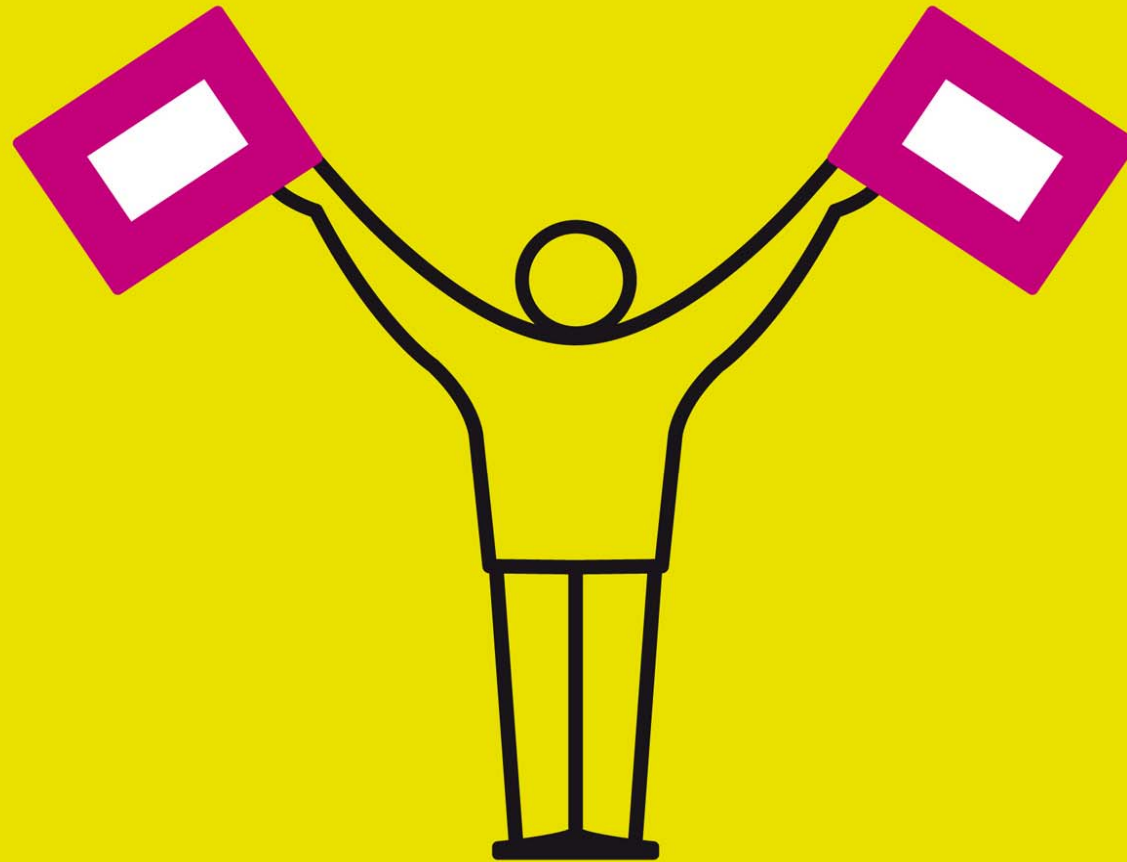


BalticStudyNet

Berlin Germany Copenhagen Denmark Södertörn Sweden Turku Finland
Tartu Estonia Riga Latvia Kaunas Lithuania Gdansk Poland



Marketing BSR Higher Education – The Model of BalticStudyNet

Bernd Henningsen · Humboldt University Berlin

Gdansk · October 2007

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Promoting BSR Higher Education Worldwide

1. BalticStudyNet in Brief
2. Perceptions of European Higher Education in Third Countries
3. BalticStudyNet Activities
4. Conclusions

BalticStudyNet

1. BalticStudyNet in Brief

BalticStudyNet

BalticStudyNet I (2005/2006)

Partners

- Humboldt University Berlin
- University of Turku
- University of Copenhagen

Aims

- mapping the BSR as a higher education area
- enhancing worldwide visibility

Activities

- conferences
- workshops
- summer school
- website www.balticstudy.net

BalticStudyNet

BalticStudyNet II (2007–2009)

Partners

- Humboldt University Berlin
- University of Turku
- University of Copenhagen
- Södertörn University College
- University of Tartu
- University of Latvia, Riga
- Vytautas Magnus University, Kaunas
- University of Gdansk

Aims

- information
- promotion
- branding

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BalticStudyNet II (2007–2009)

Aims and Objectives

- creating a trademark for higher education in the Baltic Sea Region and for area studies programmes related to the BSR
- communicating the BSR higher education trademark to international audiences, (North America, Russia, Caucasus/Central Asia, China, India, Australia)
- enhancing the attractiveness of the BSR as an academic destination
- attracting international students and scholars

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2. Perceptions of European Higher Education in Third Countries

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Perceptions of European Higher Education in Third Countries (*ACA Study 2006* key findings)

