



D16.3

INTERCULTURAL TOOLKIT AND ANNUAL CALENDAR



CHARM-EIGHT[∞] (CHARM-EU EXPANSION, INTER-INSTITUTIONAL CAMPUS, GOVERNANCE, HIGHER EDUCATION, TRANSFORMATION)

DELIVERABLE D16.3 – CHARM-EU: INTERCULTURAL TOOLKIT AND ANNUAL CALENDAR

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EXECUTIVE SUMMARY: INTERCULTURAL TOOLKIT AND ANNUAL CALENDAR

More than 900 individuals participated in the CHARM-EU Days 2024 “Bridging Cultures, embracing diversity”, hosted at Eötvös Loránd University in Budapest and other CHARM-EU partner universities. **This year's exceptional turnout was driven by the first ever CHARM-EU Cultural Festival,** held in conjunction with the Annual Conference. Altogether, the event recorded a total **aggregated attendance of 1,629 across more than 40 activities** organized in Budapest and other partner institutions.

All attendees enjoyed a vibrant, educational, and joyful celebration of interculturality, the key theme of CHARM-EU for 2024. The Annual Conference featured valuable insights from alliance members, staff from partner universities, students, and representatives of other European University alliances, focusing on education and interculturality. Complementing the conference, the Cultural Festival provided an immersive experience through a variety of activities, allowing participants to explore and engage with the diverse cultures within the alliance and beyond.

This is why **this interculturality toolkit begins with comprehensive reports on both events,** highlighting the sessions, activities, participation levels, social media outreach, and post-event feedback. **With record-high participation numbers, the social media outreach for CHARM-EU Days 2024 was equally remarkable, achieving a total reach of 92K across CHARM-EU's social media channels.** For the Cultural Festival, significant communication efforts were led by WP16 Communication and Dissemination, focusing on Instagram and Facebook to engage one of the primary target audiences: students. These efforts resulted in a reach of over 57.5K on Instagram and 2.5K on Facebook. Additionally, CHARM-EU Days 2024 targeted professionals in the higher education sector, including CHARM-EU members, staff from partner universities, representatives from the European Commission, and other European University alliances. To reach this audience, WP16 executed an extensive LinkedIn campaign, achieving over 26.4K impressions. Finally, due to limited engagement and outcomes on the social media platform X in past months, its use was reduced to the event days. Despite this, the channel still generated over 5K in reach during that period.

Based on the experiences of CHARM-EU Days 2024, WP16 Communication and Dissemination has compiled a white paper highlighting best practices, lessons learned, and recommendations for enhancing future CHARM-EU events. This document draws on feedback from the Annual Conference survey, an analysis of participation in the Cultural Festival's activities, feedback on those activities, social media performance data, and the team's own experiences in organizing these events. **The result is a comprehensive and meaningful white paper on intercultural events. We hope this resource will not only guide CHARM-EU in continuously improving its**

future events but also provide valuable insights for fellow alliances, offering practical input that can be applied to their initiatives.

The intercultural toolkit also features CHARM-EU's educational offering on interculturality: the **Intercultural Communication Course – Short Module**. This course was developed collaboratively by the Intercultural Preparation Knowledge Creation Team (KCT) and the Mobility Team (WP5) **to provide essential intercultural training for over 10,000 students from all CHARM-EU partner universities who participate in exchange programs annually.**

Now available on the CHARM-EU website as a new educational resource open to everyone, the course has been promoted through a **dedicated communication package** created by the Communication and Dissemination Team for **partner universities' international offices** to ensure broad dissemination within the institutions. To maximize visibility and engagement, WP16 will launch a **promotional campaign in December 2024 and January 2025**, targeting students at both the alliance and university levels. With this extensive outreach effort, we aim to generate significant interest and participation in the course.

In addition to the CHARM-EU Days 2024 and the Intercultural Communication Course – Short Module, the Communication and Dissemination Team (WP16) has embraced interculturality as a core value of the alliance by developing additional related content. This toolkit not only highlights existing articles and a podcast episode on interculturality but also outlines planned content for the coming months. While interculturality has been a central theme for CHARM-EU this year, it will remain a priority moving forward. **WP16 is committed to keeping this topic at the forefront, with continued efforts to raise awareness, support the dissemination of new modules, and reinforce interculturality as a fundamental CHARM-EU value.**

Finally, this toolkit features a **curated collection of resources related to interculturality and multilingualism**, including courses, language centres, and opportunities for language and cultural exchanges **offered by partner universities**. To centralize these resources, WP16 has created an **Intercultural Hub**¹ on the CHARM-EU website. With support from the Technology team (WP7), the hub includes a dedicated platform where students can access these resources and their links for further information. **This initiative aims to enhance access to intercultural opportunities and resources and latest interculturality news and events for students participating in mobility programs at CHARM-EU partner universities.** In the coming months, WP16 will launch a campaign at both the alliance and university levels to promote the

¹ <https://charm-eu.eu/about-us/our-hubs/intercultural-hub/>



Intercultural Hub. This outreach effort will ensure students are informed about the wealth of intercultural opportunities available to them.

1. CHARM-EU DAYS 2024 - BRIDGING CULTURES, EMBRACING DIVERSITY

1.1. Introduction

The CHARM-EU Days 2024 focused on the broad concept of culture and intercultural learning, embracing the richness of diversity within European University Alliances and celebrating it as a source of strength and inspiration.

Europe's culture is diverse and rooted in its art, architecture, traditions, cuisines, music, folklore, embroidery, film, literature, economics, philosophy and religious customs. European higher education reflects this rich diversity with various types of institutions representing differing geographical, historical, cultural and lingual perspectives. Operating in an intercultural and boundary-spanning atmosphere since its establishment European University Alliances are in a unique position that comes with both challenges and opportunities for unleashing creativity and building synergies for a more sustainable and inclusive future. While recognizing and building on the diversity of culture represented within their own community, Alliances are also expected to reflect European values and identity and simultaneously harness connections with partners outside Europe.

The Annual Conference provided an opportunity to reflect on the meaning and practice of intercultural learning and to examine the overarching issue of culture with its interpretations and role in deepening transnational and inter-institutional collaboration within and beyond Alliances. The Cultural Festival aimed at showcasing CHARM-EU members' languages and cultures and engaging visitors in activities that provide insight into CHARM-EU cultures in a playful way.

This report will be accessible from the CHARM-EU Resource Centre from our website² and also from the CHARM-EU Intercultural Hub³.

1.2. Participation

The **Annual Conference** was addressed to the staff of CHARM-EU partner universities, the Student Council, national authorities, staff from other alliances, and other external stakeholders.

The number of participants is shown on **Table 1**.

No.	Participants
222	Individual in-person registrations prior to the event
150	In person attendees (approximately)

² <https://charm-eu.eu/resources/resource-center/>

³ [Intercultural hub - CHARM-EU](#)

112	In person attendees to the workshops
275	Views online - YouTube
38	Female Presenters/Chairs/Speakers/Poster Presenters/Rapporteurs
10	Male Presenters/Charis/Speakers/ Poster Presenters/Rapporteurs

TABLE 1. Annual Conference 2024 number of participants

The **Cultural Festival** was addressed to anyone interested in experiencing interculturality and multilingualism in a joyful festival environment, this means, students and staff from partner universities, CHARM-EU staff and general public.

No.	Participants
1629	Total aggregate attendance
1240	Aggregate attendance in Budapest
389	Aggregate attendance in Partner Universities
821	Registrations in Facebook
46	Registrations in LinkedIn
950	Visitors*

TABLE 2. Cultural Festival 2024 attendance numbers

The number of participants for each activity can be found in the section “Events debrief” from the Cultural Festival. While the total aggregate participation exceeds 1,600, some individuals attended multiple programs in Budapest. As a result, it is challenging to determine the exact number of unique attendees. However, we estimate that approximately 950 individuals participated in the CHARM-EU Cultural Festival.

1.3. Events Programmes

The agenda of the CHARM-EU Days 2024 are available in the CHARM-EU webpage, in each of the respective pages:

- CHARM-EU Annual Conference page with the programme: <https://charm-eu.eu/event/charm-eu-annual-conference-2024/>
- CHARM-EU Cultural Festival page has subpages with the programme of the activities held in Budapest, and the ones held at the partner universities:
 - Budapest programme: <https://charm-eu.eu/event/charm-eu-cultural-festival-2024-budapest/>

- Partner universities programme: <https://charm-eu.eu/event/charm-eu-cultural-festival-2024-partner-universities/>

1.4. Events Debrief

This report contains the debrief of all sessions and presentations, as well as the main conclusions drawn from the discussion. All presentations showed during the event can be accessed in Annex I and streaming videos are all posted on [CHARM-EU YouTube channel](#).

Annual Conference 2024 – European Universities and Intercultural Learning

November 5th | Morning Sessions

Opening ceremony – Streamed on CHARM-EU YouTube channel

The session commenced with a solo guitar performance, creating a welcoming and vibrant tone that set the stage for the event. Following this musical opening, Ferenc Takó greeted participants and officially launched the session. He introduced an impressive array of distinguished guests at the main table, including Prof. Dr. László Borhy, Rector of ELTE; Margareth Hagen, Rector of UiB; Henk Kummeling, Rector of Utrecht University; Susanne Staude, President of the University of Applied Sciences Ruhr West; Marko Joas, Vice-Rector of AAU; and François Pierrot, Director of Research at CNRS and the Montpellier Laboratory of Computer Science, Robotics, and Microelectronics. Other notable attendees were Prof. Dr. Doris Fischer, Vice President of Internationalisation and Alumni at the University of Würzburg; H.E. Désirée Bonis, Ambassador of the Netherlands; H.E. Ragnar Almqvist, Ambassador of Ireland; H.E. Vegard Kaale, Ambassador of Norway; D. Oscar Alberto Lema Bouza, Ambassador of Spain; Miriam Bruns from the Goethe-Institut Ungarn; H.E. Jonathan Lacôte, Ambassador of France; Matthieu Berton from the French Embassy and the Institut français en Hongrie; and Jan Butí, President of the CHARM-EU Student Council.

Virtual participants included Joan Guàrdia, Rector of the University of Barcelona; representatives from UiB and Hochschule; and a representative from Aalborg University (AAU). This blend of in-person and online attendees emphasized the inclusive and collaborative nature of the event.

Prof. Dr. László Borhy, Rector of ELTE, delivered remarks highlighting the shared strength of the CHARM-EU alliance. He described it as a community that celebrates and unites cultures, providing opportunities to “watch, listen to, touch, taste, and smell cultures.” This sentiment was echoed by the European Commission representative, who underscored the significance of making European universities more competitive on a global scale. She emphasized the value of alliances like CHARM-EU in fostering a European learning space and stressed the ambition to build “the universities of the future” by connecting faculties and integrating activities across alliances. She reaffirmed the Commission’s commitment to supporting this vision through financial backing and collaboration with member states to realize the concept of a European degree.



FIGURE 1. Photos of the CHARM-EU Annual Conference 2024 Opening Session. Photo credit: Gábor Rusznák/ELTE.

The diversity of the CHARM-EU community was further celebrated as participants greeted each other in their native languages, reflecting the alliance’s multilingual and multicultural essence. One speaker highlighted that “diversity is a defining characteristic of today’s university,” emphasizing that the knowledge and rigor exemplified by CHARM-EU are essential to shaping the university of the future.

Concluding the session, remarks from CHARM-EU leaders added depth to the discussions. Speakers included Henk Kummeling, Rector of Utrecht University; Margareth Hagen, Rector of UiB; Doris Fischer; and Marko Joas, Vice-President of AAU, each contributing valuable perspectives on the alliance's vision and objectives.

Keynote speech – Streamed on CHARM-EU YouTube channel carried out by Prof. Lan Anh Nguyen Luu, Director, Institute of Intercultural Psychology and Education, ELTE Faculty of Education and Psychology

Prof. Lan Anh Nguyen Luu explored the evolving concept of internationalization in higher education, a subject that has been at the forefront of discussions among educators and practitioners for over two decades. She highlighted the significant impact of internationalization on teaching, learning, and research, emphasizing the importance of understanding and navigating intercultural processes among all stakeholders involved. The process of internationalization, she noted, is inherently complex, integrating economic, social, and environmental dimensions. To address these multifaceted challenges effectively, she advocated for adopting a global perspective that ensures sustainability in internationalization efforts.

In discussing student experiences, Prof. Nguyen Luu shed light on the distinct challenges faced by both local and international students. Local students often struggle with unequal access, particularly in relation to mobility opportunities, while international students face the critical need to develop a sense of belonging. This sense of belonging is a key determinant of their overall experience, and its cultivation requires targeted efforts at every level of an institution. Prof. Luu emphasized that more than 90% of universities now include internationalization in their strategic plans, reflecting its growing importance in higher education.

FIGURE 2. Photo of the CHARM-EU Annual Conference 2024 Keynote Speaker Prof. Nguyen Luu. Photo



credit: Gábor Rusznák / ELTE.

While the benefits of internationalization are evident, such as fostering cognitive growth and intercultural understanding, Prof. Nguyen Luu also urged a balanced consideration of its potential risks and challenges. She shared projections that the global number of international students is expected to reach 8 million by 2025, underscoring the need for comprehensive frameworks to support acculturation—the cultural and psychological adjustments that occur when individuals engage across cultures. Successful adaptation, she explained, involves fostering both personal and academic growth among international students, with language

playing a critical role. Beyond its function as a communication tool, language acts as a gateway to integration and acceptance within the host community.

Prof. Nguyen Luu also emphasized the need for universities to create truly international-friendly campuses that support both local and international students. Building such an environment requires the development of cultural intelligence, intercultural competence, and shared activities that foster inclusivity. This involves preparing local students, faculty, and staff for multicultural engagement while encouraging cultural self-awareness and adaptability. Ultimately, the goal of internationalization should extend beyond the inclusion of international students to the integration of international perspectives throughout the institution. By fostering cultural awareness and competence, universities can cultivate a welcoming and enriching environment that benefits the entire campus community.

[Panel 1 | Intercultural awareness in European Universities alliances carried out by Rena Zendedel \(Utrecht University\) as Chair, Christelle Tallon \(EU-CONNEXUS\), Zuhail Okan \(EUPeace\), Benedikt Franke \(Julius-Maximilians-Universität of Würzburg\), Priscila Alvarez-Cueva \(UB\) as Panellists, and Kristin Torp Skogedal \(University of Bergen\) as rapporteur](#)

The session highlighted key initiatives and strategies from various European university alliances, focusing on intercultural awareness, creativity, and academic collaboration. Benedikt Franke presented the integral role of intercultural awareness in CHARM-EU, emphasizing it as a core value. He described how this principle fosters environments where individuals can experience and reflect on cultural differences, promoting mutual understanding and inclusivity.

Christelle Tallon introduced the EU-CONNEXUS annual three-day artistic festival, which blends artistic, sports, and research activities. The festival engages students and local communities, showcasing the alliance's efforts to merge creativity and academia. Tallon highlighted a collaborative song and video created for the previous year's festival and explained how research activities were integrated through PhD students presenting their research.

Zuhail Okan provided an overview of EU Peace, a relatively new alliance with a mission to promote peace, justice, and inclusive societies. This initiative aligns with broader goals of fostering equity and understanding in higher education across Europe.

Rena Zendedel and Priscila Alvarez-Cueva presented the upcoming CHARM-EU module on intercultural preparation, which will soon be available on the CHARM-EU website for all students within the alliance. Zendedel detailed the module's development process, including the use of small group work, leadership support, and student feedback. The module incorporates a film

featuring practical information and personal examples, aiming to enhance students' intercultural competencies.

The session concluded with an engaging Q&A segment. Attendees sought clarification on the availability of the CHARM-EU course, which will be published online for all CHARM-EU students. When asked about encouraging mobility participation, a suggestion was made to use testimonials from students who had studied abroad to inspire peers. Additionally, Priscila Alvarez-Cueva shared an example of how ideas from a new master's programme were integrated into a Blended Intensive Programme (BIP) course, illustrating how alliances can influence university curricula. Christelle Tallon responded to a question about integrating research into the EU-CONNEXUS festival, explaining that PhD students presented their work, enriching the event's academic dimension.

These discussions and presentations underscored the significance of intercultural engagement, creative initiatives, and academic innovation in advancing the missions of European university alliances.



FIGURE 3. Photos of the CHARM-EU Annual Conference 2024 panel sessions 1. Photo credit: Gábor Rusznák / ELTE.

November 5th | Afternoon Sessions

Opening of the first CHARM-EU Cultural Festival – Streamed on CHARM-EU YouTube channel presented by Ferenc Takó, and Orsolya Réthelyi

The CHARM-EU Festival Opening, moderated by Ferenc Takó, brought together members of the academic community to celebrate the alliance's core values of cultural exchange and diversity. The event highlighted the collaborative spirit of CHARM-EU and showcased the unity forged among its diverse participants.

The Vice-Dean of the Faculty of Humanities at ELTE, Prof. Orsolya Réthelyi, welcomed attendees by describing the festival as a testament to CHARM-EU's dedication to fostering cultural dialogue and inclusivity. Reflecting on her role as the head of the Department of Dutch Studies, she shared a personal connection to the event and expressed gratitude to its organizers. She encouraged

everyone to embrace the festival's themes, stating, *"Let us bridge cultures and embrace diversity; let us enjoy this festival together!"*

The festival featured contributions from ten faculties and included presentations in eleven languages, exemplifying the wide cultural representation within CHARM-EU. These activities demonstrated the alliance's commitment to celebrating its multicultural foundation.

FIGURE 4. Photos of the CHARM-EU Opening of the Cultural Festival. Photo credit: Gábor Rusznák / ELTE.



Meritxell Chaves shared her experiences working within CHARM-EU, reflecting on the challenges and rewards of managing a project that spans nine distinct cultures. She emphasized the importance of the "spirit of collaboration" in overcoming cultural differences, which has resulted in the creation of a unique shared culture among participants.

A highlight of the event was a choir performance of *"Ode to Joy"* sung in the various languages of the CHARM-EU community. This moving performance symbolized the alliance's commitment to unity through diversity.

The event also underscored CHARM-EU's approach to "learning by doing" in the realm of interculturality. Participants noted that through collaboration and mutual respect, the alliance has fostered a self-created culture that celebrates its members' differences.

The festival concluded with a video created by students, offering their reflections on interculturality and how CHARM-EU has shaped their understanding of diverse cultures. This creative contribution highlighted the impact of the alliance's values on its student community. The CHARM-EU Festival served as a vibrant platform for cultural exchange, demonstrating the transformative power of collaboration and mutual respect across cultures.

[Panel 2 | Global South Perspectives in European Higher Education – Streamed on CHARM-EU YouTube channel chaired by Priscila Álvarez \(University of Barcelona\), panelled by Lara Cortes \(University of Bergen\), Marjanneke Vijge \(Utrecht University\) and Umesh Bawa \(University of the Western Cape\), and reported by Camilla Borrevik \(University of Bergen\)](#)

A recent discussion featuring insights from Marjanneke Vijge (Utrecht University), Lara Côrtes (University of Bergen), and Umesh Bawa (University of the Western Cape) emphasized the need for equitable, inclusive, and empathetic collaborations between the Global North and South.

Marjanneke Vijge highlighted the significance of alliance networking beyond Europe, focusing on sustainability through experiences with CHARM-EU Master Capstones in South Africa. She demonstrated how collaborations addressing local sustainability challenges in the Global South also create global connections. While acknowledging funding restrictions as a barrier, she stressed the importance of reciprocal partnerships, inclusive approaches to collaboration, decolonizing education, and incorporating transdisciplinarity in research.

Lara Côrtes presented the work of the Law Transform Centre, which fosters collaboration between scholars in Norway and the Global South through initiatives like the Bergen Exchanges, an interdisciplinary week-long conference that promotes horizontal exchanges of ideas. She also discussed the South-South Network, which facilitates project collaboration and mobility, despite challenges like complex visa processes and restricted access to publishing platforms.

FIGURE 5. Photos of the CHARM-EU Annual Conference 2024 panel 2. Photo credit: Gábor Rusznák / ELTE.



Umesh Bawa emphasized the role of emotional connection in fostering communication and building partnerships with the Global South. He discussed the work of SANORD in promoting equity and collaboration between the Global North and South, underscoring the value of long-term partnerships. Bawa also advocated for reversing the gaze to consider Southern frameworks and perspectives when addressing global challenges.

The discussion emphasized mutual partnerships, empathetic communication, and co-design, moving away from top-down European-led initiatives to create genuine collaboration. Participants also called for equitable access to funding and resources, early inclusion of diverse voices, and the integration of indigenous knowledge and local practices in research and education. Addressing logistical issues like visa procedures and funding limitations early in the

process, while embracing challenges as part of collaborative efforts, was seen as vital for achieving impactful global partnerships.

Workshop sessions

[Workshop 1. Developing an intercultural positionality resource for Challenge Based Learning facilitated by Silvia Gallagher \(Trinity College Dublin\) and reported by Jenny Kirkwood \(Trinity College Dublin\)](#)

Silvia Gallagher and Marjanneke Vijge presented on the concepts of Challenge-Based Learning and Positionality, emphasizing how researchers' identities and perspectives shape their work. Two CHARM-EU students, Emily Ho and Maeve Trainor, shared insights from their Capstone challenge on Hungarian Baths, highlighting how their positionality as researchers influenced their research. They noted that, as outsiders, they sometimes struggled to grasp local cultural nuances or faced less openness from locals. However, their external perspectives allowed for greater objectivity.

Silvia facilitated a workshop to explore strategies for mitigating the effects of positionality. Participants proposed ideas such as role-playing to adopt different perspectives (e.g., imagining oneself as a 70-year-old Hungarian local), conducting team identity mapping, and organizing stakeholder activities to reflect on their own positionality. Other suggestions included using Wooclap to track changes in team reflections over time, developing team CVs, and running personality tests to improve team compatibility and dynamics.

Key discussions focused on challenges and opportunities in cross-cultural research. Conducting research in a foreign country can be difficult due to limited understanding of local history and culture or locals' adjusted behaviour towards outsiders. However, it also enables objectivity and fresh perspectives. Similarly, conducting research in English simplifies communication but can overlook cultural nuances and deeper meanings.

The session also highlighted the benefits of interdisciplinary teams. Combining diverse academic backgrounds enhances problem-solving, as team members bring varied skills, such as data analysis, qualitative research, communication, and media expertise. Overall, the workshop provided valuable tools and reflections to help researchers navigate the complexities of positionality in international and collaborative research.

