Report on the implementation of activities taken in Poland as part of the celebrations of the 25th Anniversary of the Erasmus Programme

First half-year of 2012

The extent of the Erasmus Programme’s influence on the development of the higher education in Poland (especially in terms of the internalization) is undeniable. Although Poland has participated in the Programme less than 25 years, nobody can imagine Polish higher education without the Erasmus Programme at present.

Foundation for the Development of the Education System - National Agency for the Lifelong Learning Programme in Poland took advantage of the anniversary to highlight achievements of the Erasmus Programme and expand the promotion of the mobility among Polish society.

Report presents the activities carried out by the Foundation for the Development of the Education System in cooperation with the Erasmus Student Network Poland and under the honorary patronage of the Polish Minister of Science and Higher Education.

The celebrations of the 25th Anniversary of the Erasmus Programme in Poland are being carried out by:

Foundation for the Development of the Education System
National Agency for the Lifelong Learning Programme in Poland
Erasmus Programme Unit
Promotion Unit
Preparations

Schedule for celebrations of the 25th anniversary of the Erasmus Programme.

In January 2012 a schedule for celebrations of the 25th anniversary of the Erasmus Programme was agreed with the Ministry of Science and Higher Education. Prof. Barbara Kudrycka, Minister of Science and Higher Education has assumed honorary patronage over all jubilee events.

National-level events are organized by the Foundation for the Development of the Education System - National Agency for the Lifelong Learning Programme in Poland in cooperation with Erasmus Student Network Poland.

Visual identification

The significance of the jubilee has been emphasised by designing special occasional logotype.

Jubilee logotype has been featured in all information and promotional materials, on related websites and in respective correspondence. Higher education institutions and partners of the anniversary celebrations are also authorised to use the jubilee logotype.
Communication

Website dedicated to jubilee celebrations

In February 2012, a jubilee website was launched, where information on current and planned jubilee events is posted. The website is available in Polish and English. It has been visited by nearly 6,500 Internet users.

Visit us on:
www.konferencje.frse.org.pl/erasmus25

Statistics for the website:

Video promoting studying in Poland

The video presents one day from the lives of Erasmus students who spent part of their studies in Polish cities: Gdańsk, Lublin, Wrocław, Warsaw and Kraków. The students come from different countries and study various subjects. The video will be officially released in September 2012 during EAIE fair in Dublin.

Polish Erasmus page on Facebook

Polish fan page of the Erasmus Programme run by the National Agency for the Lifelong Learning Programme has been launched in order to gather the largest number of students who have benefited from Erasmus or intend to do so in the near future. Thanks to regularly updated posts on the Facebook wall, we inform more than 3,500 fans about the activities taken on local, regional, national and European level that are related to the celebrations of the 25th anniversary of the Erasmus Programme.

The fan page also aims to encourage students to benefit from other European Programmes (such as Youth in Action or Leonardo da Vinci), to follow the news from the world of science or education and to disseminate information on the European Institutions’ work. The Facebook page also features photo galleries from the jubilee events held in Poland.

Visit us on:
www.facebook.com/erasmuspolska

Celebrations of the 25th anniversary of the Erasmus Programme in Poland
Statistics for Erasmus Polska fan page on Facebook:

**Number of Facebook fans:**

In average **6 new fans** every day.

**Number of fans interacting via Erasmus Polska page** (adding Like button, posting information on the wall, adding comments, other):

In average **79 interactions** every day.

**Total reach of Erasmus Polska page** – the number of people who have seen any contents related with the fan page:

In average **1 800 people** see our posts every day.

**Demographic range of fans:**
Erasmus Forest:

25 000 trees

for the 25th Anniversary of the Erasmus Programme

In April 2012 more than 600 students from all over Poland and other European countries took part in Erasmus Forest.

The Erasmus Forest is a social forest-planting action conducted since 2008 by the international association of Erasmus Student Network in cooperation with the State Forests and Foundation for the Development of the Education System - National Agency for the Lifelong Learning Programme.

In the year of 25th anniversary of Erasmus in Europe, the Polish section of the Erasmus Student Network association planted a record number of 25 000 seedlings in 12 Regional Directorates of State Forests.

Ambassador of the Erasmus Forest campaign was Undersecretary of State at the Ministry of Environment, Aneta Wilmańska, one of the first Erasmus students.

