



**#ERASMUSDAYS** • 13 & 14 October 2017  
*Coverage and impact*

625 events. 11 countries.

**What are you doing for #ErasmusDays?**



Document au 27/10/2017

**2018** The next edition of the #ErasmusDays takes place on 12 & 13 October 2018 **2018**

**Gouvernement** @gouvernementFR · 14 oct.  
 #ErasmusDays  
 Découvrez les événements prévus près de chez vous grâce à la carte de @gen\_erasmus  
 generation-erasmus.fr/erasmusdays/



**#ERASMUSDAYS**  
 Les 13 et 14 octobre  
 Participez à un événement pour les 30 ans du programme Erasmus +  
 portes-ouvertes, concerts, rencontres, expositions, etc.  
 Plus d'infos sur [generation-erasmus.fr](http://generation-erasmus.fr)

Génération Erasmus, Frédérique Vidal, Sup-Recherche-Innov et 4 autres



MINISTÈRE DE L'ENSEIGNEMENT SUPÉRIEUR, DE LA RECHERCHE ET DE L'INNOVATION



# Contents

THE #ERASMUSDAYS IN EUROPE .....	7
THE PARTNERS .....	10
THE MEPS INVOLVED DURING THE #ERASMUSDAYS:.....	11
AGENCY SUPPORT FOR EVENT ORGANISERS .....	12
MOBILISATION OF REPRESENTATIVES FROM THE FRENCH NATIONAL AGENCY.....	13
MEDIA COVERAGE & IMPACT .....	16
GÉNÉRATION ERASMUS WEBSITE TRAFFIC.....	24
1987 – 2017: ERASMUS + CELEBRATES ITS 30 <sup>TH</sup> ANNIVERSARY.....	26
COMMUNICATION CONTACTS.....	28

As part of the 30<sup>th</sup> anniversary of the Erasmus+ programme in 2017, the Erasmus+ France / Education & Training Agency coordinated two European days dedicated to projects, stakeholders and citizens: the #ErasmusDays on Friday 13<sup>th</sup> and Saturday 14<sup>th</sup> of October, 2017.

The #ErasmusDays took place under the distinguished patronage of **Emmanuel Macron, the President of the French Republic**. They have expanded to 10 other European countries: Austria, Belgium, Cyprus, Germany, Italy, Malta, Norway, Poland, Romania and Spain.

This European festival involved stakeholders from professional circles, associations, the media, institutions and politics in over **655 events**.

Actively supported by our Agency, the Erasmus + project leaders were completely free to create an event they could call their own. They were creative and ambitious, offering a wide variety of events such as photo exhibitions, concerts, theatrical productions, radio shows, inaugurations and installation of plaques, sports events, treasure hunts, open days, signing new European partnerships, 'Back to School' events, meetings with elected representatives, collecting beach litter, political conferences, Erasmus stopovers and hackathons. So many activities to showcase the Erasmus + projects and their impact in the territories and in every sector:

- 160 events in higher education
- 159 events in the school education sector
- 150 events in the vocational education and training sector
- 25 events in the adult education sector
- 131 events linked to "cross-sector" projects

25 events were in the agricultural education sector, 11 in the culture sector and 11 connected with youth and the European Voluntary Service.

The #ErasmusDays provided an opportunity to:

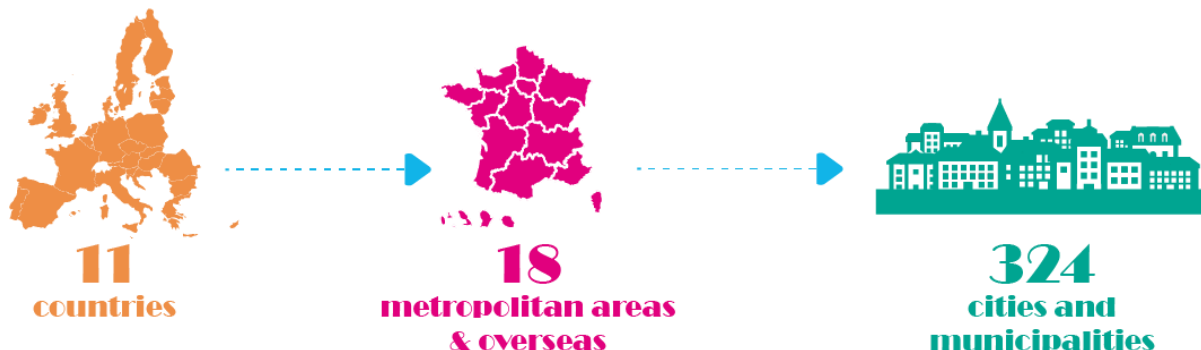
- celebrate Europe thanks to **Erasmus, a major European achievement for the French citizens** (according to a BVA survey published in May 2017)
- provide concrete illustrations of the Erasmus + projects and let **European citizens** have their say
- **involve the territories** and all the local actors (public and private institutions, businesses, local governments, associations, decision-makers and the media)
- unite the countries in Europe and throughout the world around the Erasmus brand, in the context of the next programme preparation (after 2020) **for a "broader Erasmus"** (speech of the French President Emmanuel Macron on 26/09/17).

Over **50 million people** experienced these #ErasmusDays thanks to the media and the social networks.

<< THE NEXT EDITION OF #ERASMUSDAYS WILL BE HELD ON 12 AND 13 OCTOBER 2018 >>

# The #ErasmusDays, a new European event

On the 13<sup>th</sup> and 14<sup>th</sup> of October this year, **625 events** were held in **11 European countries** during the #ErasmusDays, in Austria, Belgium, Cyprus, France, Germany, Italy, Malta, Norway, Poland, Romania and Spain.



Several thousand beneficiaries of the Erasmus + programme, including schoolchildren, students, apprentices, trainees in vocational training and instructors, shared their experience abroad with audiences interested in mobility.

In over 320 towns and cities across Europe, Erasmus + project leaders organised events to promote mobility and highlight their initiatives and their impact in the territories and sectors. Every sector benefiting from the Erasmus + programme was represented, including primary and secondary education, higher education, vocational training and adult education. Institutes for agricultural education and culture were also involved.

