



General Assembly in Warsaw, 23. – 24. Oct. 2008

EUCEET III Working Group G

**“Making the European civil engineering education better known
and more attractive outside Europe”**

Agenda

1. Introduction
2. Report of the Prague meeting of WG G in June 2008
3. Questionnaires and the answers
4. Target groups and interested persons, universities and societies
5. Advertisement tools (website, flyer, others)
6. Financial aspects (involvement of EUCEET Association)
7. Timescale for remaining tasks
8. Any other business

Minutes of the Warsaw meeting, 23. – 24. October 2008

1. Introduction

The chairman opened the meeting on 23. Oct. 2008 at 14:00 h and welcomed the attendants. These were nearly all group members as listed below. Three new members could be welcomed, too (see last three names on e-mail list as addendum 1).

2. Report of the Prague meeting of WG G in June 2008

3. Questionnaires and the answers

Both topics have been discussed on the basis of the Prague meeting minutes. These minutes are attached as addendum 2.

4. Target groups and interested persons, universities and societies

The addressees of our EUCEET work are still the same like described in the Prague minutes. One of the most important society will be informed soon again about EUCEET work by the chairman. This is the World Council of Civil Engineers (WCCE), which holds its third General Assembly in Brasilia, BR, in early December. This assembly takes place in connection with the WEC2008 and one of the WFEO Annual Meetings in Brasilia, too. So, EUCEET will have three very highly ranked platforms and, thus, the most important place for public relations and by this “Making the European civil engineering education better known and more attractive outside Europe”.

5. Advertisement tools (website, flyer, others)

5.1 Flyers

The first proposal of a flyer has been discussed. The idea and very detailed items have elaborated during the Prague meeting. The flyer is attached as addendum 3.

During the discussion it was mentioned and confirmed that two flyers should be produced:

1. Flyer to address companies, societies, associations, organisations, governmental bodies and a
2. Flyer to address universities and especially students of these universities.

The “more serious” flyer, this is that of the first case, shall inform about

- EUCEET in general;

- its work and outcomes (6 volumes up to now);
- its history;
- its standing within the European Area of Higher Education;
- its involvement in national and international associations of civil engineering;
- its influence and impact on education and training in the civil engineering field;
- EUCEET's precious contents on an attractive website etc.

The “more attractive” flyer – but distributed by the institutions as in 1. – shall inform and attract students from abroad by

- making them eager to know more about Europe's civil engineering education;
- assuring them that the Bologna is the most attractive educational region in the world;
- making clear that the Euro-codes are wide-spread, most famous in the world and the future in civil engineering;
- fostering them to study in Europe, because they are not foreigners in Europe with its great variety of languages, cultures, nations and study possibilities;
- giving them a numerous information on an attractive EUCEET website;
- the flyers shall be available both electronically and printed;
- financing may be done by the EUCEET association.
- etc.

5.2 Website

It was stated unanimously that the EUCEET website should be drastically renovated or totally made new. This should be done as soon as possible. This decision has been made because of the fact that most of the students (see the attached questionnaires) have got their information about the very attractive ERASMUS MUNDUS Master Courses in Europe via internet.

The formal frame of a (re)new(ed) website has to be as follows:

- it has to be attractive or better shall come up as an “eye-catching performance”;
- all EUCEET members have to be linked in both directions, so with about or better more than 2 x 100 links and hits Google may present EUCEET at very “pole” position;
- a professional company has to be involved;
- the website shall include a dynamic part, at least for the different work groups, to make the website alive;
- financing may be done by the EUCEET association
- etc.

Concerning the content of the website a number of ideas have been collected as follows:

- EUCEET is the agency, contact point, melting pot etc. for information about civil engineering education and training in Europe;
- it offers services to website visitors as giving information about and links to
 - o all EUCEET members and their education programmes;
 - o all Civil Engineering Departments of all European universities;

- all national, European and world wide active civil engineering associations;
- after welcoming any visitor in English an additional information of the chosen country in its home language shall be offered;
- a map of Europe shall be included, from which the countries can be chosen and opened by a click;
- a list of joint degrees and double diploma within European universities should be available,
- a list of possibilities how to receive grants in the different member countries should be available,
- careers descriptions and students reports about their experience shall be available;
- the work of EUCEET has to be described intensively and carefully;
- the volumes have to be published electronically on the website;
- the minutes of the general assembly – and partly of the management committee meeting - should be available in due time and completely;
- the minutes of the WGs should be available in due time and completely;
- the topics and contents of the WGs shall find a dynamic platform for active and actual discussion between their members – and possibly including interested other visitors
- etc.

