



# Study in Europe – overview



- Contracted by EACEA for a duration of 3 years (May 2024 – May 2027)
- Implemented by six organisations (Campus France, DAAD, Nuffic, Harno, ACA and DZS)

## Main objectives:

- Help strengthen the profile of the entire range of European higher education on the world stage, and of EU-funded opportunities,
- Improve the availability of targeted information on programmes and study opportunities in Europe,
- Strengthen the promotional expertise among European higher education institutions and agencies and offer additional promotional opportunities for European study destinations,
- Increase visibility of the European higher education sector.

STUDY  
IN EUROPE



Funded by  
the European Union

# Study in Europe – activities



Analyses	Fairs & Events	Promotion	Networking
Internal and strategic analysis, e. g. on student mobility	<ul style="list-style-type: none"><li>- Student fairs</li><li>- Contact-building seminars</li><li>- EU-policy events</li></ul>	<ul style="list-style-type: none"><li>- Information portal including news, articles and country profiles</li><li>- Social media</li><li>- Videos</li><li>- Testimonials</li></ul>	<ul style="list-style-type: none"><li>- National promotion agencies (meetings, webinars)</li><li>- Training for European HEIs</li></ul>

**Which activity did you participate in?**





### Study in Europe

Discover everything you need to know to plan and complete higher education studies in Europe.



### Get started



#### Scholarships and funding

Learn about where you can find European higher education scholarships and funding opportunities.

Where to find funding for your studies



#### Country profiles

Access information about national higher education systems, funding opportunities and visas in European countries covered by the Study in Europe project.

Choose a country to study in



studyineurope.welcome

Wijesal

Chalchidit stories

088 berichten 11,7K volgers 108 volgers

#### Study in Europe

Crashkurs

Study in Europe aims to

introduce higher education in Europe

provide information about study & research...

in a simple and easy way for students

Created from Postmaster, weblog - 10000



STUDY IN EUROPE

Welcome to your future

Home

Higher Education Exhibition

Information for students

Study in Europe game

About Study in Europe

Open for registration

Coming soon

Exhibition over



Your time to study in Europe - stories from across the world

Tips, tricks and insights from students to help you prepare.

#### Filter the results

Found 11 results

10 per page

#### Study country

- Austria (1)
- Belgium (1)
- Czechia (1)
- Estonia (1)
- France (2)
- Ireland (2)
- Latvia (2)
- Romania (1)

#### Ivana: a Master's student from Serbia in Austria



"Studying in Europe has been a transformative experience, and I encourage others to embark on this journey of cultural enrichment, academic growth, and lifelong connections."

Read Ivana's story

#### Niranjan: A master's student from India in France



"Studying in Europe gave me an opportunity to learn and experience a wide range of cultures, languages, traditions and food that I had never experienced in my life."

Read Niranjan's story

# Study in Europe – target groups



- Students potentially interested in studying in Europe, particularly those from outside of Europe
- HEIs in EU Member States and third countries associated to the Erasmus+ programme
- National Promotion Agencies in Europe
- National Embassies and EU Delegations in the target countries
- Stakeholders involved in the promotion of European higher education
- HEIs in third countries not associated to the Erasmus+ programme

# Getting to know you!



# United promotion

## Europe as an ideal study destination



Representing 33 European countries

Our aim is to

- Enhance global attractiveness and visibility of Europe as a study destination
- Raise awareness about and interest in opportunities in Europe
- Attract highly talented pool of mobile students, researchers and academics to study and research in Europe to ensure a smart, sustainable and inclusive economy
- Ensure easy recognition of and identification with the Study in Europe brand
- **Building Study in brand & communication on advantages and unique selling points**



## What do you identify as Europe's unique selling points?

Why should students choose Europe over other destinations?



# Key messages



Unique Selling Points of European higher education

- **High quality of studies**
- **Improved career prospects**
- Support services
- Safety
- Funding opportunities
- Sustainability

Cultural diversity in the spotlight

- Highlighting the rich cultural experience & diversity that Europe offers, showcasing Europe's unique cities and landscapes

# Targeted communication

## know your audience



Diverse range of stakeholders

- **Tailored messages** and appropriate communication channels for each **target group**
- Different priority motivational factors for students (ESN Survey)
  - Degree: enhancing career prospects & networking
  - Exchanges: engaging with different cultures & gaining knowledge of cultures
  - Both: academic reputation of the hosting institution, affordability of the hosting city
    - For 73% of prospective students interested in Europe, their biggest worry about moving to a different country is the cost of living. (QS Survey)







# Upcoming activities – save the date!

- **Alumni Management Training Seminar for European HEI:** Last chance to register!

Key Information:

Date: December 4-6, 2024

Location: Pärnu, Estonia

Participation: for free for European HEIs

Scan the QR-code for more information & registration!



- **Study in Europe fair in Kenya**

📅 **Date:** 04 April 2025, Networking Event

**City:** Nairobi

📅 **Date:** 05 April 2025, ISFA Fair 10:00 - 17:00

📍 **Location:** Sarit Expo Centre, Pio Gama Pinto, Sarit Centre, Karuna Rd

**Exhibitor registration deadline:** 15 January 2025

- **Study in Europe Fair in Albania:** second half of 2025

# Study in Europe

## stay in touch



### Website

- [Study in Europe - European Education Area](#)
- Study in Europe fairs: <https://studyineuropefairs.eu>

**Follow us on social media** @studyineurope.welcome



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