

# STAR AWARDS



## Winners 2015/2016

**IXESN**

INTERNATIONAL EXCHANGE  
ERASMUS STUDENT NETWORK

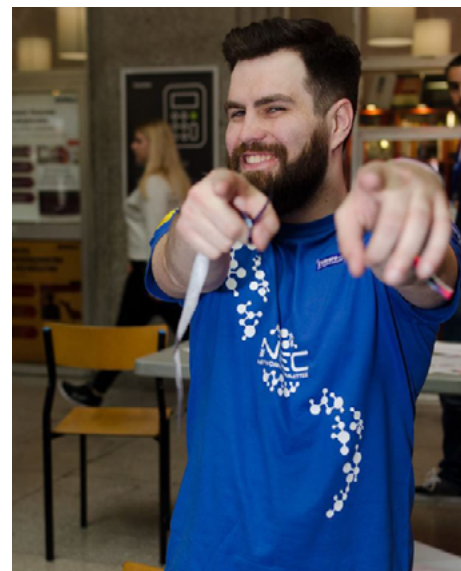
# STARawards

Dear ESNER,

Have you ever heard of STARawards? This project was born in 2008 and since that time is developing on a yearly basis. Every year, during Annual General Meeting we award best projects, activities, sections and countries of the network. It's also a great source of best practice in ESN.

We hope that this booklet will not only show you this years edition but will also inspire you to create similar actions in your section.

STARawards team: Ania Burtan (coordinator), Gizem Pelin Altun, Szymon Semper, Stephan Van de Ven, Vladimir Sak and Martin Mer Zeman.



Few sneak-peaks from 2016:



# STARawards 2015/2016

Last STARawards edition had 17 categories listed below:

- STARland** – award for the best ESN country, evaluated by NB Coordinator
- STARlight** – award for the best ESN section, evaluated by Committee Chairs
- STARter** – award for the best new ESN section, evaluated by Section in the Spotlight team
- SocialErasmusSTAR** – award for the best SocialErasmus activity, evaluated by SocialErasmus team
- ResponsiblePartySTAR** – award for the best RP activity, evaluated by ResponsibleParty team
- ExchangeAbilitySTAR** – award for the best EA activity, evaluated by ExchangeAbility team
- ESNcardSTAR** – award for the best usage/promotion of ESNcard, evaluated by ESNcard team
- ESNshowcaseSTAR** – award for the best practice in ESN, evaluated by ESNshowcase coordinator
- logoSTAR** – award for the best logo, evaluated by ComCom Chairs
- movieSTAR** – award for the best movie, evaluated by ComCom Chairs
- campaignSTAR** – award for the best ESN campaign, evaluated by ComCom Chairs
- gadgetSTAR** – award for the best ESN gadget, evaluated by ComCom Chairs
- webSTAR** – award for the best website, evaluated by IT Committee Chairs
- SeCoSTAR** – award for the best section cooperation, evaluated by Section Cooperation Coordinator
- eventSTAR** – award for the best ESN event, evaluated by NB Coordinator
- Alumni Award** – award for the best knowledge transfer, evaluated by the Alumni Board

## Fun facts

In 2015/2016 we had :

- 234 applications
- The most popular category was SocialErasmusSTAR
- Applications for STARlight were more than 100 pages long (congrats committee chairs for looong evaluatons)
- The biggest amount of awards went to ESN Portugal and its sections (mainly ESN Lisbon)





# STARlight

## 1st place – ESN Lisbon

### How do they describe themselves?

Our section was founded in September of 2008 by 9 former Erasmus students. They surprisingly found out that there was no ESN in our beautiful city, so they decided to create ESN Lisboa. Instead of creating several ESN sections in the same city, they decided to create a single section to establish good relations with all universities.

The section grew very fast due to the enormous amount of Portuguese students returning every year from Erasmus and flourished within its structure. In less than 6 years we had a legal foundation, statutes, standing orders, a solid hierarchic and democratic structure, strong activities, trips and parties, multiple partnerships, participation in all the international projects, high level network involvement and an extraordinary fast learning curve for all the active members. Through non-formal education, the learning process was facilitated by our members involved in the Eduk8 project (Tiago Costa, Inês Moreira, Inês Cunha and Lério Cunha) and supported by the HR department.

Yet, we shouldn't forget the knowledge that comes from experienced older members/Alumni. Sometimes, what we need is a practical answer, a faster and more efficient solution that only can be given by people that experienced the same problem/situation.

In the last three years, ESN Lisboa has grown from 25 to 55 active members, the internal structure expanded to 8 departments and 6 board members, in order to address the workload due to the increasing number of incoming students in Lisbon, currently around 5,000 exchange students per year.

### Few words from the evaluators:

ESN Lisbon is a role model for other sections. They do not only implement all ESN International projects but also carefully care about their image and external relations. Their Facebook page is followed by more than 17.000 people and the website is always updated with upcoming events and latest partnerships. They have many innovative projects and ideas, such as for example Reflection Groups: sessions which take place when the members feel the necessity to reflect on specific topics (leadership, competition, emotions ...) and discuss their personal performance and feelings towards ESN.

Last but not least – this year they also won a ESAA (Erasmus+ Student and Alumni Association) fund to implement a SocialErasmus activity. The winning project – “New Friends, Old Memories” – aims to fight loneliness in the elderly and exchange knowledge between different cultures and ages.





# STARlight

## 2nd place – ESN Politecnico Milano

### How do they describe themselves?

ESN Politecnico Milano was founded 6th February 1992, it was one of the first sections in Italy.

In 1994 i become one of the founding members of ESN Italy, from 2005 it is part of the coordination of ESN a Milano Unita (composed by the six sections of Milan). In its twentyfour-year history, it has been one of the most active sections of the network. In December 2011 it organized a National Platform, in 2013 it took care of the organization of ESN Italy National Event and, in 2014, it organized the AGM, in collaboration with the others Milan's sections.

Over the years it has consolidated its relationship with the University and with a lot of institutional partners. We are pleased to be supported by the Municipality of Milan, that often gives us its official patronage and support us during our biggest events, for example providing us some venues and/or sponsorship.

Since 2008, it organized in partnership with ESN Milano Statale, the new year eve anticipated, the CRAZY COUNTDOWN: an unforgettable night at which they are invited to participate all sections Italian!

We are deeply interested in ESN National and International level, that is why we save every year some money to invest in this kind of event. We NEVER miss a National Platform or national events and project. We always participate to both SWEP and SEEP, and we wait all the year to attend the AGM.

For us the Network is very important and we trust in cooperation. We cooperate every day at the local level, with the others sections in Milan: the six boards have a Mailing List and we organize a reunion every month. We do different activities and trips together and for us is very important work together. We also cooperate at the international level: we have two twinned sections, an historical one ESN Valencia UPV, and a new one ESN VU Amsterdam.

### Few words from the evaluators:

Same as ESN Lisbon ESN Politecnico Milano implements all projects of ESN International. They also care about their external promotion by using various social media channels (Facebook fanpage with almost 9200 fans), Instagram and Twitter. Their flagship project – Crazy Countdown attracts more than 2000 students. Do you think they only focus about parties? Wrong. Their SocialErasmus projects are the ones to follow!

Except various events, ESN Politecnico Milano cares about relations with official bodies such as for example Municipality of Milan, other ESN sections (they are a part of ESN Milano Unita) and international cooperation (they cooperate with ESN Valencia UPV and ESN VU Amsterdam).



# STARlight

## 3rd place – ESN KTU

### How do they describe themselves?

ESN Kaunas University of Technology was established in 2009 by a small group of students. At first the board was concluded of the president and vice president. Whereas the whole ESN KTU team included ten people.

The first international event attended by ESN KTU members was NEP. After this experience we got inspired to organize our own events: white t-shirt party, foam party, card party. The very first big challenge was to organize ESN Summer Camp which started out as a national event but evolved into the first international event in 2011.

Autumn of 2014 was one of the turning points to our organization: since then ALL students of Kaunas University of Technology can become ESN KTU members, it means that Lithuanians as well as international students currently not only participate in ESN activities but also organize them.

We were the OC of National Platform No. 22 (2014 winter). Actually, to raise our candidacy was one of the best experiences because a lot of sections knew that we wanted to be the OC and most of them weren't happy about it (there were 2 in a row platforms in our city before) but we surprised everyone with the proposal to make a national platform in Panevėžys – a city that has no ESN section in it (but our university has a faculty there). And it went quite successfully :)

In the spring of 2015, one our member (and ESN LT HR committee's head) was coordinator of ESN Lithuania's national trainings "ESN LT Survival KIT Vol. 3". The biggest and most challenging event – ESN Spring Training Kaunas 2015. We were the OC together with other ESN section – ESN VMU. It allowed us to see the backstage of international events and to realize how complex, tiresome but at the same time exciting and and rewarding it is.

### Few words from the evaluators:

ESN KTU not only organizes typical ESN events but also focuses on original ones. Their flagship project is International Fashion show – an event where students can experience runway show similar to those in New York or Paris. During an event students get an opportunity to become Erasmus models with national clothes from many different countries. Furthermore, the show features a variety of performances by students ranging from solo vocal performances to masterfully choreographed group dance numbers.

Secondly ESN KTU focuses on various types of cooperation – not only with other ESN sections but also other student organizations. For few years they cooperate with BEST Kaunas student organization. In the beginning of September they had join event "City Rally" which allowed new students to see Kaunas in interesting way.

Last but not least – their SocialErasmus activities are truly inspirational, for example "Change cigarette to chocolate" or "Share your warmth" (free tea and coffee for passengers during cold winter days).



# STARland

## Few words from the evaluator:

The top 3 countries in our network have been chosen after a careful analysis of the overall performance of each country, included different criteria such as:

- attendance of international meetings (not including position specific meetings and committees' meetings)
- number of submitted country reports
- topic of the month (number of replies)
- maintenance of national wiki country page
- implementation of the flagship project based on the growth of sales, growth of orders of ESNcard and on market coverage (exchange students) by country
- SocialErasmus – percentage of involvement of sections per country
- ExchangeAbility – Number of sections which participated in the MapAbility and EA activities
- Mov'in Europe – percentage of involvement of sections per country
- implementation of the ESNcard project based on the number of registered users and discounts per country
- ESNsurvey – percentage of reached target per country
- ResponsibleParty – involvement in the promotion of the RP questionnaire & Nat. RP coordinators
- Committee rate – Membership (in total, not members) in one of the 5 committees
- Organised international events

Each criteria is evaluated from 0 to 10 points based on the performance of each country. Only the first three and the last three criteria receive different amount of points depending on the criteria itself.

The award was evaluated by the NB coordinator: Darena Milkova. Special thanks goes to all the international project's teams for their help by providing the needed for the evaluation information about each project.