6. Financial aspects (involvement of EUCEET Association)

Because it was not – and may be is still not – clear whether the EUCEET LLL-contract is giving the possibility of producing PR-material for website and flyers it has been discussed to involve the young EUCEET Association (s. 5.1 and 5.2).

7. Timescale for (remaining) tasks

The time frame is given by the official contract data. But independent of this a first proposal of a (re)new(ed) website should be presented till the visit of the auditors to Paris. This means that it should available before the beginning of December.

- Note: This information and request came from Prof. I. Manoliu. Prof. M-A. Camarotta has got a preliminary offer of a professional company, which I have sent to her. And I am now in the position of waiting for an organizational and financial “YES” to start the work producing two different flyers and a proposal of a new website. -

No other tasks have been discussed.

8. Any other business

Due to the very vivid discussion within the working group no other business has been mentioned.

Addenda

Addendum 1: List of members of WG G

G

Making the European CE education better known & more attractive outside Europe

Chairman: Prof. Carsten AHRENS (Fach. Oldenburg, ZID & ECCE)

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9	Brno University Technology CZ	Petr Stepanek	X	stepanek.p@fce.vutbr.cz
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74	LNEC PT	Joao Barradas	X	jbarradas@lnec.pt
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98	UTCBucarest	Nicoleta Radulescu	X	nicoleta@utcb.ro
92	Norwegian UST Trondheim NO	Eivind Bratteland	X	einvind.bratteland@ntnu.no
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New members:

INSA Lyon Fabrice Emeriault fabrice.emeriault@insa-lyon.fr

University of Patras Stephanos Dritsos dritsos@upatras.gr

TU München Ralf Reinecke rr@ib-reinecke.de

Addendum 2: Minutes of the Prague meeting of WG G



EUCEET III Working Group G

“Making the European civil engineering education better known and more attractive outside Europe”

Report

Minutes of the 1st meeting of Working Group G, Prague, 06. June 2008

The meeting took place at the Technical University of Prague (CTU), Faculty of Civil Engineering, on Friday 06. June 2008. The meeting started at 09:00 h with a welcome speech by Josef Machcek as host of the meeting, and by Carsten Ahrens as chairman. It finished at 16:00 h.

Participants of the meeting have been

Josef Machacek, CVUT, CZ (organizer of this meeting)
Colin Kerr, Imperial College London, UK
Antal Lovas, TU Budapest, HU
Juris Smirnovs, TU Riga, LT
Virgil Breaban, Ovidius University of Constantza, RO
Carsten Ahrens, FH OOW, DE

Excuses came from

Eivind Brattelandt, TU Trondheim, NO
Helena Wasmus, TU Delft, NL
Luis Garrote, TU Madrid, ES
Petr Stepanek, Brno University of Technology, CZ
Stefan Semprich, TU Graz, AT
Jakob Möller, DTU Copenhagen, DK
Marie-Ange Cammarota, ENPC Paris, FR

1. Distribution of EUCEET III Program and Objectives

- ECCE 47th meeting in Riga, Latvia, May 2008
- Annual Conference of ASEE in Pittsburgh, PA, June 2008
- Visit to ASCE in Reston, VA, June 2008
- WCCE 3rd meeting of Executive Committee in Tunis, Tunisia, July 2008, together with ASCE and WFEO
- ECCE 48th meeting in Cyprus (North and South) October 2008

The content of EUCEET work and its objectives seemed to be very interesting, but there was always missing advertisement papers/tools of EUCEET.

2. Meeting of WG G in Prague, June 2008

3. Questionnaires for ERASMUS MUNDUS Co-ordinators and Students - and evaluation by group members

As discussed and concluded during the Santander General Assembly and Madrid Management Council in the session of working Group G the chairman elaborated two questionnaires for ERASMUS MUNDUS Universities: One for the coordinators and another one for the involved students. These questionnaires have been sent to all coordinating universities of the years 2005, 2006 and 2007. They are also attached to the agenda.

The feedback was not too big according to the number of involved universities. But this is usual with such investigative actions. Nevertheless the number of answers was reasonable, and the answers gave a very clear view about the ways how students get the information about ERASMUS MUNDUS study programmes and what are the reasons to apply for these study programmes.