[Workshop 2. Exchange students and interculturality facilitated by Luca Alexa Erdei, PhD \(Eötvös Loránd University\) and reported by Harriet Klåvus \(Åbo Akademi University\)](#)



FIGURE 6. Photos of the CHARM-EU Annual Conference 2024 workshop 1. Photo credit: Gábor Rusznák / ELTE

The session, moderated by Luca Erdei, featured exchange students Ellica Mildh, Luca Strassburger, and Nora Szekely, who shared their experiences across three phases of exchange: the *pre-departure and arrival phase*, the *culture shock, recovery, and adjustment phase*, and the *re-integration phase*. Their reflections provided valuable insights into the challenges and growth opportunities associated with intercultural experiences.

During the discussion, the students addressed key topics, including their biggest cultural challenges and strategies for overcoming them, lessons learned from engaging with peers from different cultures, and how their time abroad shifted their perspectives on their own culture. Memorable intercultural moments, advice for future exchange students, and tips for navigating cultural differences were also shared.

One recurring theme was the tendency to over-prepare for an exchange, with extroverts often engaging actively while introverts may struggle to step out of their comfort zones. The students discussed the challenge of balancing between the “exchange bubble” and integrating into local life, emphasizing how personal behaviour shifts during an exchange. They noted the contrast between being highly active abroad and the sense of stagnation upon returning home.



FIGURE 7. Photo of the CHARM-EU Annual Conference 2024 workshop 2. Photo credit: Gábor Rusznák / ELTE.

Key takeaways included the importance of self-awareness, enjoying the journey of personal development, and pushing oneself beyond comfort zones. The session highlighted that intercultural experiences not only foster growth but also encourage a deeper appreciation of one’s own culture through the lens of another.

Workshop 3. Culture(s) and Story Circles facilitated by Céline Fabre (Université of Montpellier)

The session introduced UNESCO’s human rights-based intercultural competence methodology, focusing on experiential learning and fostering critical reflection on participants’ intercultural competence and experiences. A key aspect of the session was learning to *listen for understanding* rather than listening to respond or judge—a skill central to intercultural engagement. Participants engaged in a structured activity to practice this skill. Each person had 120 seconds to share a personal story on a given topic, followed by just 15 seconds to reflect on what they heard from others. This time allocation created a stark contrast, with participants spending much more time listening (120 seconds) than reflecting (15 seconds). This exercise underscored the importance of focusing attention on the speaker and then distilling one’s thoughts into concise, meaningful reflections.

The activity highlighted the challenges of concentrating and prioritizing what is essential when reflecting in a limited timeframe. By experiencing the imbalance—spending eight times more effort listening than reflecting—participants gained insight into the significance of listening as a deliberate, empathetic process. This practice fostered a deeper understanding of the critical role of listening and self-awareness in developing intercultural competence.

Workshop 4. AI era challenges of multilingualism in Europe (interactive discussion) moderated by Orsolya Réthelyi (Eötvös Loránd University), with Prof. Dr. Gábor Prószéky, (Director of HUN-REN Hungarian Research Centre for Linguistics) and Prof. Dr. Jan ten Thije, (Professor Emeritus



FIGURE 8. Photo of the CHARM-EU Annual Conference 2024 workshop 3. Photo credit: Gábor Rusznák / ELTE

for Intercultural Communication, Department of Languages, Literature and Communication (Utrecht University) as speakers

The presentations explored various dimensions of multilingualism in Europe, addressing how inclusive multilingual policies and technologies can foster communication while highlighting their limitations.

The first presentation focused on inclusive multilingualism, emphasizing how policies can promote inclusion without marginalizing others. It introduced the concept of receptive multilingualism (*lingua receptiva*), where individuals understand each other across different languages without needing to speak to them fluently. This approach was presented as a tool to enhance inclusivity by allowing people to communicate while retaining their linguistic identities.

The second presentation examined Hungary's position as a "linguistic island" in Europe, reflecting its historical limited engagement with multilingualism. This has driven a strong interest in machine translation technologies to bridge linguistic divides.

The discussion also addressed the role of artificial languages like Esperanto. While Esperanto was designed as a culturally neutral language, its artificial structure hindered widespread adoption. This example underscored the importance of using naturally evolved languages for successful multilingual communication.



FIGURE 9. Photo of the CHARM-EU Annual Conference 2024 workshop 4. Photo credit: Gábor Rusznák / ELTE.

The use of *lingua receptiva* was noted as a valuable complement to multilingualism but not a complete solution. While it aids understanding, over-reliance on this approach could reduce active language learning and proficiency. The approach should coexist with other methods, including the use of English as a *lingua franca*, to avoid potential miscommunication.

Finally, the role of AI in multilingualism was explored. AI technologies are advancing in text translation but remain limited in speech translation. While AI can enhance multilingual communication, human-driven methods, such as receptive multilingualism, remain essential to ensure nuanced and accurate understanding.

These discussions emphasized the complexity of fostering multilingualism in Europe, underscoring the need for balanced approaches that integrate human efforts with technological advancements.

[Workshop 5. Day to day interculturality in the lives of Alliance staff members facilitated by Janina van Hees \(Utrecht University\) and Femke ten Bloemendal \(Utrecht University\), and reported by Anikó Gál Bélteki \(Eötvös Loránd University\) and Jaime Llorca \(University of Barcelona\)](#)

The workshop focused on reflecting on good practices, challenges, and experiences with diverse models of Joint Virtual Offices (JVOs) within the European University Alliances. Participants examined how inter-institutional cooperation can be strengthened through various organizational models and structures.

The session began with an ice-breaker activity that introduced participants to different CHARM-EU joint offices, including the Joint Virtual Administrative Office (JVAO), Joint Virtual IT Office (JVITO), and Communications Office. Following this, S. Turpijn, a student from Utrecht University (UU), presented academic research on a responsive evaluation of the JVITO, offering insights into its operations and impact.



FIGURE 10. Photo of the CHARM-EU Annual Conference 2024 workshop 5. Photo credit: Gábor Rusznák / ELTE.

An interactive exercise followed, where participants were divided into four subgroups to analyse key dimensions shaping the functioning of JVOs:

- Degree of institutionalization

- Centralized vs decentralized organization
- Staff working hours (full-time or part-time)
- Organizational diversity (multiculturalism and multilingualism)
- Impact of temporary tasks
- Technology use
- Formality in group interactions

Each subgroup created mappings based on these dimensions, reflecting on:

- How they perceive CHARM-EU offices and their home institutions.
- Best practices for building and managing JVOs.
- Challenges that persist in fostering effective inter-institutional collaboration.

Discussions highlighted the need for balance between centralization and local flexibility, strategies to manage diverse staff structures, and the importance of leveraging technology effectively. The session concluded with reflections on the complexities of collaboration across institutions and the potential for refining JVO models to enhance cooperation within European University Alliances.

November 5th | Evening Sessions

Poster session

The CHARM-EU Annual Conference 2024 featured an engaging Poster Session, which provided a dynamic space for interaction among members of European University Alliances, university staff, students, and external stakeholders. This session offered a platform to exchange ideas and showcase practical cases.

The posters focused on intercultural experiences and best practices in intercultural learning, exploring the broader theme of culture. Participants examined the significance of culture in fostering transnational and inter-institutional collaboration, both within and beyond university alliances.

The call for proposals was open to European University Alliances and other institutions, which presented their intercultural educational and research initiatives. This session successfully brought together diverse voices to discuss, share, and collaborate. The topics of the posters and their respective authors were the following —some topics have been used in more than one poster, they have thus two authors:

1. [Book of your life | Szilvia Szöllősi](#)
2. [Beyond Borders and Realities – a Holistic Approach to Hybrid TEFL Seminars](#)
 - a. Nataliia Lazebna

- b. Prof. Maria Eisenmann
- 2. Cafe, Croqueters and Conversations | Nicolas De Keyser (we have not received the digital version of this poster)
- 3. [Transforming into a pan-European course | Thomas Wind](#)
- 4. [Scientifics Hubs and transculturality | Vanessa Viganò](#)
- 5. Winning Together: Gamified Intercultural Onboarding in CHARM-EU | Nicolas De Keyser (we have not received the digital version of this poster)
- 6. [Intercultural Competences and Learning of University International Relations Office Staff: The Knowledge Management Approach | Elena Klimkina](#)
- 7. [Winter School | Annet van der Riet](#)
- 8. [Intercultural Collaboration in Hybrid Learning Spaces](#)
 - a. Vanessa Viganò
 - b. Janina van Hees
- 9. [Navigating global challenges locally: a transcultural experience in education | Clémentine Colomer](#)
- 10. [Multiculturalism & Interculturality Literature Children | Mirzana Pasic Kodric](#)

CHARM-EU Challenge-based game (we have not received the digital version of this poster)

- a. Silvia Gallagher
- b. Jenny Kirkwood



FIGURE 11. Photos of the CHARM-EU Annual Conference 2024 Poster sessions. Photo credit: Gábor Rusznák / ELTE

- 11. [Enhancing Student Soft Skills and Cultural Awareness Through Student Hackathons | Maria Claudia Ferrero](#)

12. [Aspects of multiculturalism in mentoring | Viktória Nagy](#)
13. [The Trinity-Inclusive Curriculum Project | Seán Adderley](#)
14. [Interculturality on a Daily Basis | JVAO](#)
15. Inclusion in the DNA of CHARM-EU | Ágnes Sarolta Fazekas-Vinkovits and the rest of DEI team (we have not received the digital version of this poster)
16. [Beyond differences: To an enriched perspective](#)
 - a. Priscila Álvarez Cueva
 - b. Rena Zendedel

Closing speech

The CHARM-EU event opened with remarks by the Dean of Humanities Prof. Dávid Bartus, who outlined the university's mission and values. The Dean emphasized the transformative impact of the CHARM-EU project in fostering a shared vision for inclusive and innovative education, highlighting its contributions to collaboration across European institutions.

Introduction and Jan Haarhuis' Address

Meritxell Chaves introduced Jan Haarhuis, reflecting on his pivotal role in CHARM-EU's development. She noted that, while CHARM-EU has profoundly shaped his journey, Jan may not fully appreciate the significant impact of his contributions.

In his address, Jan Haarhuis expressed gratitude for the professional and personal insights gained through CHARM-EU's initiatives. He reflected on the unity built since the project's inception in 2019, when a diverse group of individuals from different institutions came together with a common goal. This unity, built on CHARM-EU's core values of diversity, inclusion, and mobility, has become a defining strength of the project.

Jan acknowledged the challenges faced in navigating cultural differences and fostering trust within the consortium. He drew parallels between CHARM-EU’s governance and the operational dynamics of universities, emphasizing the need for continuous effort to maintain collaboration. With the addition of new partners in 2023, Jan reaffirmed CHARM-EU’s commitment to strengthening its shared vision. He expressed heartfelt gratitude to his colleagues and highlighted the importance of support from university leadership and institutional partners in sustaining this effort.



FIGURE 12. Photos of the CHARM-EU Annual Conference 2024 Closing session. Photo credit: Gábor Rusznák / ELTE

Closing Programme

The session concluded with a celebratory program introduced by Ferenc Takó. The audience enjoyed a choir performance, followed by the screening of the “Water for All” video, which showcased the ClimexPe project involving contributions from five CHARM-EU partner universities. The event ended on a lively note with an Irish step dance performance, leaving attendees with a sense of connection and celebration of CHARM-EU’s achievements.

Cultural Festival 2024

Programmes organised by ELTE in Budapest (main location)

For the first time and as part of the CHARM-EU Days 2024 (5-6 November, Eötvös Loránd University Budapest) CHARM-EU has organised its inaugural [Cultural Festival](#), complementing

its Annual Conference and celebrating the rich cultural and lingual diversity of CHARM-EU partner universities. The event was a great success with a high number of enthusiastic visitors engaging in a diverse variety of cultural programmes, challenges and fun activities.

The main location of the first Cultural Festival was at the Faculty of Humanities of Eötvös Loránd University in Budapest. Besides the visiting CHARM-EU colleagues, local ELTE students, academics and staff members, the festival was open to everyone interested in experiencing interculturality and multilingualism in a joyful festival environment. Thanks to a broad campaign, the event **has reached more than 800 people only in Facebook and was successful in attracting external visitors**, including full classes of high school students visiting with their teachers, staff members from embassies, cultural institutions and beyond. Based on the reports of organising units and our estimations Annex II, around 600 visitors participated in the diverse activities of the festival in Budapest (aggregate attendance is above 1000, however, a number of visitors attended more than one programme).

The majority of local activities were organised by and held at the linguistic and cultural departments of the Faculty of Humanities at ELTE with links to CHARM-EU cultures and languages. Furthermore, the ELTE University Library and Archives, the ELTE Eötvös Art Ensemble and members of its Folk dance Ensemble, the University Strategy Office and the Student Council of the Faculty also organised programmes, while some festival activities have been offered by visiting CHARM-EU partners and external stakeholders (such as the Irish Embassy or Budapest GAA).

Altogether, visitors attending the festival in Budapest **could choose from more than cultural 50 activities** including musical, theatre, dance and literary events, pub quizzes, escape rooms, interactive games, gastronomic events and workshops, an international karaoke night and concerts. Additionally – and to further enhance the festival environment and celebrate cultures and languages – visitors could enjoy pop-up concerts in various parts of the campus as well as several poems printed out in all CHARM-EU languages.

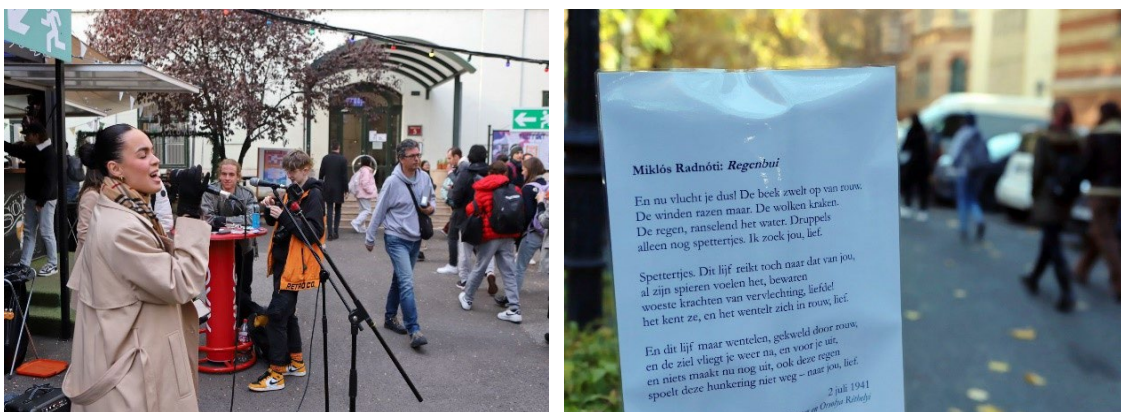


FIGURE 13. Pop-up concerts and poems on campus during the CHARM-EU Cultural Festival. Photo credit: ³⁰ Gábor Rusznák / ELTE

All programme elements are included in Annex III and their description can be found [on the official website](#). This section introduces those local Festival programmes that have been organised by ELTE departments, units and organisations as well as external stakeholders located in Budapest, including written local organiser feedback and/or pictures where available as well as participant numbers. The next section will introduce programmes organised by other partner universities.

TUESDAY, 5th of November

14:00-17:00 5th Nov. French theatre workshop – Preparation and rehearsal
16:00-17:00 6th Nov. French theatre workshop – The performance

Description: The programme consists of two parts, a workshop session where participants can try their skills as actors and a performance of what they have learned. Under the guidance of the workshop leader, participants will gain an insight into the world of theatre, where they will learn as actors an extract from a play in French, which they will perform the following day, also as part of the Cultural Festival. All those interested in French language and theatre are welcome.

Language: French

Number of participants: 13 (9 registered in advance, 3 attended the workshop and performed, and 10 attended the performance)

Organised by the Department of French Language and Literature (ELTE)

Feedback from the organising unit/department: Even though the participants had to register to take part in the workshop, only 3 people turned up for the activity. This made it a little difficult to run the activity, as it was designed for around ten participants. Nonetheless, the three participants who did attend were able to make the most of the time and get their first taste of the world of theatre. The representation came off well, but there were relatively few people (10-12) interested because there were other, more important programmes on at the same time. I think that if the performance had taken place outside, it would have been more visible, but because of the weather that wasn't possible. The university doesn't really have a theatre, but next time it would be worth finding a more appropriate venue for this kind of activity.



FIGURE 14. Participants of the French Theatre Workshop. Photo credit: Gábor Rusznák / ELTE

14:00-15:00 on both 5 and 6 Nov. Nine universities, one project – CHARM-EU (Exhibition)

Description: CHARM-EU is an innovative European university alliance that aims to reshape higher education through transnational collaboration. Formed by 9 universities, CHARM-EU emphasizes interdisciplinary and challenge-based learning, particularly focusing on sustainability and global environmental and societal challenges. Our exhibition will give visitors a glimpse of the nine universities through a selection of library treasures.

Language: English, Hungarian

Number of participants: 60

Organised by the ELTE University Library & Archives

Feedback from the curator of the exhibition: The exhibition demonstration offered a hands-on experience that truly brought the CHARM-EU project to life. Visitors had the chance to explore old books linked to each participating university, sparking curiosity and interest. Highlights included the captivating displays and meaningful conversations, creating an inviting space to learn more about history and education. Attendees appreciated the opportunity to ask questions about the library, the universities, and the books themselves, with many describing the experience as both inspiring and enlightening. Overall, the event beautifully showcased the rich cultural heritage of the CHARM-EU universities, leaving everyone with fresh perspectives and ideas to take away.

15:00-18:00 Human emotions and artistic expression in the age of AI

Description: Who are we, what connects us, how do we express our emotions in the age of AI? The unique event includes an exhibition opening, an interactive discussion and a movie afternoon dedicated to the artistic depiction of human emotions. The exhibition entitled „Tears

of a machine” by Tuğberk Sev (psychologist and PhD candidate at the ELTE Faculty of Education & Psychology) focuses on the above topic through the use of artificial intelligence in creating his artworks. Participants at the event are invited to join an open discussion about the use of AI in artistic expression and can also enjoy a Hungarian movie masterpiece with English subtitles (*Aurora Borealis – Northern Lights* directed by Márta Mészáros). Snack and refreshments guaranteed, the entry is free – looking forward meeting you there!

Language: English

Number of participants: 15 (29 registered, 15 attended)



FIGURE 15. Discussion on the exhibition of Sev Tuğberk and on the use of artificial intelligence in creating artworks. Photo credit: Gábor Rusznák / ELTE.

Location: Book of Your Life Community Space of the ELTE University Library

Organised by the ELTE University Strategy Office at the Book of Your Life Community Space of ELTE University Library & Archives

Feedback from the organising unit/department: Artworks of Sev Tuğberk focuses on the artistic depiction of human emotions nowadays. Surrounded by this unique exhibition, a lively and highly inspiring discussion of a graphic designer and PhD student in Psychology was actively joined by the audience. The event also included a screening of *Aurora Borealis - Northern Lights* by Márta Mészáros'. The audience of ELTE international students appreciated the choice of the film, as they were able to see the defining events of Hungarian history in a special light. The event confirmed that the exhibitions in the BoYL community space provide an excellent a platform for other activities (such as film screenings, workshops, discussions) based on the needs of the students.

15:00-15:30 SEAS Singers multilingual mini-concert

Description: Originally known as the “DELP Yelpers”, our group began life back in the mid “noughties”: within the newly formed Department, we discovered that there were several of us who loved singing but were too busy to join a regular choir. (We also find that a quick sing at lunchtime wakes us up for afternoon lessons!) As a group, it has always been a staff department initiative in and of itself. In the early days, there were only five or six of us, but more recently, numbers of grown, and we are now a group of 12 people, covering more comfortably the SATB roles (soprano, alto, tenor & bass). In 2023, and to include a member from another nearby department, we also renamed ourselves “The SEAS Singers”. Our repertoire ranges from Willaert to Willcocks, via Tallis, Purcell and the Beatles. We sing in English, French, Spanish, Italian, German and Latin – and have yet to sing in Hungarian. The group sings at various small scale departmental and institutional events, which have included celebrations for staff promotions, “big” birthdays, or PhD defences. We also consider ourselves a key component of the annual DLEP / SEAS Christmas party!

Language: multilingual

Number of participants: 12

Organised by the SEAS Singers, School of English and American Studies (ELTE)

Feedback from the organising unit/department: The SEAS Singers did their performance as planned and had a really good time with their audience singing a mix of music pieces in Italian, English and French. Some members of the choir have also gone to see the Scandinavian Department's choir singing together for the first time the next day. Thanks to the Festival, the two choirs might even cooperate in the future.

16:00-17:30 Experiences on the Camino de Santiago

Description: Camino de Santiago or follow the shell under the Milky Way and find yourself. 35 days of pilgrimage from Saint Jean Pied de Port, through Santiago de Compostela, to Finisterre. If you are curious about what it's like to walk across the Iberian Peninsula, what experiences I gained along the way, and how I transformed from a hiker into a pilgrim, I warmly invite you to this presentation.

Lecturer: Nóra Méhécz

Language: Hungarian

Number of participants: 20

Organised by the Department of Spanish Language and Literature (ELTE)

Feedback from the organising unit/department: The presentation was very interesting, with many pictures and interesting facts about the speaker's pilgrimage to Santiago de Compostela

(Spain). It was a great success with the audience. The audience was composed of students from our own department. The festival would need to be advertised more on campus, with large, brightly coloured posters, and I think the different events should be concentrated in a few classrooms (in one building) on campus.

16:15-17:45 Intercultural aspects of argumentation and persuasion in the media

Description: The course “Intercultural aspects of argumentation and persuasion in the media” is one session of a master’s course held in hybrid form as part of the CHARM-EU project. Students from five European countries are taking part, partly in person and partly online. The student groups will present their initial findings on the differences in the European media with regard to their argumentation and persuasion strategies. This will reveal how cultural backgrounds influence the way information is conveyed; opinions are formed, and audiences are persuaded. The seminar will provide a platform to exchange and discuss these differences and promote an understanding of the diversity of media landscapes in Europe.

Language: German

Number of participants: 8

Organised by the Department of German Linguistics and the Department of German Literature (ELTE)

Feedback from the organising unit/department: This open seminar offered valuable insights into intercultural communication, focusing specifically on how argumentation and persuasion manifest within media contexts across cultures. The session attracted students who were either interested in the master's program or curious about hybrid seminar formats. Local students attended in person, while students from partner universities participated online. The seminar fostered an informal and lively atmosphere that encouraged open discussions, with guest participants occasionally joining the dialogue. The online attendees engaged smoothly, reflecting effective hybrid interaction. Feedback suggests that this experience has likely inspired some participants to pursue similar joint courses in the future. To broaden the accessibility of such hybrid seminars, it would be beneficial to allow interested guests to join online, particularly given the positive reception of this format. While the in-person attendance was limited, allowing international guests to participate online could significantly increase audience numbers and engagement across CHARM-EU institutions.