## 1st place – ESN Portugal



## 2nd place – ESN Croatia



## 3rd place – ESN Czech Republic



## 3rd place – ESN Poland





# eventSTAR

## Few words from the evaluators:

The evaluation was based on the feedback form the participants was filling in after the event.

We were evaluating the following type of events: CNR, CND, NBM and Regional Platforms.

Unfortunately Eduk8 events and AGM were not considered as for the moment they don't have such a kind of feedback form which led us to not being able to evaluate them the same way as the other events. And this is something we will work for to improve for the next year.

**1st place – NBM Thessaloniki – 87,85%**



**2nd place – CND Plovdiv – 84,5%**



**3rd place – CNR Jyväskylä – 83,9%**

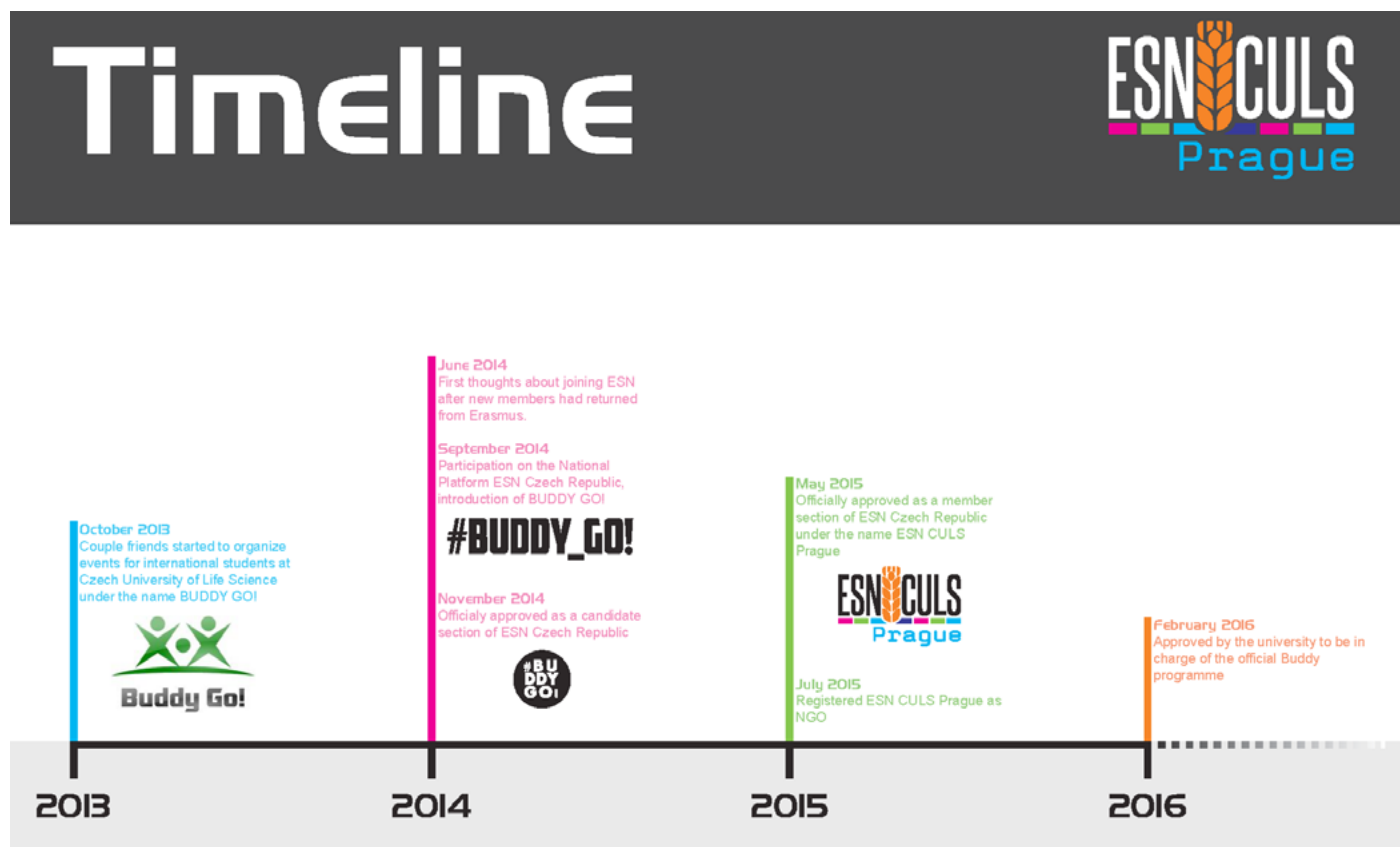


# STARter

## 1st place – ESN CULS Prague

### How do they describe themselves?

Our section was founded in October 2013 when a few students returned from their studies abroad and started to organize small events for incoming international students under the name #BUDDY\_GO! The idea to join ESN came with new home-coming Erasmus students in June 2014. They discovered ESN during their Erasmus in Sevilla, Spain and later found out that there isn't an ESN section at our home university yet. So we contacted ESN CZ and in September 2014 introduced ourselves at the small national platform. We gathered very enthusiastic members and made an effort to be approved as an ESN candidate section in November 2014. Our hard work together with the support of other ESN sections in CZ boosted our progress, in May 2015 we applied for official membership and finally became ESN CULS Prague, unanimously approved by ESN CZ.



### Few words from the evaluators:

ESN CULS Prague has shown that the section works with the core values of ESN in mind. They show how local students have come together with international students and built up this section in a short time. By organising events such as "Once Erasmus, Always Erasmus", they have managed to get the attention of the local students. Through a variety of events, the international students get integrated into the local culture. This section has also managed to start successful cooperations between sections and strengthen the team-work within the section.

"From a bunch of friends who met in a pub to prepare their first Welcome Week (which was epic!) we grew to one of the greatest association at our university and very good ESN section in a very short time."

# STARter

## 2nd place – ESN Constanta

### How do they describe themselves?

August 2015, in a coffee shop : 10 former Erasmus students with the same wish : to put Constanta on the ESN map.

Step 1 : Contact ESN Romania

Step 2 : Form and organize the "ErasmusTeam"

Step 3: Prepare candidanship(quickly gather everything needed and fulfill the requierments just in time for:

Step 4: Present candidanship at NP, Iasi, September (and nail it )

Step 5: Become ESN Candidate Section

Step 6: Pass the trial period with flying colours(3 months of trips,dinners,parties)

Step 7: Present activity at NP, Sibiu, January (and nail it again)

Step 8: Become ESN Constanta

Step 9: Participate at AGM

Step 10: Win STARter award (and maybe nail it again)

Our section is involved in ESN international projects, such as:

SocialErasmus: we have a local representative for social events in order to respect the themes are demanded monthly and implement them in our city, involving our Erasmus+ students, Erasmus in Schools: we use to invite incoming and ex-Erasmus+ students to speak about their Erasmus experience in front of high school students or middle school students to give them a larger perspective of the future, Mov'in Europe: promoting this project never ends, because it is very important for us (ex-Erasmus students) to let know younger students or graduates the opportunities they can have by participating in an internship, student exchange, volunteering etc, ESNcard: they always need to know the opportunities they have by owning this card during their exchange period. We also have ResponsibleParty coordinator.



### Few words from the evaluators:

ESN Constanta has achieved a lot in a short amount of time this thanks to a well organized board divided into different departments. This section has carefully planned their different strategies, in order to achieve their goals. Their plans cover everything from communication to recruitment and fundraising. ESN Constanta has showed that they have a system for everything and that it works. The section makes sure to have a variety of events; trips, dinners, socializing events. Still, they have also made sure that the international projects of ESN get promoted to all students. This can only be done with good and efficient team work, which the section values greatly. "Once in a while we hold a "special" meeting where we give feedback to one another: everybody gets the chance to say their opinion about any aspect of past events consisting either in appreciation or constructive criticism. Then we talk about everything and try to figure out different, better solutions to whatever problem we encountered."



# STARter

## 3rd place – ESN UofG

### How do they describe themselves?

From our inception in January 2016 ESN UofG has been based on democratic legitimacy, holding online student elections for our board with over 400 voters. We worked tirelessly towards the NP in early February and in 3 weeks we designed our logo and promotions strategy, established partnerships with local venues, both university unions, the International Office and two ESN sections. We presented at the Refreshers and International fairs and hosted incredible launch party attended by over 300 people, resulting in a 100% approval rate at the NP. Since then, we've organised Glasgow attraction visits, games tournaments and family dinners – all of which have sold out! Our new partnership with Policy Scotland we encourage political and community engagement and diversifying the network.



### Few words from the evaluators:

Despite having been a section for only months, ESN UofG has managed to organise popular events including weekly gatherings, a visit to a local brewery as well as to plan future events such as a traditional Scottish dance. This section has through planning been able to fund their activities in a sustainable manner. All this would not be possible without putting effort on communication, which UofG has made sure to do. They have strong ties to their Higher Educational Institution as well as their members, this by promoting different campaigns and being present on social media.

"All we have achieved in such a short amount of time is testament to our uniqueness. We have thrown ourselves into the ESN mentality and not a day goes by where we are not all in contact with one another regarding the organisation and implementation of our unique brand of ESN."

"Scottish students tend to think since they don't have language skills that they are bound by the borders of the UK, but of course this is not the case! We're cheerleaders for mobility and attracting Scottish students to our events allowed us to do this."

# SeCoSTAR

SeCoSTAR was given not only for great section cooperation but also for the implementation of various ESN International projects such as SocialErasmus, EiS or Mov'inEurope. Both ESN Milano Unita and Brno United organized together big ESN event – AGM in case of Milano and Czech NP in case of Brno.

## 1st place – ESN Milano Unita

### How do they describe themselves?



We promote the cooperation both internally and externally. First of all, for every activity/event, whether international or local, organized by ESN a Milano Unita, at least one responsible active member per section is involved. This rise awareness among section members, who understand the importance of the cooperation and of sharing best practices. Local boards push newbies and members to attend team building activities, ESN Schools and any other event or activity organized with the others sections, because every occasion is an opportunity to promote our cooperation and let us know each other.

For us ESN a Milano Unita is a group of friends, this is the feeling we learned from the past ESNers generation and the one we want to develop and pass down.

Also in the national level we are a good example of cooperation, because our relationship is quite rare in Italy so the other sections often ask us how to build or develop their cooperation.

About the external promotion, it is relevant that we establish partnerships as we were an unique association. With more than 3000 Erasmus and Exchange students living in the city our bargaining power is much more relevant and we can get the best deals for our students.

As we mentioned before we are supported by HEI of our universities to whom we promote our cooperation, informing them about our activities together and involving them in special network events such as AGM Milano 2014.

We promote our cooperation through the media especially on the social media like FB, Instagram and Twitter. For typify our identity we have a logo and an official mascot "Ambrogio", inspired by the snake symbol of the city of Milan. We have also common sweaters with the ESN a Milano Unita brand.

We use to promote our cooperation through local newspaper and national radio, in fact we have some interviews also with Erasmus students to tell their experience and promote the international mobility.