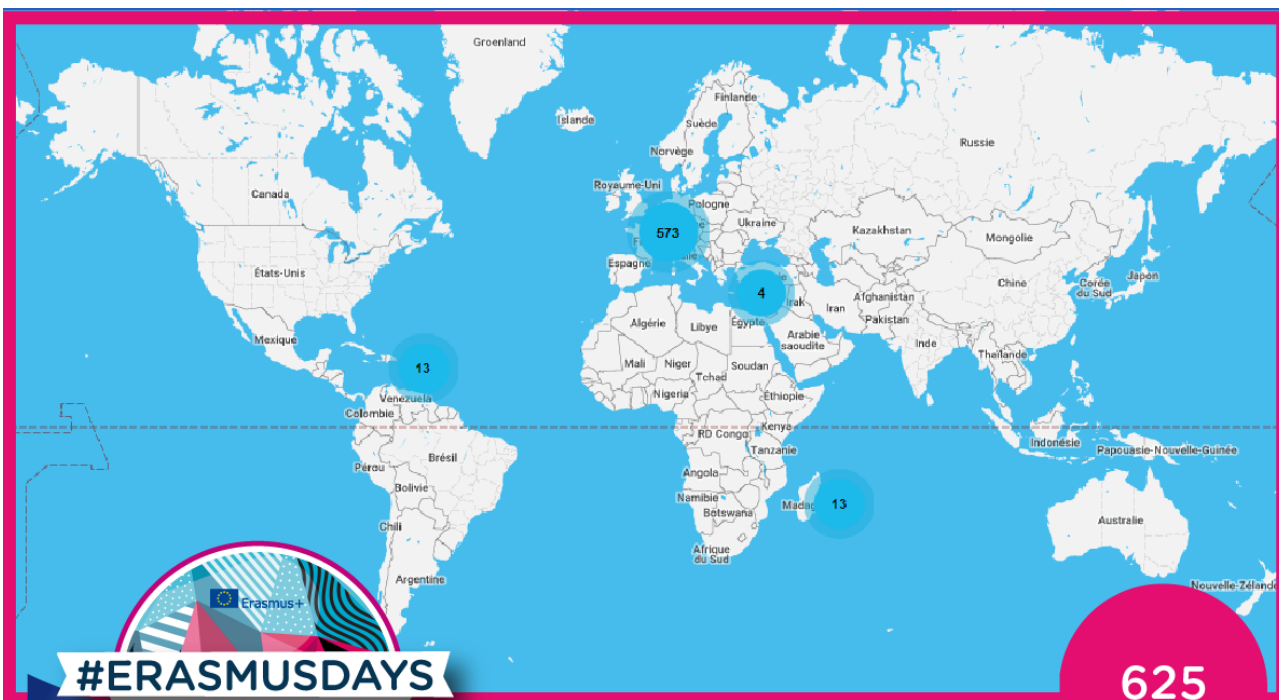
## THE EVENTS: MEETINGS, EXCHANGES AND CELEBRATIONS

The #ErasmusDays events were diverse and upbeat, reflecting the diversity and creativity of the organisers : featured photo exhibitions, concerts, theatrical productions, radio shows, inaugurations and installation of plaques, sports events, treasure hunts, open days, the signing of new European partnerships, 'Back to School' events, meetings with politicians, collecting beach litter, political conferences, Erasbus stopovers and hackathons, among others. The events were registered on the #ErasmusDays map: [www.erasmusdays.eu](http://www.erasmusdays.eu)



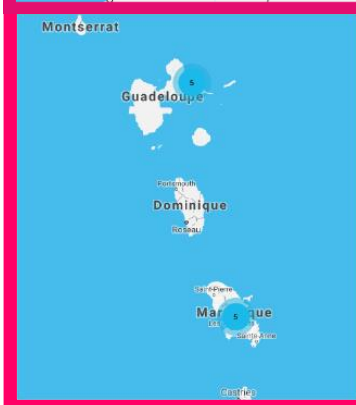
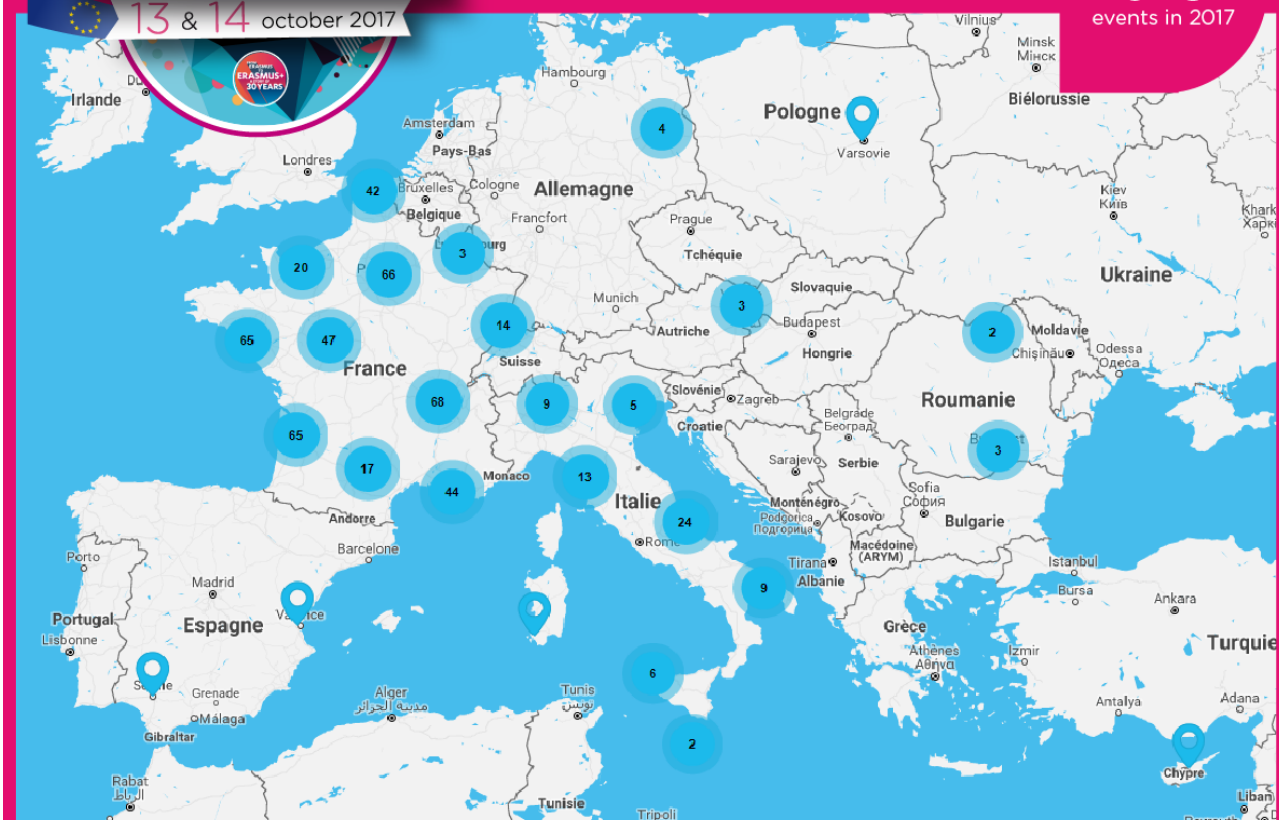
## THE VENUES: THE EDUCATION AND TRAINING LANDSCAPE IN EUROPE

The #ErasmusDays took place on campuses, in lecture halls, in the cities and towns centres and in youth and learning centres. Some organisations opened their doors and they all gathered their audiences together around different type of international mobility (studies, traineeships, training, etc.). Pupils' parents and families were also involved.



**#ERASMUSDAYS**  
13 & 14 October 2017

**625**  
events in 2017



# The #ErasmusDays in Europe

Initiated by France – as was the ‘Fête de la Musique’ in 1982 – the #ErasmusDays aim to expand across the whole of Europe and beyond as the Erasmus + programme also finances mobilities outside Europe. Ten other countries participated in the first edition.



## GERMANY

The Info Café Berlin-Paris in Berlin set the table for a “disco soup” evening on the 13<sup>th</sup> of October to raise young people’s awareness on food wastage. In Dresden, the French Institute provided students and apprentices with information about study and traineeship opportunities.



## AUSTRIA

The House of the European Union in Vienna organised a photo exhibition on the theme of mobility students’ university rooms, their first independent living space in a foreign city.