18:00-21:00 “Murder mystery” – an interactive theatre challenge

Description: The Allister family’s grand soir ee was set to be the event of the season, but before the first glass of champagne could be raised, tragedy struck. A family member has been found dead under mysterious circumstances, sending shockwaves through the elegant halls of the Allister mansion. Now, amidst the glittering chandeliers and opulent d ecor, suspicion runs deep. Teams of detectives are summoned to the estate, tasked with searching every corner of the sprawling mansion and interrogating the wealthy and secretive family. Each room holds vital clues, and every family member harbours secrets—some darker than others. Will your team of investigators unravel the mystery, or will the Allister family’s darkest secrets remain buried forever?



FIGURE 16. Facilitators and participants of the Murder Mystery challenge. Photo credit: G abor Ruszn ak / ELTE.

Language: English

Number of participants: ~60 (60 registered, some did not show up, but others have joined in)

Organised by the School of English and American Studies (ELTE)

Feedback from the organising unit/department: The event was a combination of pub quiz, escape-the-room puzzle and murder mystery drama. The actor participants were members of the School of English and American Studies at the ELTE Faculty of Humanities. The participants were playing in teams of 6 and had to solve a mystery in 10 rounds. They had to register to the event and form groups so that we knew how many players to expect. We formed 10 groups from the registered participants, so some player had not known each other before. The event lasted 2,5 hours, filled with excitement, laughter and lots of talking. The winners (first three teams) received a CHARM bag with gifts and sweets and a certificate. Participants really enjoyed the game. The setting in the faculty ceremonial hall with old portraits hanging on the wall perfectly fitted to the game and costume players. One of our musician students was assigned to play the

guitar at the beginning of the game, thus enhancing the mood. External visitors (e.g. from the British Embassy) also took part.

18:30-19:30 Performance by the Peruvian dance group Sonqoy Tusuy

Description: *Sonqoy Tusuy*, a dance group promoting Peruvian culture in Hungary, presents the art and cultural diversity of Peru through dances rich in rhythm and colour. Join us on an imaginary journey to Peru through its music, dances and traditions!

Language: N/A

Number of participants: 8

Organised by Sonqoy Tusuy and the Department of Spanish Language and Literature (ELTE)

Feedback from the organising unit/department: The dance presentation was beautiful and fun, the members of the group taught some steps to the public. It was a pity that there was not more public, in fact we were very few. It is true that the presentation took place a little late (it started at 18:30) but the dancers work during the day and could not make the presentation earlier. Besides, it seems that somewhere in the program the starting time appeared wrongly.

19:00-20:30 Cultural Evening Programme (Annual Conference x Cultural Festival)

Description: Attendants of both the CHARM-EU Annual Conference and the Cultural Festival are warmly welcome to attend this evening programme for a multi-focus event comprising music, short films, dance and more. The programme features the Award Ceremony of the intercultural Instagram Short Film Challenge, a choir performance by the ELTE Art Ensemble, the introduction of the ClimEx-PE campaign film, as well as Irish step dance and more! If you would like to attend, please arrive by 19:00.

Language: English

Number of participants: ~130

Organised by the ELTE CHARM-EU Office



FIGURE 17. Performers and participants of the Cultural Evening programme. Photo credit: Gábor Rusznák / ELTE

Feedback from the organising unit/department: Attendants of both the CHARM-EU Annual Conference and the Cultural Festival could participate in a cultural evening programme, which was a successful multi-focus event with several elements. The programme featured a choir performance by the ELTE Art Ensemble as well as a video showcasing photos made by CHARM-EU colleagues during their visits to partner universities' countries, highlighting intercultural experiences. The promotional film of the multidisciplinary ClimEx-PE project titled "From Problem to Progress: The ClimEx-PE Approach" also [had its premiere during the event](#), providing an in-depth look at the project's objectives, challenges, pilot areas, stakeholders, and the potential applications of the innovative NaBa-MAR® approach. This project is the outcome of the first research collaboration of four founding universities in CHARM-EU. The award-winning dancers of Erin Irish Dance also presented a show of traditional Irish dances as a highlight of the cultural evening programme.

21:00-21:30 Bokros concert

Description: Bokros is a very exciting folk-based world music and contemporary formation that reflects Béla Szerényi's more than thirty years of creative work. Special instruments and unique sounding music characterise this ensemble, whose sophisticated and intellectual musical world is expressed in dynamic performances that appeal to all ages. From time to time, Bokros works together with Kossuth Prize winner Mihály Borbély, Ákos Kertész, one of the outstanding percussionists of the country's world music, István Savanya, an outstanding poet-performer of the Canadian diaspora, as well as Béla Szerényi Jr., one of the most outstanding musicians of the Hungarian folk music scene. The music of Bokros transcends genre boundaries, with authentic folk music, improvisational world music, and early music elements spiced with contemporary ideas. The line-up on 5 November will feature Béla Szerényi, MMA academician, on the roll cello, Ádám Pecze on percussion and András Balázs Barabás, student at the Institute of Art Mediation and Music at ELTE-BTK.

Number of participants: ~55 (the concert was held in the faculty's students' club and was attended by foreign guests and many local students as well as some external guests)

Organised by the Student Council of the Faculty of Humanities

21:30- Kisóceán concert

Description: They are no longer the faces who listened to Western music from copied cassettes and records, they can't tell you how the sheet music was passed from hand to hand, or how their first Yugoslav amplifier sounded. In return, they listened to everything they could. All five of them started shaping *kisóceán* (*little ocean*) with different musical influences in 2022, and

thus their alternative rock world with its distinctive blues, funk, jazz, progressive colours, as well as elements of classical music and math rock, was born. Their first major album, *pisztácia* (*pistachio*), was released in the spring of 2024.

Number of participants: ~40 (the concert was held in the faculty's students' club and was attended mainly by students)

Organised by the Student Council of the Faculty of Humanities



FIGURE 18. The Bokros Band and Kisóceán performing. Photo credit: Gábor Rusznák / ELTE

WEDNESDAY, 6th of November

8:30-10:00 and 10:30-12:00 English translation techniques

Description: The session will focus on the translation of English culture-specific elements into other languages. Visitors have the opportunity to explore the challenges of finding the most suitable equivalents for English culture-specific elements in the target language. In addition, visitors can become acquainted with the various methods and solutions of how each culture-specific element can be translated in different languages. Within this intercultural session, visitors can discover the ways how different languages deal with culture-specific elements in translation. The burning question is: Do we need to find an equivalent in the target language by all means?

Language: Hungarian, English

Number of participants: 6 (14 have registered)

Organised by the Department of Translation and Interpreting (ELTE)

Feedback from the organising unit/department: I think the pre-registration for the event was an indeed good idea because we could plan with the number of participants. However, while 10 people had assigned for the first session, only 3 of them joined us. We reached our planned objectives during the session, so MA students and the guests could explore the basic challenges of translation into their mother tongue. It is undeniable that the group's favourite activities were

the translation tasks based on audiovisual media. The participants were active, and some really good translation solutions could be heard. The second session was similar, we reached our planned objectives, and the class was a little bit more interactive because our guests were willing to share their thoughts on translation challenges. Somehow it could be assured that the people who applied for the session visit really the programmes because it may happen that they take away the places of people who would have wanted to join us.

9:30 Ireland and the birth of Europe + Beacons at Bealtaine by Seamus Heaney: Poem and short film | Exhibition opening with a playful insight into the Irish language (exhibitions open all day)

Description of Ireland and the birth of Europe: Ireland joined the European Economic Community, the forerunner of the European Union, in 1973, but Irish participation in the development of European identities dates back more than a thousand years. After the collapse of the Roman Empire in the West, Europeans built on its foundations to develop their own culture and identity. The Irish played an important role in this great enterprise. This exhibition tells the story of the part played by Irish scholars and missionaries in the early history of the European idea, especially their cultural role in the consolidation of the empire built by the Carolingians that covered most of Western Europe. St Columbanus was the first of the Irish missionaries and scholars to make a home on the Continent and in around the year 600, became the first to write 'of all of Europe' (*totius Europae*). He and his followers contributed to the shaping of a European heritage that endures today. This exhibition is curated by the Department of Foreign Affairs with Dr. Damian Bracken, University College Cork.

Description of Beacons at Bealtaine: Seamus Heaney (1939-2013) was an Irish poet, translator, teacher and critic. One of the most celebrated writers of his generation, he published 13 collections of poetry and was awarded the 1995 Nobel Prize in Literature. 'Beacons at Bealtaine' was commissioned by the Government of Ireland for the Day of Welcomes in Dublin on 1st May 2004, celebrating the accession of ten new Member States to the European Union. To mark the twentieth anniversary of this historic day, the poem was translated and published in the national languages of the ten states.

The exhibition was opened by the Irish Ambassador to Hungary, Kosovo and Montenegro, Ragnar Almqvist, and Dr. Orsolya Réthelyi, Vice-Dean for International Affairs at ELTE Faculty of Humanities. **Following the opening, participants can gain playful insights into the Irish language**, facilitated by Lili Zách, assistant professor at ELTE's School of English and American Studies.



FIGURE 19. Opening of the exhibition "Ireland and the birth of Europe" by Ambassador Ragnar Almqvist.
Photo credit: Gábor Rusznák / ELTE.

Language: English, Irish, Hungarian

Number of participants: 15 (15 at the exhibition opening and further ~60 people had a chance to have a look at the exhibition in the project meeting intervals and during the festival).

Organised by the Embassy of Ireland, Hungary and ELTE

Feedback from the organising unit/department: By the courtesy of the Irish Embassy, Budapest, an exhibition made up of 16 rollups was set up depicting the role of Ireland and the Irish people in shaping European identities dating back more than a thousand years. The rollups were in Hungarian, therefore handouts in English were also provided. The exhibition was opened by the deputy dean of the Faculty of Humanities followed by the Irish Ambassador. Following the speeches, the *Beacons at Bealtaine* film was shown and attendees were encouraged to take copies of the translated poem, marking 20 years of Hungary's membership of the EU. The activity was closed by a playful quiz on the Irish language. It was a special occasion both for CHARM-EU delegates of Trinity College Dublin and other attendees. The exhibition, the film (through a QR code) and the booklets remained accessible and available during the project meeting of the following days. It might be useful for similar activities to engage students of related (linguistic, history) specialties in a more collective way: e.g. invite students to the opening who have such classes at the time of the event or give them tasks related to the exhibition/film content. This way more attention would be drawn to such valuable contents and visitor number could be increased.

10:00-16:30 Visit the CHARM-EU Table on campus and engage in a game-based exploration of societal challenges!

Description: CHARM-EU is a Challenge-driven, Accessible, Research-based and Mobile European University Alliance. At CHARM-EU we work together to design and create a new university model, fostering connections with stakeholders to collaboratively address the challenges of the 21st century. CHARM-EU offers a growing number of opportunities to students and faculty of its nine partner universities, including transnational online learning and mobility experiences, possibilities of international network-building and a growing portfolio of educational and professional development opportunities. Visit us at the CHARM-EU table, learn more and experience challenge-based learning by engaging in our short, game-based exploration of societal challenges. Embark on a journey of discovery within the growing landscape of CHARM-EU!

Language: English, Hungarian

Number of participants: ~80

Organised by: ELTE Rectors' Cabinet CHARM-EU Office. On behalf of CHARM-EU, partners' representatives in shifts provided information for visitors on education and mobility issues.



FIGURE 20. CHARM-EU colleagues talking out the Alliance with interested visitors at the CHARM-EU Table. Photo credit: Gábor Rusznák / ELTE.

Feedback from the organising unit/department: The CHARM-EU Table was set up on campus during the second day of the festival. Attendees of the event as well as other interested students of the Faculty of Humanities could get a glimpse into the opportunities CHARM-EU offers them. Visitors arrived both individually and in teams and had the chance to speak with both educational and mobility experts of CHARM-EU (from ELTE as well as from partner universities) and to learn about the Alliance and its innovative educational approach. Many participants actively engaged in the challenge-based learning game of CHARM-EU, which is a short, game-based exploration of how to solve societal challenges with a transdisciplinary approach.

[10:00 The multilingual and diverse Budapest | Photo exhibition opening \(open all day\)](#)

Description: The photo exhibition "The Multilingual and Diverse Budapest" showcases photographs taken by students of various nationalities during a summer university program in Budapest. The images offer diverse perspectives on urban life and the cultural diversity of the city. The exhibition opening, conducted in German, provides an opportunity to discuss the themes and backgrounds of the photographs and to explore Budapest's diversity and multilingualism from different angles.

Language: German

Number of participants: 35-40

Organised by the Department of German Linguistics and the Department of German Literature (ELTE)

Feedback from the organising unit/department: The photo exhibition, titled "The Multilingual and Diverse Budapest," surpassed attendance expectations, drawing close to forty participants, including students, faculty, and representatives from external organizations like the Austrian Cultural Forum and the German Academic Exchange Service. The photographs, taken by students during study tours of Budapest, effectively conveyed diverse perspectives on the city, showcasing the rich intercultural environment in which German and philological studies are pursued. The exhibition has continued to attract visitors post-opening, thus promoting CHARM-EU's presence and the role of the Institute for Germanic Studies within this international network. For future events, CHARM-EU might consider collaborating with supportive organizations like the German Academic Exchange Service. Joint funding initiatives could strengthen partnerships among members

universities, facilitating more comprehensive cultural projects and events.



FIGURE 21. Opening of the exhibition "The multilingual and diverse Budapest" in German. Photo credit: Gábor Rusznák / ELTE

10:00-12:00 Onomastic Quiz on Hungarian and European Personal Names

Description: In the English (or Hungarian if required) Onomastic quiz, participants (individually or in teams) may test and expand their knowledge of Hungarian and European personal names in a playful way. The quiz focuses mainly on first names and surnames, their origins, etymological meanings, types and varieties. No prior knowledge of linguistics or onomastics is required to participate.

Language: English, Hungarian

Number of participants: 5

Organised by the Department of Hungarian Historical Linguistics, Sociolinguistics and Dialectology (ELTE)

Feedback from the organising unit/department: The visitors were very enthusiastic; we had a great conversation with them. They had many questions about the Hungarian personal name system and naming habits. Booking of the rooms could possibly be done centrally.

10:00-11:00 The journey of witches from the tribunal to the contemporary Catalan novel

Description: In Europe, the period between 1560 and 1630 was a time of intense, long witch hunts. But could there be a link between the volatile economic and political situation, extreme climatic events and witchcraft? Who were the witch hunters in the early modern period and how did they work? Were there really only cruel inquisitors? Can we find the 'voice of reason' behind witch-sabbaths, infanticides and diabolical orgies? These are the questions we will try to answer in this conference, based on early modern Catalan forensic and inquisition sources. And, ultimately, we will see what literature has transmitted about all this to the people of today.

Language: Hungarian

Number of participants: 8

Organised by the Department of Spanish Language and Literature (ELTE)

Feedback from the organising unit/department: The presentation was very interesting and inspiring for future researchers. Unfortunately, the audience consisted almost exclusively of students from our department, who we had invited over from a class. Although the lecture was announced in Hungarian, a professor from the Charm-EU organization arrived, so we provided simultaneous translation for her. The festival would need to be advertised more on campus, with large, brightly coloured posters, and I think the different events should be concentrated in a few classrooms (in one building) on campus. And also, it would be much more practical to standardize the language in which the different events are offered.

[10:00-11:30 Scavenger Hunt on English-speaking countries](#)

Description: The English in Media Specialization at ELTE presents “Haunt & Seek”, a spooky scavenger hunt for the bravest on campus. By solving 10 riddles and puzzles about Halloween in English speaking cultures while moving around on campus, participants can win delicious treats. (The game has 10 stations.)

Language: English

Number of participants: 50

Organised by the School of English and American Studies (ELTE)

Feedback from the organising unit/department: By solving 10 riddles and puzzles about Halloween while moving around campus, participants were given the opportunity to learn more about English speaking cultures. The activity was designed and facilitated by students of the English in the media specialization, namely by 10 students. Participants of the scavenger hunt either joined the game in teams of 5-6, or in pairs. Team members did not necessarily know each other when they started the game, so it was a great team building activity for participants of the festival. Furthermore, some groups participated with their teachers, other participants were international guests and there were also international students from the English department. The experience and feedback we received was pleasing, the participants found the game useful, motivating and entertaining.



FIGURE 22. Facilitators and participants of the Scavenger Hunt activity on campus. Photo credit: Gábor Rusznák / ELTE

11:00-12:00 and 12:00-13:00 Quiz on the cultural geography of the Hispanic world

Description: We invite you to join us for an exciting quiz on the culture, geography and curiosities of Spain and Latin America. If you are interested in the diversity of the Hispanic world and want to test your knowledge in a playful way, join us and let's explore the geography and cultural heritage of the Hispanic world together!

Language: first session Hungarian, second session Spanish

Number of participants: 38

Organised by the Department of Spanish Language and Literature (ELTE)

Feedback from the organising unit/department: The activity consisted of a fun and colourful Kahoot quiz. Fortunately, a teacher brought a whole group of high school students, so in the second session as well, we did the Hungarian variant of the test, with simultaneous translation into Spanish due to the presence of some people who came from the CHARM-EU organization. Everything went very well; the event took place in a very pleasant atmosphere. The festival would need to be advertised more on campus, with large, brightly coloured posters, and I think the different events should be concentrated in a few classrooms (in one building) on campus.

11:30-12:00 Gaelic Games Demonstration

Description: The Gaelic Athletic Association (GAA) is Ireland's largest sporting organisation and is celebrated as one of the great amateur sporting associations in the world. The Association today promotes Gaelic games such as Hurling, Football, Handball and works with sister

organisations to promote Ladies Football and Camogie. Budapest GAA welcomes everyone to join us for a demonstration of our national sport. We will explain the rules and show you the skills required to play the game.

Language: English

Number of participants: 30-35

Organised by the Budapest Gaels GAA



FIGURE 23. Gaelic Games demonstration on campus. Photo credit: Gábor Rusznák / ELTE

Feedback from the organising unit/department: The Gaelic football demonstration was very successful in three aspects. First, it was the only sports activity of the festival, and it proved to be very attractive amongst ELTE staff/students and CHARM-EU staff as well. Second, it was an interesting experimental attraction in the sense that due to its features it was able to, and it obviously did attract ‘passers-by’, with representatives of a younger generation amongst them (younger than university students). Last but not least, it seemed to be very important for CHARM-EU staff members to get engaged, showing that physical activities are lacking from our internal Team building activities. It is highly recommended to include (not only Gaelic football but this and other types of physical activities) in the festivals. A quite important requirement is, however, outdoor space or a sports court, and if outdoors, then acceptable weather (at least no heavy rain).

11:00-14:00 [The Lagabøte Mystery – Scandinavian “Cluedo”](#)

Description: A homage to the popular board game and crime fiction as a Scandinavian literary phenomenon. The players shall investigate the details of a murder through different tasks and puzzles related to the culture of the Nordic countries.

Language: English, Hungarian, Norwegian, Swedish

Number of participants: 22 players in six groups

Organised by the Department of Scandinavian Languages and Literatures (ELTE)

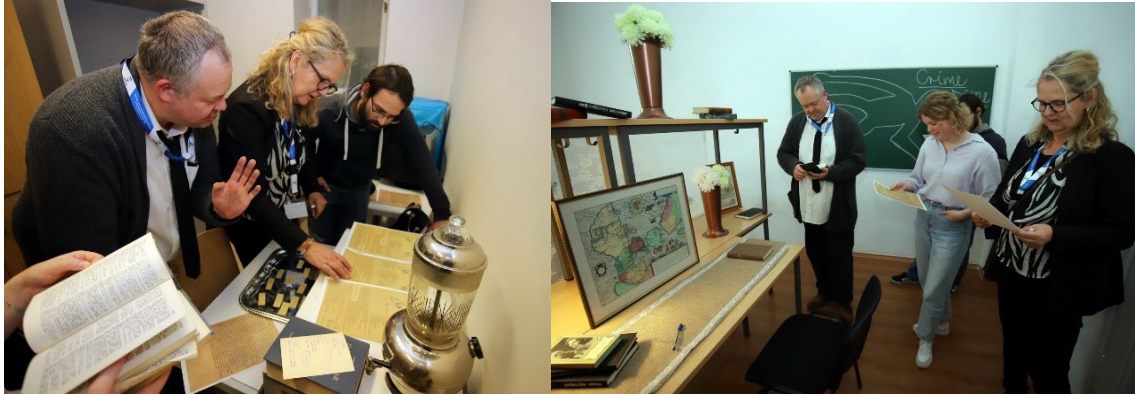


FIGURE 24. A team of participants during the Scandinavian Cluedo. Photo credit: Gábor Rusznák / ELTE

Feedback from the organising unit/department: The Cluedo game was very popular and successful, we kicked off the 6th of November with plenty of players and a lot of laughter. Our Norwegian guests were especially keen to solve the mystery. Some of the players initially encountered difficulties with the Scandinavian languages, but the task masters translated the texts if it was necessary. Due to the unforeseen popularity and scheduling issues all of the players arrived by 11.00 AM (it wasn't made clear that the game could be started anytime until 02.00 PM), therefore there was a short waiting period before all of the teams could enter the game. Apart from these two challenges the game went smoothly, most players found the tasks interesting and enterprising. They were vocal about their appreciation of both the initiative and the game. Recommendations for future is better scheduling and clearer instructions for the players about how to prepare.

12:00-13:00 Live Readings in French

Description: Participants will have the opportunity to discover the works of contemporary Francophone writers in a reading performance in French. The reading is a joint project of teachers and students of the Department of French Language and Literature. You are welcome to join us if you are interested in French language and literature.

Language: French

Number of participants: 40

Organised by the Department of French Language and Literature (ELTE)

Feedback from the organising unit/department: The live reading from contemporary French literature was a successful event overall. A group of high school students were among the spectators, so the festival was able to reach an audience outside the university. The spectators

were really interested in the activity on offer, and they too took part with great enthusiasm. The workshop was a great opportunity for cross-cultural exchanges and discussions about French-language literature.

12:15-13:00 Quiz on translating and interpreting for the EU bodies

Description: The interactive lecture is going to focus on the languages in the European Union and how the 24 official languages can communicate: people rely on interpreters, translators and technology. What does the future hold for these professions? What kind of technological changes can we expect in the future? Come to the lecture and help us find out!