### Few words from the evaluator:

This cooperation started in 2012 and it involves the six sections of Milano: ESN Bocconi Milano, ESN Milano-Biccoca, ESN Milano IULM, ESN Milano Statale, ESN Politecnico Milano and ESN Unicatt Milano.

Their most famous event up to date is the AGM in Milano but that is not all that this cooperation is capable of! By putting their heads together and thinking of how to make their sections stronger and better they've came up with events, trips and activities that blew minds of the evaluators.

Examples of this are their trips around Europe, International Dinners, Sports events, Karaoke and Tandem nights. What's even better is that they've incorporated SE, EiS, ESNcard, Mov'in Europe and EA in all the activities they do, both internally and externally.

# SeCoSTAR

## 2nd place – Brno United

### How do they describe themselves?

Long-term cooperation since October 2011. This cooperation is based on natural relationships of ESN sections in one city. We chose cooperation beside rivalry. Our cooperation is possible to divide into several areas:

#### Cultural events:

-- International student ball (traditional cultural event, 3 universities, sponsored by universities and our partners, dance workshop before the event, lucky-dip competition – prizes from our partners)

#### Parties:

-- Tram party (3 universities, 3 trams, 3 hours of party, after-party in partner club)  
-- Boat party (3 universities, 3-5 boats, 3 hours of party, after-party in partner club)  
-- Erasmus night (3 universities, hundreds of erasmus students, competitions between universities, the night under the protection of Pepino – company producing condoms)

#### Know-how transfer

-- Besides our meetings we share our knowledge in projects like Mov'in Europe, SocialErasmus, ExchangeAbility by cooperation between persons who organizing these events in our sections  
-- Our events and meetings are open even to alumnies of our section – we can get their valuable point of view and opinions

#### Team-buildings

-- after each physical meeting we have ESN Brno United team-building (pub, restaurant, BBQ)

#### Common partners/partnerships

-- Pepino (condom producer), Starobrna (beer producer), VIBE (local club), TwoFaces (local club), Time-Café Štáb (local café), Jacob – local hair stylists

#### Representation of Brno at national level of ESN

-- as ESN Brno United we represent Brno city as united section with 3 votes in ESN Czech republic – this is possible to observe mainly during votings and elections at National platforms  
-- ordering ESN promo materials together (clothes, flags) to reduce costs

#### Support for ESN events

-- organization support during national and international ESN events (accommodation, sharing of equipments,...)

### Few words from the evaluator:

They showed us that they care about their responsibilities and they have a real team spirit. Even if it is a long term cooperation we can clearly see that they improve their cooperation day by day with the activities and events that they organise together. They are working hard for making their cooperation and sections stronger. One of the best example of this cooperation as an activity is "Brno NP". Also they are doing cultural events, team Building events, sport events. They are involved in international projects of ESN such as ESNcard and Responsible Party.





# SeCoSTAR

## 3rd place – ESN Uni Wien & ESN TU Wien

### How do they describe themselves?

The cooperation is for one year. Both of our sections became ESN members in 1996 and we are celebrating our 20 years anniversary together. The cooperation involves around 20 events for celebrating 20 years. The events are chosen to be diverse representing the full range of our activities. It includes sport events, cultural events, trips, social events, and parties.

The events are:

#### JANUARY

- Ski Day & Race
- Big Picture Flashmob

#### FEBRUARY

- Ice Skating

#### MARCH

- Welcome Party – Birthday Edition
- International Dinner & Flag Parade
- SocialErasmus: SOS Kinderdorf project

#### APRIL

- Vienna City Marathon
- Movin' Europe Project

#### MAY

- Band Contest
- Trip to Salzkammergut
- BBQ – Anniversary Style

#### JUNE

- SocialErasmus: Fleamarket
- Boat Trip Wachau

#### SEPTEMBER

- Volleyball Tournament
- SocialErasmus: Auction (Fleamarket Part II)
- Camping Adventure

#### OCTOBER

- Welcome Party – 2nd Birthday Edition
- International Dinner & Flag Parade – 2nd Anniversary Edition

#### NOVEMBER

- ESN Anniversary Ball
- MapAbility Event

#### DECEMBER

- ESN Vernissage
- ESN 20 years' Closing Ceremony

### Few words from the evaluator:

ESN Uni Wien and ESN TU Wien are sections which cooperate only for one year but their experience in ESN is much longer. Both sections celebrate this year its 20th birthday and to emphasise this anniversary they host 20 different events during a whole year! Their activities are devoted mostly to Erasmus Students but both sections are active in SocialErasmus Project, Mov'in Europe and of course ESNcard. Both sections took part also in ExchangeAbility project which is MappED (MapAbility). To make their initiatives more visible they take care of promotion by using flyers, buttons, stickers and many more. Sections activities were noticed already by ESN International when they got Star of the week #55.



# SocialErasmusSTAR

1st place – ESN UV, ESN UPV, ESN Sevilla, ESN Cadiz, ESN Huelva, ESN Salamanca, ESN UB Barcelona with their project EiS Camp

## How do they describe themselves?

The Erasmus in Schools Camp is a initiative by ESN Spain aimed at meaning one more step in the implementation of the Erasmus in Schools activity. It basically consist in 3 days of camp in a purely international atmosphere will help the 70 children practice English, get to know the different cultures through international activities and games such as cooking and languages lessons, EiS activities, day trips, etc, and all in all have a fun time while opening their mind to new experiences. Also Erasmus students will experience the very essence of the project by teaching the children their typical meal, their favorite song and the most amazing legend from their home country as you can see in:

- our webpage: <http://campamento.esn-spain.org/>
- twitter: [https://twitter.com/Campamento\\_EiS](https://twitter.com/Campamento_EiS)
- facebook page: <https://www.facebook.com/CampamentoEiS/>

## Few words from the evaluator:

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# SocialErasmusSTAR

## 2nd place – ESN TEI Athens with Animal Welfare

### How do they describe themselves?

As animal abuse and abandonment are on the rise in Greece, we felt the need to create an event that promotes positive and healthy behavior towards the animals by raising awareness over the issue.

In order to achieve this we visited an animal welfare organisation and spent the day with the abandoned dogs. We walked them, played with them and discussed with the volunteers of the organisation concerning proper behavior towards the animals.

Moreover, we helped them with their daily processes, like cleaning up or feeding the animals. We also gathered dog food and money that we donated together at the animal welfare organisation as it works on a voluntary basis without any public grants. Many students bought volunteer T-shirts, thus helping even more, while there was also a dog adoption!

With this event we believe we have helped a lot the voluntary work of the animal welfare organisation, as well as offered the Erasmus students a chance to get informed towards the issue of animal mistreatment and how they can face it.

Since this event is a great success, with many participants and everyone keeps asking that we visit the place again, we have decided to throw it on a more regular schedule.

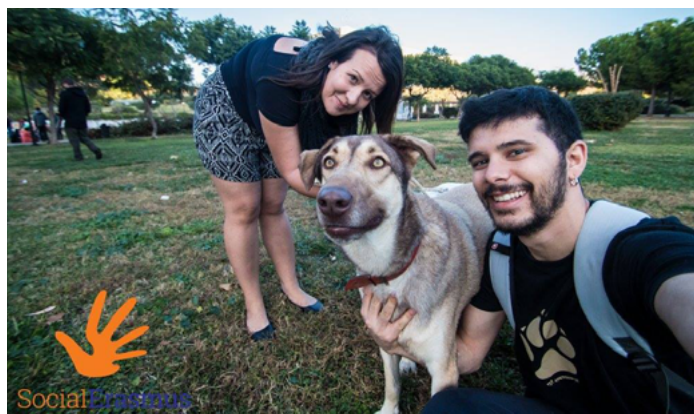
### Few words from the evaluator:

This project received 90 out of 100 points:

- They have an official Local SocialErasmus Coordinator (with the role on Galaxy);
- They have their LSEC database up-to-date (the LSEC had his name and contacts in the excel sheet we provide to Coordinators);
- The activity was organised outside SocialErasmus Week;
- The activity proposed (EiS Camp perfectly fits under the SocialErasmus concept);
- They have their activity registered in the events system AND in the SocialErasmus website system;
- They did a great cooperation with other ESN sections;
- They created graphic materials before and after the event to promote it, using the SocialErasmus visual identity (SocialErasmus logo and ESN section/country/international logo) and respecting the ESN Corporate Identity (Visual Identity Manual);
- They took photos and promote them branding them with the SocialErasmus logo.

### What they didn't do:

- The activity was not organised in an National/International ESN event;
- They didn't have media coverage of the event;
- They took photos but the ESN logo was missing to brand them and they didn't use the SocialErasmus/ESN flag;





# SocialErasmusSTAR

3rd place – ESN AUTH, ESN UoM Thessaloniki & ESN ATEITH with A concert to unite

## How do they describe themselves?

Since Greece is the vanguard of the refugee crisis & the economic crisis we got actively involved in creating activities to support the actions of the local NGOs. During our activities (volunteering in refugee camps at the greek borders together with international students & helping every week to organize the warehouses of the NGOs) we realized the urge for specific goods from the NGOs in order for them to keep providing their services. So we came up with the idea of organizing a big concert with famous local bands so we can fundraise and collect goods for the local NGOs with whom we co-operated those months. Also, a concert is an event open to everyone, a popular way to get your cause known across the city and collect as many goods as possible so we can actively contribute to the local community. So we organized “A concert to unite” where instead of an entrance fee, the visitors were donating goods and money for the NGO “Arsis”, “Oikopolis” and the “Melissa” orphanage. We promoted our concert and its purpose with posters and posts at the concert’s facebook event with infographics with the goods needed (<https://www.facebook.com/events/1660867680827460/permalink/1661506957430199/>). The concert was really successful & we managed to collect a lot of goods and money for the organizations. The following week (10/12/2015) we organized the activity “handing out smiles” (<https://www.facebook.com/events/196614714013081/>) where we invited all of the international students who came at the concert to join us and distribute the collected goods and money to the local NGOs. International students help us transfer all of the donations to their recipients, met the people of the NGOs and helped them store the goods.

