Relevant weaknesses of European Higher Education (EHE) have been highlighted by the research *Perceptions of European Higher Education in Third Countries* drew up by the Academic Cooperation Association (ACA) in response to a call for tender issued by the European Commission’s Directorate for Education and Culture.\(^1\)

In particular, the participation rate of Asian students in Erasmus Mundus Programme is still very low since their most favourite destinations are USA and Australia and European Higher Education is perceived by Asian students as less innovative, competitive and dynamic. Europe is perceived with less chances of employability either during the studies or post-graduation and even if European Higher Education Institutions (HEIs) are valorised for their tradition and cultural heritage, Asian students perceived diversities of languages and diversity of cultures as a barrier to communication. In conclusion, even if European Higher Education has a great potential (quality of education, tradition, internationally compatible degrees) it suffers from the lack of a unique brand, a clear European identity and an attractive synergy of diversities.

In line with these studies and the new programme *Erasmus 4 All*, tuBEMATES has been tailored to sustain students’ employability and foster collaboration between academic and business worlds. To achieve these results, Social Networking tools have been choosen to exchange information, experience and encourage self-promotion in a competitive labour market.

TuBEMATES Community contributed to enhance the visibility of Erasmus Mundus and intercultural exchange successful stories providing information actually hard to access through attractive

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tools and social virtual environment, such as a Video Sharing Community based on existing open source social networking engine (e.g. ELGG), tailored on specific project target group, university students.

Call for Tender - Apply to be the External Evaluator

The tender to select the External Evaluator in the tuBEMATES Project has been launched. The external evaluator is aimed at assessing the overall quality of the project, in particular the management process. If you are interested in working closely with us, please provide your documentation by the 15th of March 2014.

Video Trailer Competition has Started!

tuBEMATES partnership would like to invite you to join and assist on exciting Video Trailer Competition. It is aimed at promoting the tuBEMATES project worldwide. The competition encourages the production of videos and trailers worldwide. It is opened to the Erasmus Mundus (EM) students. They have to produce a video trailer. We are looking for student ideas to develop the story. Students are invited to submit their trailers by the 30th June 2014.

EU Workshop Barcelona 20 September 2013

Europe and Asia: How to ultimate mobility and collaboration? The first European meeting of tuBEMATES project has been held in Barcelona on the 20th of September 2013. The European workshop has faced important themes such as common Asian universities, flexible learning from European Cooperation. Guest speakers on Europe-wide higher education cooperation regional Gainer on Asia, the forthcoming Erasmus Mundus Program, Presentation of tuBEMATES, and finally the closure of the first phase of the project.

Figure 1. tuBEMATES project website www.tubemates-project.eu

Fig2. tuBEMATES Video Sharing Community http://elgg.tubemates-project.eu/
A *YouTube Channel* has been set up to disseminate and share impressions on EM students’ experiences\(^2\). In the first year project partners have recorded videos to promote the Programme, while in the second year a Transnational Video Trailer Competition has been launched. From February to June 2014, students, through short dynamic videos, were able to:

- contribute with real life trailers to disseminate the added value of Erasmus Mundus;
- promote mutual understanding and enrichment between different cultures;
- provide precious information and suggestions to forthcoming EM Students (Foreign University life, local habits, cultural background, language tips);
- promote themselves and the added value of foreign experience in the labour market among enterprises and business world;
- promote their culture and perspective through such video trailer recording it in English and in national language.

Thanks to this captivating transnational venture, European and Third Country EM Students were able to increase important transversal skills, essential in this changeable uncertain economic and political scenario. Competition has, in fact, reinforced key competences such as:

- social and civic competences;
- sense of initiative and entrepreneurship;
- cultural awareness and expression;
- language, digital and English skills.

Making the videos students approached to the Methodology of Digital Story Telling (DST), that has been used to promote transnational studies and the added value of EM programme as well as supporting students’ personal and professional growths.