Reaching out to the world: but in which language(s)?

ACA European Policy Seminar
English-medium instruction in Europe
Brussels, 4 December 2014

Adrian Veale,
European Commission,
DG Education & Culture
European higher education in the world

- Erasmus+ opportunities for incoming student (and staff) mobility

- Increasing the attractiveness of European higher education
Erasmus+ opportunities

Academic mobility

"Credit mobility" international mobility

"Degree mobility" EMJMD

Academic cooperation

Capacity Building for HE

Jean Monnet Activities
Increasing attractiveness

"Promote global awareness of the high quality and rich cultural and linguistic diversity of European higher education"

"complement national information and promotion efforts"

European higher education in the world

COM (2013) 499 final, 11 July 2013
Increasing attractiveness

Diversity and different languages:

- A turn-on or a turn-off?
So? In which language(s)

In "European"

- Reflect market demand, but encourage a "European experience"
- Outreach in "language" suitable for the user