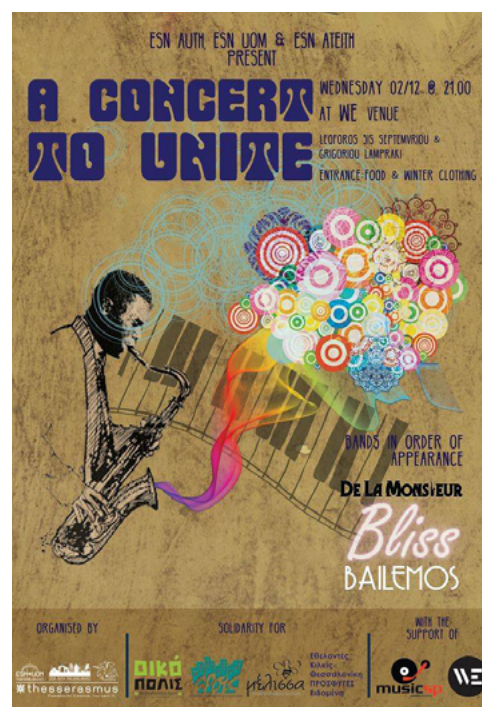
## Few words from the evaluator:

This project received 83 out of 100 points:

- They have an official Local SocialErasmus Coordinator (with the role on Galaxy);
- They have their LSEC database up-to-date (the LSEC had his name and contacts in the excel sheet we provide to Coordinators);
- The activity was organised outside SocialErasmus Week;
- The activity proposed (EIS Camp perfectly fits under the SocialErasmus concept);
- They have their activity registered in the events system;
- They did a great cooperation with other ESN sections;
- They had media coverage of the event;
- They created graphic materials before and after the event to promote it, using the ESN section/country/international logo and respecting the ESN Corporate Identity (Visual Identity Manual);
- They took photos and used the SocialErasmus/ESN flag;

What they didn't do:

- The activity was not organised in an National/International ESN event;
- They didn't register the activity in the SocialErasmus website system;
- They didn't use the SocialErasmus logo to brand their promotion materials;
- They didn't use the official colors of the SocialErasmus project (blue and orange) when creating the promotion materials;
- They took photos but the SocialErasmus and ESN section/country/international logo were missing to brand them;



# Mov'in Europe STAR

1st place – ESN Minho for their “Mobility Week”

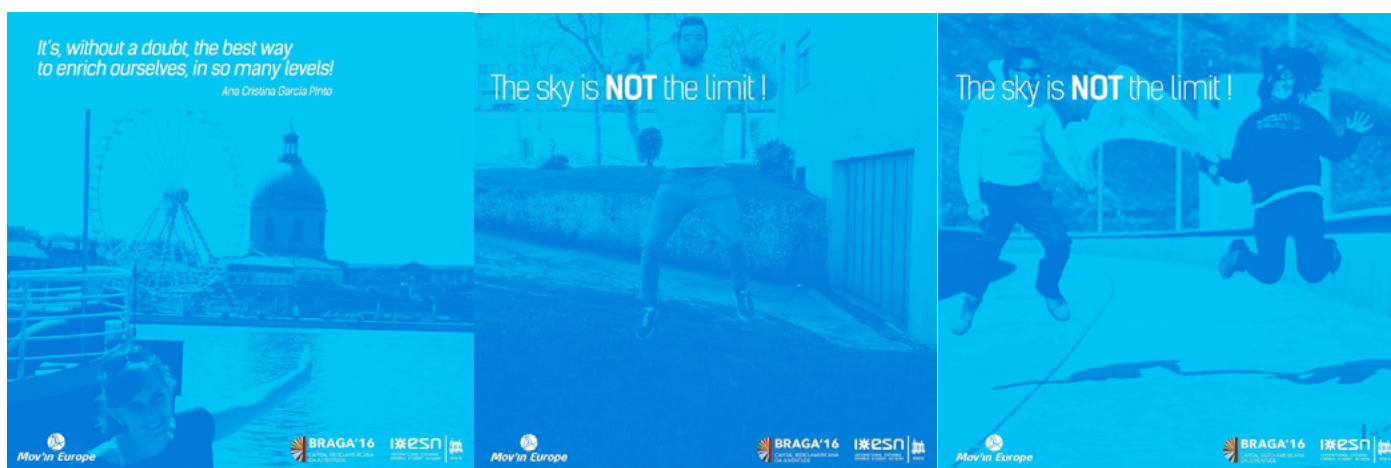
## How do they describe themselves?

On the scope of this Mobility Week, ESN Minho has decided to organize a set of six activities from the 29th of February up to the 4th of March, with the purpose of promoting mobility as a lifestyle amongst local and international students at University of Minho.

These activities comprised a strong Mov'in Europe Online Campaign called “The Sky is not the limit”. For this campaign we have also organized an “Online Photo Contest”, which was promoted locally on an information stand which was exhibited on campus. We have also organized two clarification sessions about the Erasmus+ program named “Erasmus 2.0” – on campus – and “Erasmus in Schools” – in a secondary school. There was also a debate where the “Future of the European Union” was discussed among local and international students. Last but not least, we have prepared an exhibition of the pictures from our StoryTellers project. With all these activities happening in a set of different days, our main goal was to host a full Mobility Week, where we have promoted mobility in all sorts of social media platforms and also in an University and a middle school. Regardless the fact that some of these activities were formal and others informal, they all had the purpose of motivating local and international students to share experiences and opportunities.



We think it was the strongest application. They organised several very different event in one week, was very visible on the social media and friendly to Mov'in Europe brand. Also, they kinda initiated and inspired other sections and countries to organise similar weeks.



# Mov'inEuropeSTAR

2nd place – ESN Panteion for their Mobility Fair 2016

## How do they describe themselves?

The State Scholarships Foundation, as the National Coordination Unit of the Erasmus+ programme, British Council, aiming in the creation of educational and cultural opportunities for people all around the world and Erasmus Student Network Greece, providing volunteer help for incoming and outgoing students, are organising the 1st Mobility Fair, on Monday 7 March 2016, from 12:00 until 21:00, at Innovathens in Technopolis of the City of Athens.

The Fair aims to promote mobility opportunities to students, young people, educators and researchers, as well as anyone who is interested to work, develop their skills or have an educational experience abroad.

The attendees will be able to get all the necessary information regarding the Erasmus+ programme, available scholarships, studying abroad, Summer Schools, exchange and training programmes, volunteering, research programmes, career opportunities abroad and any other activity regarding mobility. Moreover, in order to further achieve our goal, the promotion of mobility opportunities, we urge you all to sign up in the workshops facilitated by the participating organisations as well as to follow the presentations during the Mobility Fair. Last but not least, we would like to highlight that you will be able during the Mobility Fair 2016 to raise your questions and learn more about the different and diverse mobility opportunities directly to the participating exhibitors through their stands.

## Few words from the evaluator:

The event was massive and they covered many different exchange programmes for different target audiences, such as students, graduates, staff and etc. We think it's a great example, how section with a support of their national coordinator can organise a very big event and involve many stakeholders and partners.





# Mov'in Europe STAR

3rd place – ISC VUT Brno for their Mov'in Europe – Study and work abroad

## How do they describe themselves?

The project Mov'in Europe organised by ISC VUT Brno took place on 21.10.2015 at the Faculty of Business and Management of Brno University of Technology in Brno, Czech Republic. Name of the project is Mov'in Europe, so we could use all the graphics and other materials provided by the Mov'in Europe Team. The event lasted from 9:00 to 16:00 and it was in form of a student exhibition. Our agenda was divided in two parts:

First part was in form of a presentation for the students at our university held by members of the international department, where they presented all the exchange programmes, the university is involved in.

Second part was in form of a student fair, where our Exchange students in cooperation with members of our ESN section had their country tables (or tables of countries they did their exchange in), where they presented the universities and countries, and also had some traditional food for others to taste. As the additional attractions there were stands of our section and other students clubs and organisations and language institutions from our university, competitions with companies, photowall, our alive panda mascot, simulator of formula, play zone and chill out zone. We were also coworking with our national Partnership Manager who helped us to get some promotion materials from the companies, the national level is working with.

With cooperation of international department of our university, there were also displayed photos from our home students that were part of Erasmus+ study exchange and announced the winner of the exhibition.

Video: <https://www.youtube.com/watch?v=YAcIVF-hkUs>

## Few words from the evaluator:

They were one of the first ones, who organised a branded Mov'in Europe event, which reached thousands of people and was well promoted on the social media. They included local and exchange students to present their respective countries together and covered event with a very well explanatory video afterwards.





# webSTAR

## 1st place – ESN Vilnius University

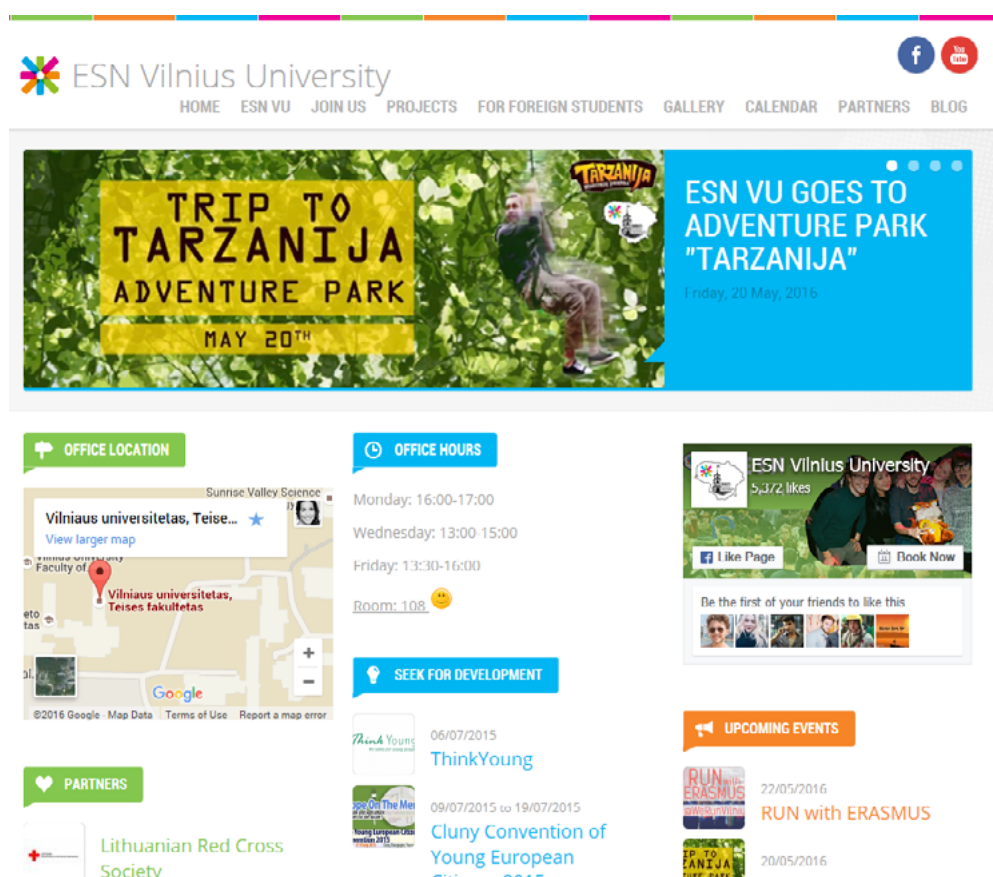
### How do they describe themselves?