Language: English

Number of participants: 4

Organised by the Department of Translation and Interpreting (ELTE)

Feedback from the organising unit/department: The course was designed as a quiz-based activity, it tested and enhanced participants' knowledge about the diverse linguistic challenges and solutions involved in maintaining the EU's multilingualism. Participants explored topics such as the differences between translation and interpretation, the importance of accuracy in legal and diplomatic contexts, and the technological tools aiding language professionals in EU bodies. Real-life scenarios were presented, allowing participants to step into the shoes of EU translators and interpreters to tackle linguistic dilemmas. The quiz format ensured engagement, with instant feedback and explanations enriching the learning experience. The quiz highlighted the indispensable role of language professionals in fostering communication, inclusivity, and cohesion across the EU's 24 official languages.

12:00-14:00: Bazaar of untranslatable items

Description: We all know the feeling of wandering through bazaars as a tourist, sifting through knick-knacks, spices, and trinkets designed to carry home a piece or the taste of a foreign place. Now imagine stepping into the realm of languages, exploring its relics – words and phrases that defy translation and demand to be felt, not just understood. Our Bazaar invites you to experience the heart of language where translation falters and shared human experience takes over.

Language: English

Number of participants: 130-150

Organised by the School of English and American Studies (ELTE)



FIGURE 25. Participant teams in the Bazaar of Untranslatable Items. Photo credit: Gábor Rusznák / ELTE.

Feedback from the organising unit/department: The event focused on items related to translation that laymen would think are untranslatable because usually people misunderstand or are unaware of what translation means in fact. The bazaar focused on multimodality and cultural realities. As we wrote in our blurb: “Our Bazaar invites you to experience the heart of language where translation falters and shared human experience takes over.” And this was very successful. We planned 90 minutes or 2 hours, and we were open for 3 hours because there were so many people interested in it. We printed 75 score sheets, but we had to photocopy 30 more, and in the end, there were a lot of people who were engaged and did not take score sheets, and even those who took worked in groups of 3-5, so our estimate is 130 minimum, but I would not feel it a harsh estimate to say 150. There was a secondary school class who came here especially for this session. (They visited specific workshops like 3-4, this is a great thing, because it means that the program managed to reach out to non-ELTE spheres as well.)

[12:30 Libraries: home to knowledge, communities and engagement: A journey through libraries of CHARM-EU \(exhibition opening\) \(open all day\)](#)

Description: Join a virtual tour of the CHARM-EU partners’ libraries, homes to knowledge, community and engagement! The exhibition showcases 31 photographs around four main themes: Architecture & Heritage, Community, Library in Action and Libraries & Art. In the pictures, the rich cultural and social life of university libraries is depicted as well as their inspiring engagement activities and up-to-date innovations towards preservation and digitalization processes.

Language: English

Number of participants: 15

Organised by the ELTE University Strategy Office at the Book of Your Life Community Space of ELTE University Library & Archives



FIGURE 26. Opening of the exhibition „Libraries: home to knowledge, communities and engagement. A journey through libraries of CHARM-EU”. Photo credit: Gábor Rusznák / ELTE.

Feedback from the organising unit/department: To celebrate the newly established collaboration among the CHARM-EU partner libraries, ELTE organised a photo exhibition reflecting on the diverse roles of university libraries in the 21st century. The exhibition showcases pictures of CHARM-EU partner libraries around four main themes: Architecture & Heritage, Community, Library in Action and Libraries & Art. The unique initiative has been welcomed by partner universities; the photo exhibition will be presented in Montpellier next time. As all the printed materials and captions have been already curated and ready to transfer, the virtual journey could continue in other institutions, as well.

13:15-14:00 Introduction to the Theory of Interpreting

Description: New Technologies in Interpreting – Machine Interpreting, Computer Assisted Interpreting. This session will focus on the use of modern technologies in conference interpreting: how machine interpreting works, if it can replace human interpreters or if Artificial Intelligence can cooperate with human interpreters to help them.

Language: English

Number of participants: No attendant (3 registered)

Organised by the [Department of Translation and Interpreting](#)

14:00-15:00 Scandinavian myths and sagas – live readings

Description: Students of the department will read out short excerpts from the most exciting texts of old Norse mythology in Swedish, Norwegian, Danish, and Hungarian. Members of the audience will get a chance to learn more about the languages taught at the department, they can also go back in time and relive the adventures from the time of Yggdrasil (world tree).

Language: English, Hungarian, Norwegian, Swedish

Number of participants: 25-30

Organised by the Department of Scandinavian Languages and Literatures (ELTE)

Feedback from the organising unit/department: The live reading was one of the less complex activities organised by our department. Nevertheless, it was a huge success, and all the seats were occupied as our students read aloud an excerpt from The Poetic Edda. As for the experience: some sort of visual representation could have made the performance a little richer, however the audience seemed to have appreciated the effort of the readers and the material that they read. Optionally, a future live reading session could be accompanied by audio-visual components, meaning that the audience would be given a more complex, richer performance.

14:00-15:00 Campus tour

Description: Get to know the past of the Trefort Garden! The Faculty of Humanities is hiding among tall public buildings in the very centre of Budapest. These walls could tell countless stories about the last one and a half-century of the Hungarian state and intelligentsia. Gain an insight into the past of the Faculty of Humanities, as well as the history of the pavilions and monuments here. The walkers will get several impressions about university life during the unification of Budapest, World War II and the revolution of 1956.

Language: English

Number of participants: 4

Organised by the Student Council of the Faculty of Humanities (ELTE)

Feedback from the organising unit/department: Participants were not that many, but they were open and interested, nice and listened all the way through, at the end they even asked questions themselves that I might not have known at first, it was useful to hear fun facts about the campus.

14:00-15:30 Pop-up city walk in Dutch

Description: Students of the Dutch department have prepared a short city walk for you to show you the best spots on and around the ELTE BTK campus. Would you like to get to know a bit more about this lively green heart in the city centre? Have you ever walked on the medieval city wall? Do you know where the best ruin-pubs can be found? Just come and listen to the Dutch guided tour provided by teams of ELTE students and ERASMUS students from the Netherlands and Flanders. See you there!

Language: Dutch

Number of participants: 12

Organised by the Department of Dutch Studies (ELTE)



FIGURE 27. Participant teams in the pop-up city walk discovering inner city of Budapest. Photo credit: Gábor Rusznák / ELTE.

Feedback from the organising unit/department: Based on own experience and the feedback of guests, the Pop-up City Walk was received well. It was a great event where students could be motivated to prepare a guided tour in the centre of Budapest. Many Dutch (speaking) guests were interested. Since there was not registration needed for this activity, there was a risk of nobody turning up for the city walk. Fortunately, guests were interested and participated in the activity. It might be a good idea to organize language specific activities during future festivals. It can show how well “Charm-EU languages” are taught and spoken at different universities. Providing a guided tour in the native language of guests gives a chance to connect with members

of the host university in a higher level. It also gives a chance for students at the host university to practice a foreign language.

14:00-15:30 Living pasts, exploring futures 2.0 — Beyond the Wall

Description: Living pasts, exploring futures is a course that has been running since 2019 at Utrecht University. It is characterized by multi- and transdisciplinary approaches, driving the course content on co-creation, with a community-engaged outcome. And now we're happy to announce that Living pasts, exploring futures is a pan-European course. Students at Utrecht University are making up one group with the students of ELTE in this semester. This is: Living pasts, exploring futures 2.0 — Beyond the Wall. The course reaches a milestone just during the days of CHARM-EU Festival when Budapest students of the course are delivering their pitch presentations. You are most welcome to the open-door seminar to see toward what kind of prototypes the students are heading.

Language: English

Number of participants: 8

Organised by Alexandra Anders (Department of Archaeometry, Archaeological Heritage and Methodology), Orsolya Réthelyi (Department of Netherlandic Studies) and Dániel Veress (Atelier Department for Interdisciplinary History)

14:30-16:00 Guided Interpreting Practice / HU to EN, DE, FR, IT, ES – come, listen and participate!

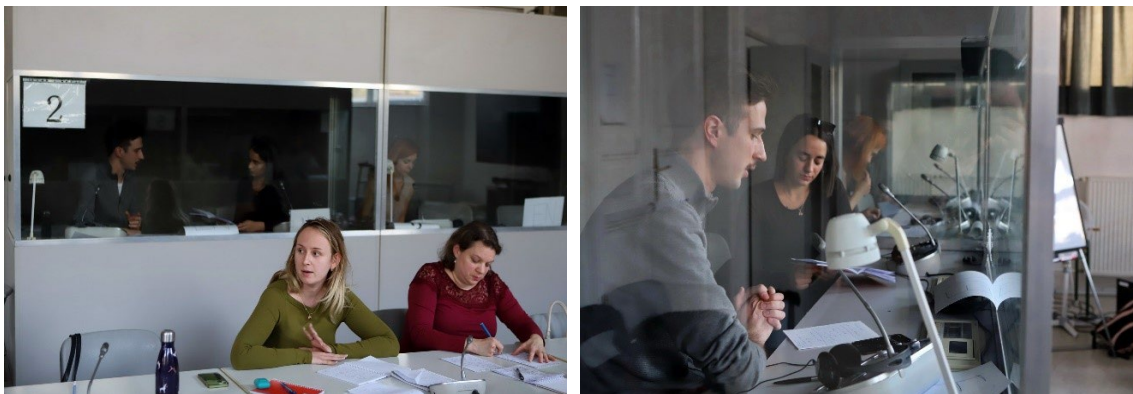


FIGURE 28. Participants of the Guided Interpreting Practice session. Photo credit: Gábor Rusznák / ELTE.

Description: We invite you to attend an open course for our *Guided Interpreting Practice* seminar, designed specifically for second-year interpreting students. This course offers practical experience in interpreting, allowing the students to refine their skills in consecutive interpreting. You will have the chance to observe live sessions, meet interpreters in training, and learn about the diverse interpreting challenges covered in the course while interpreting from Hungarian into English, German, French, Italian and Spanish.

Language: Hungarian, English, German, French, Italian, Spanish
Number of participants: 3 (6 registered)

Organised by the Department of Translation and Interpreting (ELTE)

15:00-17:00 Multi-focus Programme on the Finnish Language and Culture

Description:

1. Short Finnish language lesson (Finnish, English, Hungarian)
2. Why is Finland the happiest country in the world? A round table discussion with faculty members on why Finland has won the title for the 7th time (in Hungarian).
3. “Where is happiness these days?” – Finnish poems about happiness (in Finnish, Hungarian and other languages)
4. Pub quiz: myths and reality – Finnish beliefs and interesting facts from the Iron Age to the present day (in Finnish, Hungarian and other languages)

Language: English, Hungarian, Finnish

Number of participants: 20-25

Organised by the Department of Finno-Ugric Studies (ELTE)



FIGURE 29. Facilitator and participant of a section of the multi-focus programme on Finland. Photo credit: Gábor Rusznák / ELTE

Feedback from the organising unit/department: Our program consisted of four main parts; Nikolett F. Gulyás hold a brief introduction to the structure of the Finnish language where the participating students could learn basic phrases and conversational expression. Head of department, András Bereczki chaired the round table that aimed at revealing the secrets of happy lifestyle of the Finns. Participants of the round table were current and previous members of the department. Members of the audience addressed their questions as well. Additionally, under the title “Where is happiness these days?” our colleagues give a brief introduction to Finnish poetry with a nice intercultural twist since Leila Kimmel told the Estonian and Renáta Balázs Dávidné the Hungarian translations. In the end, members of the audience had the

opportunity to test their knowledge on Finnish culture by filling a Kahoot Quiz conducted by lecturer of Finnish language Markku Nikulin. We found the festival an excellent opportunity to share our views and knowledge in an intercultural manner. Unofficial feedback from the participants were promising. It would be useful to promote the event among students of ELTE in a more elaborated way.

15:00-17:00 Intercultural escape room with multilingual interactive tasks

Description: Discover the secrets of cultures in an exciting intercultural escape room! – In this unique escape room, you’ll encounter intriguing and sometimes surprising cultural phenomena while learning the “dos and don’ts” of different countries. Work together with your team to solve puzzles and challenges that focus on understanding and embracing cultural differences. Get ready for a fun and insightful journey that will test your openness and empathy!

Language: English

Number of participants: n. d

Organised by the Department of Hungarian as a Foreign Language (ELTE)

15:30-18:00 Performance of the Choir of the Scandinavian Department + Waffle tasting with Norwegian speak-dating



FIGURE 30. Performance of the Choir of ELTE’s Department of Scandinavian Studies. Photo credit: Gábor Rusznák / ELTE

Description of the performance: Performance of the Choir of the Scandinavian Department – Our Choir presents their brand-new repertoire that they rehearsed with much love. The show will feature Scandinavian pieces as well as Hungarian folk songs and popular pieces.

Description of the waffle tasting and speak-dating: The Department of Scandinavian Studies invites all those hungry for a sweet treat to try fresh waffles baked using an authentic Norwegian recipe on Tuesday at 4 PM in building R. The divine delicacy will surely convince everyone about the gastronomic values of the Scandinavian region. **Get**

a taste of the Norwegian language as well! University of Bergen invite you to short “speak dates” where you can explore topics related to the Norwegian language, culture, and life in Norway. Come and meet us for a chat in English or Hungarian (which will be translated into English). Each “date” lasts 10 minutes.

Language: Norwegian, Swedish, English, Hungarian

Number of participants: ~70 (35-40 people watched the performance and additional groups arrived continuously to try the waffles)

Organised by the Department of Scandinavian Languages and Literatures (ELTE)

Feedback from the organising unit/department: The performance of the choir of the Scandinavian Department went smoothly. The audience greatly appreciated the variety of Hungarian and the Scandinavian melodies. After the live performance, video footage provided by Åbo Akademi University was shown to the audience. The video recording arrived a bit late, leaving us with a short time to prepare for the screening. Everybody was left in awe of the performances and cheered with enthusiasm. The waffle tasting was a huge success. We were prepared to serve 60 waffles, but had to divide them later, so more guests could try them. There were long queues in front of the baking station for the whole duration of this activity, and the students who prepared the waffles did a great job. For future events, we should either be prepared for a larger crowd who want to try the food or set clear boundaries concerning the number of guests that can be served. The latter solution requires active control of guests who wish to try the waffles.

[15:30-17:00 Comic Writing Workshop](#)

Description: Join our Comic Writing Workshop for a unique and creative adventure! Ever wanted to add your own twist to classic Belgian comics? Now’s your chance! At our Comic Writing Workshop, organized by the Department of French Studies and the Department of Dutch Studies you’ll get to fill in the speech bubbles of beloved Belgian comic strips with your own imaginative text. Whether it’s funny, serious, or completely unexpected—this is your opportunity to let your creativity run wild!

Language: French, Dutch, English, Hungarian

Number of participants: 4

Organised by the Department of French Language and Literature and the Department of Dutch Studies (ELTE)

Feedback from the organising unit/department: The Comic Writing Workshop, an activity of the French and Dutch Department wished to offer a creative and calm environment for the participants of the Cultural Festival. This goal was reached, mainly due to the small number of participants, who visited this activity. However, this activity cannot be seen as a success, due to lack of interest. Its location, a basement room in Building F was quite hidden and it was running simultaneously with more engaging programmes. Probably a more central location, with an emphasis on the possibility to sit down and take some rest would have been more inviting for participants. Recommendations for future festivals:

- A “reading room” with calm music, books in different languages would possibly work better. Many participants seemed tired and ELTE does not have many quiet places where people can sit down to take some rest.
- Central location.
- Better framing and wording in the programme.



FIGURE 31. Comic Writing Workshop. Photo credit: Gábor Rusznák / ELTE

16:00-18:00 Hungarikum Picnic

Description: Join us for an unforgettable Hungarikum Picnic – Step into the heart of Hungarian culture with a unique picnic experience where flavours, and traditions come to life. Discover Hungary’s unique traditions, taste the treasures of Hungarian cuisine and take home a piece of our culture! We warmly welcome everyone who is open to exploring the treasures of Hungary!

Language: English

Number of participants: n. d

Organised by the [Department of Hungarian as a Foreign Language \(ELTE\)](#)



FIGURE 32. Teams of participants during the Hungarikum Picnic. Photo credit: Gábor Rusznák / ELTE.

17:00-19:00 French Cooking Club

Description: The club welcomes all lovers of francophone cuisine for a cookout. In addition to cooking, you can also learn about Polynesian gastronomy through games and quizzes. Menu: coconut chicken and coconut banana rings.

Language: French, Hungarian, English

Number of participants: 10 (13 registered)

Organised by the Department of French Language and Literature (ELTE)



FIGURE 33. Participants cooking together in the French Cooking Club. Photo credit: Gábor Rusznák / ELTE

Feedback from the organising unit/department: It was a successful event overall. The participants were interested in French gastronomy, and they enjoyed cooking together and

sharing great discussions around the table. The gastronomy quiz also went well, and we had the impression that the participants liked the club and said they would like to do the same programme again in the future. All in all, the club's organisation was ideal, and it served its purpose well.

[17:00-18:00 and 18:00-19:00 Folk dance houses – come and learn Hungarian dances](#)

Description: From the middle of the 20th century, dance and music-loving young people undertook the acquisition and cultivation of the European folk dance treasure in club-like settings, where the dances also have a self-expressive role. As a result of this, and from the initiative of amateur folk dance ensembles, the “dance house” was born also in Hungary. The exemplary form, which is still alive today in Northern Transylvania, was characterized by the original folk instrumental music and the living traditional dance performance. This form, especially among urban youth, developed into a movement. ELTE’s Folk Dance Ensemble, founded in 1957 and distinguished by numerous certifications and festival awards, has already toured several European countries and China. Its members, dressed in traditional folk costumes, give a spectacular taste of the folk dances of the Hungarian regions. The presentation is followed by “barn dance” including teaching.

Language: EN

Number of participants: ~70 (around 40 in the first and 30 in the second group)

Organised by the Folk Dance Ensemble of ELTE Eötvös Art Ensemble



FIGURE 34. Members of ELTE's the Folk Dance Ensemble teaching Hungarian folk dances to participants.
Photo credit: Gábor Rusznák / ELTE.

Feedback from the organising unit/department: The folk-dance group really enjoyed performing and dancing together. It was a special experience to work with an international

community formed by many foreign participants and Hungarian guests. Many people were interested in the university folk dance ensemble and expressed their wish for similar events on a regular basis. We will be happy to take part next time, it was really very well done, we must keep this programme.

19:00-21:00 Intercultural Pub Quiz

Description: The ELTE Department of Dutch Studies has been hosting annual Pub Quizzes for many years, bringing together current and former students. This year, the organizers are excited to welcome all participants of the CHARM-EU Cultural Festival. You can sign up for the quiz – either as a team or an individual – using the link below. Please note that spaces are limited due to the venue’s capacity.

Language: English

Number of participants: ~65 (60 people have registered but some additional groups joined in)

Organised by the Department of Dutch Studies



FIGURE 35. Facilitators and participant teams during the Intercultural Pub Quiz. Photo credit: Gábor Rusznák / ELTE

Feedback from the organising unit/department: The International Pub Quiz was a great success with more guests than expected. The game went well, it was a nice closing event of the cultural festival. The Department of Dutch studies appreciated that their students could sign up after the registration was closed. It would have been nice to have a budget provided for buying small presents for the groups coming in at 1st, 2nd and 3rd place. This event can be replicated in future cultural festivals. It only needs some creative people, a suitable location (with quick service at the bar) and it can become a memorable event.

Recommendations:

- Better communication on budget on both sides.
- Place for more participants. A quiz can be easily organized for 60-70 players.

- It can be communicated as closing event, since many participants were present.

21:00 International karaoke night

Description: Join us for an unforgettable International Karaoke Night! At this event, you can sing in various languages, from pop hits to rock classics. Discover the music of the world, make new friends, and showcase your singing talent in a friendly atmosphere!

Language: multilingual

Number of participants: ~70

Organised by the [Student Council of the Faculty of Humanities](#)

Feedback from the organising unit/department: Such a program can be a very good community builder; it created a good atmosphere with the opportunity to meet new people. It is definitely worth having such a programme as the end of a festival, a lot of people got involved and many stayed for a long time. It was a nice surprise that not only students were active and had a good time during the International Karaoke Night, but also many of the CHARM-EU staff performed solo or duet Karaoke or even as a group. Such happenings contribute a lot to getting to know each other better and making a really enduring team building experience.



Partner University Programmes

[Dialogue Trainer | 20 participants \(first edition\) and 15 participants \(second edition\)](#)

Language: English

Number of participants: 35

Organised by [Prof. Johan Jeuring](#) from [Utrecht University](#)

Location: Budapest

Description & feedback: The simulation-based immersive learning platform Dialogue Trainer allows students and professionals to practise difficult conversations in a safe environment that allows for experimentation. Underneath each simulation lies a research-based model that combines a best practice approach with learning objectives and theory. As students play, a dashboard gives students feedback about their performance and allows teachers to monitor performance and progress through scores. In most scenarios, players choose responses from a set of predefined responses consisting of “good” reactions (according to the model), and reactions that may lead to less efficient communication. After a brief introduction, the attendants first together played a scenario in which you have to give feedback to a colleague. Then they worked on a scenario themselves, in which they had to give feedback to a colleague who wasn't very eager to receive feedback. This turned out to be challenging, and we had extensive discussions about the topic. The workshop ended with playing an open input scenario, in which the player talks to a virtual character without options to choose from. Attendants were very active, all of them played scenarios, and contributed to the discussions about a lot of aspects of the solution. Technical facilities and the room worked fine.

[Linguistic trivia: Explore cultures and Linguistic Roots in CHARM-EU | University of Montpellier | 22 participants \(first session\) and 26 participants \(second session\)](#)

Language: English

Number of participants: 48

Organised by Vanessa Vigano from the [University of Montpellier](#)

Location: Budapest

Description & feedback: The activity was a cultural and linguistic quiz where participants, using their smartphones, answered questions related to the cultural and historical aspects of CHARM countries and languages. During the first session, many CHARM staff members participated, and they loved it. The second session included the entire student council and other participants, who also thoroughly enjoyed the experience. Some staff members requested to have the trivia

questions shared so they could reuse them, as they found the quiz very engaging and fun. The winner received some goodies from the University of Montpellier.

[Instagram Short Film Festival | University of Barcelona | Four participants](#)

Language: Multilingual

Number of participants: 4 (2 videos)

Organised by the [University of Barcelona](#)

Online

Description & feedback: The University of Barcelona, within the activities planned for CHARM-EU's Cultural Festival, organised a CHARM-EU Instagram Short Film Festival, addressed at students enrolled in any educational programme of the CHARM-EU nine partners. The aim was to promote the Alliance's shared values of equality, diversity and inclusivity, as well as to foster cross-cultural dialogue and exchange among students. The idea was that a selection of the student's films would be published in CHARM-EU's Instagram account, and one of them would be declared winner of the Short Film Festival and be awarded with two (2) full tickets for the Primavera Sound Festival 2025 (June 5-7, Barcelona)¹.