## BELGIUM

In Brussels, the European Regions Foundation for Research, Education and Training (FREREF) organised a “Freref Day” to engage a reflexion on the territorial impact of Erasmus + projects on training-employment pathways.



## CYPRUS

The French Embassy in Cyprus produced an interwoven cameo film of Erasmus + students. This film was posted online during the #ErasmusDays.



## SPAIN

In Valencia, the Salvador Gadea School organised virtual meetings and a “*laboratorios de humanidad*” with its 5 European partners.



## ITALY

**Over seventy events were organised in Italy including some big Italian cities from the north down to Sicily.** In Naples, the *Federazione Nazionale Insegnanti Centro di iniziativa per l’Europa* (FENICE) organised meetings on the 13<sup>th</sup> and 14<sup>th</sup> of October on MOOCS, language learning and mobility. The Nocera Superiore School organised a festival on “Music at school, a tool for inclusion”.



## MALTA

Pupils from a French vocational college and the Marco Polo youth hostel organised a beach clean-up on Saturday 14<sup>th</sup> October. The aim was to collect 30 kilos of litter on Malta beaches following the tourist season.



## NORWAY

Erasmus+ Norway Agency (SIU) organised a photo competition on the social networks.



## POLAND

The foundation in charge of the EPAL platform (adult education) in Poland organised a photo exhibition based on an inter-generational project for the inclusion of the visually impaired people.



## ROMANIA

In Bucharest, the French Institute of Romania organised an online photo competition entitled “My Erasmus + experience in France”. The winners were announced on the 13<sup>th</sup> of October, as part of the #ErasmusDays.

The Agency has registered all of these #ErasmusDays events on [www.erasmusdays.eu](http://www.erasmusdays.eu)

## Events throughout France

The Erasmus+ France / Education & Training Agency supported the event organisers. Across the whole of France, its representatives were involved in explaining the offer and the opportunities provided by the Erasmus + programme.



In **Marseille**, the **Provence-Alpes-Côte d'Azur** region invited its apprentice training centres (ATC) to an “Erasmus + day” for apprentices. On the programme were people giving their account of their mobility, sharing experiences, round tables and conferences followed by practical workshops in the 16 centres leading the Erasmus + projects in the region. **Jean Arthuis**, MEP and special representative for **learning**, and **Martine Reicherts**, European Commission Director-General for Education, Culture and Sport spoke at this event.

The **Lyon COMUE**<sup>1</sup> celebrated the 30<sup>th</sup> anniversary of Erasmus+ during a weekend of conferences, music and sport. At the University of Lyon, Dominique Wolton, Head of Research at the CNRS institute for communication sciences, highlighted the positive outcome of the Erasmus+ programme. Another conference with **Michel Barnier**, the European Commission’s chief Brexit negotiator, was held at the Catholic University of Lyon.



**ICC France:** The Morbihan Chamber of Commerce and Industry and the Vannes hotel school showcased the experience of their cellar men who went on a work placement in Scotland. The Maine and Loire Chamber of Commerce and Industry and the Eurespace ATC in Cholet organised meetings involving their apprentices in the final year of their Vocational Baccalaureate in Commerce who went to Dublin on an immersion course. At Guéret, the Chamber of Commerce and Industry ATC of La Creuse department organised a photo exhibition. The Le Mans Sarthe ICC ATC gave an insight into mobility in the BTS and Vocational Baccalaureate courses.

The Cayenne **Employment Agency** (Guiana) held an “expat generation – they dared to adventure” discovery evening at the Eldorado Cinema. The Dijon branch of the French National Employment Agency provided information on its mobility offering on the Erasmus tour stopover, on Friday 13<sup>th</sup> October at the University of Dijon plaza. The Noisy-le-Grand branch of the French National Employment Agency set up an online web conference on “A professional experience in Europe: will you be the next?” during the #ErasmusDays.

At the University of **Strasbourg**, a **classical concert** was given by the Erasmus + Italian orchestra. This concert was preceded by a conference on the future of the Erasmus + programme and on teacher and administrative staff mobility. This event was attended by Sara Pagliai, coordinator of the INDIRE Agency in charge of the Erasmus + programme in Italy and Laure Coudret-Laut, director of the French Erasmus+ Agency.



<sup>1</sup> The Lyon Community of Universities and Higher Education Establishments has 12 founder members: Universities Lyon 1, Lyon 2, Lyon 3, Jean Monnet (Saint-Etienne), ENS Lyon, INSA Lyon, Sciences Po Lyon, Centrale Lyon, ENISE (Saint-Etienne), ENTPE, VetAgroSup and the CNRS; and 19 associate members.



Located in the Priority Education Network (Paris 18<sup>th</sup> arrondissement) and with 65% of its pupils from disadvantaged families, the **Hector Berlioz School** presented its partnership project with schools in Edinburgh and Madrid: “Inclusive European citizenship: *No One Offside*”.

The **Paris Descartes Faculty of Medicine** and the University Department of Nursing showcased their Erasmus + mobilities by distributing and reading ‘*Conte-moi l’Europe*’ in paediatric wards in Paris hospitals, a compilation of traditional tales and songs chosen by inbound and outbound Erasmus + students.

The **Poitiers Conservatoire** organised a **public rehearsal of the symphony orchestra**. A large number of pupils in this orchestra had the chance to take part in an Erasmus + project in 2014-2016 in partnership with the Motril Conservatoire (Spain).

In Metz, the **Ecole Supérieure d’Art** of Lorraine exhibited work produced by its students who have been on an Erasmus + mobility, including writing, photos, drawings and videos.

In Toulouse, the **Regional Chamber of Trades and Crafts of the Occitan / Pyrenees-Mediterranean region** held a talk entitled “European mobility: what are the advantages for crafts?”

In Angers, the Nantes Education Authority and the Pays de la Loire Regional Department for Food, Agriculture and Forestry offered French state secondary schools and **agricultural education** institutions a training day on upgrading skills acquired in the context of their European projects.

The Guiana **agricultural college** hosted the European partners of its Erasmus + projects (Spain, Denmark and Portugal).

In Ajaccio, the Finosello **vocational college** held an event attended by Sylvie Guillaume, vice-president of the European Parliament, and the Mayor of Ajaccio, organised by its Junior Ambassador students and featuring a presentation of their work, a certificate presentation ceremony and the installation of the Erasmus + plaque.

In partnership with the Erasmus Student Network association (ESN France), **the Erabus** continued its tour of France during the #ErasmusDays. On the 13<sup>th</sup> of October it was in Dijon and Brochon and on the 14<sup>th</sup> it was in Strasbourg.



## ON THE WEB:

Students, school pupils, apprentices, high school students, teachers, instructors, job-seekers and anyone else who has benefited from the Erasmus + programme or is preparing for their mobility shared their experiences on social networks by publishing photos or comments with the **hashtag #ErasmusDays**.

A digital kit with visuals and logos matching the campaign’s colours was available on the website <http://erasmusdays.eu/>. The Erasmus+ France Agency also passed information on the #ErasmusDays on its Twitter and Facebook accounts.



## The partners

A unifying event founded on local involvement, the #ErasmusDays brought together a large number of institutional and media stakeholders in France and in Europe.