Our page:

- Has the office location and working hours right on the front page
- Has a Facebook embed on the front page
- Has sections in Lithuanian for mentors
- Has interactive student guides that can be read like a magazine (For Foreign Students -> Student Guides)
- Has plenty of other information for interested readers about the section or events/projects that take place
- Allows students to apply for a mentor
- All mentors and other members have to fill in a webform on the site in order to join
- Has a self-updating calendar
- Works great with the ESNapp
- The National Webmaster assists me with Satellite updates and similar technical things, the embeds have been introduced by me.

### Few words from the evaluator:

Their content is updated more than once per week. Main page is integrated with Google Maps so it's easy to find them in the city. Also office hours are easy to find without clicking on different tabs.



The screenshot shows the ESN Vilnius University website. At the top, there's a navigation bar with links: HOME, ESN VU, JOIN US, PROJECTS, FOR FOREIGN STUDENTS, GALLERY, CALENDAR, PARTNERS, and BLOG. The main banner features a large image of a person climbing a tree with the text "TRIP TO TARZANIJA ADVENTURE PARK MAY 20TH" and "ESN VU GOES TO ADVENTURE PARK 'TARZANIJA' Friday, 20 May, 2016". Below the banner, there are several sections: "OFFICE LOCATION" with a Google Map showing the location of Vilniaus universitetas, Teisės fakultetas; "OFFICE HOURS" listing Monday (16:00-17:00), Wednesday (13:00-15:00), and Friday (13:30-16:00), with Room 108; "SEEK FOR DEVELOPMENT" with a list of projects including "ThinkYoung" (06/07/2015) and "Cluny Convention of Young European Citizens 2015" (09/07/2015 to 19/07/2015); "PARTNERS" featuring the Lithuanian Red Cross Society; and "UPCOMING EVENTS" listing "RUN with ERASMUS" on 22/05/2016 and "TRIP TO TARZANIJA ADVENTURE PARK" on 20/05/2016. There's also a Facebook embed showing 5,372 likes and a "Book Now" button.

# webSTAR

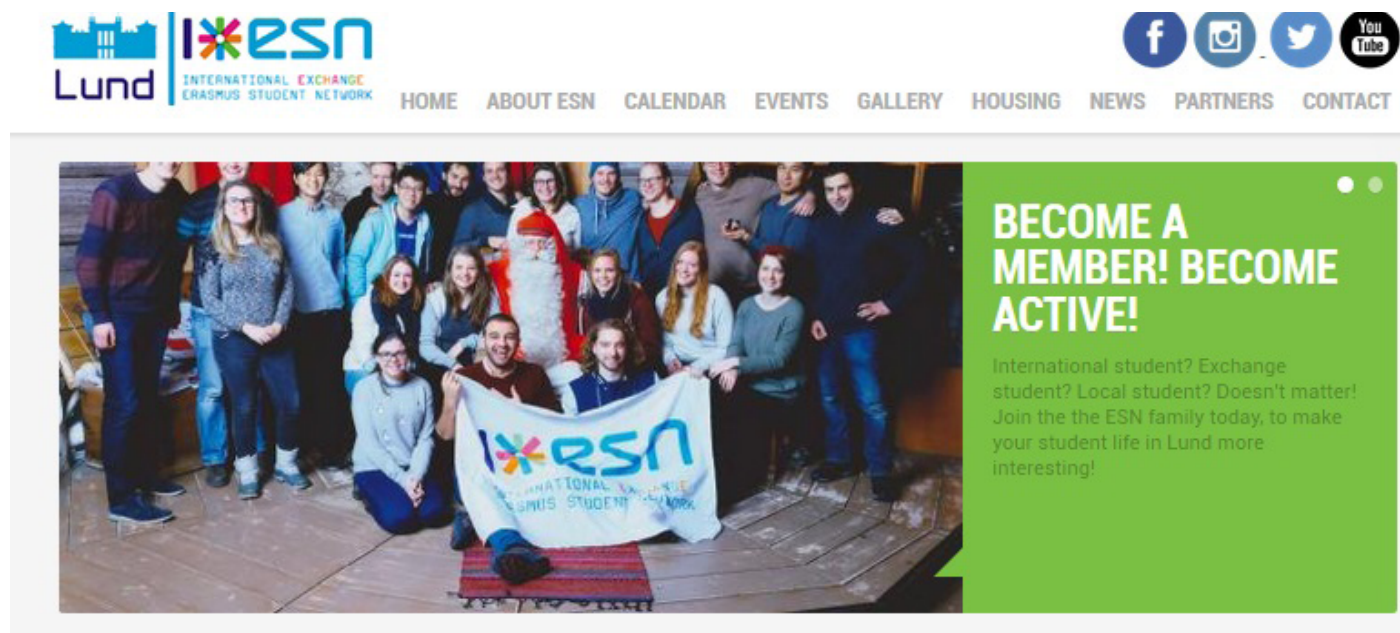
## 2nd place – ESN Lund

### How do they describe themselves?

Our webpage is upadted everyday. Most of our students uses it to find out events and also signup to ESN lund. They fill the form from the webpage and then they come to the office pay and get the ESNcard. We have userfriendly design. All the necessary information about ESN and ESN Lund can be found at the webpage.

### Few words from the evaluator:

They update their site everyday so it's extremely up to date. It's also integrated with all needed social media channels: Facebook,. Twitter, Instagram and YouTube. Their quick tips on the main side are very useful.



### Experience Scandinavia with ESN Lund and get swedified!



**Become an ESN member today, by just following 2 steps:**

1. Click the button on the left (ESN Star), fill in the form
2. Drop by our ESN office, located in the AF Building, on 4th floor, to get your ESN card!

The ESN card is valid for 1 year, all across Europe, and it's only 50SEK! It gives you access to all of our activities and offers you event discounts and also web retailers discounts, such as Airbnb and New Yorker!

Visit [ESNcard](#) for a list of all offered discounts.



M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



- ESN reacts to Eurobarometer 2016
- ESN welcomes new Visa Directive
- SocialErasmus Week Spring 2016
- Section in the Spotlight: ESN Split

# webSTAR

## 2nd place – ESN Lisbon

### How do they describe themselves?

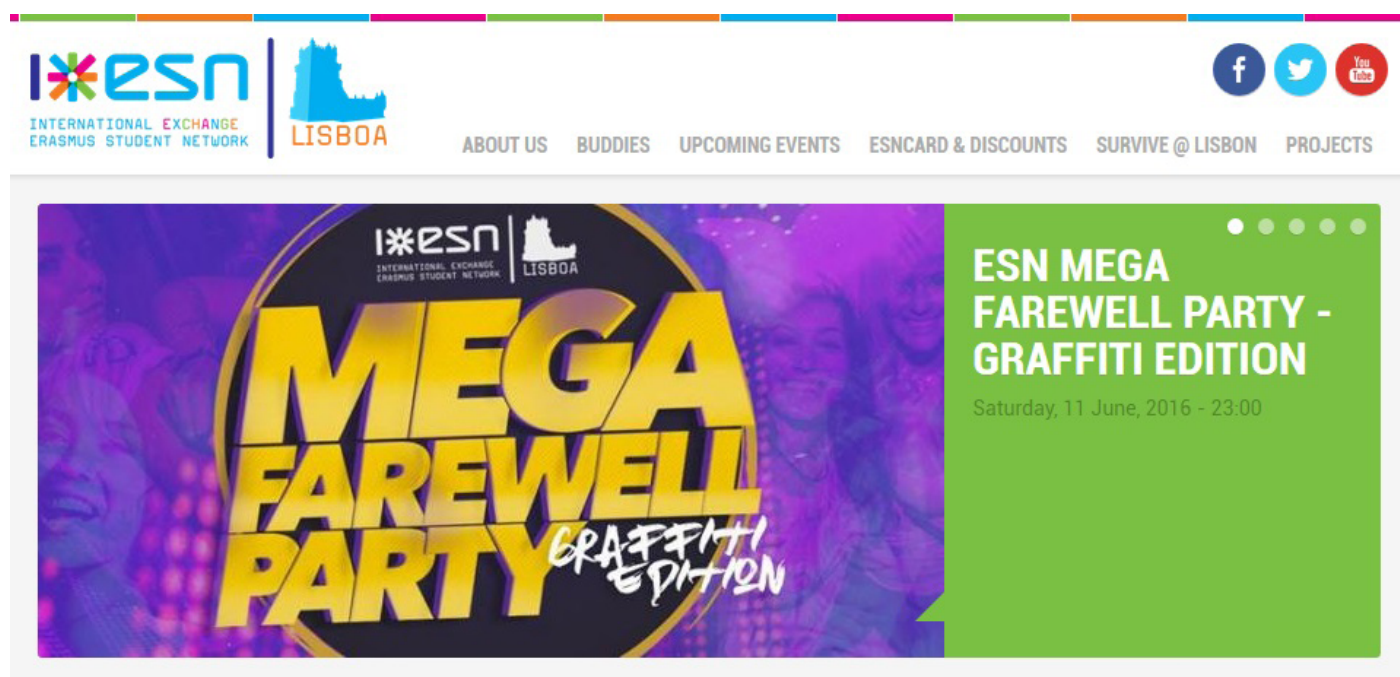
Our website was recently updated and reorganized in order to provide the biggest amount of information possible, in a coherent and user friendly way. It is divided in the following sections: about us, buddies, upcoming events, ESNcards & discounts, survive @ lisbon, and projects. "About us" includes all the information about who we are, where erasmus students can find us and contact us and how can local students join us. It also includes information about the two other levels of ESN: national and international.

"Buddies" consists of a google form, through which Erasmus and local students can register in the buddy programme.

"Upcoming Events" directs for the calendar with all our events. "ESNcards & Discounts" explains how the ESNcard works, who can acquire, and includes links to ESNcard.org, where the Erasmus students can check all the discounts in Lisbon and in Portugal. "Survive @ Lisbon" has useful information and tips about the city, regarding transports, housing, telecommunications, nightlife, and portuguese classes. Finally, "Projects" includes a description of SocialErasmus, as well as a form for Erasmus students to register. Through this form, they are added to the SocialErasmus facebook group and mailing list, where they receive all the necessary information to take part in the activities.

### Few words from the evaluator:

Good main page and really complete overall look and feel. The CI and overall ease-of-use were weighed and ESN Lisbon scored high. Really nice Facebook and tagboard integration. All the necessary information can be found from the website.