Even if there were less participants than initially thought, the two finalists were match in their results, and a second prize (one day ticket for two people for the Primavera Sound Festival 2025) was awarded to another participant.

[GSiK Theme Week Meets CHARM-EU Cultural Festival: "We Are the People?! Democratic Participation in Challenging Times" | Julius-Maximilians-Universität Würzburg | 22 participants \(Tuesday 5th\) and 27 participants \(Wednesday 6th\)](#)

Language: German

Number of participants: 49

Organised by the [Julius-Maximilians-Universität Würzburg](#)

Location: Würzburg

Description & feedback: Tuesday started with an impulse on the crisis of democracy, followed by an interactive session. The students first reflected on two key questions: (a) What are the symptoms of a failing democracy? and (b) What actions do they take to support democracy? Students then paired up to discuss their insights and shared their thoughts with the group. Key topics included the role of media, the separation of powers, and freedom of speech. Afterward, participants could choose between two workshops: one focused on wealth and taxation, the other on how right-wing narratives shape European democratic discourse. On Wednesday, a

lecture explored the relationship between democratic participation and representation. Students then selected from three workshops: one on the impact of poverty on political participation highlighting how the #IchBinArmutsbetroffen campaign empowered marginalized voices, another on civil disobedience, particularly in the context of climate protests, and a third on women's rights activism in Iran. The event fostered critical discussions and provided valuable insights into current democratic challenges.

[Cultural Buzz-Feed Game | University of Applied Sciences Ruhr West | 250 participants](#)

Language: German & English

Number of participants: 250

Organised by the [University of Applied Sciences Ruhr West](#)

Location: Campus of University of Applied Sciences Ruhr West

Description & feedback: During the International Day celebrations at Ruhr West University of Applied Sciences, students were able to learn about opportunities to study abroad, hear from Erasmus+ mobility alumni, and gain insight into the CHARM-EU Alliance. A BuzzFeed quiz game developed in-house offered an engaging way to explore the diverse cultural realities and local dimensions of the nine CHARM-EU partner university destinations and align them with students' personalities and future study career plans. To entice and attract attendees, participants in the BuzzFeed game received a complimentary bag of popcorn.

[Irish for Beginners | Trinity College Dublin | Three participants](#)

Language: English & Irish

Number of participants: 3

Organised by the [Trinity College Dublin](#)

Location: Dublin

Description & Feedback: Trinity College Dublin offered a free Irish for Beginners session to all CHARM-EU TCD MSc students, which was led by Ciara Ní Mhurchú from the School of Irish and Celtic Studies, on Wednesday, November 6th, at 9 AM.

Participants were introduced to the Irish language, gained insights into regions where it is spoken, explored various Irish dialects, and learned foundational skills for introducing themselves and forming basic questions in Irish.

The session also covered essential aspects of Irish phonetics and grammar, with a strong emphasis on active speaking and interactive engagement.

The outcome of the session was basic knowledge of the Irish language and culture for all participants.

1.5. Dissemination and Impact

The CHARM-EU Days 2024 dissemination efforts are led by the CHARM-EU WP16 Communication and Dissemination. Collectively, these members play a pivotal role in crafting the communication and dissemination strategy of the event, creating content for the event website, developing social media posts, etc. The collaborative efforts of this group ensure a cohesive and effective outreach approach, maximising the impact of the CHARM-EU Days 2024. To make available detailed information of the CHARM-EU Days 2024 to the audience, a **general webpage**⁴ was created for the event within the CHARM-EU website⁵, including one page for the Annual Conference 2024⁶ and another one for the Cultural Festival 2025⁷. Information was added on the context of the event, the programme, the speakers and contributors, the posters, practical matters, and the different cultural activities, with the information of the schedule and locations. If the activity needed registration, then the registration link was also added.

- [CHARM-EU Days 2024 page](#): 216 views and 194 unique views
- [CHARM-EU Annual Conference 2024 page](#): 2227 views and 1847 unique views
- [CHARM-EU Cultural Festival page](#): 1620 views and 1383 unique views
- [CHARM-EU Cultural Festival – Budapest programme page](#): 3444 views and 2887 unique views
- [CHARM-EU Cultural Festival – Partner universities page](#): 338 views and 288 unique views
- [Instagram short film festival page](#): 538 views and 475 views

Specific material was designed by the agency Minimal Heroes⁸ to announce the CHARM-EU Days 2024. The material of the event included a poster, a banner, social media post visuals for Instagram (wall and story) either for the CHARM-EU Days, the Annual Conference and the Cultural Festival.



FIGURE 37. Banner with the visuals from the Annual Conference 2024.

⁴ <https://charm-eu.eu/event/charm-eu-days-2024/>

⁵ <https://www.charm-eu.eu/>

⁶ <https://charm-eu.eu/event/charm-eu-annual-conference-2024/>

⁷ <https://charm-eu.eu/event/charm-eu-cultural-festival-2024/>

⁸ <https://minimalheroes.tv/>



FIGURE 38. Banner with the visuals from the Annual Conference 2024.



FIGURE 39. Banner with the visuals from the Cultural Festival 2024



FIGURE 40. Posters with the visuals from the CHARM-EU DAYS 2024 & Annual Conference 2024.



FIGURE 41. Poster with the visuals from the CHARM-EU DAYS 2024.

The communication team (WP16) worked on a **coordinated strategy for the dissemination** of the event. The aim of this strategy was to inform about this event to the target audiences and focus on the broad concept of culture and interculturality; transnational and intercultural learning as educational principle and practice; the boundary-spanning nature of collaboration between European Universities as well as the European dimension of alliances, as well as raise awareness about CHARM-EU.

For the Annual Conference, due to the limited capacity of the venue, the promotion of this conference was targeted at a limited audience: members of CHARM-EU, members of other European Universities alliances, members of partner universities specialized in interculturality, members of the European Commission, representatives of the Member States, and members of Higher Education associations and networks. The invitations to attend the event onsite were sent via email by the CHARM-EU. Registration was only possible with the reception of an invitation. However, since the event was streamed online via YouTube⁹, WP16 also communicated about the event via CHARM-EU social media channels.

⁹ Due to a technical problem, the streaming of the conference was cutted in 2 and the first part of the afternoon sessions was lost. Streaming 1: <https://youtube.com/live/2Q4xCARlkms?feature=share>
Streaming 2: <https://youtube.com/live/8d7Aqbm9Lok?feature=share>

Regarding the Cultural Festival, since we targeted students and staff from partner universities and the general public, WP16 carried out an intensive social media campaign to attract participants to our activities.

CHARM-EU Facebook, Instagram and LinkedIn were prioritized. Events were created on [Facebook](#) as well as on [LinkedIn](#) for the Cultural Festival to obtain an estimation of the number of attending participants. All posts on Instagram and Facebook were accompanied by an animated story of the same topic. Additionally, most of the posts were published in English and another language of the alliance, in order to reach further on the partner universities communities and show the multilingualism is at the heart of the alliance. A common hashtag was also created: #CHARMEUDays2024 that was complemented with others according to the specific topic of the post. The following list includes some of the posts before the CHARM-EU Days:

First post on **CHARM-EU Days 2024** (June 12, 2024)

- [Instagram](#) (404 reached accounts)
- [Facebook](#) (115 impressions)
- [LinkedIn](#) (1274 impressions)

First post on **Annual Conference** (June 19, 2024)

- [Instagram](#) (344 reached accounts)
- [Facebook](#) (92 impressions)
- [LinkedIn](#) (2022 impressions)
- Call for posters (July 10, 2024)
 - [Instagram](#) (500 reached accounts)
 - [Facebook](#) (74 impressions)
 - [LinkedIn](#) (607 impressions)
- Meet the speakers and contributors (September 27, 2024)
 - [Instagram \(404 reached accounts\)](#)
 - [Facebook \(181 impressions\)](#)
 - [LinkedIn \(980 impressions\)](#)
- Online Sessions (October 15, 2024)
 - [Instagram \(216 reached accounts\)](#)
 - [Facebook \(99 impressions\)](#)
 - [LinkedIn \(646 impressions\)](#)

First post on **Cultural Festival** (July 11, 2024)

- [Instagram \(623 reached accounts\)](#)

- [Facebook \(75 impressions\)](#)
- [LinkedIn \(510 impressions\)](#)

Promotion of local programmes in **Budapest**:

- Promotion with ELTE (October 18, 2024): [Instagram](#)
- Choirs (October 2, 2024)
 - [Instagram \(1033 reached accounts\)](#)
 - [Facebook \(72 impressions\)](#)
 - [LinkedIn \(352 impressions\)](#)
- Gastronomy (October 4, 2024)
 - [Instagram \(1335 reached accounts\)](#)
 - [Facebook \(92 impressions\)](#)
 - [LinkedIn \(320 impressions\)](#)
- Trivia and pub quizzes (October 7, 2024)
 - [Instagram \(958 reached accounts\)](#)
 - [Facebook \(86 impressions\)](#)
 - [LinkedIn \(566 impressions\)](#)
- Workshops & escape rooms (October 11, 2024)
 - [Instagram \(1378 reached accounts\)](#)
 - [Facebook \(96 impressions\)](#)
 - [LinkedIn \(411 impressions\)](#)
- Exhibitions (October 14, 2024)
 - [Instagram \(1593 reached accounts\)](#)
 - [Facebook \(107 impressions\)](#)
 - [LinkedIn \(535 impressions\)](#)
- Literature (October 16, 2024)
 - [Instagram \(1865 reached accounts\)](#)
 - [LinkedIn \(522 impressions\)](#)

Examples of promotion of **partner universities activities**:

- UB Instagram Short Film Festival (October 3, 2024)
 - [Post \(5389 reached accounts\)](#)
 - [Reel with UB \(14,5K views\)](#)
 - [Video 1 from students \(7626 views\)](#)
 - [Video 2 from students \(7354 views\)](#)
 - [Facebook \(79 impressions\)](#)

- [LinkedIn \(727 impressions\)](#)
- JMU Workshop “We Are the People?! Democratic Participation in Challenging Times & HRW Cultural Buzz-Feed Game (October 9, 2024)
 - [Instagram \(6271 reached accounts\)](#)
 - [Facebook \(108 impressions\)](#)
 - [LinkedIn \(479 impressions\)](#)
- UM Montpellier excursion & TCD Irish for beginners (October 21, 2024):
 - [Instagram \(2501 reached accounts\)](#)
 - [Facebook \(114 impressions\)](#)
 - [LinkedIn \(434 impressions\)](#)

One of the episodes of the **CHARM-EU Podcast** broadcasted on Spotify presented the CHARM-EU Days 2024: “Episode 22 | Everything you need to know about the CHARM-EU Annual Conference and Cultural Festival” (October 29, 2024). This episode highlights the upcoming CHARM-EU Annual Conference and the first-ever Cultural Festival, featuring activities across the alliance's cities.

- Spotify link
- CHARM-EU website link
- Instagram (433 reached accounts)
- Facebook (153 impressions)
- LinkedIn (320 impressions)

In addition, the **dissemination of the CHARM-EU Days 2024** was also carried out by the **partner universities**, by the members from WP16 in coordination with communication departments of their own university. The visual and content material (text, visuals for Instagram post and story, Facebook post and story, and LinkedIn post) was sent from the CHARM-EU level to those universities offering local programmes in the frame of the Cultural Festival for them to promote the activities. Each university could choose when it was more convenient to post and create a collaborative post with CHARM-EU profile from theirs. These were sometimes published in two languages (English and the local language).

In addition to CHARM-EU and partner universities social media channels, **CHARM-EU external¹⁰ and staff newsletter** repeatedly included the event as news and/or highlight.

- [November 2024](#)
- [October 2024](#)

¹⁰ <https://charm-eu.eu/media/>

- [September 2024](#)
- [July 2024](#)

During the **CHARM-EU Days 2024**, the communication group created posts about the conference on [Instagram](#), [LinkedIn](#) and [X](#). Some of the photos taken by the photographer, Gábor Rusznák, were shared on CHARM-EU channels and saved on the archive to use for future publications.

Posts of the Annual Conference - Instagram and Facebook

- The posts during the annual conference in Instagram and Facebook on the 5th of November, the day of the event, were stories.
- The day after, we posted a recap video on the annual conference, since the reels have a better outreach than the posts.
 - [Instagram](#) (1,080 views)
 - [Facebook](#) (110 views)
 - Posts on the Cultural Festival – Instagram and Facebook
- The posts during the Cultural Festival in Facebook and Instagram on the 5th afternoon and 6th of November were stories.
- On the 8th of November, we post a recap with photos from the different activities.
 - [Instagram](#) (1,434 reached accounts)
 - [Facebook](#) (812 impressions)
- Then, we are creating a recap reel on the Cultural Festival that will be posted on Instagram and Facebook after this deliverable. You can find it on our [Instagram profile](#) and [Facebook profile](#).

Posts on the Annual Conference – LinkedIn and X

- The event was communicated via these two channels.
 - [X repost of UB post about the start of the conference](#) (1,630 views)
 - [X post on the Irish Ambassadors at the conference](#) (1,600 views)
 - [X morning sessions post](#) (309 and 150 views)
 - [LinkedIn first sessions](#) (3,264 impressions)
 - [X Cultural Festival opening](#) (399 and 70 views)
 - [LinkedIn Cultural Festival opening](#) (1,532 impressions)

- [X afternoon session](#) (131 and 86 views)
- [LinkedIn afternoon session](#) (1,746 impressions)
- [LinkedIn workshop sessions](#) (2,523 impressions)
- The day after the Annual Conference, we published recap posts in LinkedIn and X
 - [X post](#) (351 views)
 - [LinkedIn post](#) (1,899 impressions)

Posts on the Cultural Festival – LinkedIn and X

- Posts on the day after the cultural festival with a selection of photos
 - [X post](#) (283 and 70 views)
 - [LinkedIn post](#) (1620 impressions)



FIGURE 42. Facebook post published during the event.

Finally, the communication group worked on a [post-event article](#) and a [post-cultural event article](#). CHARM-EU published these pieces on their “News” section in CHARM-EU website, and also shared it on CHARM-EU social media channels and —staff and external— newsletters.

Post-event article (November 7, 2024)

- [Web post](#) (259 views)
- [Instagram](#) (506 reached accounts)
- [Facebook](#) (193 impressions)
- [LinkedIn](#) (3,181 impressions)

Post-cultural event article and reel (December 9, 2024)

- [Web post](#) (39 views)
- [Instagram](#) (503 views)
- [Facebook](#) (43 views)
- [LinkedIn](#) (222 views)

The analysis of the data collected from our social media will be developed on the white paper, the next section of this deliverable.

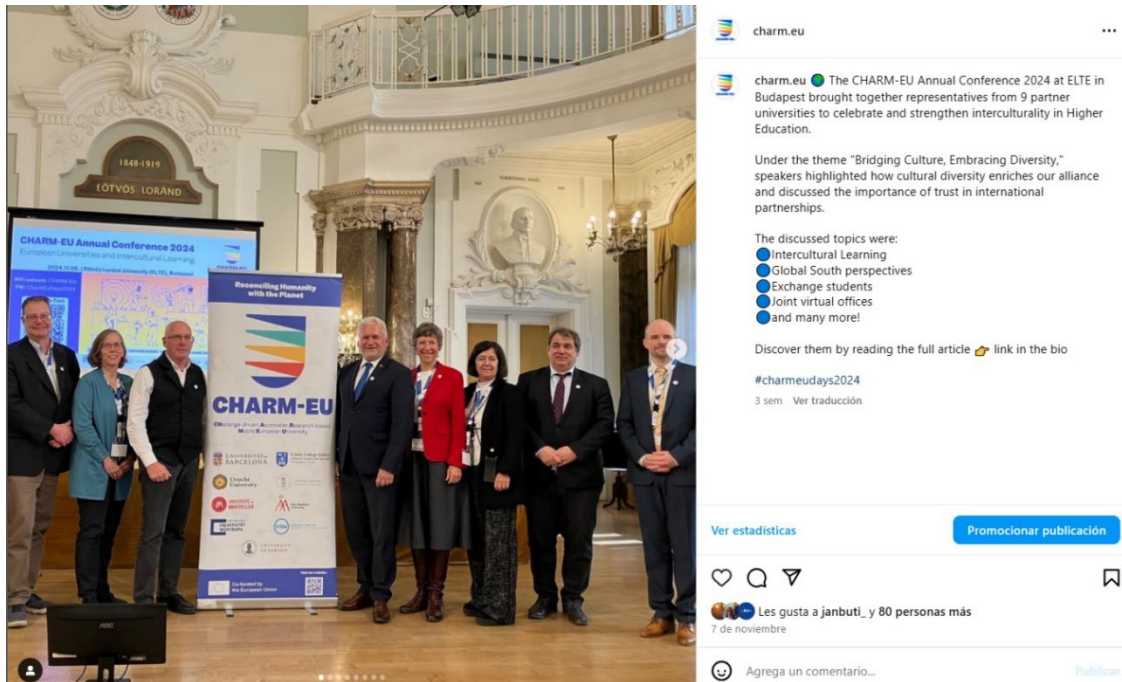


FIGURE 43. Instagram post about the post-event article.

1.6. Feedback on the Annual Conference

After the Annual Conference we contacted all participants that registered to give us feedback in order to improve for the next conferences. We received 21 replies and the main takeaways are:

FIGURE 45. Answers to the question: “What did you dislike about the event?”.

4. How satisfied were you with the amount of information you received prior to the event?

[Més details](#)



FIGURE 46. Graphic on the satisfaction of the participants regarding the information received beforehand.

All the participants of the survey thought that all the necessary information about the event was given.

6. Was the event length too long, too short or about right?

[Més details](#)



FIGURE 47. Graphic on the evaluation of the length of the event.

To the question if there is anything else they would like to share about the event, the replies were that the event was educative, to book sometime for the participants to walk around the city, to look for more relevant topics for our external stakeholders and to have the annual conference separate from the festival to make it less confusing.

The ratings for each one of the sessions were as follows:

● Excellent ● Good ● Fair ● Poor ● Very poor

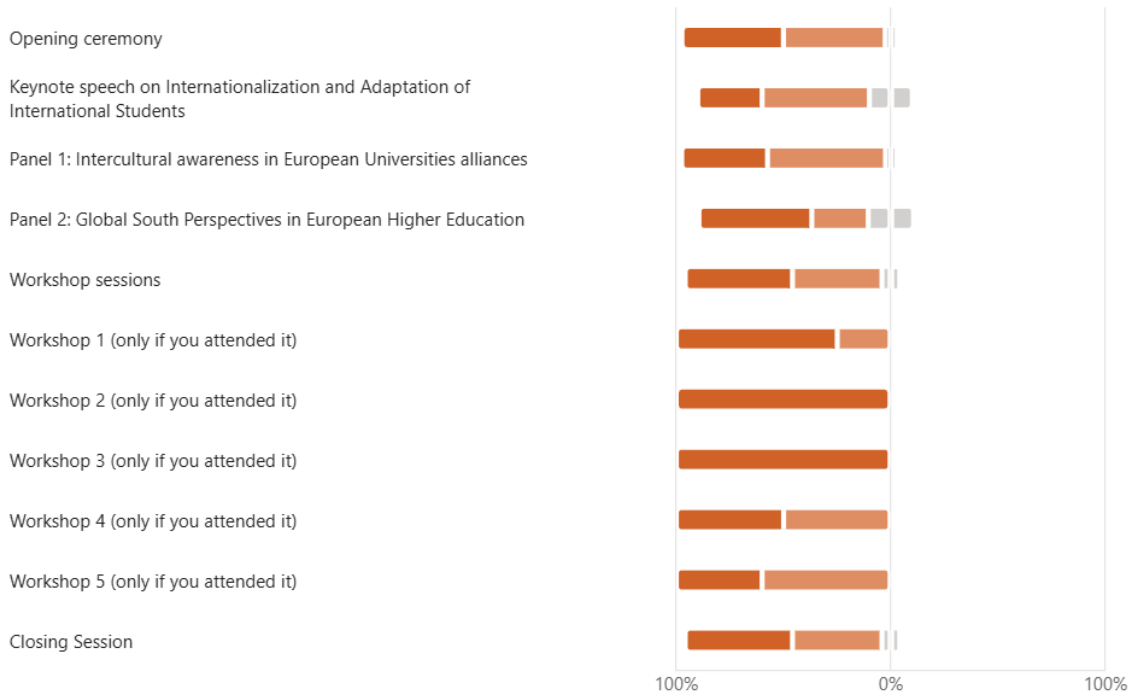


FIGURE 48. Graphic on the post-event evaluation of each section.

Finally, we asked if they have any other comments, and they thanked the organisation for a great event. All the replies can be found in Annex IV. The analysis of the data collected from our social media will be developed on the white paper, the White Paper (section below).

2. WHITE PAPER ON CHARM-EU INTERCULTURAL EVENTS 2024

This white paper explores the innovative, inclusive, and impactful nature of CHARM-EU's Annual Conference and Cultural Festival of 2024. As a transformative European University alliance, CHARM-EU brought together diverse stakeholders to foster intercultural learning within alliances and higher education. By celebrating cultural diversity and promoting inclusive dialogue, these activities strengthened partnerships and enhanced the alliance's collective impact.

The purpose of this white paper is to showcase the outcomes and lessons learned from the two events, demonstrating how they contributed to building bridges between alliances and how they inspired and guided future efforts in leveraging events as a catalyst for meaningful connections and shared progress in higher education.

2.1. The Annual Conference on European University Alliances and Intercultural Learning

The 2024 CHARM-EU Annual Conference delved into the multifaceted concept of culture and its critical role in enhancing transnational and inter-institutional collaboration within and beyond European University alliances. Through keynote speeches, panel discussions, and interactive workshops, the conference explored professional perspectives on languages, cultures, and intercultural learning, addressing both opportunities and challenges faced by alliances. Bringing together a diverse audience—including students, staff, policymakers, external stakeholders, and representatives from fellow alliances—the event served as a platform for dialogue on best practices. The objectives were to share and exchange main take aways and challenges from key topics included fostering intercultural awareness, facilitating transnational and intercultural learning, and strengthening cultural bonds between partners. Additionally, sessions emphasized how interculturality informed the strategic processes of partner universities and supported the development of inter-university campuses where students and academics collaborated across countries and disciplines.