### INSTITUTIONS



INDIRE is the National Institute of Documentation, Innovation and Educational Research in Italy. It acts as the national Italian agency for the Erasmus + programme, for the school education, higher education and adult education sectors. As such, it also coordinates the collaborative eTwinning platforms, for exchanges between schools, and EPAL, for adult learning in

Europe. Contact: [erasmusplus@indire.it](mailto:erasmusplus@indire.it)



The Franco-German Youth Office (FGYO) is an international organisation for French-German cooperation which is located in both Paris and Berlin. Created in 1963, the Office's mission is to foster relationships between the young people in both countries.



**Mouvement  
Européen  
France**

The European Movement – France has been involved in stimulating public debate on Europe since 1949. The association brings together thousands of volunteers in over 50 local divisions, twenty or so national associations and a college of qualified individuals. The heir to the spirit of Europe's founding fathers, the Movement is the leading player in French civil society on European issues.

### MEDIA



## The MEPs involved during the #ErasmusDays:



Jean Arthuis (PACA region - Marseille)



Guillaume Balas (Turquetil 'Lycée des Métiers' Fashion College)



Michel Dantin (Chambéry Youth Info Point)



Nathalie Griesbeck (Lorraine Art School)



Françoise Grossetête (Catholic University of Lyon)



Sylvie Guillaume (Finosello Vocational College in Ajaccio)



Marc Joulaud (Touchard Washington High School in Le Mans)



Elisabeth Mortin-Chartier (represented by Bernadette Vergnaud in Angoulême)



Franck Proust (Red Cross IRFSS, Nîmes)



Michèle Rivasi (Europe House, Drôme/Ardèche)



Marie-Christine Vergiat (Ferdinand-Buisson Vocational College)



# Mobilisation of Representatives from the French national Agency

**18 representatives were mobilised** to represent the French Agency nationally at various events, such as conferences, special Erasmus+ programme days, meetings and round tables.

These representatives visited a variety of organisations, including universities, schools, regions, high schools, Coremob and information points for careers and Europe (CIDJ – Youth Documentation and Information Centres)



## BACK TO SCHOOL

Throughout this celebratory year for the 30<sup>th</sup> anniversary of Erasmus, Erasmus+ French Agency representatives have been working in establishments with issues that have little to do with Europe and international mobility to present the programme and the opportunities it offers.

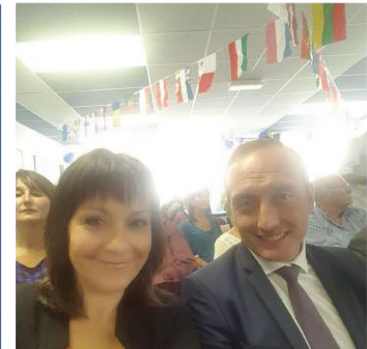
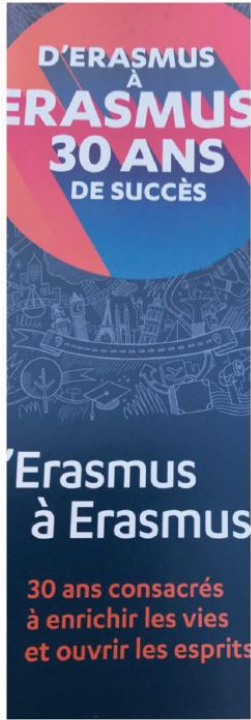


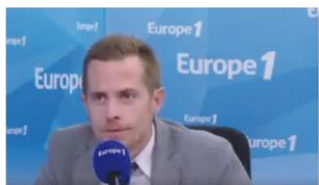
Six representatives participated in 'Back to School' events for the #ErasmusDays:

- The '2<sup>nd</sup> chance' school in Toulouse
- Paul Langevin Primary School in Aubervilliers
- Beaupeyrat Institute/ Marcel Pagnol High School in Limoges
- MFR des Charentes at Cherves Richemont
- Escholiers de la Mosson secondary school in Montpellier
- Jean Boucheron secondary school in Castillonnes

The representatives addressed **450 pupils**, and also had the chance to talk to the teachers and principals about setting up Erasmus + projects.







# MEDIA COVERAGE & IMPACT

## Media coverage



**255**  
media hits

equivalent purchase  
of advertising space



**1.5**  
million Euros



**11.5**  
million contacts  
made



France Inter, 6 am and 10 am news bulletins, **Sonia Bourhan**  
#ErasmusDays at the Hector Berlioz Secondary School (Paris, 18<sup>th</sup>),  
13/10/2017

**franceinfo:**

France Info, 12-14 presented by **Ersin Leibowitch**, “News at 1.10 pm”  
Interview with Laure Coudret-Laut (13/10/2017)



The Erasmus programme celebrates its 30<sup>th</sup> anniversary (13/10/2017)  
[http://www.francetvinfo.fr/societe/education/le-programme-erasmus-fete-son-trentieme-anniversaire\\_2417885.html](http://www.francetvinfo.fr/societe/education/le-programme-erasmus-fete-son-trentieme-anniversaire_2417885.html)

**Le Monde.fr**

“International studies, friendships, babies... on the occasion of the **Erasmus Days**, organised on Friday and Saturday in ten countries, an overview of a popular programme.” (13/10/2017)  
[http://www.lemonde.fr/campus/article/2017/10/13/tout-savoir-sur-erasmus-qui-fete-ses-30-ans\\_5200504\\_4401467.html#gZ4FxUZp7eo4KU24.99](http://www.lemonde.fr/campus/article/2017/10/13/tout-savoir-sur-erasmus-qui-fete-ses-30-ans_5200504_4401467.html#gZ4FxUZp7eo4KU24.99)

**LesEchos**  
**WEEK-END**

“Celebrate to unite: Launched by the Erasmus+ France Agency, the first edition of the **ErasmusDays** will celebrate the programme’s anniversary this weekend, completing the festivities organised for this anniversary.” (13/10/2017)  
[https://www.lesechos.fr/13/10/2017/LesEchosWeekEnd/00094-011-ECWE\\_l-europe-sans-frontieres-d-erasmus.htm?texte=erasmus](https://www.lesechos.fr/13/10/2017/LesEchosWeekEnd/00094-011-ECWE_l-europe-sans-frontieres-d-erasmus.htm?texte=erasmus)

**Le Point**

“The **Erasmus Days** should continue in 2018 and could eventually become “a second opportunity for celebrating the benefits of European cooperation. (...) These events should above all nurture vocations.” (13/10/2017)  
[http://www.lepoint.fr/europe/erasmus-a-30-ans-l-heure-des-bilans-13-10-2017-2164139\\_2626.php](http://www.lepoint.fr/europe/erasmus-a-30-ans-l-heure-des-bilans-13-10-2017-2164139_2626.php)





“The #ErasmusDays rely on volunteers. In over 110 towns and cities across Europe, Erasmus + project leaders are organising events for promoting mobility and showcasing their initiatives and their impact in the territories and the sectors.” (10/10/2017)

<https://start.lesechos.fr/continuer-etudes/etudier-a-letranger/erasmusdays-deux-jours-pour-feter-l-europe-de-la-mobilite-9798.php?DIUO8Lk6vH9J2Htz.99>



“Apart from the institutional events (conferences, round tables, etc.) the ErasmusDays will have celebration at the top of their agenda, with exhibitions, concerts and theatrical productions.” (12/10/2017)

