students) and a range of resource materials. This will enhance learning capacities. The quality assurance issue is well addressed. The programme will be evaluated bi-annually. Quality assurance will be granted by an integrated approach that includes a member of each Partner HEI, external academic experts, students’ feedback and internal/external quality assessment experts. Evaluation methodology and procedures are well described and are convincing. Students, teaching, and administrative staff will give their feedback periodically during the whole duration of the EMJMD by oral individual interviews and questionnaires. The outcome of the proposed joint assessment will be used for implementing the necessary changes, which is positive.

The student mobility programme has been well outlined. Students will attend courses of each module in at least four different locations, which have been listed with the corresponding timelines. Staff mobility will also be organised to ensure that all the students will benefit from the expertise of all the partners. Plans for the effective involvement of personnel in the teaching activity of courses of the proposed EMJMD have been well presented. However, the proposal does not sufficiently explain how a high level of staff mobility (flying faculty) will be compatible with the normal faculty obligations. The summer schools will provide the opportunity for bringing staff and different student cohorts together. A comprehensive welcome programme will be organised and include specific measures for students with families or disabilities.

Guest lecturers will be invited to complement the expertise of the consortium partners on topics where the existing literature is limited (e.g. match fixing), and to bring in the point of view of non-academic partners. The Consortium provides evidence of active collaboration with the most important governing bodies in EU in the field of the proposal. This represents an added value of this proposal.

The proposal relies heavily on the general existing infrastructures of the Partner HEIs for helping with the accommodation, administrative formalities, insurance, etc... The partners' international relations offices are used to accommodate foreign students and guest lectures and the proposal lists a relevant set of services that will be provided by the hosts. Equity issues (e.g. gender and disability) have also been adequately addressed. The partners have a long experience of hosting students with disabilities, which is an important asset for the proposed EMJMD. The consortium will provide all the students with an adequate health insurance scheme.

The selection process adequately meets the objectives of EMJMD.

The proposal states that all students will be offered a pre-reading work prior to arriving at semester 1. However, the proposal does not provide details on what procedure will be adopted to ensure that the students will be adequately supported during this phase. The proposal does not indicate whether this will be done through individual follow-up. It does not provide evidence that the corresponding workload has been estimated for all partners and that the senior staff will be available to provide all the necessary support as described. Acquisition of language proficiency is adequately addressed, including for native English students.

Rules of the proposed EMJMD have been well described in all relevant aspects, both in the proposal and in the Consortium agreement (e.g. ECTS assigned to each module and course, selection of students, examinations, Master thesis, internships, etc.).

The Consortium has prepared a student programme handbook, as well as a joint conversion table of students' scores and a grid of internship evaluation. The handbook clearly defines the students' rules and obligations and those of the host Institutions. Assessment formats will change from institution to institution to appropriately reflect the different specialisation subjects offered at each partner institution. The EMJMD students will share the same rights and obligations as the regular students enrolled at the host universities. In addition, EMJMD students will have to comply with common regulations for the programme that will apply wherever they are studying (e.g. assessment, and academic integrity). However, EMJMD students will benefit from additional rights compared to others from the host institutions, in particular regarding electronic access to scientific journals.

The proposal should have provided more information regarding the financial aspects of the EMJMD implementation for students.

Measures for the full integration of students in the multicultural environment of the EMJMD have been comprehensively described. The consortium has the necessary infrastructures for developing an EMJMD in sports science and ethics, and a well-thought out integration scheme has been built with many networking opportunities involving different student cohorts.

The students will benefit from the specialised networks of all the consortium partners (disability sport, anti-doping organisations...). The provided list of associated partners and guest lecturers is relevant to the topic of the Master. Several internationally recognised guest lecturers from academia and industry (which have already been identified) will be invited to deliver lectures in the course. Such lecturers will bring a strong background knowledge in the field of sports, greatly enhancing the students' experience. However, the fact that the internships are only optional, and available for a limited period of time, may be insufficient regarding experiencing professional environments.

The management of interactions between different types of actors, including between education related associations (some sports clubs) and non-educational actors, is one of the core topics of the Master itself. The links between academic and non-academic partners and stakeholders have been well described, both in the proposal and in the annexes. An impressive list of potential guest participants, from several fields from academia and related industry, is provided. The annexes provide evidence that several important stakeholders have agreed to cooperate with the Consortium. However, no specific listing of potential internship projects to be developed is presented.

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

The proposal convincingly describes the complementarity of the partners (topics, disciplines, non-academic networks) and demonstrates the added value that is brought in by providing an integrated offer on sports ethics and integrity training. The proposed EMJMD will involve staff from all partners so that the students will take advantage of all partners' expertise. Moreover, although no joint projects

have been described, most members of the consortium have extensive long-standing partnerships. Partners have also cooperated together in the past in the frame of international academic programmes and as members of international councils and committees. These previous experiences will contribute to the achievement the objectives of the proposal.

The proposal provides evidence of a high level of commitment from the partner institutions. The roles of each partner in the implementation and development of the proposed Master Course have been well outlined. The partners' roles are well-balanced, sharing balanced duties and responsibilities. This will secure a good follow-up of the quality of the training and of the development of the links with non-academic networks (two partners in charge of industrial links). The students' interests have been fully accounted for, and their feedback will be crucial and taken into consideration. Academic, financial and administrative rules have been designed to harmonise the local practices of the partners.