The main key figures of the Annual Conference in addition to the feedback gathered above are the number of people registered before the event (222 registrations) and the number of participants (150 onsite attendees). Then, the social media KPIs are also important to extract recommendation for the promotion and dissemination of future conferences.

Social Media Channel	Total # of interactions / reached accounts
Instagram	1,868
Facebook	561
LinkedIn	5,530

TABLE 3. Social Media – 2024 CHARM-EU Annual Conference promotion.

Social Media Channel	Total # of interactions / reached accounts
X	4,726
LinkedIn	10,964

TABLE 4. Social Media KPIs – Dissemination during and after the 2024 CHARM-EU Annual Conference.

Impact analysis and recommendations

The 2024 CHARM-EU Annual Conference was a success, with attendees rating it as excellent, very good, or good. The **event’s focus on professionals in interculturality** within higher education and European University alliances was highly appreciated by the participants. The selected topics resonated with all audience groups, enhancing awareness of the role of cultural diversity in education and collaboration. Moving forward, identifying the key selling points of suggested topics will ensure even greater engagement.

One of the main positive outcomes that we can learn from the 2024 CHARM-EU Annual Conference is that the audience valued very positively **the variety of sessions**, particularly the shift from traditional speeches and presentations to more interactive and dynamic formats such as workshops. The **inclusion of cultural elements**, such as a choir performance and the video from the students, added a unique touch, creating a vibrant and engaging atmosphere that was appreciated by everyone. Additionally, engaging members of the partner university is an effective way to positively influence internal staff.

Challenges

One of the challenges we faced was that we had **32% fewer onsite participants than the ones that registered before the event**. Usually in this type of event, we had a 10% difference, but this time the difference was higher. The maximum number of attendants for the venue was 200 and we were supposed to welcome 222 attendees. The main reason is that an important number of the registered participants could not attend to the event onsite due to other requests on the agenda that did not preview when registering, lack of funding to make the travel to Budapest

and, it is also important to highlight, that due to the flooding in Spain¹, quite a lot of people from the University of Barcelona could not reach Budapest as their flights were cancelled. With the feedback collected from the Annual Conference, WP16 realized **the importance of balanced time management**, particularly regarding session formats. While workshops and the opening sessions received the highest ratings for their engaging and interactive nature, feedback indicated that the event overall felt too long, with 7 out of 22 participants mentioning the duration as a concern. The afternoon panel session was less well-received, primarily due to their timing and format, with attendees suggesting a more interactive approach to maintain engagement. Similarly, keynote speeches were seen as too lengthy and formal, with a preference for shorter, more dynamic presentations to capture and sustain interest. The networking time was valued by the audience, but they mentioned that it was done too late during the evening. These insights highlight the value of designing concise, interactive sessions to optimize participant experience and focus.

To ensure smooth **event operations**, it is crucial to clearly specify in the event script when **support units** should be available. Their responsibilities include assisting with registrations, guiding attendees to various locations, and managing extra microphones for the audience. A preparatory meeting should be held with the support units to review the script thoroughly, address any questions, and confirm their understanding of the tasks. For events, such as the Annual Conference and Cultural Festival, it is essential that support units—often composed of students—are fluent in both the local language and English to efficiently handle unexpected issues. Additionally, contingency plans should account for potential last-minute withdrawals from the support team.

When planning **lunch and dinner for the event**, it is essential to clearly specify the type of meals provided in the programme to manage participants' expectations. For instance, if cold food or finger food is being offered, this should be explicitly mentioned to avoid any misunderstandings. To ensure participant satisfaction, due to the feedback that we have received in the survey, it is recommended to include at least one hot meal per day in the schedule. This approach balances convenience with the need for a more substantial dining option.

Best practices

Biweekly or weekly meetings held by the Organising Committee played a crucial role in ensuring that at least one representative from each partner university was involved in the event's organisation. These meetings also ensured the inclusion of various work packages, allowing for a range of perspectives on CHARM-EU interculturality, including education, professional development, communication, governance, and external relations. Additionally,

the regular meetings helped oversee every step of the event organisation, with different roles within CHARM-EU supervising key actions to ensure no important tasks were overlooked. It is essential that the partner university hosting the event has at least three people involved in the Organising Committee to provide effective supervision and ensure the event runs smoothly.

Shifting towards **more interactive and dynamic formats** such as workshops and including cultural elements, such the choir performance, was highly appreciated by the audience. This approach enhanced participant engagement and made the event feel more vibrant. Another key takeaway was **the importance of involving students** throughout the event. Their perspectives, as one of CHARM-EU's main audiences, provided invaluable insights. As a student-centred alliance, CHARM-EU is committed to ensuring that students play an active role in shaping conference discussions and outcomes. Their participation was an innovation for this year's annual conference, but it should be replicated and ensured in the following ones.

Collaboration with other alliances was another significant highlight. These partnerships provided a platform to share experiences, discuss common challenges, and build stronger networks. Such exchanges not only foster mutual understanding but also reinforce the collective efforts of European University alliances. The recommendation for next conferences is to keep in mind when selecting a topic that is of an interest of other alliances.

The **communication strategy for the CHARM-EU Annual Conference proved effective**, although it can be improved. WP16 performed a comprehensive approach that included the event website, social media, newsletters, and participant mailings. This **multi-channel strategy** ensured participants had access to all necessary information before, during, and after the event. **LinkedIn** emerged as the most successful platform for promotion and dissemination, achieving the highest outreach numbers. Its effectiveness can be attributed to the professional nature of the event and its relevance to external stakeholders, including other alliances and the European Commission.

The audience of the **YouTube streaming videos** of the conference was good with 275 views. However, it can be improved. Additionally, we received feedback of onsite audience that preferred to join online due to carbon footprint. This leaves us in a dilemma, since the benefit of these conference is to be onsite and be face to face with people that we work on a daily basis in inline format, and also to meet other staff from fellow alliances and higher education institutions. A recommendation for next conferences is to focus on 1 or 2 streamed sessions during the morning with a maximum of 2h30. Online sessions should be designed to accommodate those unable to travel, with shorter durations of 2-3 hours to ensure engagement and ease of participation, aligning with best practices from other alliances. Longer it makes difficult to follow. Additionally, we need a greater emphasis on online participation and having the link to join online earlier than this year.

Recommendations for future events

- **Onsite attendance management:** Even if some root causes for this are out of our hands, there are some actions that can be taken in order to mitigate the number of cancellations, such as, send confirmation emails earlier and inquire about potential participation issues to free up spots. Follow up with attendees regularly, including updates and new information about the event.
- **Optimizing Event Duration and Session Design:** Shorten keynote speeches and afternoon panel sessions, focusing on more dynamic and interactive formats. The overall duration of the event should be kept concise to maintain participant engagement.
- **Clear Role Definitions for Support Units:** Clearly define the roles of support units in the event script and ensure they are fluent in both the local language and English. Organize preparatory meetings with them to ensure everyone understands their responsibilities.
- **Meal Planning:** Clearly specify the type of meals provided in the program to manage expectations. Include at least one hot meal per day to ensure that participants have sufficient dining options.
- **Online Participation and Streaming:** Stream only 1 or 2 key sessions, ideally during the morning, to ensure better engagement. These online sessions should be no longer than 2-3 hours to prevent disengagement. Additionally, improve the promotion of online participation by providing access links earlier in advance.

2.2. CHARM-EU Cultural Festival

The CHARM-EU Cultural Festival 2024 is the first ever cultural festival organised by CHARM-EU. The event took place in Eötvös, Loránd University Budapest on the 5th of November afternoon and the 6th of November 2024. This event was the opportunity to dive into the cultures and languages of CHARM-EU universities in a joyful environment, meet and connect with fellow

students, teachers and staff from partner institutions and take part in a diverse set of programs and activities on cultures, languages and interculturality. Students, staff, academics and research, general public, everyone was invited to participate in the activities.

The main location of this year’s festival is the Faculty of Humanities at ELTE (Budapest), offering a wide range of cultural programs and fun activities spanning all kinds of art forms and showcasing all CHARM-EU languages. In addition, partner universities also provide local programs to engage participants from our campuses in Barcelona, Dublin, Montpellier, Würzburg and Mülheim. All the activities have been summarized in the Cultural Festival report. The main key figures of the Cultural Festival are the participation and the social media analytics. As for the participation, it was a great success since we reached 1629 aggregated visits (1240 in Budapest and 389 in partner universities), and we can approximately calculate that the individual visitors could be around 950.

Social Media Channel	Total # of interactions / reached accounts
Instagram	17,557
Facebook	750
LinkedIn	4,129

TABLE 5. Social Media KPIs – 10/12/2024 – CHARM-EU Cultural Festival promotion

Social Media Channel	Total # of interactions / reached accounts
Instagram	34,869
Facebook	79
LinkedIn	727

TABLE 6. Social Media KPIs – 10/12/2024 – Instagram challenge

Social Media Channel	Total # of interactions / reached accounts
Instagram	2,611
Facebook	812
LinkedIn	1,862
X	353

TABLE 7. Social Media KPIs – 16/12/2024 – Dissemination during and after the 2024 CHARM-EU Cultural Festival

Activity	# Participants
Cultural Buzz-feed game	250
Bazaar of untranslatable items	140
Cultural Evening programme	130
Visit CHARM-EU table on campus	80
International karaoke night	70
Folk dance – come and learn	70
Choir + Waffle tasting	70

TABLE 8. Most popular activities during the Cultural Festival 2024.

Activity	# Participants
Introduction to the Theory of Interpreting	0
Guided Interpreting Practice	3
Irish for beginners	3
Quiz on translating and interpreting for the EU bodies	4
Campus tour	4
Comic Writing Workshop	4
Instagram Short Film Festival	4

TABLE 9. Less popular activities during the Cultural Festival 2024.

Activity	# Participants
Irish for beginners	3
Instagram Short Film Festival	4
Dialogue trainer	36
Linguistic Trivia	48
GSiK	49
Cultural Buzz-feed game	250

TABLE 10. Partner universities activities.

Impact analysis and recommendations

The event was a great success in **enhancing CHARM-EU's awareness among participants who were not previously involved in the alliance**, including students, staff from partner universities, and the general public. It provided an excellent opportunity to **strengthen the identity and visibility of CHARM-EU as a multicultural alliance** while showcasing its rich and diverse cultural heritage. Attendees had the chance to learn about and engage with CHARM-EU's values and initiatives through dynamic sessions, fostering real-time interaction and experimenting the different cultures in a playful environment. This dynamic approach not only increased engagement but also solidified CHARM-EU's reputation as a transformative European University alliance.

At the institutional level, organizing over 50 activities at ELTE in Budapest required significant coordination across multiple faculties and teams. Despite challenges, including last-minute uncertainties, the event successfully drew attention to CHARM-EU's multifaceted approach to interculturality.

Challenges

At the institutional level, within ELTE in Budapest, **the organization of over 50 activities with various contact points required significant coordination and the involvement of multiple faculties**. The high number of tasks—ranging from booking rooms and managing logistics to ensuring technical requirements—created challenges, with each activity requiring a designated contact person. Additionally, uncertainties that could only be resolved at the last minute added to the **complexity**.

Additionally, the festival faced some challenges, particularly with **scheduling**. The overlapping of the Cultural Festival's activities on the afternoon of the 5th with the Annual Conference caused some confusion.

Adhering to **deadlines** is also essential for the smooth organization of any event, and it is crucial to emphasize this importance to all contributors. Although planning began several months in advance, delays in receiving the requested information from contributors caused significant challenges. When information was not provided by the set deadlines, some activities could not be advertised in time, resulting in reduced visibility and fewer visitors. This highlights the need for **clear communication about the consequences of missed deadlines** and the importance of timely collaboration to ensure the success and promotion of all activities.

When comparing the **activities organized by Eötvös Loránd University (ELTE) Budapest**, the host of CHARM-EU, with **those organized by the partner universities**, it is evident that ELTE's initiatives had a significantly higher impact. Despite considerable effort from partner universities, their activities did not achieve the same level of engagement. Among the partner universities, the most successful initiatives included the online *Cultural Buzzfeed* game and integrating an activity within an already existing event, such as GSiK. Additionally, the *Dialogue Trainer* and *Linguistic Trivia* were notable activities organized by Utrecht University and the University of Montpellier, respectively, but these took place onsite in Budapest. However, two other activities organized by partner universities were less successful.

For instance, the *Instagram Short Film Festival* had a substantial social media impact, with its first Instagram post reaching 5,389 views and a highly successful reel shared by the University of Barcelona in collaboration with CHARM-EU achieving 14.5K views. Despite this, only two valid video submissions were received, each from a single student. These videos garnered 7,626 and 7,354 views, respectively. In total, the social media campaign for this contest reached to an impressive total of nearly 35K views (34,869). However, the low student participation in submitting short films on interculturality raised concerns. We believe this outcome was partly due to the prize offered—two tickets to Primavera Sound 2025—which may not have been appealing enough. Given the high cost of the tickets and the fact that Erasmus+ funding cannot cover such expenses, a different type of prize is strongly recommended for future contests. While the digital outreach was noteworthy, greater emphasis on aligning prizes with student interests could enhance engagement in future CHARM-EU initiatives.

Best practices

Activities that resembled traditional lectures rather than offering light, fun, and festival-like experiences often attracted less interest. For example, the most popular activities were the *karaoke*, *the waffle tasting*, *the folk dance* and *the cultural buzz-feed game*. The ones less popular were the ones similar to lectures or the ones already offer in their studies, such as introduction to the *Theory of Interpreting*, *Guided Interpreting Practice* and *Quiz on translating and interpreting for the EU bodies*. This highlights the importance of designing engaging, interactive activities and ensuring timely communication to boost visibility, participation, and overall impact. To ensure a good audience for the activities, we also recommend that faculty departments organize visits with their students as part of their class schedules, which can help maintain participation and engagement.

Collaboration with an external institution added value to the event. For example, the Irish Embassy, which showed significant interest in the festival, contributed by providing two activities: *Ireland and the birth of Europe + Beacons at Bealtaine by Seamus Heaney: Poem and short film*, *Exhibition opening with a playful insight into the Irish language (exhibitions open all day)* and *Gaelic Games Demonstration*. Their involvement brought a unique dimension to the festival.

The **exhibitions of the Cultural Festival were borrowed and repurposed for a different audience**, such as staff members not affiliated with ELTE. This recycling of resources allowed for broader outreach and efficient use of materials.

Effective promotion of activities is essential to reach students and staff not yet involved in CHARM-EU, **maximizing the event's impact**. Timely provision of information is critical for crafting and executing promotional strategies that engage the target audience. Delays in receiving details about activities can hinder this process, leading to lower participation rates.

The **communication strategy** for the Cultural Festival primarily targeted students from partner institutions, with a particular focus on engaging students from Eötvös Loránd University Budapest. To achieve this, the campaign leveraged multiple channels, including the festival website, staff communications, and external newsletters. Social media played a pivotal role, with the main emphasis placed on Instagram and Facebook to maximize student reach. LinkedIn was also utilized to promote the event, specifically aiming to attract staff participation, as a secondary focus. As part of the strategy, **two interest groups** were created: one on Facebook, which garnered 821 registrations, and another on LinkedIn, which attracted 46 registrations. This multi-platform approach ensured broader visibility and engagement across different audience segments.

Instagram proved to be the most effective social media channel for engagement, achieving over 17.5K views. As noted earlier, reels and collaborative posts with partner universities performed exceptionally well, significantly enhancing the festival's visibility among target audiences. **Facebook** also played a strategic role, as many students from Eötvös Loránd University Budapest prefer this platform over Instagram. While Facebook's overall reach was lower than Instagram's, the more than 800 registrations in the Facebook group demonstrated the platform's importance in promoting the festival. This highlights the value of a multi-channel approach to maximize outreach and engagement.

During and after the event, **Instagram** and **LinkedIn** emerged as the most effective channels for outreach, largely due to our larger follower base. However, sharing the festival's significant impact on **Facebook** and **X** also proved valuable. These platforms allowed us to showcase the exceptional efforts of the CHARM-EU team, highlighting our dedication to increasing engagement and raising awareness about our work as a European University alliance. **This multi-platform communication strategy not only broadened our audience but also reinforced CHARM-EU's visibility and impact.**

We can also observe with this contest and the other social media content related with the Cultural Festival that the impact on social media is significantly higher, especially when **publishing reels shared in collaboration with partner universities**. Since partner universities often have a much larger follower base compared to CHARM-EU, these collaborations generate traction that CHARM-EU cannot achieve independently, and CHARM-EU can benefit highly of the impact of these type of actions. This approach is effective not only for promoting events but also for raising awareness about non-event topics, ensuring broader reach and engagement across diverse audiences.

Recommendations for future festivals

- **Shared tool for coordination:** due to the complexity of the event coordination, a shared whiteboard could streamline communication and improve collaboration, making the planning process more transparent and less cumbersome.
- **Contact details:** We want to highlight that having the contact information of designated persons is crucial for effective event coordination. While email is helpful for pre-event communication, having phone numbers is equally important to ensure direct and immediate contact on the day of the event. Real-time communication allows for quick resolutions to any unexpected issues that may arise. Moreover, in-person discussions during the event are invaluable for supervising and ensuring that all aspects run smoothly. This direct and hands-on approach fosters better collaboration and helps address last-minute challenges efficiently.
- **Registration for all activities:** another suggestion for future events such as the Cultural Festival is to implement a registration system for each activity. This way the coordinators can have an overview of the most successful sessions. While there may not always be a need to impose attendance limits, registration data can guide future promotional efforts and help focus on the most impactful activities.
- **Avoid overlapping** as the overlapping of the Cultural Festival's activities on the afternoon of the 5th with the Annual Conference caused some confusion, WP16 recommends **keeping both events in the same week but on separate days**.
- **Design Engaging Activities:** Focus on offering interactive, fun, and light activities to maintain interest, as more traditional lecture-like sessions attracted fewer participants. Activities like karaoke, folk dancing, and games proved highly popular.
- **Adherence to deadlines:** Emphasize the importance of adhering to deadlines for submitting information. Delays in receiving activity details hindered timely promotion and affected participation.
- **Targeted and Timely Promotion:** Provide timely information about activities to allow for effective promotional planning, maximizing participation. Faculty departments should encourage students to participate by organizing group visits during class schedules.
- **Rethink Contest Prizes:** For contests like the Instagram Short Film Festival, reconsider the appeal of prizes, as the original offering of Primavera Sound tickets did not resonate with students. A more attractive prize could drive higher participation rates.

- **Maximize Multi-Platform Promotion:** Maintain a multi-channel communication strategy. While Instagram proved the most effective platform, Facebook and LinkedIn also played important roles in reaching different audience segments. Continue leveraging these platforms for broader reach and engagement.

Final recommendations

In conclusion, the analysis of these two events highlights **key insights for future planning**. The **Annual Conference**, which is expected to take place every year, should **prioritize selecting topics that are highly relevant to external stakeholders**. This focus will help attract greater participation from fellows in other alliances and higher education institutions.

While the **Cultural Festival** is not mandatory annually, WP16 strongly recommends offering this or a similar experience periodically to partner university students, staff, and the general public. The festival's impact is both measurable and significant, serving as **a powerful tool to enhance CHARM-EU's visibility and promote its objectives, identity, and values**. WP16 proposes organizing the festival biennially and leveraging the lessons learned from this inaugural experience. For example, **future festivals could emphasize engaging with audiences in playful and joyful ways while seamlessly branding CHARM-EU's initiatives and offerings through the activities**.

3. CHARM-EU INTERCULTURAL COMMUNICATION COURSE

The Mobility Work package (WP5) and the Intercultural Preparation KCT have created the short module version of the Interculturality communication course. This short version of the course will provide essential intercultural training to the over 10,000 students from CHARM-EU universities that go on exchange per year. This course is designed to prepare students for their exchanges and enhance their awareness of intercultural dynamics. However, it is not only targeted students, but also to academics planning teaching abroad stays, employees going on a business trip to a foreign university or any person who does not go on exchange but is interested in cultural communication.

In a one-hour video format, this short module provides a journey through cultures, to discover the world of intercultural dynamics, to understand cultural structures such as time, space, verbal and non-verbal communication, categorization and stereotyping, among others.

- The objectives of the course are:
- to develop awareness of intercultural differences and commonalities.
- to share and reflect on examples and challenges of intercultural encounters.
- to develop self-awareness regarding cultural values, norms, and beliefs; and
- to navigate cultural differences effectively.

The one-hour video, accessible through the CHARM-EU website¹¹, allows students to engage with the material at their convenience. The dissemination of this course has been done by the WP16 in two levels: the CHARM-EU level and the internal partner university level.

The first one entails the promotion of the course via the website through the CHARM-EU social media channels, newsletters and the podcast. Since the audiences of the course are from students, to academic and employees, the social media channels selected are the three main CHARM-EU social media channels: Instagram, Facebook and LinkedIn.

As an advancement, WP16 prepared an insightful web article about the creation of this course by the Intercultural Preparation Knowledge Creation Team (KCT).

Post of the web article “Intercultural awareness preparatory course for CHARM-EU partner universities students – Coming soon”¹² (November 21, 2024)

- Web post (195 views)
- [Instagram](#) (288 impressions)
- [Facebook](#) (63 impressions)

¹¹ <https://charm-eu.eu/learning/educational-offer/intercultural-communication-short-course/>

¹² <https://charm-eu.eu/intercultural-awareness-preparatory-course-for-charm-eu-partner-universities-students-coming-soon/>

- [LinkedIn](#) (259 impressions)

Additionally, the course will be promoted on the December staff newsletter and external newsletter that are expected on the December 5 and December 18 respectively.

More promotion actions are planned in the following months since this course is and will be available on CHARM-EU website. WP16 will prioritize the months before the students go on exchange as per the calendars from our partner universities.

Regarding the internal dissemination within partner universities, this is a key dissemination plan since the course and a communication package was shared with the international offices of all the partner universities. As the main point of contact with students and staff going on exchange, aboard stays, etc. the international officers are a key component on the internal dissemination of the course. To give them all the tools to disseminate the course within their own communities, WP16 created a communication package with the following:

- The link to the video
- The text explaining the content of the course and a suggestion of social media content
- The editable banner
- The editable Instagram, Facebook and LinkedIn visuals
- The raw photo, the logos of CHARM-EU partner universities, the logo of CHARM-EU and the EC co-funded logo, so they can create their own visuals.
- Contact of the WP16 Communications Managers from each partner university to contact them to create their own visual and to disseminate within the partner university channels.

Once the course communication package is disseminated within the International Officers, WP16 we will monitor how and when the promotion is done internally to have visibility on the internal impact.