[http://etudiant.lefigaro.fr/article/erasmusdays-le-programme-des-festivites-des-13-et-14-octobre\\_9ff99aba-ae74-11e7-9d3f-b1c8279c454b/](http://etudiant.lefigaro.fr/article/erasmusdays-le-programme-des-festivites-des-13-et-14-octobre_9ff99aba-ae74-11e7-9d3f-b1c8279c454b/)

Society & Politics by 



“The "Erasmus Days" were organised on the 13<sup>th</sup> and 14<sup>th</sup> of October to represent a "personified" Europe and to promote mobility for all. (...) They are 48 hours for demonstrating your attachment to Erasmus.” (13/10/2017)

<http://speech.konbini.com/news/erasmus-fete-ses-30-ans-aujourdhui/>



66 Minutes programme, ‘Etudiant Erasmus, la vie rêvée [Erasmus student, the dream life]’ (15/10/2017)

[https://www.6play.fr/66-minutes-p\\_825/grand-format-emission-du-15-octobre-c\\_11789350](https://www.6play.fr/66-minutes-p_825/grand-format-emission-du-15-octobre-c_11789350)



A million babies, collapse, Brexit... What’s true and what’s not about Erasmus, which is celebrating its 30<sup>th</sup> anniversary (13/10/2017)

<http://www.lci.fr/societe/million-de-bebes-faillite-brexit-le-vrai-du-faux-sur-le-programme-europeen-erasmus-qui-fete-ses-30-ans-2020727.html>



Laure Coudret-Laut interviewed live by Louis Laforge, at 6.40 pm + topics all day long (learning) (13/10/2017)

<http://www.francetvinfo.fr/en-direct/tv.html>



Europe 1, ‘Les Carnets du Monde’ by Sophie Larmoyer

Live interview with Lucas Chevalier (on 13/10/2017 at 6.10 pm)



RTL, news bulletin, Denis Granjou

Interview with Lucas Chevalier, a business school student at Bordeaux and with the director of an ATC in Libourne (33).

Coverage of different topics on the following radio stations:



## Institutional media



**Pôle Emploi, 10/10/2017**

Pôle emploi, the French National Employment Agency, is associated with the #ErasmusDays

<http://www.pole-emploi.fr/informations/pole-emploi-s-associe-aux-erasmusdays-@/article.jspz?id=563462>



Le Quotidien de la formation

**Quotidien de la formation, 11/10/2017**

Erasmus+ targets vocational training audiences

<http://www.actualite-de-la-formation.fr/le-quotidien-de-la-formation/articles-2017/erasmus-cible-les-publics-de-la-formation-professionnelle.html?mode=error&error=1>



**French Ministry of Higher Education, Research and Innovation, 13/10/2017**

#ErasmusDays

<http://www.etudiant.gouv.fr/cid119032/-erasmusdays.html>



**French Ministry of Foreign and European Affairs, 13/10/2017**

Erasmus Days: (re)discover the Quai d'Orsay exhibition in Paris and Marseille

<http://www.diplomatie.gouv.fr/fr/politique-etrangere-de-la-france/europe/evenements-et-actualites-lies-a-la-politique-europeenne-de-la-france/actualites-europeennes/article/journees-erasmus-re-decouvrez-l-exposition-du-quai-d-orsey-a-paris-et-marseille>



**Toute l'Europe, 12/10/2017**

The Erasmus Days: 2 days celebrating Erasmus+!

<https://www.touteleurope.eu/actualite/les-erasmus-days-2-jours-pour-feter-erasmus.html>

# Web impact



**7,200**  
#ErasmusDays  
references

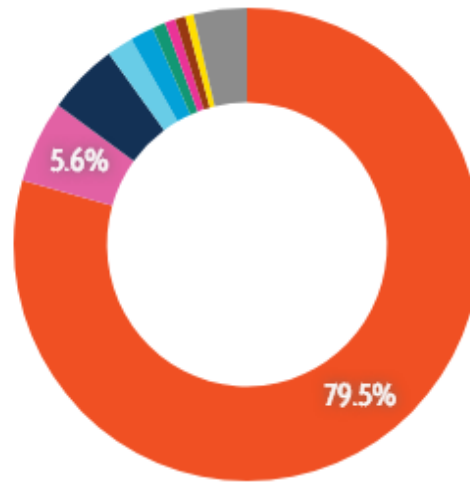


**8,100**  
people involved in  
#ErasmusDays

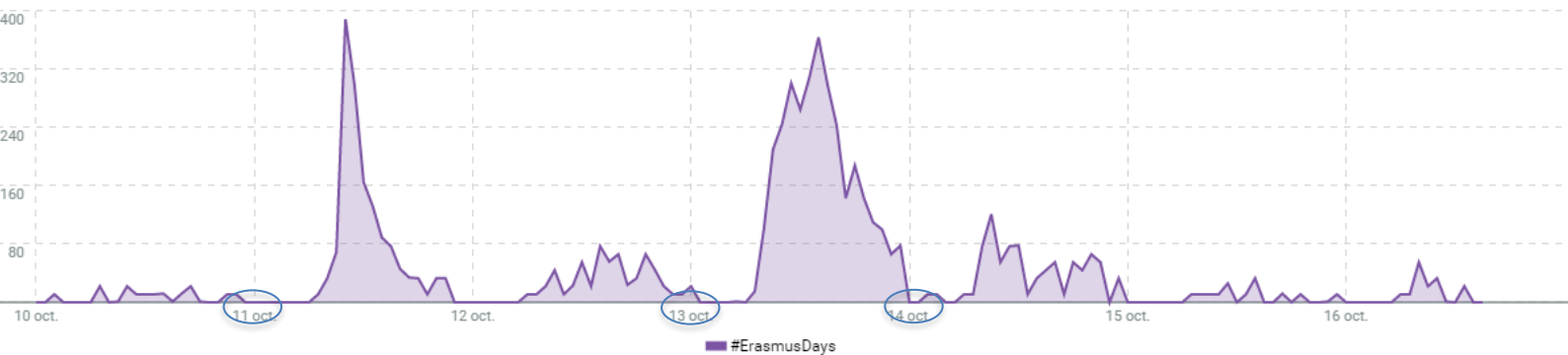


**42.7**  
million people  
reached

The hashtag #ErasmusDays was trending nationally on Twitter on Wednesday 11<sup>th</sup> October during the press conference and on Friday 13<sup>th</sup> October for the first day of the #ErasmusDays.



- France
- Italy
- United-States
- Spain
- Belgium
- Malta
- Canada
- Luxembourg
- Germany
- Other



# Personal accounts / selection



**Charlotte**  
@CharlotteLdst

Today, Erasmus is 30 years old ! My Erasmus experience was 4 years ago and is still the greatest experience of my life/ Thank you for making Europe a reality #ErasmusDays

09:33 - 13 oct. 2017

2 5



**Laura B.**  
@LauraB\_asm

The only problem with Erasmus is when you leave. Everyone asks you "When are you coming back?" I DON'T KNOW #ErasmusDays

12:43 - 13 oct. 2017

1 1



**Amandine** 🌸 @npaalacampagne · 13 oct.

En réponse à @gen\_erasmus @UEfrance et 9 autres

#Erasmus, one of my best years as a student and as a woman as well ! A school of life, sharing and diversity ! #ErasmusDays

3 5



**Lara** 🍁🌨️🌸 @Tiital · 13 oct.

En réponse à @gen\_erasmus @UEfrance et 9 autres

I did my Master's 1 in Norway and it's the best decision I've ever made !