- It has been a great pleasure for me to accept the role of the campaign's ambassador. First of all, I am pleased that the celebration of the anniversary has an environmental dimension. And as the programme beneficiary I am glad to participate in its anniversary, although not as a student – said Minister Aneta Wilmańska.

The Erasmus Forest action was inaugurated on April 15 in Torfy nature reserve near Warsaw, where students from Poland, Spain, Germany, France, China, Turkey and the Netherlands planted 4 000 pines. The students were accompanied by the campaign's ambassador Minister Wilmańska, management of Foundation for the Development of the Education System and the State Forests. In total, more than 100 people participated in the inauguration of the Erasmus Forest campaign.

– Planting trees is an excellent and beneficial idea for celebrating the silver jubilee of the Erasmus Programme. Students take actions aimed at protecting the environment and at the same time - celebrate the anniversary with foreign fellows. The 25 000 trees planted all over Poland are a significant contribution of Erasmus students to fight against climate change on the global scale – emphasized Tomasz Bratek, Deputy General Director of FRSE.

Five press articles and nearly 96 Internet posts have been published on the Erasmus Forest action, the most significant being:

- A Tree for the Małopolska Region, Dziennik Polski Kronika Krakowska, 23.04.2012
- Students from Abroad Plant Forests, Gazeta Współczesna, 26.04.2012

Celebrations of the 25th anniversary of the Erasmus Programme in Poland
On May 11-13, during the 9th Meeting of International Erasmus Students, **150 young people** coming from 17 countries of Europe and Asia who study at 18 Polish HEIs, met in **Wrocław**. The Meeting was organised by the Foundation for the Development of the Education System, which is the National Agency for the Lifelong Learning Programme, the University of Wrocław, the Technical University of Wrocław and local section of Erasmus Student Network.

During the Meeting, students had an opportunity to verify their team work skills in an international group. One of the tasks was to construct a plane, which would glide from the third floor and ensure safe landing for an egg hidden inside. Combining international traditions in constructing flying vehicles has brought positive results: two out of five eggs landed safely on the ground.

Participants of the Meeting also attended a series of lectures. The culminating point of the **three-day event** was a city game, during which students equipped with maps were to find famous Wrocław dwarfs.

– The Meeting was designed to integrate and overcome stereotypes – explains one of the organizers, Damian Bulira, head of ESN section at the Technical University of Wrocław. – We would like to make Erasmus students feel at home in Poland.
Europe Day Celebrations:

Schuman’s Parade

Schuman’s Parade is a manifestation of Euro-enthusiasts organized each year in Warsaw to celebrate Europe Day. The Schuman’s Parade has been organized by the Polish Foundation of Robert Schuman since 1999. Foundation for the Development of the Education System is one of partners and during every edition of the Parade presents the offer of European Union’s educational programmes.

In the year of the silver anniversary of the Erasmus Programme, Foundation for the Development of the Education System in cooperation with Erasmus Student Network focused on promotion and celebration of the Erasmus jubilee. This year’s Schuman’s Parade held on May 12 was led, among others, by a moving platform with dancing students. Students also performed on stage:

– Europe is waiting for you! Thanks to Erasmus, you can discover and experience Europe. I am a good example of a person who went abroad with Erasmus and had the time of his life – said Piotrek Saul, a former Erasmus student who amazed the audience with his performance entitled Beatbox Experiment.

At the stand of the Foundation for the Development of the Education System, participants of the manifestation could find out how to move abroad to study, get an internship, volunteer or benefit from youth exchanges. They also had an opportunity to talk to members of the Erasmus Student Network association (former Erasmus students) who willingly shared their experiences gained during studies abroad.

Organizers estimate that this year’s Parade was attended by nearly 2000 Euro-enthusiasts.

Information on the celebrations of the 25th anniversary of the Erasmus Programme during the Schuman’s Parade was disseminated in one TV interview, one radio Programme, 3 press articles and 31 publications posted on the internet.

The most interesting media coverage included:

- Interview with Anna Atlas, Director of the Lifelong Learning Programme in „Kulturalni.pl” Programme on TVP Polonia, 12.05.2012
- Interview with Anna Samel (FRSE) in the News on Radio Eska Warsaw, 09.05.2012
- European Town 12.05, unia europejska.org, 08.05.2012
- Europe Speaking or Schuman’s Parade, Gazeta Wyborcza Co jest grane, 11.05.2012
- Schuman’s Parade 2012: Will it Remind of European Solidarity?), Newsweek.pl, 11.05.2012
Celebrations of the 25th anniversary of the Erasmus Programme in Poland

Science Festival in Bydgoszcz

The silver jubilee of the Erasmus Programme was celebrated during the Science Festival in Bydgoszcz organized by: Kazimierz Wielki University, the University of Technology and Agriculture, and Wyższa Szkoła Gospodarki in Bydgoszcz. The Foundation for the Development of the Education System - National Agency for the Lifelong Learning Programme was a partner to the event.

