Blended Mobility

Information for companies

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Do you have an idea of an innovative project?

You would like to have a prototype first?

You would like to develop the prototype
by a creative international team?

Blended mobility is something for you!

Blended Academic International Mobility

- Blended Academic International Mobility (B-AIM)a
- Erasmus+ strategic partnership
- 3 years, October 2015 to September 2018
- 10 partners
  - several study areas: Computer Engineering, Arts, Business, Marketing
  - several stakeholders: HEI, Associations, Companies.

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Partnership

P01 – IPP, **Instituto Politécnico do Porto**, Portugal

P02 – USiegen, **Universität Siegen**, Germany

P03 – GCU, **Glasgow Caledonian University**, United Kingdom

P04 – EAEC, **European Association of Erasmus Coordinators**, Cyprus

P05 – GISIG, **Geographical Information System International Group**, Italy

P06 – UPB, **Universität Paderborn**, Germany

P07 – Odisee, **Odisee Technologiecampus - Ghent**, Belgium

P08 – FHJ, **Fachhochschule Joanneum**, Austria

P09 – LUCA, **LUCA School of Arts**, Belgium

P10 – TEICrete, **Technological Education Institute of Crete**, Greece

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B-AIM concept

- Student team of **16 students** from 8 European colleges / universities
- **Multidisciplinary** (business, IT, design / arts, management)
- **2 physical meetings** of 5 days
- **4 months** *virtual* collaboration
- **Real-life project assignment** in a close collaboration with a **company**

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Why B-AIM?

- Projects & internships boosts employability of young graduates
- An international experience has positive effects on the student's hard & soft skills

- **Students do not go on a (Erasmus) mobility because:**
  - Costs
  - Missing a job opportunity through a local internship
  - Fear of a longer period abroad
  - Social impact on their local life
  - Not possible through illness, family, sports, …

➔ **Blended mobility does not have these disadvantages**

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Goals of B-AIM

Structural

- Awareness Blended Mobility
- Promote internationalization in education
- Implementing and testing of Blended Mobility

Pedagogical

- Ensure wider employability of students
- Promoting international experience of students
- Strengthen critical and professional mindset
- Learn cooperation in a multidisciplinary context
- Enlargen soft skills

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What’s in for your company?

- An international team of 16 students is working for you for 4 months
- The multidisciplinary team approach generates a creative & innovative product
- A working prototype of an IT product *(web application, software, mobile application)*
- Branding & design for the product *(logo, colors, promotional materials)*
- Business & financial plan of the product
- A co-creation process where you can follow the project progress

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What do we expect from you?

- A challenging & open project assignment
- Preferable real-life & innovative assignment
- Your collaboration during the project run-time *(+- 2 hours / week)*
- Delivering hardware resources if necessary for the assignment (example: webserver, arduino, …)
- Attendance of one of the physical meetings
- Physical or virtual Attendance during the final presentation

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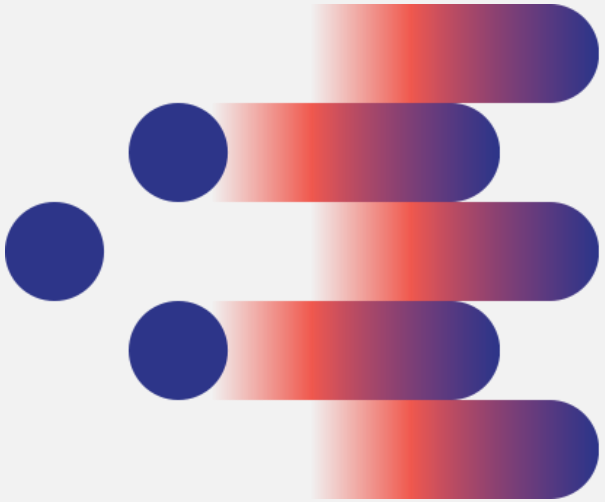

Questions?

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