1 6



**Thibaut Laurent** @\_ThibautLaurent · 13 oct.

En réponse à @gen\_erasmus @UEfrance et 9 autres

It's simply the best year of my life. The people I met, the trips, the memories #unforgettable ! So THANK YOU #ERASMUS

1 5



**David Morice** @David\_Mrce · 15 oct.

The message from @Thom\_astro to the pupils  
@ISAE official: Go and study abroad! Adapted for  
#ErasmusDays 🇪🇺 #StudyAbroad


















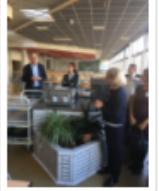








9 17






















**Cristina Popa** Yes, as a teacher. My pupils were thrilled to exchange with Italian pupils from Puglia. And at little expense. They were children from modest backgrounds. A big thank you to Italian colleagues and the Erasmus program.

J'adore · Répondre · Storify · Contacter · 4 · 14 octobre, 07:50

# Best tweets / impact

 <p><b>Génération Erasmus</b> @gen_erasmus a partagé une image</p>  <p>Jour J 😊 C'est les #ErasmusDays aujourd'hui et demain 🇪🇺. Parlez-nous d'Europe, de votre #Erasmus! Vous êtes nos meilleurs ambassadeurs! 😊 <a href="https://pic.twitter.com/LX2FRUCudr">pic.twitter.com/LX2FRUCudr</a></p> <p>publié le 13/10/17 à 08:40   Twitter   France   <a href="https://twitter.com">twitter.com</a></p>	 <p><b>CORRESP.</b> #ErasmusDays</p> <p><b>METRICS</b>  484  2.9K</p> <p>223 Retweets, 261 Likes Twitter, 2.9K Followers Twitter</p>
 <p><b>Nathalie Loiseau</b> @NathalieLoiseau a partagé un lien</p> <p>Erasmus, c'est 30 ans d'échanges et 5 millions d'étudiants qui sont devenus plus européens. Happy #ErasmusDays ! <a href="https://generation-erasmus.fr/agenda/erasmus...">generation-erasmus.fr/agenda/erasmus...</a></p> <p>publié le 12/10/17 à 14:06   Twitter   France   <a href="https://twitter.com">twitter.com</a></p>	 <p><b>CORRESP.</b> #ErasmusDays</p> <p><b>METRICS</b>  245  8.2K</p> <p>102 Retweets, 143 Likes Twitter, 8.2K Followers Twitter</p>
 <p><b>Génération Erasmus</b> @gen_erasmus a partagé une image</p>  <p>J-2 pour #ErasmusDays Avis à toute la @gen_erasmus, on compte sur vous pr témoigner et donner envie d'Europe à tous! <a href="https://generation-erasmus.fr/tout-savoir-su...">generation-erasmus.fr/tout-savoir-su...</a> <a href="https://pic.twitter.com/HnyMHC4ICO">pic.twitter.com/HnyMHC4ICO</a></p> <p>publié le 11/10/17 à 07:56   Twitter   France   <a href="https://twitter.com">twitter.com</a></p>	 <p><b>CORRESP.</b> #ErasmusDays</p> <p><b>METRICS</b>  163  2.9K</p> <p>87 Retweets, 76 Likes Twitter,</p>
 <p><b>Parlement européen</b> @PE_FRANCE a partagé une image</p>  <p>#Erasmusdays au Lycée Touchard-Washington au Mans interventions de @MarcJoulaud et @MKaramanli72 auprès des lycéens avec le @PE_FRANCE <a href="https://pic.twitter.com/sGGQnZVUIU">pic.twitter.com/sGGQnZVUIU</a></p> <p>publié le 13/10/17 à 16:32   Twitter   France   <a href="https://twitter.com">twitter.com</a></p>	 <p><b>CORRESP.</b> #ErasmusDays</p> <p><b>METRICS</b>  65  14K</p> <p>39 Retweets, 26 Likes Twitter,</p>
 <p><b>Erasmus+</b> @EUErasmusPlus a partagé une image</p>  <p>Vous avez bénéficié d' #ErasmusPlus ? Alors dites-le avec #ErasmusDays les 13 &amp; 14 Octobre! @ErasmusplusFR <a href="https://generation-erasmus.fr/erasmusdays/">generation-erasmus.fr/erasmusdays/</a> <a href="https://pic.twitter.com/wWPc52cKk8">pic.twitter.com/wWPc52cKk8</a></p> <p>publié le 11/10/17 à 09:00   Twitter   France   <a href="https://twitter.com">twitter.com</a></p>	 <p><b>CORRESP.</b> #ErasmusDays</p> <p><b>METRICS</b>  65  57.8K</p> <p>33 Retweets, 32 Likes Twitter,</p>

# Influencers / engagement

USER	POSTS	ENGAGEMENT	FOLLOWERS	IMPRESSIONS	EXPOSURE
 France Culture @franceculture franceculture.f...	1	80	510,729	510,729	517,812
 Les Echos @lesechos lesechos.fr/.....	1	66	1,068,522	1,068,522	1,077,647
 Cécile Carrez @madein_cc http://madeincc...	1	60	289	289	121,246
 Les Belles Années @lesbellesannees http://lesbelle...	1	43	256	256	30,703
 Frédérique Vidal @vidalfrederique enseignementsup...	1	35	8,095	8,095	83,320
 Sup-Recherche-Innov @sup_recherche enseignementsup...	1	34	64,709	64,709	604,450
 Erasmus+ @euerasmusplus http://ec.europ...	4	34	57,874	231,496	350,244
 CLEMI @lecllemi clemi.fr/.....	1	33	7,817	7,817	67,440
 Studio Europa @studio_europa http://bit.ly/Y...	1	30	1,084	1,084	53,847
 Commission Européenne @uefrance http://ec.europ...	1	27	33,560	33,560	38,365
 Centre Inffo @centreinffo centre-inffo.fr...	1	26	7,393	7,393	7,896
 Nathalie Loiseau @nathalieoiseau diplomatie.gouv...	5	25	8,202	41,010	1,124,290
 Canopé @reseau_canope reseau-canope.f...	1	24	28,248	28,248	33,858
 Parlement européen @pe_france europarl.fr.....	2	22	13,940	27,880	73,711
 Le Monde Des Artisans @mondedesartisans lemondedesartis...	1	21	2,378	2,378	29,134
 FOX NEWS @foxnews20935072 .....	3	21			11,975
 Gouvernement @gouvernementfr gouvernement.fr...	2	20	451,742	903,484	987,268
 Région Occitanie @occitanie laregion.fr.....	2	19	28,039	56,078	93,373
 UE in Italia @europainitalia http://ec.europ...	1	18	57,955	57,955	101,128