- Europe = a political entity and an economic union
- culture and higher education of lesser importance
- for many: Europe = mainly UK, GER, F
- smaller countries only visible within greater groups, e.g. BSR countries

- **Europe's major advantage:**
traditional universities, interesting cultural heritage
- **Europe's major disadvantage:**
English not a universal tongue
too few English-taught programmes

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Mare Europaeum

Summer School in Baltic Sea Region Studies (2006)

Observations:

- little previous knowledge of BSR among students
- pre-existing images largely shaped by Nordic countries
- specific interest in successful transformation experience
- single most impressive experience: Øresund Region
- new insights: English as *lingua franca* in the BSR
- thought-provoking: strong civil society; egalitarianism
- reflecting on the existence of a single BSR:
common history, economy → common identity?
- evaluation: 'Bad food, everything else was excellent'

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3. BSN Activities

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BalticStudyNet II (2007–2009)

Activities

- Lecture and Promotion Tours to six target regions:
North America, Russia, China, India, Caucasus/Central Asia, Australia
- Marketing tools:
 - Exhibition stand
 - Brochures, Flyers, Give-aways
 - Lectures on the BSR and its higher education sector
- Seminars for multipliers from third countries
- Textbook for BSR Studies for third country students

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4. Conclusions

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Marketing BSR Higher Education outside Europe

- **Europe**

The BSR needs to be framed as a distinctive region within the larger European context in order to gain global visibility.

- **E+W=B² (East + West = Baltic²)**

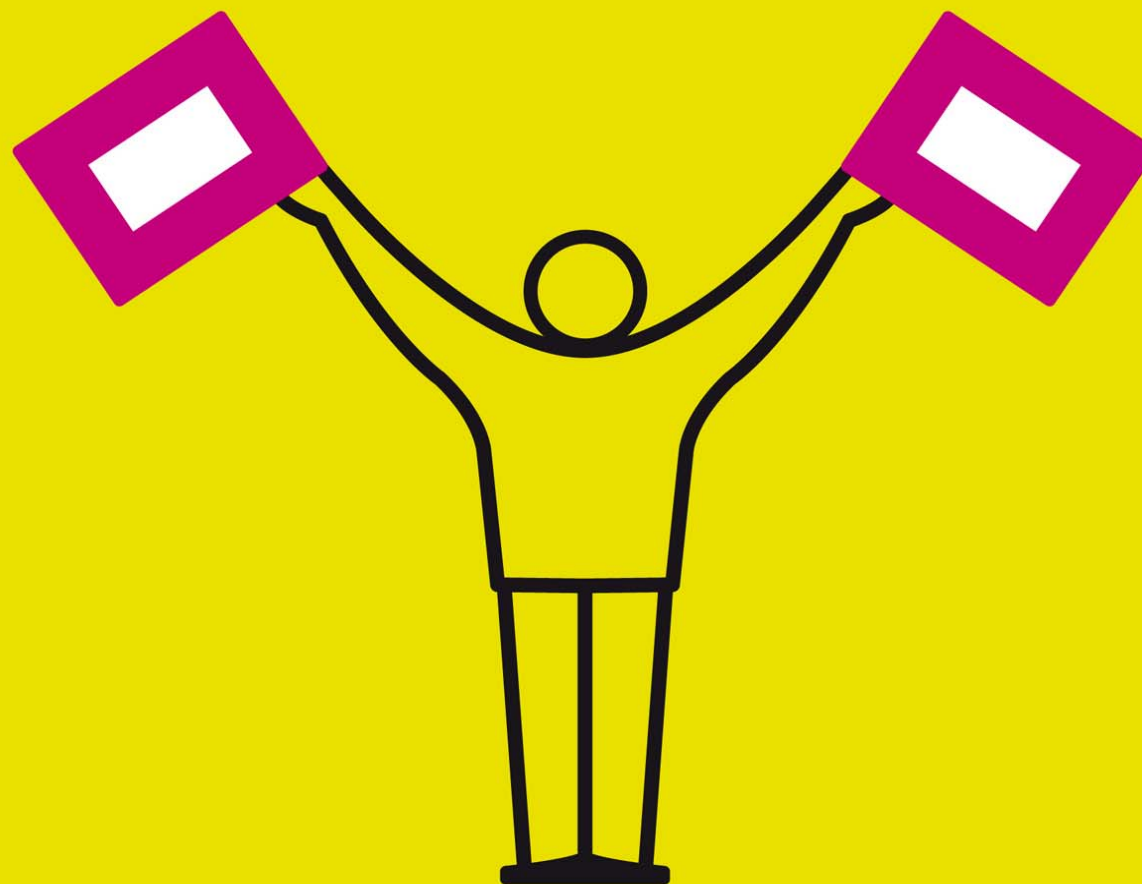
This “brand story” has so far proved to be the most appropriate, credible, and authentic way for creating a positive image of the BSR.

- **Mobility**

Cross-border mobility, in the sense of both transportation, communication and **education**, seems to be a particularly attractive asset of the BSR, which could be included into any kind of branding scheme.

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