The total amount of answering universities is 10 (with a number of not mentioned partner universities), which represent 138 students from about 20 foreign countries who answered to the questionnaire as a group or personally.

The list is as follows:

Czech Technical University of Prague, CZ	22 students	from 14 countries
Technical University Budapest, HU	21 students	from 15 countries
Technical University Delft, NL	9 students	
University of Leipzig, DE	3 students	from 3 countries
Technical University of Gent, BE		from 3 countries
University of Paris 1, FR	73 students	from 12 countries
University of Angers, FR	20 students	from 10 countries

Most universities gave “collected” answers; others sent a list of personal answers of the students. All together 15 “single” students answered the questionnaire.

3.1 Information Gathering and Advertisement

Concerning the way of getting the necessary information the order is as follows:

- internet	50 %
- actual partnerships	20 %
- others (friends, national societies, course flyer, ...)	20 %
- national exchange office	5 %
- international student's fairs	- %
- national embassy	5 %

So, there is one very important way to find the right information of the ERASMUS MUNDUS universities, namely the **WebPages** of the respective universities via **internet**.

Two other ways are equally useful, namely the **existing partnerships** of the university where the students studies and which has this co-operation universities, and a number of different **other** way like friends, flyers, national societies etc.)

All other ways are minor concerning the recruitment of ERASMUS MUNDUS students.

The complete list of answers is attached to the minutes.

- There was one very funny answer: “We are educating international vine makers and have nothing to do with civil engineering. So, our answers would of no help for you!?” As a non-professional vine farmer I could help the young lady co-ordinator, and afterwards I got a nice number of answers. -

3.2 Attractiveness of Programme

From all aspects there is no real first choice between:

- high quality of teaching/learning in host university
- living standard in host country
- special study programme
- high grants
- language

Very often nearly all aspects have been of interest for each student.

3.3. Benefits of the study abroad when students are back home

From all aspects there is no real first choice between:

- better payment
- better working conditions
- better situation in society
- high quality education acceptance

Very often nearly all aspects have been of interest for each student.

4. New ways of attracting students of civil engineering from abroad

4.1 EUCEET website

It has been shown by the answers to the questionnaires that the website is the most important information and advertisement medium for students (young people) to gain information the sender wants to offer.

Therefore and according to the comments to the EUCEET Approval of Progress Report dated 15. April 2008 and the results of the Prague meeting, June 2008, the group unanimously voted to give a push to the Management Committee of EUCEET III to come up with a new or renewed EUCEET website. The actual website is by no means very attractive and/or activating for any communication. Group G offers high efforts to come up with its own suggestions to renew the site. This would not only concern the “make-up” but also the content e.g. list of (EUCEET) civil engineering education institutes with a lot of links to each other and associated societies and associations. The professional work has to be done by a specific company and/or university specialised group, which should be supported financially by the EUCEET Association.

During the rather long lasting discussion the following points have been mentioned:

- Website with about 6 interesting pages (like new ECCE website);
- Images from attractive and special technical buildings in Europe;
- Colour blue and yellow like EUCEET logo;
- Standard image for corporate identity (e.g. building of ENPC, Atomium, Socrates/parliament building, ...);
- List of all (EUCEET) civil engineering partners and faculties, but link to all others – and link to “braintrack.com”, which lists all universities all over the world;
- Actual reports to Brussels, of the meetings of management committee, of the work groups, of single persons, ...
- Actual pictures from meetings, And last but not least
- who shall be doing this and how much could EUCEET spend for it? Due to the critics from Brussels there could be some money left for this work.

4.2 EUCEET flyer

A new EUCEET flyer then was discussed as possibly the second most important tool to inform about the “good” European civil engineering education, and through this to attract young civil engineering students to study in Europe. Much emphasize should be given to an attractive but still decent and serious flyer.

A first proposal has been worked out by the group and is attached to the report.

– It is a pity that I could not reach the responsible person at my university FH OOW to make it more “visible” after having come back from Prague. And I will not reach her

any longer because she left our university during my visit to Pittsburgh, PA, USA. But I will contact another responsible person, if wished.

The flyer shall exist in a printed form to distribute it to associated institutions, civil engineering societies etc. It shall exist also in an electronic version to deliver all our partner institutions with it or, via link the partners give this way to our website for interested applicants and searchers.

EUCEET (association) shall spend some money (how much?) for layout and printing costs.