The Science Festival in Bydgoszcz has been designed to promote latest achievements in science and technology, excite the curiosity in culture and arts, encourage to follow a healthy lifestyle and promote the city and the Kujawsko-Pomorski region. In the year marking the jubilee of the Erasmus Programme, the Science Festival in Bydgoszcz was held on May 25-26.

The part of the Festival devoted to the Erasmus Programme commenced with a session at the Bydgoszcz City Hall, which was attended by the Mayor of Bydgoszcz, authorities of local universities and their partner HEIs from all over Europe, as well as representatives of the National Agency for the Lifelong Learning Programme.

The main part of the celebrations was held on May 26 in the Bydgoszcz Old Market Square, where a Science Picnic for the families was held. During the event, ESN members organized sports competition and tasting of European dishes. Also on that day, a parade of Erasmus and local students marched through the Old Town. The procession was headed by A Youth Brass Band at the School of Mechanics Compound in Bydgoszcz.

Information on the celebrations of the 25th anniversary of the Erasmus Programme during the Science Festival in Bydgoszcz featured in nine press articles and 61 online publications.

The most interesting media coverage included:
- Science Festival in Bydgoszcz is Launched, PAP press release, 23.05.2012
- Learn through Play, Express Bydgoski, 24.05.2012
- Tolkien and Nightbird Chemistry, Gazeta Wyborcza Bydgoszcz, 24.05.2012
- Family Science, Gazeta Wyborcza Bydgoszcz, 26.05.2012
Erasmus Potluck in Warsaw

The main aim of the event entitled Erasmus Potluck in Warsaw (originally Polish: Smak życia w Warszawie) organized on July 25 was to hold a discussion on Erasmus generation - first generation of young Europeans who are much more mobile and open than their parents. The discussion was preceded by the screening of a documentary by Grzegorz Brzozowski, former Erasmus student and graduate of Wajda Film School.

The documentary entitled „Today in Warsaw, Tomorrow Whatever” (originally Polish: Dzisiaj w Warszawie, jutro gdzieś w świecie) tells a story of two foreign students who discover the beauty of Warsaw district of Praga.

After the screening, Beata Skibińska, head of Erasmus Unit in the Foundation for the Development of the Education System, led the discussion among students, former beneficiaries of Erasmus and experts about advantages of moving abroad. Former Erasmus students confirmed that stay abroad was an essential moment in their lives and in many cases inspired them to take crucial decisions. This was also emphasised by the film director, Grzegorz Brzozowski, who said that that his Erasmus adventure was a stimulus for making the documentary: I found an inspiration inside myself. My life experiences were shown in the movie.

The discussion was rounded off with a premiere of a video promoting Poland as an attractive place to study (see p. 3).

The meeting was attended by more than 100 participants.

Event’s promotional poster:
Promotion of the 25th anniversary of the Erasmus Programme during Open’er Festival

Open’er Festival in Gdynia is one of the 12 biggest musical events in Europe. This year (July 4-7) more than 80 thousand of young people from all over Europe gathered in Gdynia.

Organizers of the Open’er Festival give the opportunity for the representatives of the NGO sector to promote their activities in a special tent. In the Erasmus jubilee year Polish section of the Erasmus Student Network association ran an information stand in the tent housing representatives of various NGOs.

Over the four days, ESN members provided information on opportunities to study or hold an internship abroad within the Erasmus Programme.
Erasmus Generation

Exhibition

As part of the information and promotion campaign on the celebrations of the silver jubilee of the Erasmus Programme in Poland, the Foundation for the Development of the Education System - the National Agency for the Lifelong Learning Programme has prepared an exhibition of photographs presenting fifteen former Erasmus students, who used the experiences and skills acquired during studies abroad to achieve professional and personal success after graduation. The persons invited to the project are distinguished by great talents and unique passions. They all share fond memories of their stays abroad and agree that Erasmus mobility is a valuable experience.