#### UPCOMING EVENTS



11/06/2016 - 23:00

ESN MEGA FAREWELL PARTY - Graffiti Edition

#### SUBSCRIBE TO OUR NEWSLETTER

Email address

Subscribe

# webSTAR

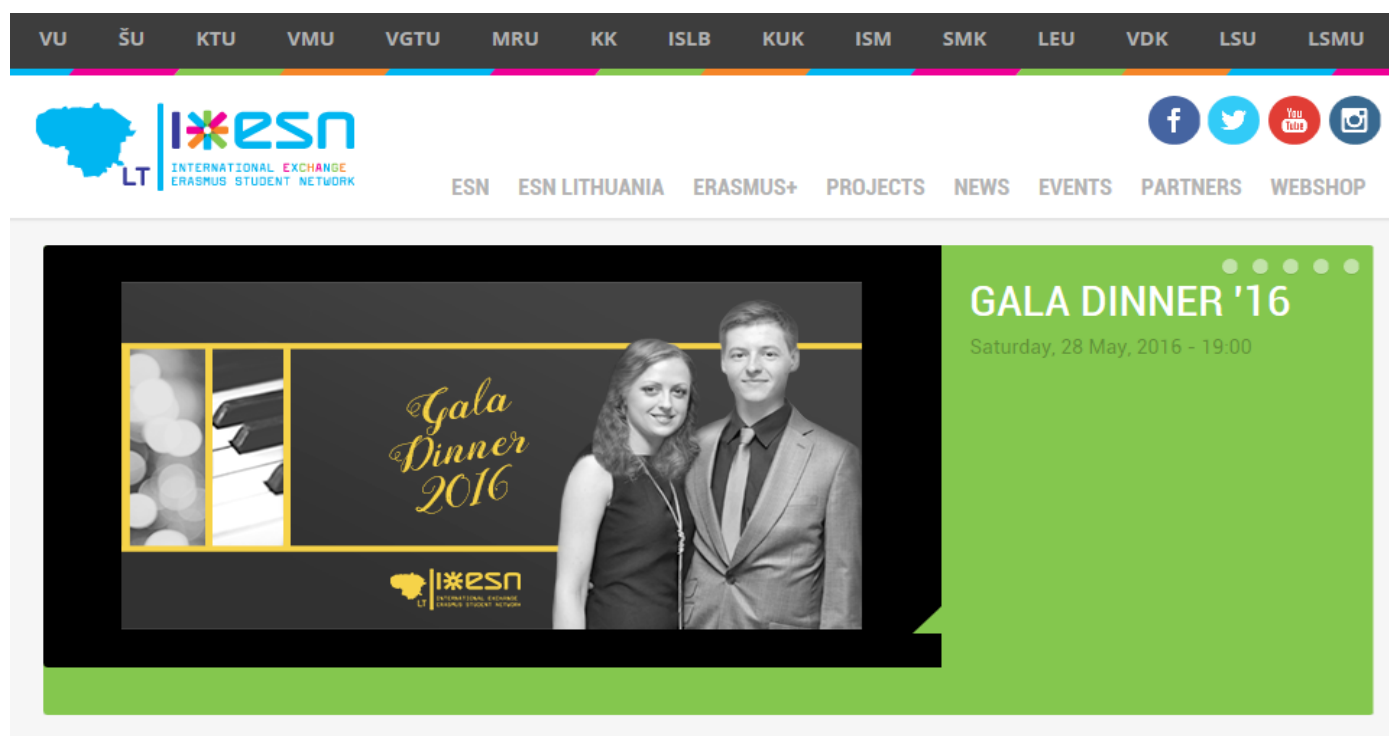
## 3rd place – ESN Lithuania

### How do they describe themselves?

It's our national webpage updated with the help of our webmaster.

### Few words from the evaluator:

ESN Lithuania sets a good example for national sites. It has very user friendly presentation of their sections at the top bar of the website.



### NEWS

**SocialErasmus Week  
Spring '16**  
03/05/2016



**SocialErasmus: young  
volunteers from all over  
Europe will bring a smile  
on children's faces**  
05/04/2016



**27th National Platform**  
20/03/2016

### EVENTS



**National Platform No.28**  
11/06/2016 - 10:00 to 12/06/2016 -  
18:00



**ESCAPE Erasmus Student  
Camp**  
03/06/2016 - 10:00 to 05/06/2016 -  
18:00



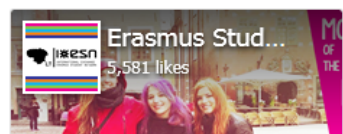
**Gala Dinner '16**  
28/05/2016 - 19:00

### NEWSLETTER

Your e-mail address

SUBSCRIBE

### f FACEBOOK





# webSTAR

## 3rd place – ESN Politecnico Milano

### How do they describe themselves?

Our website works daily, The backup is daily and we update it every day. It is really clear but at the meantime rich of information.

### Few words from the evaluator:

Nice information cards for team members. Good structure and tons of tons of information. Overall a great website with the information that an exchange student would be looking for. Live webchat is a really good idea.

**ESN POLITECNICO MILANO**  
MILANO ABOUT ESN ACTIVITIES OUR SERVICES ESN CARD PARTNERS INFO ACCOMMODATION

**STORIA D'ITALIA, della lingua e architettura italiana**  
FRIDAY 27 MAY, h 18:15  
building 11 CLASS. IIIC, IIID

**TANDEM IN SCHOOL - STORIA DELL'ITALIA**  
Friday, 27 May, 2016 - 18.15

**NEWS**

- 25/05/2016 - 12:02  
**PUGLIA TRIP [save the date]**
- 07/05/2016 - 23:53  
**ERASMUS & SPORT**
- 04/05/2016 - 12:23  
**REMINDER ESN ACTIVITIES**
- 02/05/2016 - 17:55  
**NEWSLETTER**
- 01/05/2016 - 16:17  
**ERASMUS PROM**

1 2 3 4 5 6 7 next last »

**WHERE ARE WE**

**CAMPUS LEONARDO**

**CAMPUS BOVISA**

# webSTAR

## 3rd place – ESN Usti

### How do they describe themselves?

We're using some small UI adjustments (child theme with fixes), such as vertical center align on copyright text and 2 column view for lists (partners, events...). On some places we just tuned things up a bit (added "read more" link in about footer section or STARter award in footer), on some parts we developed brand new features:

- About page with nice member profiles including old members history,
- Tips for trips for students or friend sections,
- Carousel of upcoming sections and partners on homescreen,
- Partners extended by gallery and division between local/national/international which gets exported into Facebook tab,
- Some partners have promo code available after galaxy login (Bohemian hostels)...

The main tool for events in section is Facebook so our satellite imports events by cron from Facebook creating event content (usable for ESNapp), we're currently working on full semester Facebook events, which would get imported to website's calendar and replace current google spreadsheet based schedule. The approach is to tweak the default settings so it fits section needs, while still try to keep everything sustainable – we're working on features and providing them to others on ESN git – slowly ;) Every UI adjustment goes to git as a suggestion. Website is hosted by national level on multisite, all extra modules and themes are installed in separate sites/section folder. We're struggling with CZ/EN content, so far we decided to keep something in Czech and skip dual language solutions, which would increase update demands. Finally I have to mention ESN Lithuania, our buddy country who provided us with some nice examples and allowed us to learn from their excellent national website – huge thanks ;)

### Few words from the evaluator:

Nice features and the website had already been updated to the latest version of Satellite. The calendar is amazing and the Facebook integration is great. Missing some ESN information such as international projects & news, but overall a very good website.



BLOG INCOMING STUDENTS CALENDAR OUR PROJECTS PARTNERS FOR BUDDIES ABOUT US



### INTERNATIONAL EVENING

International Evening is an event, during which international students present their country (usually two to three countries per night) using presentations, national dishes, habits or even typical dances.

# ESNshowcaseSTAR

1st place – ESN UŁ Łódź

## Few words from the evaluator:

International Challenge is a combination of a night city game and on-line tasks dedicated to Polish students and it is organised with the support of exchange students. Event is based on the concept of gamification. The main idea is to familiarise Polish students with other cultures, develop a common European identity and promote mobility programmes. Moreover, it is a very creative way to approach local students and bring their attention to ESN. Local HR managers can be inspired by this practice and, like ESN Lodz, organise such event to encourage people to join their local section.

The project has also included the ESNcard – during the game students visit places which are ESNcard partners of the section. Creative idea how to promote the card and to show students benefits of having one. International Challenge is an extremely valuable project due to the fact that it involves both local and international students, brings them closer together and integrates them, spreading the idea of mobility and multiculturalism.

More info: <http://wiki.esn.org/about-esn/structure/international-level/committees/nec/network-interaction/showcase/ul>



# ESNshowcaseSTAR

2nd place – ESN ITU, Turkey

## Few words from the evaluator:

ESN ITU Housing Network is a project aimed at international students coming to Istanbul for their exchange. Since finding an accommodation can be really complicated, the section came up with a helpful idea of finding suitable room/flat for the international students. They created a facebook group named “ESN ITU HOUSING NETWORK”, which is promoted and open to all students of ITU university and to students who are about to start their exchange in Istanbul. Thanks to this practice international students are provided with a platform where they can easily find an accommodation and moreover at a very beginning already start to interacting with local students and international community. ESN ITU coming up with this idea not only helps exchange students, but also give opportunity to locals to get familiar with international environment, increase awareness of mobility programmes and improve image of ESN.

More info: <http://wiki.esn.org/about-esn/structure/international-level/committees/nec/network-interaction/showcase/itu>



## ESN ITU 2015-2016 HOUSING NETWORK FORM

Please fill the form carefully, If you have a free room in your flat due to share with an Erasmus student.

This form is going to be shared with Erasmus students who is going to study in ITU in 2015-2016.

\* Required

Neighborhood \*

Adress of flat \*

Explained Address and Public Transport \*



# ESNshowcaseSTAR

## 3rd place – ESN Tallinn, Estonia

### Few words from the evaluator:

Diary created by ESN Tallinn is a great souvenir for international students who are about to finish their Erasmus adventure. ESN Tallinn collects photos and memories of the students and transforms them into the Diary. This is a great and creative idea for promotion of the section and the ESN in general. Praiseworthy is the fact that the project is created in collaboration with the IRO and NA which has a positive affect on relations with those institutions – in the Diary you can find information about possibilities of studying in Estonia and facts about universities in the city.

In addition, the Diary collects memories from students from three universities in Tallinn thanks to the fact that Diary is created in cooperation with two other sections which gives an excellent idea for an effective section cooperation.