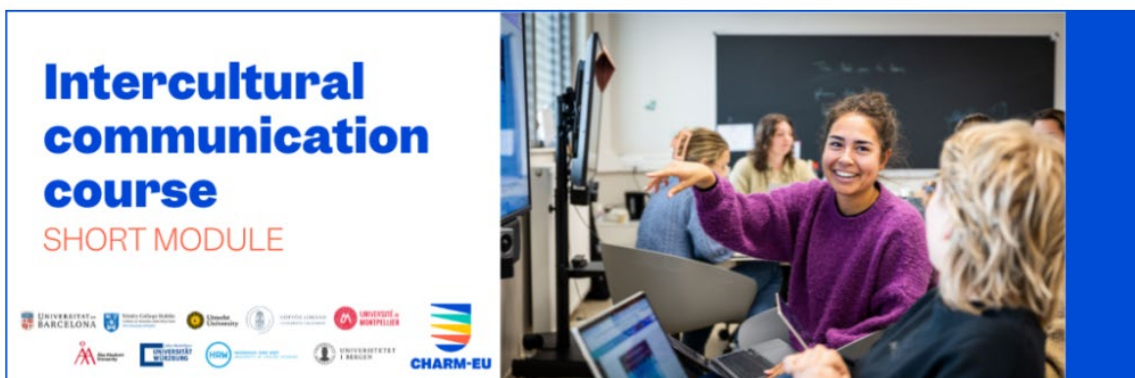


FIGURE 49. Intercultural communication course – Short module banner

Additionally, in 2025, the Intercultural Preparation KCT will create an extended version of the course will be launched in tandem with the above light version.

3.1. Next actions and expected impact

This new educational offering from CHARM-EU has significant potential to impact the more than 10,000 students from partner universities who participate in exchange programs each year. Its reach can extend even further to academics, staff, and anyone interested in intercultural communication, including those preparing for exchanges. To maximize visibility and engagement, the Communication and Dissemination Team (WP16) is developing an engaging campaign to promote the course widely. The campaign will launch this month and continue through January.

On January 29 and 30, the Intercultural Preparation Knowledge Creation Team (KCT) will convene in Barcelona to refine and expand the course content, focusing on developing an extended version of the pre-exchange intercultural awareness course. This extended version will build on the existing short module. During their visit, WP16 will collaborate with the KCT to discuss campaign strategies for the extended course and analyse the results of the current campaign.

The goal is to provide valuable resources to the partner universities' communities, including international offices, students, academics, staff, and researchers. This initiative aims to make CHARM-EU's expertise in interculturality accessible, offering flexible tools that foster a positive impact on exchange experiences.

4. OTHER CHARM-EU INTERCULTURAL CONTENT

In addition to the CHARM-EU Days and the Intercultural communication course, the WP16 has published other content about interculturality in CHARM-EU.

[Hackathon in Barcelona: how to better integrate inclusivity and interculturality into the learning process¹³ \(July 25, 2024\)](#)

The GCS Hackathon 2024 in Barcelona brought together around 40 teaching staff from CHARM-EU universities to enhance the MSc *Global Challenges for Sustainability* by focusing on inclusivity, Universal Design for Learning (UDL), and global perspectives. Workshops led by experts like Cati Jerez Paredero and Yuanfei Huang emphasized adaptability, intercultural competencies, and interactions with the Global South, equipping teachers with tools and methods to improve representation, engagement, and transnational learning. The event highlighted the importance of fostering critical thinking and intercultural skills among students, preparing them to address global challenges collaboratively and holistically.

Web post and social media data:

- Web post (42 views)
- [Instagram](#) (295 impressions)
- [Facebook](#) (247 reached accounts)
- [LinkedIn](#) (709 impressions)

[Podcast: The JVAO – From student services to interculturality management¹⁴ \(September 23, 2024\)](#)

The Joint Virtual Administrative Office (JVAO) is a key component of the CHARM-EU ecosystem, providing vital student services and fostering interculturality in the master's program. In a new podcast episode, JVAO officers Femke ten Bloemendal and Adam Csaky discuss their roles and how they deal with an online intercultural set up daily.

Web post and social media data:

- Web post (70 views)
- [Instagram](#) (378 impressions)

¹³ <https://charm-eu.eu/hackathon-in-barcelona-how-to-better-integrate-inclusivity-and-interculturality-into-the-learning-process/>

¹⁴ <https://charm-eu.eu/podcast-the-jvao-from-student-services-to-interculturality-management/>

- [Facebook](#) (161 views)
- [LinkedIn](#) (884 impressions)

4.1. Next actions and expected impact

In the coming weeks, three articles on interculturality within CHARM-EU will be published. The first will explore the intercultural experience for students through the Peek app activity in Montpellier. The second will offer insights into interculturality in the alliance from the perspective of Valérie Borrell, one of our professors. The third will showcase the posters presented at the CHARM-EU Annual Conference, all focused on interculturality, ensuring that even those who could not attend can access and learn from these digital resources. Additionally, with the Intercultural Preparation KCT networking meeting in Barcelona at the end of January and the development of the extended version of the Intercultural Communication Course, more content will be released in 2025 to highlight interculturality as a core CHARM-EU value.

All current and future articles will be featured in CHARM-EU News and displayed on the CHARM-EU Intercultural Hub. WP16 remains dedicated to keeping interculturality at the forefront, continuing efforts to raise awareness, support the dissemination of new educational modules, and reinforce this principle as a fundamental value of CHARM-EU.

5. COLLECTION FROM PARTNER UNIVERSITIES

The CHARM-EU alliance brings together in this intercultural toolkit and calendar a collection of language and cultural resources from its partner universities, designed to support students and staff in developing linguistic and intercultural competencies. These offerings include language centres, diverse language courses, cultural exchange opportunities, online language tools, and various events such as fairs and student-staff weeks. While some resources are one-time opportunities, others are regularly available, ensuring a dynamic and inclusive environment for continuous learning and collaboration across the alliance.

All these resources are available for CHARM-EU and partner universities students and staff, external stakeholders and general public on the CHARM-EU Intercultural Hub¹⁵.

5.1. LANGUAGE CENTERS

Modern Languages School at the University of Barcelona	
Description	The School of Modern Languages (EIM) offers foreign language training to the entire university community, as well as to public and private institutions, with a marked vocation for quality and formal requirements. They offer ordinary level courses and extraordinary introductory courses for oral fluency, exam preparation or for students from different university disciplines. Tailor-made courses are also programmed in order to bring the recognised quality of EIM teaching to the workplace, relating its courses directly to the Council of Europe's Common European Framework of Reference for Languages (CEFR).
Target audience/s	Students, staff, general public
Period of time	Every semester
More information	https://www.eim.ub.edu/es/

TABLE 11. Modern Languages School at the University of Barcelona

¹⁵ <https://charm-eu.eu/about-us/our-hubs/intercultural-hub/>

Language Centre at Åbo Akademi University	
Description	The Language Centre at Åbo Akademi University offers courses in the national languages, foreign languages and academic writing skills.
Target audience/s	Students and staff
Period of time	Every semester
More information	https://www.abo.fi/en/language-centre/

TABLE 12. Language Centre at Åbo Akademi University

Centre for Language and Competency Development (ZfK) at Ruhr West University of Applied Sciences	
Description	The Centre for Language and Competency Development (ZfK) is the central institution of the Ruhr West University of Applied Sciences that coordinates and offers courses in the field of key competencies. It gives students the opportunity to learn new methods to meet the challenges they face, both during their studies and in their professional life. The events and advisory services offer students the opportunity to develop their personal skills on an individual basis.
Target audience/s	Students
Period of time	Every semester
More information	https://www.hochschule-ruhr-west.de/die-hrw/die-hrw-als-organisation/servicebereich/dezernat-iv-studierendenservice-und-internationales

TABLE 13. Centre for Language and Competency Development (ZfK) at Ruhr West University of Applied Sciences.

Language Centre at Julius-Maximilians Universität Würzburg	
Description	The Julius-Maximilians Universität Würzburg provides courses in national languages, foreign languages, and academic writing.
Target audience/s	Students, staff, general public
Period of time	Every semester
More information	https://www.uni-wuerzburg.de/zfs/

TABLE 14. Language Centre at Julius-Maximilians Universität Würzburg.

5.2. LANGUAGE AND CULTURAL EXCHANGES

Language Exchange Services	
University	University of Barcelona
Description	An initiative of the UB Language Services to create conversation exchange pairs between mobility students who are learning Catalan and Catalan-speaking students who want to practice another language. It is a non-formal (but guided and followed-up) and peer learning activity, which aims to promote the reception of mobility students and the knowledge and exchange of languages and cultures between students. The coupled students decide where and when they meet and what type of activities they want to do: make a coffee and talk for a while, walk, do a cultural activity or simply go out and have fun. To participate, you must be a UB student, and it is free. Each course is organized, and registrations are opened in September.
Target audience/s	Students
Period of time	Various
More information	https://www.ub.edu/llengua/acollida/en/language-exchange-service

TABLE 15. Language Exchange Services

Conversation Groups	
University	University of Barcelona
Description	The objective of this activity is to practice the language informally within a conversation group led by a non-professional native and a small number of attendees in each session. The activity is free and is open to students at the University of Barcelona.
Target audience/s	Students
Period of time	Various
More information	https://www.ub.edu/grups-conversa/

TABLE 16. Conversation Groups

Catalan Club	
University	University of Barcelona
Description	CAT club is a meeting place for international students interested in discovering the Catalan language and culture during their stay at the UB and local students who, as volunteers, want to accompany them. The members of the CAT club make cultural visits to learn about the city and the country and meetings to meet other UB students. It is an activity that promotes integration, cultural reflection, community creation and interculturality. The activities are organized and promoted by the Language Services and are free, fun and interesting. They are held on Thursday afternoons from September to May.
Target audience/s	Students
Period of time	Ongoing
More information	https://www.ub.edu/llengua/acollida/catclub/

TABLE 17. Catalan Club.

Ciorcal Comhrá	
University	Trinity College Dublin
Description	Irish-language conversation circle organised by the Irish Language Office. Students and staff are welcome to join the circle to practise and learn Irish and make friends.
Target audience/s	Students, staff, general public
Period of time	Weekly
More information	Ciorcal Comhrá

TABLE 18. Ciorcal Comhrá.

Language Exchange	
University	University of Montpellier
Description	Organised by the Erasmus student's association in partnership with Montpellier International Chatters, this language meet-up takes place in a local bar (La Panacée) every week on Wednesday during the academic year (September to June). Every opportunity is a great idea in order to exchange ideas, experience. The main languages during these conversations are English, Spanish, German, Italian, Arabic, etc. Sometimes it can also be a language exchange during a running session or a Cluedo game. ESN association in Montpellier also organises many events for students on a regular base: museum visits, touristic visits, intergenerational meetings, quiz, bowling, movie night, board night, French food tasting, etc.
Target audience/s	Students, general public
Period of time	Weekly
More information	on Instagram @esn_montpellier

TABLE 19. Language Exchange.

György Dragomán: The Bone Fire (Book club)	
University	Eötvös Loránd University Budapest
Description	The Institute of Educational Science at ELTE has launched an English-language book club, where participants can read works by Hungarian classic and contemporary authors in English. The first club focuses on The Bone Fire written by György Dragomán. The conversation will be held in English.
Target audience/s	Students
Period of time	Every semester
More information	https://www.elte.hu/en/content/gyorgy-dragoman-the-bone-fire.e.571

TABLE 20. György Dragomán: The Bone Fire (Book club).

ELTE TáTK Culture Club at the Faculty of Social Sciences	
University	Eötvös Loránd University Budapest
Description	The Culture Club welcomes every ELTE student regardless of the faculty they study at, and it aims to build a student community dedicated to cultural exchanges and learning.
Target audience/s	Students
Period of time	Ongoing
More information	https://www.facebook.com/people/The-Culture-Club-at-ELTE-T%C3%A1TK/100085920867168/

TABLE 21. György Dragomán: The Bone Fire (Book club).

International Exchange Students Tutor	
University	Åbo Akademi University
Description	All exchange students will have a student tutor, a fellow student at Åbo Akademi University, to help with practical matters when settling in and as a contact during the exchange period. The tutors will usually be in contact with incoming exchange students 3-4 weeks before arrival (if you have given us permission to share your contact details) or you will meet your tutor during the orientation programme.
Target audience/s	International students
Period of time	Ongoing
More information	https://www.abo.fi/en/study/study-abroad/exchange-students/how-to-apply/orientation-week-and-tutors/

TABLE 22. International Exchange Students Tutor.

Language Café for International Students	
University	Åbo Akademi University
Description	The Language Centre at Åbo Akademi University organizes a series of Language Café meetings for international students and postgraduates during September - December in Åbo/Turku and Vasa. The aim of the Café is to provide the students with the opportunity to practice Swedish or Finnish in an informal and relaxed setting together with native speakers. Finnish students who act as tutors for the café will run the sessions and act as conversation partners. There will be a lot of fun activities, games and discussions on various topics. The tutors plan the content for each session, but participants are welcome to share their ideas and thoughts about the activities.
Target audience/s	Students
Period of time	Every semester
More information	https://www.abo.fi/en/language-centre/ More information at the university intranet.

TABLE 23. Language Café for International Students.

The Friendship Programme

University	Åbo Akademi University
Description	The Friendship Programme connects international students with locals in the Turku area and offers a chance for mutual cultural exchange and new experiences. The Programme offers a great opportunity to get to know Finnish culture and everyday life and deepen the study period in Finland. More than 1100 international students have already participated in the Friendship Programme and the majority of the participants have been very happy with the programme! Shared activities with a local friend could mean cooking together, going for a walk or to the gym, or e.g. taking a trip to a museum to enjoy some art.
Target audience/s	Students, staff, researchers
Period of time	Every semester
More information	https://www.abo.fi/en/friendship-programme/ https://www.turku.fi/en/study-turku/events/friendship-programme

TABLE 24. The Friendship Programme.

English Coffee Break	
University	Ruhr West University of Applied Sciences
Description	The English Coffee Break invites all staff members of the to brush up their English. A regular offer from Human Resources and Organizational Development in cafés near the campus in Bottrop and Mülheim.
Target audience/s	Staff
Period of time	Ongoing
More information	University Intranet

TABLE 25. English Coffee Break.

CHARM-EU Cafeteria Table	
University	Ruhr West University of Applied Sciences
Description	This activity aims to organically attract HRW staff and students to the CHARM-EU orbit. To achieve this, the Cafeteria Table endeavours to render visible the HRW's involvement in the Alliance, celebrate its successes within CHARM-EU, and entice previously unaffiliated staff and students. Designed and implemented as an English language event, it can also provide an informal platform of 'internationalization at home' through the casual use of English.
Target audience/s	Students, staff
Period of time	Ongoing
More information	University Intranet

TABLE 26. CHARM-EU Cafeteria Table.

Tandem Language Learning	
University	University of Bergen
Description	The Tandem language learning is simply based on language exchange through communication and interaction between two students speaking different languages. The Tandem partners will themselves decide where they will meet and how they will exercise their languages. Go for a walk, tell stories from your home country, or just have a cup of coffee! The University of Bergen offers language learning based on a language exchange programme called Tandem. This is available for all international students studying at UiB, Norwegian students who plan an exchange semester abroad, foreign language students, or any UiB students who want to improve their language skills.
Target audience/s	Students
Period of time	Various
More information	https://www.uib.no/en/student/49436/tandem-language-learning

TABLE 27. International Exchange Students Tutor.

5.3. ONLINE LANGUAGE RESOURCES

En route to B2	
University	University of Barcelona
Description	A portal aimed at self-learning languages of any level, from beginner to advanced (A1-C2). It provides resources and advice to plan the study, participate in activities and much more. It is aimed at people who want to learn on their own, but it is also a good complement for those who attend language courses. Available for German, English, Arabic, Basque, Korean, French, Galician, Greek, Italian, Japanese, Dutch, Portuguese, Russian, Czech and Chinese.
Target audience/s	Staff, students, general public
More information	https://www.ub.edu/idiomesb2/

TABLE 28. En route to B2.

Polyglotia	
University	University of Barcelona
Description	A portal that includes a set of interactive guides to start in a language autonomously. The guides provide a series of advice and a selection of open resources to achieve purpose in a self-taught way, and also provide an approximation to strategies to learn a language. The languages currently available are German, Catalan, Korean, French, Italian, Japanese, Dutch, Portuguese, Russian and Chinese.
Target audience/s	Staff, students, general public
More information	https://www.ub.edu/poliglotia/

TABLE 29. Polyglotia.

Write & Present	
University	University of Barcelona
Description	Space for university students who want to take subjects in English and anyone who wants to improve oral and written expression in English in general. It includes sections dedicated to the writing of written university works and the preparation of oral presentations, as well as resources and advice to improve spoken and written English in general. In addition, it offers the option of participating in free and exclusive academic English sessions for UB students.
Target audience/s	Students
More information	https://www.ub.edu/write-present/

TABLE 30. Write & Present.

Portal Hèm Aranès	
University	University of Barcelona
Description	A portal for the learning, promotion and dissemination of Aranese prepared by the Language Services, aimed at the university community and anyone interested in the Aranese Occitan language and culture. It includes a set of resources and online information, which allow you to approach Occitan from different perspectives: concerts, poetry recitals and storytelling, fiction and documentary videos, vocabularies and lexicons of different specialties, Aranese courses offered by Language Services, directories of organizations and entities, and media and social networks. The portal is conceived as a living and dynamic space.
Target audience/s	Staff, students, general public
More information	https://www.ub.edu/hem-aranès/

TABLE 31. Portal Hèm Aranès.

Language Self-Learning Centre	
University	University of Barcelona
Description	Spaces with materials to improve grammar, acquire new vocabulary, practice all skills, prepare for official exams, watch films in original version, resources to learn a language on the Internet, etc. All classified by languages, linguistic aspects and by levels, so that they are accessible to the learner.
Target audience/s	Staff, students, general public
More information	http://www.ub.edu/sl/en/fl/cal/centres.html

TABLE 32. Language Self-Learning Centre.

Multilingual	
University	University of Barcelona
Description	Multilingualism with Rosetta Stone, an online language self-learning program, without tutoring, based on language immersion. Through self-correcting exercises, up to 25 languages can be studied, following a rhythm of their own work.
Target audience/s	Staff, students, general public
More information	https://www.ub.edu/multilingua

TABLE 33. Multilingual.

Conversation Guides	
University	University of Barcelona
Description	A multilingual online resource developed by the Language Services of the University of Barcelona to promote exchanges and give a good reception to international students interested in discovering the Catalan language and culture. It is a tool that gives them resources for communication and that facilitates them the use of the services offered by the university.
Target audience/s	Staff, students, general public
More information	https://www.ub.edu/guia-conversa/index.php

TABLE 34. Conversation Guides

Toolkit Multilingual Meetings	
University	Utrecht University
Description	We have a lot of meetings at the university. However, how do you tackle this with an international team? Do you switch to English? What do you do when not everybody is comfortable with that? In the Toolkit Multilingual Meetings by means of seven animated knowledge clips, it is explained how you can have multilingual meetings (access with Solis-ID only for UU employees and student representatives)
Target audience/s	International staff and students
More information	Toolkit Multilingual Meetings PDF

TABLE 35. Toolkit Multilingual Meetings.

5.4. LANGUAGE COURSES

SLSCS Evening Courses	
University	Trinity College Dublin
Description	Trinity's School of Linguistic, Speech and Communication Sciences offers evening language courses in Irish Sign Language, Chinese, Japanese, Turkish and Korean. These courses are fee-paying with reduced fees for those who are unemployed or in receipt of the social welfare pension.
Period of time	Various
Target audience/s	Students. staff, general public
More information	https://www.tcd.ie/slscs/evening-classes/

TABLE 36. SLSCS Evening Courses.

CLCS Language Modules	
University	Trinity College Dublin
Description	Elective language modules are available to undergraduate students who are not studying a language as part of their course. These modules aim to improve students' readiness for Study Abroad programmes in Europe and in East Asia and to enhance their career prospects.
Period of time	Various
Target audience/s	Students
More information	https://www.tcd.ie/slscs/undergraduate/clcs-language-modules/

TABLE 37. CLCS Language Modules.

Trinity Pre-Sessional IFP English for Academic Purposes Programmes	
University	Trinity College Dublin
Description	The Trinity IFP Pre-Sessional Programme is a 4-week summer intensive academic English programme for all applicants who hold an offer for the International Foundation Programme. It is designed to give IFP students a strong grounding in the academic English skills necessary for the year ahead, focussing in particular on written discourse skills and spoken interaction within an English-speaking university environment.
Period of time	Summer
Target audience/s	Students - Applicants to Trinity's International Foundation Programme
More information	https://www.tcd.ie/slscs/english/trinity_ifp_pre-sessional_programme/index.php

TABLE 38. Trinity Pre-Sessional IFP English for Academic Purposes Programmes.

In-sessional English for Academic Purpose Modules	
University	Trinity College Dublin
Description	<p>Weekly in-sessional English language support classes tailored to the needs of all academic disciplines in the university. These modules are available to all registered Trinity undergraduates and postgraduates for whom English is not a first language.</p> <p>Classes take place daily from Monday to Friday during Michaelmas and Hilary terms. Each module runs for 12 weeks.</p> <p>These modules are free of charge to all Trinity students and cover topics including academic writing, oral fluency, English for Business, English for Arts, Humanities and Social Sciences, and English for Science, Engineering and Health Sciences.</p>
Period of time	Weekly
Target audience/s	Students - All registered Trinity undergraduates and postgraduates for whom English is not a first language.
More information	https://www.tcd.ie/slscs/english/trinity_in-sessional_programme/in-sessional_eap/index.php

TABLE 39. In-sessional English for Academic Purpose Modules.

Credit-Bearing EAP Modules for Ph.D. Students	
University	Trinity College Dublin
Description	<p>CELLT offers English for Academic Purposes (EAP) modules available to any registered Ph.D. student whose first language is not English. Our modules provide targeted, discipline-specific training in advanced academic English, designed to enhance your written and spoken discourse skills. Students are assessed through an assignment of 3,000 words, an oral presentation and a skills-based language test.</p>
Period of time	Weekly
Target audience/s	Students - Any registered Trinity PhD student whose first language is not English
More information	https://www.tcd.ie/slscs/english/trinity_in-sessional_programme/phd_credit_bearing/index.php

TABLE 40. Credit Bearing EAP Modules for Ph.D. Students.