Among the selected graduates are Erasmus Programme pioneers in Poland (students who moved abroad during the first editions of Erasmus Programme in Poland), artists (conductor of The Podlaska Philharmonic, painter), businessmen (president of the board of an international company), scientists (doctor of chemistry, geologist working in the Atacama desert), sportsmen (coach working at the FC Legia Warszawa) and public personas (Deputy Minister of Environment).

The exhibition features photographs of selected former Erasmus students and their statements on Erasmus and how it affected their lives (in Polish and English). Thanks to QR codes spectators can immediately access the website where complete interviews are posted.

The exhibition featuring large format photos will be officially opened on October 1, 2012 in the heart of Warsaw in Krakowskie Przedmieście Street (near the Polish Academy of Science, Academy of Fine Arts and the main campus of the University of Warsaw).

The design for the exhibition will be provided to Polish HEIs free of charge and they will be able to print and display posters in any format inside or outside their campus.

Get to know Erasmus Generation - see the exhibition on-line!
Media coverage

In the period from January to August 2012, as part of media monitoring, the following results have been collected for „Erasmus“ entry:

- 4 TV Programmes
- 2 radio Programmes
- 466 press articles
- 2,082 Internet posts.

List of the most interesting media coverage:

1. Interview with Dorota Rytwińska, coordinator of the Erasmus Unit (LLP NA) in the „Poranek“ Programme on Channel 4 of Polish Radio, 17.01.2012
2. European University Exchanges, Echo Miasto Trójmiasto, 23.01.2012
3. Three Million Erasmus Grant Holders over 25 Years, Dziennik Gazeta Prawna, 31.01.2012
4. Erasmus Changes Lives for 25 Years, twojeinnowacje.pl, 01.02.2012
5. Erasmus Turn 25, unia europejska.org, 02.02.2012
7. 25th Birthday of Erasmus, twojeinnowacje.pl, 20.02.2012
8. Interview with Małgorzata Członkowska-Naumiuk (LLP NA) in „Śniadanie Europejskie“ Programme on Channel 4 of Polish Radio, 17.01.2012
10. Interview with Marta Niemywska, former Erasmus student in „Pod Lupą“ Programme on Channel 4 of Polish Radio, 03.04.2012
12. Interview with Anna Samel of FRSE Promotion Department in „Pod Lupą“ Programme on Channel 4 of Polish Radio, 11.04.2012
16. Record Growth in the Number of Erasmus Students, rp.pl, 08.05.2012
17. Interview with Anna Atłas, Director of the Lifelong Learning Programme in „Kulturalni.pl“ Programme on TVP Polonia, 12.05.2012
18. Interview with Feio Goncalo, former Erasmus student in „Śniadanie europejskie“ Programme on Channel 4 of Polish Radio, 20.05.2012
19. Exciting Studies Abroad, Głos Szczeciński, 28.05.2012
20. Poles in the Lead of Erasmus, Trendy Art of Living, 01.06.2012
21. Record Year, Polska Dziennik Bałtycki, 12.06.2012
22. New Record of the Erasmus Programme: 8.5% Growth in Student Exchanges, forumakademickie.pl, 14.06.2012
23. Students Go Abroad in Big Numbers, Echo Miasta Katowice, 18.06.2012
24. More than 231.000 Students Awarded Erasmus Grants, natablicy.pl, 18.06.2012
25. Interview with Beata Skibińska, Deputy Director of the Lifelong Learning Programme on Polskie Radio 24, 20.06.2012
26. Students Abroad with a Grant, wyborcza.pl, 22.06.2012
27. Erasmus my Love, Gazeta Wyborcza Duży Format, 31.06.2012
29. History Written with Erasmus, perspektywy.pl, 27.07.2012
30. Commissioner Vassiliou on the Silver Jubilee of Erasmus, unia europejska.org, 01.08.2012
Plans for the second half-year 2012

Second half of 2012

Polish-English jubilee publication, presenting the achievements of the Erasmus Programme and its contribution to the development of the Polish higher education system.

23rd November 2012

Main national event: Erasmus 25th Anniversary Gala under the patronage of the Ministry of Science and Higher Education for academics, higher education staff, students, Erasmus coordinators from all over Poland accompanied by an awards ceremony.

27th November 2012

Students national debate on the 25th Erasmus Anniversary: past achievements and future perspectives accompanied by the students party. Conference will be organized by the Foundation for the Development of the Education System in cooperation with Erasmus Student Network.

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