## Sponsoring of posts



**44,659** people reached

**267** likes

**33** comments / personal accounts:  
**students, apprentices, instructors, teachers and parents**

**225** retweets



**452,103** people reached

**3 300** likes

**249** comments / personal accounts:  
**students, apprentices, instructors, teachers and parents**

**676** shares

**Génération Erasmus**  
@gen\_erasmus

Jour J 😊  
C'est les #ErasmusDays aujourd'hui et demain 🇪🇺  
Parlez-nous d'Europe, de votre #Erasmus!  
Vous êtes nos meilleurs ambassadeurs! 🙌

08:40 - 13 oct. 2017

225 Retweets 267 J'aime

Commission Européenne, Erasmus+ Educ & Form, ESN France et 7 autres

19 225 267

**Génération Erasmus**  
Écrit par Claire Rousseau [?] · 13 octobre, 14:23 · 🌐

Vous avez bénéficié d'Erasmus+ ou vous allez en bénéficier ?  
Témoignez sur les réseaux sociaux  
les 13 et 14 octobre 2017  
#ErasmusDays

#ErasmusDays - 13 et 14 octobre

FB.COM

452 103 personnes personnes atteintes

J'aime Commenter Partager Hootlet

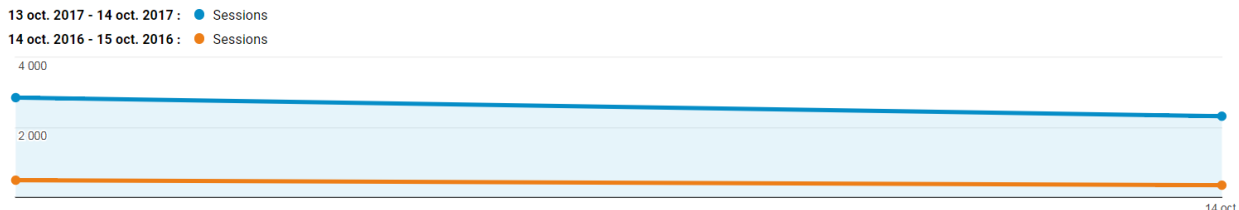
3,3 K Meilleurs commentaires ▾

676 partages 249 commentaires

# Génération Erasmus website traffic

## Number of sessions (unique visitors)

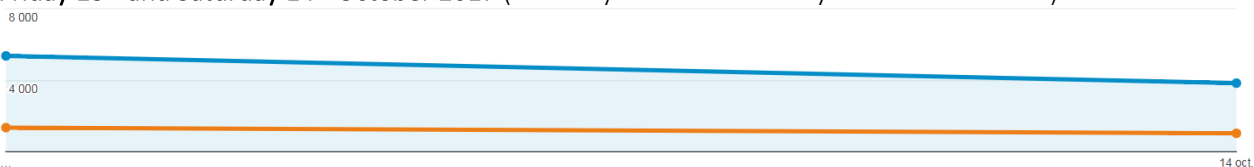
Friday 13<sup>th</sup> and Saturday 14<sup>th</sup> October 2017 (vs Friday 14<sup>th</sup> and Saturday 15<sup>th</sup> October 2016)



Increase in number of sessions: + 512.47%

## Number of pages viewed

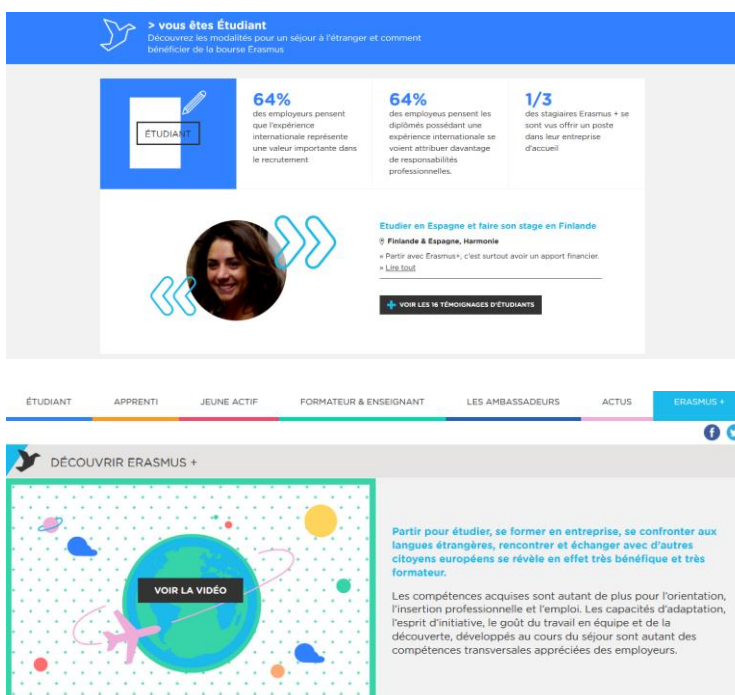
Friday 13<sup>th</sup> and Saturday 14<sup>th</sup> October 2017 (vs Friday 14<sup>th</sup> and Saturday 15<sup>th</sup> October 2016)



Increase in number of pages viewed: + 286.32%

## Pages viewed

Page	Pages vues
	9 179 % du total: 100,00 % (9 179)
1. /erasmusdays/	1 353 (14,74 %)
2. /	1 243 (13,54 %)
3. /sejour-bourse-erasmus-etudiant/	1 197 (13,04 %)
4. /tout-savoir-sur-les-erasmusdays/	868 (9,46 %)
5. /agenda/erasmusdays/	820 (8,93 %)
6. /erasmus-30-ans/	353 (3,85 %)
7. /bourse-erasmus-stage-apprenti/	303 (3,30 %)
8. /erasmus-stage-jeune-actif/	270 (2,94 %)
9. /erasmus/	226 (2,46 %)
10. /partenariats/	134 (1,46 %)

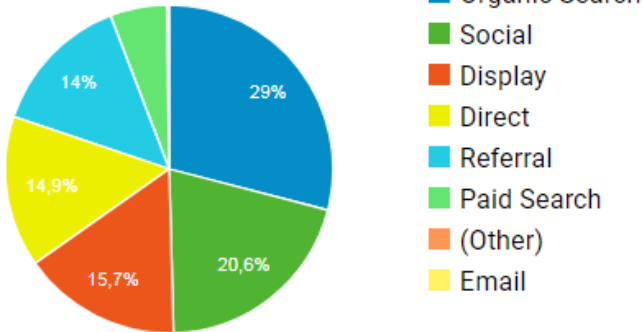


Although the “#ErasmusDays” and “30<sup>th</sup> anniversary” pages are obviously among the most viewed pages over these two days, the increase in traffic also benefited other content (especially “student”, “apprentice” and “young workers” pages).