More info: <http://wiki.esn.org/about-esn/structure/international-level/committees/nec/network-interaction/showcase/tallinn>



# ExchangeAbilitySTAR

## 1st place – ESN Yeditepe – Down Cafe Visit

### How do they describe themselves?

As ESN Yeditepe, we decided to start this project in order to raise awareness and give information about Down Syndrome to local people through Erasmus students. Down Cafe is founded by a dad whose daughter is with Down Syndrome with the support of ADER (Association of Alternative Way of Living) and Sisli Municipality. 25 people with Down Syndrome, Otism and Mental Disorders work in this cafe with volunteer mothers. This cafe gives opportunity to live independently by earning money on their own. Our main aim was not only attracting attention to Down Cafe, but also showing this cafe as an example to public and private work places which people with disabilities can work in. Siemens, Cook Shop, Big Chef, Hilton Hotel can given as examples to these work places. In these work places not only people with Down syndrome, but also with orthopedics, intellectual disabilities are working. One week before the ExchangeAbility project we all gathered together with Erasmus students and ESNers. Our Local ExchangeAbility Coordinator and other ESNers gave workshop to Erasmus students in order to give information about Down Syndrome, Down Cafe and the activities that we are going to do in that cafe. During the workshop we exchanged our ideas to make this project better with Erasmus students. We distributed the responsibilities such as going to market to buy kitchen supplies that they need in the cafe, buying painting materials, learning easy origami shapes, basic sign language symbols among Erasmus students and ESNers. When we went to cafe we firstly met people with the workers of Down Cafe. The founder of the café made a speech for Erasmus students and the striking sentence of the speech was “We are not here to educate these people with disability, we are here to educate the society”. We all together made paintings, coloured each other’s faces. Since people with Down Syndrome in the cafe are taking Turkish Traditional Dance classes, they taught these figures to Erasmus students. Therefore, they contributed the aim of Erasmus programme which is to exchange culture. When it comes to Origami, Erasmus students taught some Origami shapes to people with Down Syndrome. When it comes to sign language, it was time for people with Down Syndrome to teach Erasmus students some figures which proved that “There is no disability in teaching because there is always ability in education.”

### Few words from the evaluator:

This event had everything all ExchangeAbility events should include: originality, variety of participants, raising-awareness factor and most importantly full accessibility. There were many interactions between Erasmus students, ESNers and students with disabilities during which each group was learning something different.



**Recommendations:** Although 10 ESNers among participants is quite a satisfactory score, it would be ideal to encourage more and more local section members to take part in the event in order to keep them educated and aware of the ExchangeAbility goals.

# ExchangeAbilitySTAR

2nd place – ESN en UV – Inclusive Mobility Conferences (March to May)

## How do they describe themselves?

“Inclusive Mobility Conferences” are meetings that ESN Spain organises in the universities of 13 different cities around all Spain with the cooperation of “Foundation ONCE”. “Foundation ONCE” is an organization that works for the inclusion in all aspects of life of people with different disabilities and has a very important part in this in our country. That’s why at the conferences there is always a sign language interpreter.

This conferences, as they take place at universities, have the support of the International Relationships Office. In them we introduce the different mobility programs that students can find and also the different grants they can apply for. Otherwise we also talk about the specific grants that people with disabilities have.

During this meetings ESN volunteers talk about their experiences in their studies abroad done with the Erasmus grant or other programs. As we try to open this topic to everyone they are also invited people with any kind of disability, that have lived this experience to talk about the barriers that they found during their stay abroad, how they solved them, how this changed them... With this testimonies we try to motivate to the listeners to participate in an exchange programme no matter their situation because the message is that all barriers can be overcome and enjoy what can possibly be one of the best experiences in their lives.

Furthermore ESN informs about how our organization can help everyone that needs to know the destination culture, help with studies or even with integration.

## Few words from the evaluator:

These conferences organised by ESN en UV set a great example how an ESN section can cooperate with an external foundation as well as with other ESN sections. An impressive number of ESNers, local students with disabilities and international students says that the youth living in Spain do really care about their knowledge of inclusive mobility which was a definite advantage of this event. Comparing to the first place this event was perceived as a bit less original than the one organised by ESN Yeditepe.



**Recommendations:** The only suggestion from the Team is regarding the branding. Use the logo of EA for the pre-event promotion. If you are preparing materials like flyers put the EA logo and ESN logo on them, take photos during the event (if you have a flag of your section or ESN International one use it), promote them using ESN logo and EA logo.



# ExchangeAbilitySTAR

## 3rd place – ESN US Szczecin – Art in the Dark

### How do they describe themselves?

Art in the Dark is a part of international Erasmus Student Network program project called ExchangeAbility. It was divided in two phases. Firstly, on 10.12.2015, it was a time for painting. People from Polish Association of the Blind, together with Erasmus students, were creating a painting, and the topic of it was our city, Szczecin. There were many forms of cooperation—some pairs were for example splitting the canvas into two, others were helping each other out by holding their hands, so erasmus student was moving a hand of a blind person which was holding a brush. Members of ESN Szczecin were helping in communication by translating from polish into english and the other way. One week later, there was an opening in a ballroom of cultural institute 13 Muz, but it wasn't like every other opening. The ballroom was completely dark, so there was no way to see the paintings. Guests, while entering, were getting small flashlights, and they had to use it in order to see the paintings. However, the light wasn't that strong, so sometimes they could only see a small part of a bigger picture, forcing them to "recreate" it in their heads. Whole event was a big success, a lot of people came and they were really amazed by the paintings. We are going to do it in the future. The whole point of this event was, as in every EA activity, to show people from all over the Europe that the fact, that you are disabled doesn't mean that you can't contribute to society. Everybody was amazed by the fact, that blind people were able to paint something really amazing and close to the reality, looking like real buildings. Also, it was really fantastic to see people asking ESN members are those really paintings made by blind people, cause they were so good.

### Few words from the evaluator:

This is a very innovative project that inspired the Team to create a workshop about local EA events (available on Wiki). Worth mentioning is a collaboration with Polish Association of the Blind that ESN Szczecin established and developed within Art in the Dark. In comparison to the first and second place this event had a smaller reach and less number of participants but the Team does believe the next editions will be bigger and even more visible in the local community.

**Recommendations:** Try to make this event more visible in the local press to let the society know about this initiative. Also, it would be perfect to involve other ESN sections in this activity to increase the reach of this event. If there are no other ESN sections in your city, you can ask other locations to help you for instance with promotion of this event.



# logoSTAR

1st place – ESN Sofia University



2nd place – ESN Gent

3rd place – ESN Comenius University



**ESN GENT**



## Few words from the evaluator:

**ESN Sofia University:** Simple minimalistic approach to the university building accompanied with a monochrome colour proves great when it comes to readability on any scale. The logo is implemented in a very professional manner using the official ESN logo template. Nice touch by implementing the current fonts of ESN.

**ESN Gent:** Stylised dragon forms the major element in the logotype strongly connecting with the historical background of the city of Gent. The logo is implemented in both standalone and the ESN logo version consistently across the channels of the section.

**ESN Comenius University:** The main university building is used as the main element in several ESN colours. The logo is very well implemented in its colour variants in the section's materials.

# movieSTAR

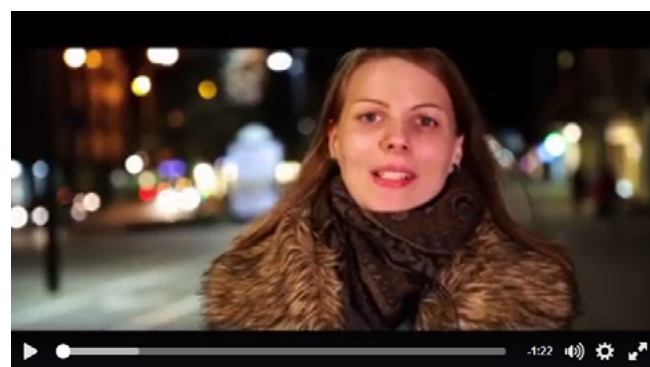
1st place – ESN Madeira



2nd place – ESN Covilha



3rd place – ESN KTU



## Few words from the evaluator:

**ESN Madeira:** Very well executed video showing the real spirit of ESN. While the video introduces the services of the section in a modern (text-message-like) manner it also serves as a great example of ESN-related activities to people outside of ESN.

**ESN Covilha:** An emotional video showing the strengths of ESN—multiculturalism and understanding—in a creative way. The collection of various languages underlies the main topic of “believing in mankind”.

**ESN KTU:** A traditional take on the intercultural environment of Erasmus exchanges nicely connected with the International Students Day celebrations, the video shows ESN in the best possible light.



# gadgetSTAR

## 1st place – ESN PW Warsaw

### How do they describe themselves?

Our gadgets are pretty well known among both Erasmus students and ESNers from all over the Poland (and not only Poland!). They make members of our section quite visible during National Platforms, where everyone is trying to steal some of our stuff (and cause we have so much of it, they often succeed). Thanks to our ESN PW hoodies and t-shirts we are also marked out from the Erasmus students, when we are hosting an event. That's why everyone of them wants to have a hoodie like our, but it's unobtainable (apart of special occasions). We produce variant number of gadgets, depending on the size and price (50 blankets, but 1000 of bracelets, and so on).

We all know being part of ESN is connected with many delegations. The main goal we wanted to achieve when creating our gadgets was to make them useful for our ESNers while travelling. According to that, we have created special and motivating package of gadgets: travelling bags, travelling pillows, blankets, towels, bidons with carbon filter, power banks and clothing: blouses, tees, hoodies.

### Few words from the evaluator:

This section has prepared set of unusual gadgets where some of them are presented for the first time in the network. Travelling set was distributed among ESNers in Poland, outside of country and also to motivate or reward local students/Erasmus. Each gadget is branded with section's logo and symbols related to ESN PW (their mascot).



# gadgetSTAR

2nd place – ESN Tallinn

## How do they describe themselves?

"The gadget consists of two parts – a neck pillow with our lovely logo and a sleeping eye mask with the ESN stars on the same places as your eyes would be. It is very easy to hand out, since the neck pillow is inflatable and fits together with the mask into a very small package. Usability is for sleeping, anywhere and comfortably! Now we have added an colourful fleece also to the collection, that the students can buy for an extra price (10€). The gadget is distributed on Lapland and St. Petersburg trips starting from Tallinn (available for all sections in Tallinn and all others are also welcome to visit, so we have a lot of interest in it usually – we sent 400 students to Lapland and 250 to St.Petersburg this Autumn semester – and each of them get one:)

## Few words from the evaluator:

Clear design with logo of the section on the neckpillow and ESN stars on sleeping mask. They were handing them out to the students and ESNers. Gadgets was distributed during ESN trip as a part of promotion of the section. Big plus of the gadget is that both of them can be used many times after the trip and still promote the section and ESN while traveling.





# gadgetSTAR

3rd place – ESN SGH

## How do they describe themselves?

The phone cases distributed by our section allow members of our organisation and Erasmus students, arriving to our country, to identify themselves with the Erasmus Student Network. The promotional potential of this product is endless, because each of us use a mobile phone. "You do not have to be great to start, but you have to start to be great" is written over the case. This is a wonderful motivational quote that is able to improve even the worst day. Now this will be possible, all you will need to do is take your phone, with our case on it, and look at the back of it. For the time being we are collecting orders for our gadget, however we estimate that around 400 copies will be sold.

## Few words from the evaluator:

The phone cases distributed by this section allows members of the organisation and Erasmus students, arriving to our country, to identify themselves with the Erasmus Student Network. The promotional potential of this product is endless, because each of us use a mobile phone. Phone case was distributed in 3 colour variations and design is strongly related to ESN branding.





