

Title of the project

GoNorth! Enhancing Attractiveness of Higher Education in the Circumpolar North

Duration: 2 years

Summary description

The GoNorth project overall objectives are to increase awareness of circumpolar issues to people living outside the circumpolar region and strengthen and promote Northern education institutions in their role as major providers of knowledge about the North.

The specific objective is to promote the circumpolar region within Europe and in third countries as a destination for higher education.

Globalization is reflected in decisions made in political and industrial centres outside the circumpolar region. However, the effects of these decisions are felt directly in the North. GoNorth will target the future decision makers and professionals enabling them to acquire knowledge about the North from northern education institutions; so informed decisions can be made.

The six main outputs and their activities are:

1. The development of a marketing strategy activities:

Internal marketing strategy
External review of internal marketing strategy

2. Production of marketing materials activities:

Marketing materials printed and online

3. Promotion of northern education institutions activities:

Presentations at international educational conferences
Online advertising on educational web pages

4. Project management activities:

Development of future action plan, final project report and internal evaluation report

5. Evaluation and dissemination activities:

Dissemination using University of the Arctic, 90 Member network
Partner survey to evaluate the project
External evaluation report

Beneficiary

Universitetet i Tromsø, Norway

Breiviklia
9037 Tromsø
<http://uit.no>

Coordinator

Ms. Astrid Revhaug (astrid.revhaug@adm.uit.no)

Breiviklia
9037 Tromsø
Norway

Partners

Roskilde Universitet, Danmark
Lapin yliopisto, Finland
Oulun yliopisto, Finland
Luleå tekniska universitet, Sweden
Høgskolen I Finnmark, Norway
Scandinavian Seminar Group, Norway
University Centre of Svalbard AS, Norway
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