# Traffic acquisition

## Main channels

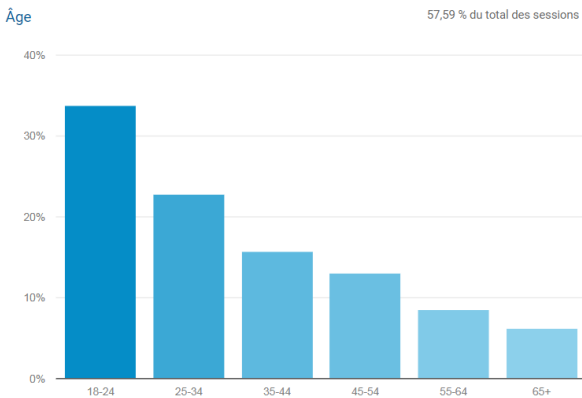


1. Organic Search	1 594 (30,91 %)
2. Social	952 (18,46 %)
3. Referral	812 (15,75 %)
4. Display	747 (14,49 %)
5. Direct	734 (14,23 %)
6. Paid Search	299 (5,80 %)

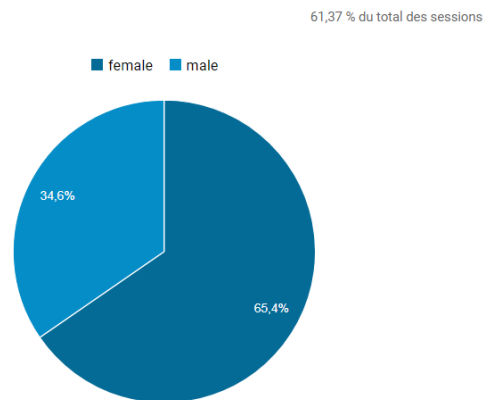
The proportion generated by social networks is considerably larger during the #Erasmusdays (+5,000% compared with the same period last year). The Adwords campaigns also attracted additional traffic (Display and Paid Search): they generated 20% of the traffic for these 2 days.

The referring websites (in order: Site agence-erasmus.fr, erasmusdays.eu, lepoint.fr, konbini.fr) also increased traffic (+160.26%).

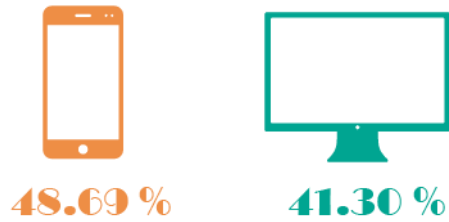
## Profile of users



## Sexe



## Viewing devices



For the first time, mobile phones were used more than computers for viewing.

## 1987 – 2017: Erasmus + celebrates its 30<sup>th</sup> anniversary

In 2017, Europe celebrates 30 years of a European success – Erasmus, which became Erasmus + in 2014. According to a BVA survey published in May 2017, the Erasmus programme is the top EU achievement mentioned spontaneously by the French (it came 3rd in 2014)<sup>2</sup>.

Since 1987, the education, training and youth programmes – today gathered together under “Erasmus +” – have benefited over 9 million Europeans, one million of them in France.

---

<sup>2</sup> Furthermore, the survey shows that 63% of French people (and 76% of people aged 15-29) would like to study, train or go on a work placement in another EU country. 59% would like Europe to play a bigger part in their everyday lives.

The actions have demonstrated openness to many different audiences and opportunities for social, civic and professional integration for students as well as for apprentices, job-seekers, teachers, instructors and administrative staff.



## COMMUNICATION CONTACTS

Erasmus+ France / Education & Training Agency

Lucas Chevalier

[lucas.chevalier@agence-erasmus.fr](mailto:lucas.chevalier@agence-erasmus.fr) – 06 74 79 50 79

### Press

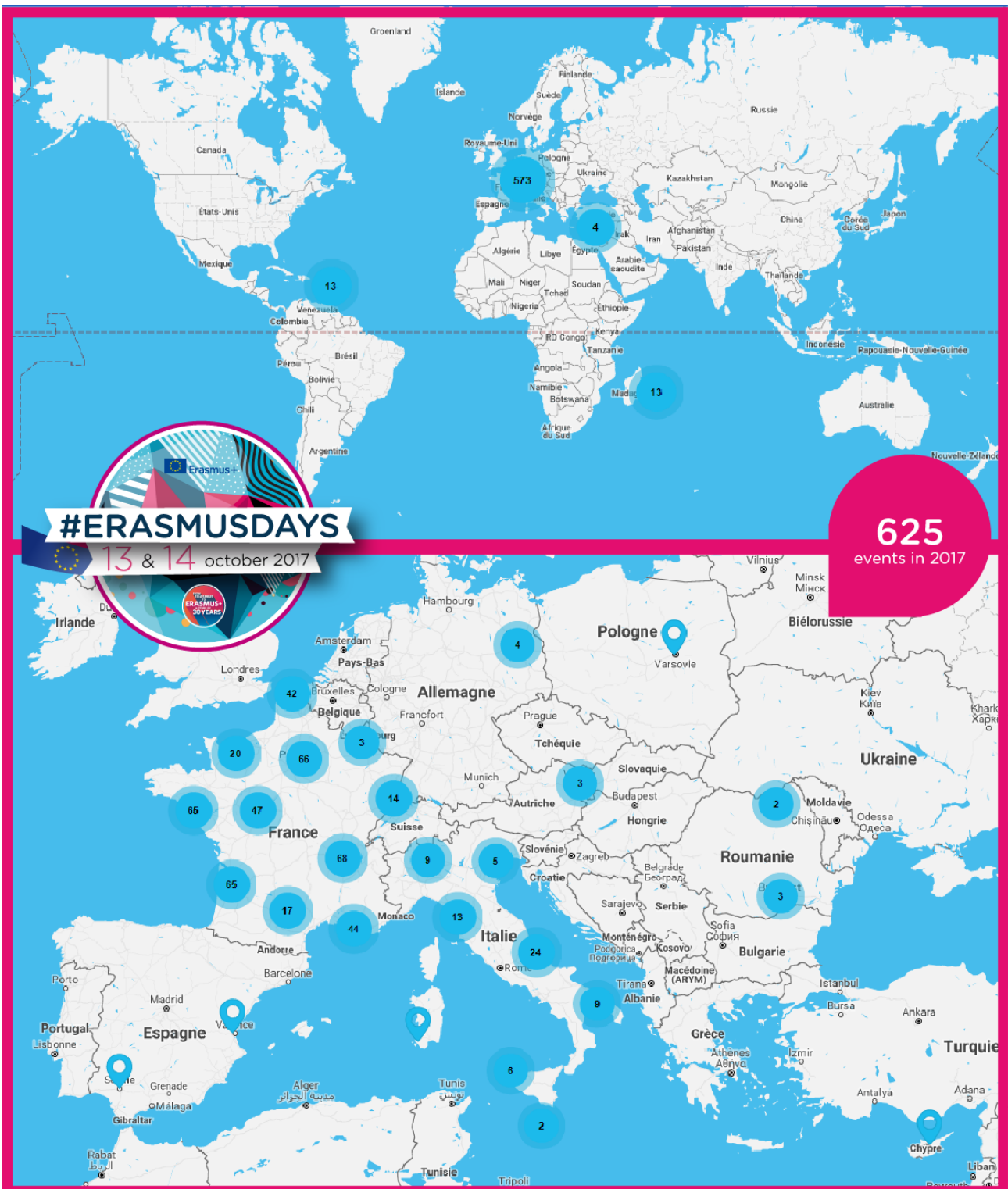
Anne-Sophie Brieux

[anne-sophie.brieux@agence-erasmus.fr](mailto:anne-sophie.brieux@agence-erasmus.fr) – 05 56 00 94 41 – 06 18 90 93 02

### Social networks

Claire Rousseau

[claire.rousseau@agence-erasmus.fr](mailto:claire.rousseau@agence-erasmus.fr) – 05 56 00 94 73



**2018** The next edition of the #ErasmusDays takes place on 12 & 13 October 2018 **2018**