# campaignSTAR

## 1st place – #GenerazioneSenzaVoto

### How do they describe themselves?

Aim of the campaign? Collect the 50,000 signatures necessary for people's proposal law in Parliament in order to propose an amendment on the electoral law that gives the chance for exchange students to vote from a foreign country; the amendment was approved by Senate with a landslide majority.

The action being made by the volunteers of the association were unstoppable. On Saturday the 17th of January – for the #GenerazioneSenzaVoto Day – there has been gathering centers in 28 cities where all citizens will be able to express their personal support towards the initiative, with a simple signature. For major cities such as Milan, Rome, Florence and Bari, to Sassari, Trento, Frosinone, Catanzaro, Matera, Messina, to very active university centers such as Camerino, Padua, Perugia and Udine. A support was coming from Unione degli Universitari and volunteers from UniLab – both students associations.

Lots of Senators supported the campaign.

Even students from other European Countries have been supporting this initiative, in particular ESN Sections of Belgium, Bulgaria, Germany, Czech Republic, Sweden, Norway, Spain and France, inviting Italian students abroad to sign for this initiative. This year, April 17th, Italian student will vote from abroad thanks to this campaign!

### Few words from the evaluator:

#GenerazioneSenzaVoto: very powerful campaign with a national-wide reach, which embodied the spirit of ESN. It turned out to be a huge success and resulted in an amendment on the electoral law that gives the chance for Italian students to vote from a foreign country – one of the mobility obstacles was overcome. What is more, the campaign included a light ESN branding and positioned ESN as a youth influencer.



# campaignSTAR

2nd place – NBM Lisboa

## How do they describe themselves?

Ever since SWEP Lisboa in 2011, ESN Lisboa has wanted to organise another international event. Several generations have passed by ESN Lisboa in these five years and the will and urge to do it have been passing from generation to generation, growing side by side with the section and its members. Thus, this campaign was designed to achieve the election of ESN Lisboa for OC of the Spring NBM 2016 and bring once again an international event to Lisbon.



## Few words from the evaluator:

The campaign was very consistent and well planned from the very beginning. The promotion of the event started offline with the printed invitations given during the NBM Brno. The campaign had clear established goals, nice and clean designs, and simple, but efficient communication. The biggest asset was creation of an event instead of creating another fanpage! #ComComApproves

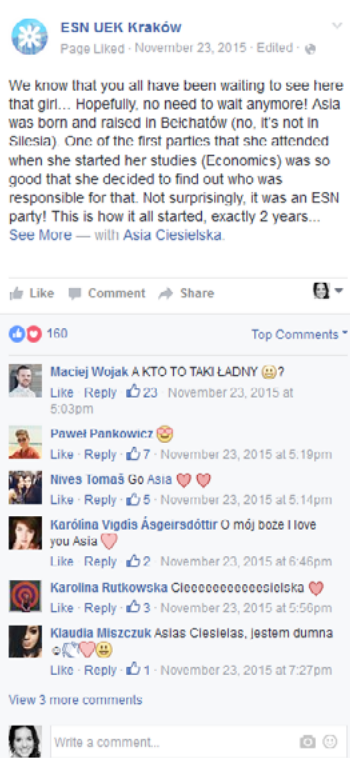


# campaignSTAR

## 3rd place – People of ESN UEK

### How do they describe themselves?

The purpose of the “People of ESN UEK” campaign was to increase the recognition of section members among other students of The Cracow University of Economics. Those young, ambitious and hard working people who sacrifice their free time in order to improve the mobility experience of both in-coming and out-going students have every right to speak about and promote these activities. Our members are also very active on a national and international level, they all are familiar with the ESN spirit and all of the national and international projects as our section always gaily participate in all of the initiatives. By mentioning projects, we contribute to the recognition of ESN Poland, ESN International and all the events branded with the ESN brand. We are proud of the commitment of our members to the network, so their activity is always underlined.



### Few words from the evaluator:

People of ESN UEK: this continuous campaign promotes not only the members, but what is more important, their work. In tens of posts under the hashtag #peopleofESNUEK the section has presented both international and their own projects and showed section activities motivating to join ESN. Last but not least, the campaign includes a clean ESN design and had a very good reach.



# ESNcardSTAR

1st place – ESN Lisbon

2nd place – ESN Uni Lausanne

3rd place – ESN Salerno



## Few words from the evaluator:

When assessing the criteria of the ESNcardStar we took multiple criteria into it. On the one hand points were awarded to teams for certain general actions sections were undertaking, on the other hand we assessed the method these were implemented by analysing their answers based on three criteria :

Innovativity: Is it a fresh idea that is implemented by the section?

Repeatability: Is what they did repeatable in the future?

Transferability: Is it possible for other sections to implement this as well?

This method was used for implementation of the ESNcard in activities and the use of promotion material to promote partnerships.

As a second aspect we looked at the data connected to the sections: and we took into account the amount of discounts sections have registered on ESNcard.org of registered discounts, plus the increase in registered ESNcards since the beginning of the academic year – both compared to a maximum of 15 where the best section in the Network would score this point.

This lead us to the following top three:

### 1. ESN Lisbon

ESN Lisbon scored very high on all aspects of the grading. The section implements the ESNcard in all their activities and has printed their own promotional material about the ESNcard that is used on all their welcome activities. The section also has more than 45 registered ESN discounts.

### 2. ESN Uni Lausanne

ESN Uni Lausanne scored very high on the promotion of the ESNcard and both the International and Local discounts they have for the students. The implemented the material provided by the ESNcard team and have gone a step further and provided the students with even more informative flyers. The section offers less local discounts, but has managed to increase the registration of the students online increasingly.

### 3. ESN Salerno

ESN Salerno scored very high both on the implementation of the ESNcard in their local activities, including activities that are organised at local partners and their amount of partners that is very high, including partnerships with local museums. On the other hand the section had the highest increase in registrations on ESNcard.org

# Alumni Award – best knowledge transfer

## 1st place – ESN Duesseldorf

Our project was called Knowledge transfer via a suitable combination of written materials, proper platforms to exchange and store the knowledge and materials and via personal exchange. Knowledge transfer is a process which not only needs written materials and guidelines, but also personal support, several complementary strategical approaches as well as tools which help implementing the knowledge transfer easily and it needs to be a focus topic within a local section and the local board in order to empower the section. What did we do?

– written materials:

**1. guidelines for local board** – creation of a 37–page guideline for the local board which includes and explains all basic and complex information concerning ESN on the international, national and local level, the idea behind it was that basically someone who has never heard of ESN before will be able to run the section as local board after having read the guideline

**2. guideline for active members**

**3. general event guideline** – creation of a general event guideline and guideline for active members on how work processes are carried out in the section and making them accessible in intranet

**4. specific guidelines for each event** – creation of specific event guidelines (a template was created and used) for all events carried out during the last 1 1/2 years and made them accessible in intranet (next steps: update the guidelines on a regular basis and create new guidelines for new events)

– proper platforms to exchange and store the knowledge and materials

**1. intranet via google drive, soon to be in google sites for section** – theme–structured intranet for active members containing any documents needed to get involved in the different fields / committees as well as guidelines (for now Google Drive --> will be transferred to Google Sites soon)

**2. intranet specifically for local board** – intranet for local board containing all important and board–related information (for now Google drive --> will be transferred to Google Sites soon)

**3. Trello as project management tool to support knowledge transfer between boards as well as in the section** – usage of Trello project management tool for local board (to ensure that all projects, discussions and important information can be found in one place and reused for the new boards to come) (for now only for local board and PR committee --> next step is to introduce Trello for all section members to organize the events and activities of the section)

– personal exchange:

**1. 1–month transition period between local boards to transfer the knowledge, answer all questions on the tasks**

**2. regular feedback rounds on events at every team meeting, which are recorded in minutes** – evaluation of all events in the next team meeting and keeping minutes of the outcomes

**3. a board position for advisor to the board and knowledge transfer for at least one semester** – introduction of board position “additional board member” with tasks “advisor to the board” and “knowledge transfer”, electing a former board member to that position, involving him/her in all ongoing work of the local board.

**4. event and committee / coordinator support via local board members** – Every event is supervised by a local board member in the form that the board members are contact persons for questions, give their feedback on the event planning during the planning process

### Few words from the evaluator:

They produced documents that can be reused in later years. That’s sustainable added value. Hence vote for rank #1.

# Alumni Award – best knowledge transfer

## 2nd place – ESN Jyväskylä (ESN Day)

In addition to the personal knowledge transfer (e.g. old events manager – new events manager), we provide a general knowledge transfer for the new board, including the possibility to get to know each other. Our agenda was as following:

- \*) ESN in general: ESN Finland's LR presenting ESN, local-national-international level, important meetings etc.
- \*) ESN abbreviations: one old board member made two memory games – one pair would for instance be [ NP ] – [ National Platform ] and in two groups the new board members were playing those
- \*) PR & Communications: the old PR & Communications manager gave an interactive presentation about which media channel we are using and presenting our partners
- \*) projects: in pairs the new board were supposed to work on one ESN project each and presented it to the others (this was planned but because if interesting, but long discussions canceled in the end)
- \*) ESNcard: ESN Finland's treasurer and ESNcard manager gave a presentation on the ESNcard, raising awareness on making students register their cards on [esncard.org](http://esncard.org); this was followed by a group work in which we should come up with a good promotion speech/sales speech for selling ESNcards to exchange students, who are not convinced about buying it
- \*) values of ESN: How do we want to present ourselves? presentation by the old president + workshop (event descriptions, "find the mistakes")
- \*) Visual Identity, right spellings etc.: presented by our old president
- \*) deciding on a regular board meeting date, finalizing our board t-shirt design, talking about what's ahead of us...
- \*) as said above, all new board members also met with the old board member having the same position for a "position" knowledge transfer"

### Few words from the evaluator:

Nice organization. Clear agenda. Nevertheless, such a transition meeting is something I expect EVERY board to do – at any level and anywhere. Still they wrote a nice checklist that other boards can use in order to organize their own transition.

## 3rd place – ESN Vaasa (Knowledge Transfer Seminar)

Our goal was to educate the newbies and re-vitalize the old board members. After the initial idea we started setting up a timetable thinking about what would be beneficial subjects to get an information package for actives and board members. After deciding the structure and subjects we started to look for the guest speakers from the national board, national coordinators and the previous board members. As for the first time we had 3 old board members participating in the seminar and the 3 old board members continuing. Due to the short planning phase of the event and a lack of official alumni network in Vaasa.

We promoted it with the mailing lists, Facebook, Slack and personal invitations. The possibility of the event was mentioned when the new board was elected. It was a successful event although it was relatively small scale and it could be a good marketing material on how other sections could handle the knowledge transfer so that the sections would continue have the know-how from year to year.

### Few words from the evaluator:

Nice event but such a transition meeting is something I expect EVERY board to do – at any level and anywhere.





Questions? Comments?  
Contact us!

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