Short Courses in Modern Languages	
University	Trinity College Dublin
Description	Trinity's School of Languages, Literatures and Cultural Studies offers a selection of short evening courses in Arabic, Bulgarian, Croatian, Polish, Portuguese, Russian and Ukrainian.
Period of time	Weekly
Target audience/s	Students, staff, general public
More information	https://www.tcd.ie/langs-lits-cultures/departments-courses/shortcourses.php

TABLE 41. Short Courses in Modern Languages.

Languages for Employability Programme	
University	Trinity College Dublin
Description	Trinity's School of Linguistic, Speech and Communication Sciences offers credit-bearing and optional language modules in Mandarin Chinese, Japanese, Korean, French, Spanish and German.
Period of time	Weekly
Target audience/s	All taught postgraduate students and PHD students
More information	https://www.tcd.ie/slscs/languages_for_employability/languages_and_levels/index.php

TABLE 42. Language for Employability Programme.

Academic Writing Centre	
University	Trinity College Dublin
Description	Trinity's Student Learning Development offers a variety of writing services for undergraduate & postgraduate students to help them develop their academic writing skills. This includes free workshops, writing cafés, online resources and mentoring.
Period of time	Various
Target audience/s	Students
More information	https://www.tcd.ie/sld/services/academic-writing-centre/

TABLE 43. SLSCS Evening Courses.

Receptive Dutch for Meetings and Administration	
University	Utrecht University
Description	Twice a year, usually in February and September, courses on receptive Dutch for meetings and administration, specially developed for international medezeggenschappers, start. In this course, you will learn everything about the Dutch meeting culture, administrative language, and how you can use luistertaal to have multilingual meetings. This means that special attention will be paid to the development of receptive skills (reading and listening) in Dutch. The duration of the course is about 20 weeks and there are two classes per week each of 1.75 hours.
Period of time	n/a
Target audience/s	International staff and students
More information	Intranet

TABLE 44. Receptive Dutch for Meetings and Administration.

English Language and Pronunciation	
University	Utrecht University
Description	Not only in teaching, but also in support and administrative positions, it is important that staff have good English skills. For example, to be able to manage international staff or support international students.
Period of time	n/a
Target audience/s	Staff, International Students
More information	Intranet

TABLE 45. English Language and Pronunciation.

English Proficiency (in Education)	
University	Utrecht University
Description	Are you teaching at UU and would you like to know about the level of your English language skills? Or do you need to improve your English? Test yourself in an assessment! If you don't have the right level yet, UU offers courses at different levels.
Period of time	n/a
Target audience/s	Staff
More information	Intranet

TABLE 46. English Proficiency in Education.

English Language Courses (on the Work Floor)	
University	Utrecht University
Description	UU is becoming increasingly international. Proficiency in the English language is an important factor in effective cooperation. Would you like to know or improve your current level of English language skills? UU is offering assessments and English language courses for administrative and support staff.
Period of time	n/a
Target audience/s	Staff
More information	Intranet

TABLE 47. English Language Courses (on the Work Floor).

Dutch Language	
University	Utrecht University
Description	Utrecht University believes it is important for international employees to get off to a good start at work and therefore offers Dutch courses to international employees.
Period of time	n/a
Target audience/s	Staff
More information	Intranet

TABLE 48. Dutch Language.

Dutch Language Courses for International Employees	
University	Utrecht University
Description	Utrecht University believes it is important that you get off to a good start in your job, which is why we are offering Dutch language courses for international staff. If you speak the language, it will be easier to connect with colleagues, you will more easily find your way in Dutch society and you will feel at home sooner.
Period of time	n/a
Target audience/s	Staff
More information	Intranet

TABLE 49. Dutch Language Courses for International Employees.

General Hungarian Language Courses	
University	Eötvös Loránd University Budapest
Description	Eötvös Loránd University offers Hungarian language and culture courses whole academic year, covering all levels* from complete beginner (A1) to proficiency levels (C2) described by the Common European Framework of Reference for Languages (CEFR). General Hungarian language courses are held every semester, participants are student enrolled at ELTE (e.g., Erasmus students, other exchange students and guest students, and degree-seeking students) and anyone interested (e.g., other non-student expats of Budapest). If you are an international student enrolled at ELTE and would like to learn Hungarian, you can apply for the General Hungarian language course in the Neptun system during the "first-come-first-served" course registration period. The courses are free of charge for enrolled ELTE students.
Period of time	Every semester
Target audience/s	International students
More information	https://btk.elte.hu/general-hungarian-classes-info

TABLE 50. General Hungarian Language Courses.

Courses in Foreign Languages for International Students	
University	Eötvös Loránd University Budapest
Description	There are courses offered to international students in foreign languages at each faculty. The courses offered are available here: https://neptun.elte.hu/MobilityCourses . Click on the flag in the upper right-hand corner for English.
Period of time	Every semester
Target audience/s	Students
More information	https://neptun.elte.hu/MobilityCourses

TABLE 51. Courses in Foreign Languages for International Students.

5.5. COURSES

STEAMigPOWER	
University	University of Barcelona
Description	STEAM approaches at higher education for miGrants, refugees and asylum seekers' empowerment: Erasmus+ project (2022-2025) that seeks to attract migrants, refugees and asylum seekers to universities to acquire the educational tools necessary to join the labour market and develop knowledge, skills and values that lead to continuous wealth and prosperity for them and for the communities where they are integrated.
Target audience/s	Migrants, Refugees and Sylum seekers
Period of time	Ongoing
More information	https://steamigpower.eu/

TABLE 52. STEAMigPOWER.

European Colonial Past and Current Redress Policies	
University	University of Barcelona
Description	Aimed at refugee students or in situations similar to that of refuge, for the learning of Catalan and Spanish languages and knowledge of the environment. Throughout the course, the participating students carry out a linguistic and cultural exchange with UB students. Likewise, the different activities of the UB Refuge Programme (group dynamization, inclusion in the community, psychosocial support...) involve elements of interculturality, intercultural dialogue and multilingualism.
Period of time	
Target audience/s	Refugee students or in situations similar to that of refuge
More information	https://www.solidaritat.ub.edu/refugees/main-actions/?lang=en

TABLE 53. European Colonial Past and Current Redress Policies.

Intercultural Competences	
University	Utrecht University
Description	Courses: Team session Intercultural Collaboration; Intercultural Competences: dealing with cultural perspectives at work; Intercultural Advanced training; Multilingual meetings.
Period of time	n/a
Target audience/s	Staff
More information	Intranet

TABLE 54. Intercultural Competences.

Study Integration Programme	
University	Ruhr West University of Applied Sciences
Description	The Study Integration Program aims at preparing international people for studying at Ruhr West University of Applied Sciences, whether refugee or not. The program offers a precise perspective for the participants' academic career in Germany by providing language courses and individual counselling, amongst others.
Period of time	Every year
Target audience/s	(Future) Students
More information	https://www.hochschule-ruhr-west.de/en/study/international/study-integration-programme

TABLE 55. Study Integration Programme.

Insights	
University	Julius-Maximilians Universität Würzburg
Description	INSIGHTS (Interdisciplinary Studies in German History, Tradition and Society) – formerly WELP (Würzburg English Language Programme) – is a programme that offers courses about Germany in English and Chinese. The programme is designed for students from all countries and disciplines who wish to improve their intercultural skills and gain a better understanding of Germany. The duration of each course is ten weeks (winter term: mid-October to mid-December, summer term: mid-May to mid-July). Students receive 3 ECTS for each course.
Period of time	Every winter semester
Target audience/s	Students
More information	https://www.phil.uni-wuerzburg.de/international/insights/

TABLE 56. Insights.

Intercultural Training	
University	Julius-Maximilians Universität Würzburg
Description	Intercultural competence is also an important key competence in everyday university life in order to communicate and collaborate successfully with people from all over the world. For contact with people from other cultures in everyday cooperation, it is important to get to know yourself better first. The next step is to learn and apply cultural knowledge with curiosity, openness and a certain flexibility in order to successfully navigate intercultural situations, different values and regulatory systems.
Period of time	On a regular basis
Target audience/s	Staff
More information	https://www.uni-wuerzburg.de/personalentwicklung/veranstaltungen/single/news/interkulturelles-basistraining-interkulturelle-kompetenz-kulturelle-diversitaet-im-arbeitsalltag-erfolgreich-navigieren-1/

TABLE 57. Intercultural Training.

5.6. EVENTS, FAIRS & STUDENTS/STAFF WEEKS

European Memories	
University	University of Barcelona and EUROM (European Observatory on Memories)
Description	The EUROM (European Observatory on Memories) organises international seminar on memories of colonialism in Spain and Europe, organised together with the Barcelona City Council. The seminar will address current issues, with specialists from the international arena, on colonialism and redress processes.
Target audience/s	Staff, students, general public
Period of time	n/a
More information	https://europeanmemories.net/

TABLE 58. European Memories.

Aranese May	
University	University of Barcelona
Description	It is a cycle of conferences and activities organized by the Language Services that takes place during the month of May, to disseminate and promote the Aranese Occitan language and culture at the University of Barcelona and the population in general. This cycle is part of the Interlingua program of the Generalitat de Catalunya for actions to promote and use third languages in the university environment and complement the Aranese courses organized by the Language Services. These events are free, recorded and can be seen on the Hèm Aranés portal. All events are free.
Target audience/s	Staff, students, general public
Period of time	Every month of May
More information	https://www.ub.edu/hem-aranes/

TABLE 59. Aranese May.

Democracy at a Crossroads: Public Autumn Series 2024	
University	Trinity College Dublin
Description	Interested in the current state of democracy worldwide? From the United States to the UK, France, Ireland, India and beyond, join a panel of political scientists from TCD as they analyse trends in democratic health and resilience.
Target audience/s	Staff, students
Period of time	Once weekly for four weeks
More information	Intranet

TABLE 60. Democracy at a Crossroads Public Autumn Series 2024.

EDI festival	
University	Utrecht University
Description	The aim of the Equality, Diversity & Inclusion (EDI) programme is for everyone to feel welcome and valued at Utrecht University. We believe that staff and student diversity enrich the academic debate and that everyone deserves equal opportunities. We see this aspiration as our social responsibility. What have we achieved over the past 4 years in terms of Equality, Diversity & Inclusion at the university and what challenges remain? During the EDI Festival, you will be informed about the latest developments in this field and inspired to work on this yourself.
Target audience/s	Staff, students
Period of time	n/a
More information	https://www.uu.nl/en/news/looking-back-on-the-edi-festival

TABLE 61. Democracy at a Crossroads Public Autumn Series 2024.

Betweter	
University	Utrecht University
Description	The Betweter Festival is your annual dose of art and science. A dazzling mix of talks, interviews, installations, film, music and live scientific research. We tell the stories behind the facts, embrace doubt and ask the questions that matter.
Target audience/s	Staff, students, general public
Period of time	Every September
More information	https://www.betweterfestival.nl/

TABLE 62. Betweter.

Cultural Appreciation Week	
University	Utrecht University
Description	The week will feature a variety of student-led activities aimed at exploring, appreciating, and showcasing different aspects of the cultures - and their intersection and connections - that are part of Utrecht University. Workshops, a symposium, food festivals, and artistic exhibitions are just a few of the ways we will come together to share and celebrate our identities.
Target audience/s	Staff, students, academics & researchers
Period of time	First time 2024 from December 9 to 13
More information	https://www.uu.nl/en/events/cultural-appreciation-week

TABLE 63. Cultural Appreciation Week.

Welcome Week	
University	University of Montpellier
Description	The aim of this event is to welcome new international students to the University. The Welcome week includes a range of activities either based on interculturality (e.g.: international Karaoke Eurovision style) or on discovering the local culture in Montpellier and its area (e.g.: discovering local dances, local sports, local food, ...). The event is organized yearly since 2019 (5 editions in the books) at the end of September and gathers about 300 students every year. It is part of the national program "Bienvenue en France" (Welcome to France) which has been created in order to improve the onboarding of international students in French Universities.
Target audience/s	International students
Period of time	Yearly (September)
More information	@welcomeweekum (Instagram)

TABLE 64. Welcome Week.

Legal Languages Department Day	
University	University of Montpellier
Description	This event is organised every year by the department of Legal languages of the Faculty of Law and Politic science of the University of Montpellier on European Day of languages of the Council of Europe (26th of September). During few days, it offers workshop, conferences, ... This event aims to raise our students' awareness regarding the importance of languages in their academic curriculum as a tool for success and future professional integration, while also allowing them to enrich their European and international legal culture. Our students thus gain access not only to oral and written techniques for using legal language but are also introduced, in a foreign language, to the institutions of other countries, including the specificities of the law. This can be considered as four full days of European and international linguistic immersion.
Period of time	Every year
Target audience/s	Students
More information	https://droit.edu.umontpellier.fr/agenda/les-journees-des-langues-juridiques/

TABLE 65. Legal Languages Department Day.

International Staff Week	
University	University of Montpellier
Description	The UM international Staff Week is an event gathering several international partners of the University in Montpellier to work together on shared challenges. The 1st edition was organized in 2019 and gathered 50 international partners from universities involved in Erasmus+ projects with UM: YEBO (internationalization of the PhD in South Africa), ANTENA (Internationalization of higher education in the Philippines), and CHARM-EU. The theme of the week was "internationalization of higher education", and involved collective intelligence activities (World Café, CODEV, ...), workshops to work on identified issues and presentations of initiatives focusing on internationalization. The 2nd edition will take place in November 2024 and will gather partners from universities involved in the COIMBRA network.
Target audience/s	Staff from international partner universities
Period of time	Occasionally
More information	https://www.umontpellier.fr/articles/les-partenaires-internationaux-au-rendez-vous-de-la-1ere-staff-week-de-lum

TABLE 66. International Staff Week.

Currents in Education: Navigating Change in Languages, Cultures, and Communities	
University	Eötvös Loránd University Budapest
Description	The Department of English Language Pedagogy at Eötvös Loránd University (ELTE) and the International Association for Intercultural Education (IAIE) invite you to their 2025 Conference entitled Currents in Education: Navigating Change in Languages, Cultures, and Communities. Language learning, multilingualism, translation and intercultural competence are foundational for equitable and inclusive schools and teacher education. Educators must adopt innovative teaching methods to cater to diverse learners, including minorities and disadvantaged students. Media literacy and technology play pivotal roles in navigating the digital landscape, while addressing global issues like sustainability and peace empowers learners to effect positive change. The conference aims to facilitate collaboration among researchers and practitioners, fostering dialogue on these critical topics to advance equitable and inclusive education worldwide. Through collaborative inquiry and knowledge exchange, participants will learn about research results and explore innovative approaches to education that promote social justice, democracy, equity, and belonging for all.
Target audience/s	Academics, practitioners, PhD Students
Period of time	11, 12 and 13 June 2025
More information	https://iaie.org/conferences/2025-budapest

TABLE 67. Currents in Education: Navigating Change in Languages, Cultures, and Communities.

Cultural Connection Day	
University	Eötvös Loránd University Budapest
Description	In 2024, the Student Council of ELTE has organised the first Cultural Connection Day targeting both international and Hungarian students of ELTE to explore together many different cultures just in one day. Throughout the event, participants can learn about the international organizations of ELTE (including CHARM-EU), listen to interesting presentations, and get to know each other while make long-lasting connection with different cultures. The next cultural Connection Day will be organised on 24 April 2025.
Target audience/s	Students, staff
Period of time	Annual
More information	Will be available later on

TABLE 68. Cultural Connection Day.

Study in Turku	
University	Åbo Akademi University
Description	The Study in Turku fair introduces new students to Turku. Come and find out about the services of the City of Turku, local companies and associations, and student organizations!
Target audience/s	Students
Period of time	Start of every fall semester
More information	https://www.turku.fi/en/study-turku/events/study-turku-fair-0

TABLE 69. Study in Turku.

Turku Åbo Summer School	
University	Åbo Akademi University
Description	Åbo Akademi University is a part of the joint summer studies programme Turku Åbo Summer School, TÅSS. The summer school brings together five institutions of higher education in the Turku region and welcomes participants from all over the world to enjoy Finnish top-quality education, beautiful summer and an international environment.
Target audience/s	Students
Period of time	Every summer
More information	https://www.abo.fi/en/centre-for-lifelong-learning/turku-abo-summer-school/

TABLE 70. Turku Åbo Summer School.

International Day @HRW	
University	Ruhr West University of Applied Sciences
Description	The Ruhr West University of Applied Sciences invites students and staff to the annual International Day on the campus in Mülheim. Under the motto “HRW is international!”, HRW students and employees can look forward to a varied program of international study opportunities and intercultural exchange.
Target audience/s	Students, staff
Period of time	Every year
More information	https://www.hochschule-ruhr-west.de/news/news_2024/international-day-an-der-hochschule-ruhr-west

TABLE 71. International Day @HRW.

International Evening	
University	Julius-Maximilians Universität Würzburg
Description	Info stands on studying abroad, opportunity to talk with students who have already been abroad. Info stands from various departments. Multicultural program, including shows, food, etc.
Target audience/s	Staff, students
Period of time	Every June
More information	https://www.uni-wuerzburg.de/en/international/international-evening/

TABLE 72. International Evening.

GSiK	
University	Julius-Maximilians Universität Würzburg
Description	The GSiK project is a programme unique throughout Germany. GSiK offers you the opportunity to participate in seminars and lectures of various disciplines alongside your regular studies. We encourage you to reflect on your own perspective on culture, to obtain new competences and to think outside the margins of your degree programme!
Target audience/s	Staff, students
Period of time	Every semester, various offers
More information	https://www.uni-wuerzburg.de/en/gsik/

TABLE 73. GSiK.

5.7. OTHER

Transition Course to University Studies	
University	University of Barcelona
Description	Inclusive, Participation and Peacebuilding through Mediation in Digital Media: Erasmus+ project (2023-2026) that seeks to contribute to social inclusion through mediation in the field of digital media. For this reason, it develops elements of communication and management of interculturality. Currently, the registration of university students, members of civil society organizations and members of digital media in participatory action research (IAP) is open.
Target audience/s	Staff, students, general public
Period of time	Ongoing
More information	https://www.solidaritat.ub.edu/include-me-research/

TABLE 74. Transition Course to University Studies.

Food Includes	
University	University of Barcelona
Description	Reaching, recruiting and engaging excluded learners by harnessing the power of food: Erasmus+ project (2023-2026) that seeks to take advantage of the power of food to create new flexible learning opportunities in the education of adults, among which, newcomers to the community. Therefore, it addresses interculturality and social inclusion through pedagogies based on food.
Target audience/s	Staff, students, general public
Period of time	Various
More information	https://foodincludes.eu/

TABLE 75. Food Includes.

CLCS Language Learning Centre	
University	Trinity College Dublin
Description	The Centre for Language and Communication Studies offers a range of facilities and resources for students and staff of Trinity College Dublin. Its primary role is to support College-based language courses, but members of college wishing to learn a language on a private study self-access basis are also encouraged to use the Resource Centre. The facilities include computers, language laboratories and satellite/video workstations.
Target audience/s	Students and staff
Period of time	Various
More information	https://www.tcd.ie/slscs/clcs/ilc/

TABLE 76. CLCS Language Learning Centre.

Repairing the Past. Conference on Historical Justice and Colonialism	
University	Utrecht University
Description	2025: A new publication presenting different cases of redress policies and reparation demands linked to the European colonial past. This book will tackle current issues on discrimination and redress processes with international experts, thus contributing to confront this reality and to promote reflection on the historical roots of this discrimination. The publication will be presented during a conference with some of the book authors who will discuss the issue of historical injustices and their reparations.
Target audience/s	Staff, students, general public
Period of time	Various
More information	https://europeanmemories.net/activities/repairing-the-past/

TABLE 77. Repairing the Past. Conference on Historical Justice and Colonialism

Welcome Programme International Students	
University	University of Bergen
Description	The programme introduces various aspects of student life in Bergen, offering a valuable opportunity for international students to connect with peers and engage with UiB staff members. While participation is optional, it is strongly recommended for all new international students.
Target audience/s	International Students
Period of time	Various
More information	https://www.uib.no/en/student/91780/welcome-programme-january-2025

TABLE 78. Welcome Programme International Students.

UiB-Trinity College Dublin (TCD) St. Sunniva Mobility Grant	
University	University of Bergen
Description	To enhance CHARM-EU collaboration, the three-year UiB-TCD St. Sunniva Mobility Grant supports academic and administrative staff exchanges between Trinity College Dublin (TCD) and the University of Bergen. The grant aims to foster research, innovation, education, and joint activities while promoting shared experiences, common interests, and stronger research collaboration.
Target audience/s	Academic and administrative staff
Period of time	Various
More information	University intranet

TABLE 79. UiB Trinity College Dublin (TCD) St. Sunniva Mobility Grant.

5.8. NEXT ACTIONS AND EXPECTED IMPACT

Each year, the Communication and Dissemination Team (WP16) will review and update the resources in the Interculturality Hub from CHARM-EU partner universities. This initiative aims to improve access to intercultural resources, news, and events, ensuring that students participating in mobility programs at CHARM-EU partner universities are well-informed about the wide range of intercultural opportunities available to them.

In the coming months, WP16 will launch a targeted campaign at both the alliance and university levels to promote the Intercultural Hub. This outreach effort will ensure students are aware of the rich array of intercultural opportunities they can explore.

ANNEX I: ANNUAL CONFERENCE PRESENTATIONS

Presentation of the keynote speaker Prof. Lan Anh Nguyen Luu

- Link to the presentation: https://charm-eu.eu/wp-content/uploads/2024/12/Charm_EU_PPT_NguyenLuuLA.pptx

Presentation of panel session on Intercultural awareness in European Universities alliances

- Link to the presentation: https://charm-eu.eu/wp-content/uploads/2024/12/Panel1_InterculturalAwareness_FINAL-2.pptx

Presentation of the panel session on “Global South Perspectives in European Higher Education”

- Link to the presentation: https://charm-eu.eu/wp-content/uploads/2024/12/Panel2_GlobalSouthSession_FINAL-2.pptx

ANNEX II: CULTURAL FESTIVAL – ATTENDANCE TO ALL ACTIVITIES

This Annex includes a document on the attendance numbers for the activities held at Eötvös Loránd University in Budapest and partner universities during the CHARM-EU Cultural Festival 2024.

- Link to the document: https://charm-eu.eu/wp-content/uploads/2024/12/ANNEXII_ACTIVITITES_ATTENDANCE.pdf

ANNEX III: FULL PROGRAMME TABLE OF THE CULTURAL FESTIVAL IN BUDAPEST

- Link to the full programme of the Cultural Festival:
https://www.elte.hu/en/media/6d/9b/ab800668828ee93782e9961644828c8a62dfe368344b9f076ee7c01c71f2/Cultural%20Festival%20Programme%20A3_FINAL.pdf