



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**