

Title of the project**BALANCE: Bologna – A Long-term Approach to New Certification in Europe****Duration:** 3 years**Summary description:**

The Balance Project is an ambitious pilot initiative with the objective of balancing academic mobility between Europe and North America, involving professionals in international offices (the target group) at a select group of universities in both regions. As key actors for improving and extending academic mobility, international officers play a crucial role.

The objective will be attained by carrying out a series of activities designed to strengthen the knowledge of European higher education systems and the Bologna Process in North America, and to reinforce links between international offices in both regions:

- An Information Campaign: delivering an information package and dedicated web pages on the European education reforms to international offices at North American universities;
- Four training seminars for selected North American international office administrators in Barcelona, Cambridge, Graz and Turku, followed by site visits at individual European universities;
- Two evaluation conference-type meetings in North America to assess outcomes, agreements and plan future co-operation.

The main expected outcome is increased mobility of North American students and academics towards Europe as a result of an improved knowledge of and interest in European higher education among North American universities.

Beneficiary

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AT - Karl-Franzens-Universität Graz
FI - Turun yliopisto
UK - University of Cambridge

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