

# COMMUNIQUÉ CAMPUS FRANCE

PRESS RELEASE

PARIS, 21 JUNE 2024

## CAMPUS FRANCE WINS EUROPEAN CALL FOR TENDER FOR *STUDY IN EUROPE* PROJECT (PHASE 4)



Campus France has won new European funding to coordinate Phase 4 of the *Study in Europe* initiative, the objective of which is to improve the visibility of Europe as a study destination for non-EU students.

[Find out more about Study in Europe](#)

Campus France has just won a call for tenders from the European Education and Culture Executive Agency (EACEA), funded by the European Union to the tune of **€4.9 million**, to coordinate the latest phase in the *Study in Europe* project. The Agency is the lead partner in a European consortium comprising **DAAD** (Germany), **Nuffic** (Netherlands), the **Education and Youth Board** (Estonia), the **Academic Cooperation Association** (ACA, Belgium) and the **Czech National Agency for International Education and Research** (DZS, Czechia), and as such is responsible for overall coordination of the project.

*Study in Europe* allows national promotion agencies along with French and European higher education and research institutions to **improve their visibility abroad and consolidate their international strategy**.



Phase 4 of Study in Europe includes:

- conducting **analysis and studies in relation to areas such as** national promotion strategies, access to scholarships and international mobility of students
- organising a series of **12 student fairs and institutional events** (virtual and face-to-face), running the **Study in Europe information portal**, devising communication tools and launching an integrated **communication campaign** (especially on social networks)
- running themed **webinars** as well as networking activities and communicating good practice for European promotion agencies and European Union Delegations
- organising activities for consolidating abilities and networking:
  - o particularly through **annual seminars on EU policy** to raise awareness of key aspects of the European Strategy for Universities and initiatives linked to the establishment of the European Education Area, among those involved in higher education in countries outside the European Union.
  - o additional annual seminars will be organised to facilitate bringing together European higher education institutions and their counterparts from various parts of the world.
  - o **training sessions on how to promote higher education** for European higher education institutions, with priority going to the least visible/active European institutions in terms of promotional activity

Europe is the **leading destination** for internationally mobile students, capturing **47 %** of global flows of these students in 2021, more than twice as much as the Americas (23%) in second place. In 2021, nearly **3 million** international students enrolled in European universities and higher education institutions, an increase of **36 %** over 5 years.

Source: [2024 Key Figures for international student mobility](#)

### Three new associate partners: Spain, Italy and Romania

During Phase 4 of this project, three national agencies will support the implementation of activities as associate partners: **SEPIE** (Spain), **Uni-Italia** (Italy) and **UEFISCDI** (Romania), particularly by contributing to outreach activities.

### In figures: Study in Europe Phase 3

Campus France has already been involved in the first three phases of the project (**2014–2017, 2017–2020 and 2020–2023**) and coordinated the second and third phases. In terms of this most recent one:

- **a series of** student fairs was organised; **17,000** visitors brought together with **406** European exhibitors
- a host of promotional activities, particularly through social networks: **230,000** followers and a reach of **27 million** on social networks; the **10** promotional videos hit **700,000** views on the networks and internet portal.



Phase 4 of *Study in Europe* allows Campus France and its partners to consolidate their own appeal strategy and, at the same time, bolster **the shared approach to promoting higher education**. This latest step will both consolidate the network of institutions while also reaching out to prospective future students from outside Europe. The strategy aims at securing the European Union's position as a leading destination for higher education worldwide.

## Campus France

The Campus France agency underpins the appeal of higher education in France and promotes it to international students. Its missions also include managing scholarships from French and foreign governments, supporting students and researchers with international mobility, managing the France Alumni network and analysing student mobility in France and around the world. The agency coordinates the Campus France Forum in France (370 institutions). Worldwide, it can call upon 275 Campus France offices, supervised by French embassies in 134 countries.

### Media contact

Judith Azema  
Director of Communications  
Tel. 06 50 48 94 03