The proposal does not provide a detailed description of the joint criteria, principles and requirements for student application. Performance evaluation, selection and admission criteria have been sufficiently addressed in the annexed Consortium Agreement, conferring the EMJMD pre-requisites that assure quality. A detailed survey on examination procedures, performance evaluation, preparation and defence of the thesis are also contained in the annexes.

The proposal does not sufficiently detail how the student participation costs have been calculated. However, it provides the basic requested information regarding the other aspects of the financial arrangements. The proposed budget is well allocated. The overall financial plan has been clearly described in the annexes. The proposal has also adequately explained how money will be shared between partners, depending on roles and tasks assigned to each one of them.

B.3 Impact and dissemination

The EMJMD will actively seek scholarships from leading international sports organisations in order to offer scholarships to support the sustainability of the MAiSI programme. However, no effective measures to secure sustainability have already been set out. Apart from some organisations (FIFA and IOC) there is no clear information about the type of partnerships that will be established. The applicants also suggest that the programme could be franchised in the long-term. The proposal does not provide details on this process and its consequences, namely how this idea could be consistent with the core ethical principles of the proposal and the EMJMD governing rules.

The proposal aims at creating a new profession: sports ethics and integrity officers.

The main expected impact at an institutional level is the award of joint degree, which has been firmly established in the Consortium agreement. Therefore, an EMJMD is a good strategy to fulfil this goal and to enhance internationalisation.

The proposal will use both direct and indirect indicators to assess its performances. Concrete indicators for measuring the impact on all stakeholders involved in the EMJMD have been convincingly described.

The proposal is expected to be effective in terms of promoting employability of students for many reasons. The training will be action-focussed. This dimension will be enhanced by optional internship. Thus, the capacity of problem-solving of the students will be stimulated and enforced. The students will have contact with industry partners/professionals of the sports community that will be participating in the EMJMD through lectures, summer school workshops and optional internships. There is a proven demand for developing a profession with the skills of Ethics and Integrity Officers. Other well designed and relevant measures are described that will enhance the employability of students (e.g. publication of master theses and electronic diploma supplement on ad hoc websites).

The dissemination strategies for the proposed Master Course have been well described. The students' presentations will be made available via innovative web-based platforms to the community, but most important to relevant stakeholders, which increases the students' employability potential. The overall approach has defined a role for each partner of the consortium. A social media programme is also envisaged where the Consortium will provide components of the curriculum as a massive open online course (MOOC). However, little information is provided about how the social media programme will be effectively implemented and disseminated to create a relevant impact.

Applicants intend to provide open access for documents produced during the Master implementation and development (e.g. MOOC). The proposal also states that, at the moment, very few materials are in their hands, so a final decision on this issue will have to be taken in the future. The Master theses presentations will be made available freely to those who register on the MAiSI website, which is a positive element.

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

The high quality of the proposed EMJMD in terms of timeliness, partners' excellence and programme contents is clear, and consequently its attractiveness for any student interested in developing key roles in sports integrity. Nevertheless, the methodology to encourage students from other regions to attend the EMJMD could have been better specified.

The criteria for selecting these specific regions or countries are not properly explained. However, the proposal provides support letter that show the interest of international organisations that intervene in the target regions and some links are already established in some countries. The wide array of established collaborations between the partners of the Consortium represents an added value for the formation of an effective network that will include academia and sports organisations for building a global approach of sport integrity. Formal cooperation will be established with organisations of the partners regions thanks to regular forum and guest lectures. Exchanges on these issues will benefit to partners countries and the target regions.

Overall comments

The MAiSI EMJMD is a timely and unique academic programme offered to generate new professionals: Sports Ethics and Integrity Officers. The ambition of the academic programme is relevant. The project has been well-conceived. A high level of coordination between all partners, either from academic or private sectors, will be established ensuring an effective monitoring of key activities associated to the project implementation. Nevertheless, the proposal lacks details regarding the current situation of the accreditation process of the joint Master Degree. The syllabus is well designed and is original. Efficient procedures for internal and external evaluation, and quality assurance have been settled, following European guidelines. Students will be deeply involved in these activities. A very well conceived students' mobility programme has been provided.

The Consortium is well balanced, both in terms of individual skills and global expertise. The consortium partners share complementary expertise. They are well recognised in the world of sports, and have an important network already in place. The teaching activity will be delivered by highly skilled academic and non-academic personnel, as well as by guest lecturers from leading world sports organisations. However, the feasibility of staff mobility is not fully demonstrated. A strong level of coordination of all activities of the EMJMD will be secured by the establishment of several governing bodies. Relevant links are proposed with the stakeholders of the sports industry. The issue of the employability of the students is well addressed. The overall budget is well allocated. The general strategy for the course internationalisation and dissemination has been well described although the proposal provides insufficient information regarding the conditions of enrolment of the students. In addition, the mobility inherent to the programme may provide the students with important experiences and skills making it attractive to high standard students.

Although these features grant the EMJMD with expected success, sustainability and a considerable employability potential, the interaction with important external stakeholders could have been more specific in terms of internship possibilities.

Regarding the demand for additional scholarships, although the topic of the proposal is not a policy priority in several of the target countries, it is relevant to integrate students from these regions in the EMJMD. However, the channels that will be used to disseminate the information to potential applicants and the future partners outside EU should have been described with more details.