4.3 Other advertising materials

No actual proposals have been proposed up to now. But there are always similar things like bookmarkers, pencils etc., but this is work more appropriate to the EUCEET association.

4.4 Contact and distribution of materials to European Council of Civil Engineers (ECCE)

The contact to ECCE is still alive and necessary to distribute EUCEET information to the European civil engineering world. But EUCEET should be more present on the ECCE website not only as a link but possibly with its own article, paper, picture etc.

4.5 Contact and distribution of materials to national civil engineering societies in Europe

The actual connection of EUCEET members or work groups may be quite good but as long as there is only the spoken word and no material to distribute the multiplying effect does not exist. Thus EUCEET will not be known by the members of the national civil engineering societies.

4.6 Contact and distribution of materials to World Council of Civil Engineers (WCCE)

The contact still exists but see 4.4 and 4.5.

4.7 Contact and distribution of materials to national civil engineering societies outside Europe

Such contacts exist on a rare personal basis only, so see 4.4 – 4.6 again.

– By the way I have been visiting the American Society for Civil Engineers (ASCE) in its World Headquarter in Reston, USA, on 25. June 2008. The topics of this meeting were education, continuous professional development and mobility of civil engineers – and co-operation with ECCE. For this discussion I have got two pieces each of the EUCEET 5 volume and of the ECCE book. Concerning EUCEET my discussion partners (4 persons responsible for Education, Professional Practice, International Relations and Strategic Planning, and Strategic, Geographic and International Initiatives) have been really the right addressees. They all wondered and at least appreciated very much to learn about EUCEET as the most powerful Socrates

Network in Europe in the fields of civil engineering. But real advertisement material could not be handed over to attract others within the association or its members (54 state members at least in the US).

4.8 Contact and distribution of materials to ERASMUS MUNDUS universities in Europe (coordinating universities)

The first contacts have been the questionnaires to them and their institutional co-ordinators as well as involved students. But all of these universities are engaged in completely different fields of education. Even if this is the case some of them could be helpful in distributing adequate EUCEET material to their partner universities as well as to their students. The co-ordinators of the programmes have to be addressed in a personal way by our work group members. It is still open how efficient this way would be.

4.9 Contact and distribution of materials to ERASMUS MUNDUS universities outside Europe

What is said in 4.8 would apply also to this point.

4.10 Contact and distribution of materials to universities of other European networks

It is the same like in 4.8 and 4.9. It is very unlikely that non-civil engineering university networks will support EUCEET ambitions, so we have to use civil engineering paths. If EUCEET is interested in these advertisement paths these universities have to be addressed in a personal way, too, and in addition to be supplied by very attractive advertisement material.

4.11 Contact and distribution of materials to universities of non-European networks

Nothing has to be added with respect to point 4.10.

4.12 Contact and distribution of materials to World Academy of Civil Engineers (WACE)

This is still music of tomorrow, because this academy will be founded in December 2008 in connection with the 3rd WEC 2008 in Brasilia, Brazil, and up to now no fostering activities took place.

5. Why Making the European civil engineering education better known and more attractive outside Europe ?

When starting our meeting of WG G in Prague we decided to describe first the very different ways of civil engineering education in our own universities. As members of six different partners, countries and thus universities we realized and wondered very much about the fact that our education profiles for civil engineering are so different from each other. It needed a lot of questions, answers, re-questioning and re-answering

to understand more profound what is the education way and profile, what is the necessity to achieve accreditation for the education and licensing through the involved national civil engineering bodies or associations.

I will not describe the different educational paths, because this has been done in another group. But it is obvious that other persons, universities and their members as well as associations outside Europe will ask, what we think is the real kernel of **THE** European education of a civil engineer. Why then would it be so attractive for us?

This discussion took a reasonable amount of our meeting time in Prague. But we thought and still think that this is a very crucial part of the work of WG G. If we do not find the clarifying backing for our efforts, we will not succeed in attracting anyone for our European civil engineering education.

It was Colin Kerr who brought these critical thinking into the group. So, he was – and felt - responsible to articulate what we have discussed in the group. And he did it in the way as follows:

Notes and Summary of the discussion under this topic by Colin Kerr

EUCEET III WORK GROUP G

MAKING THE CIVIL ENGINEERING EDUCATION SYSTEM MORE ATTRACTIVE OUTSIDE EUROPE

WHY SHOULD WE DO THIS?

- Is it self-evident that we should?
- Do we need more students?
- Can we not attract enough home students?
- Is it about attracting good people who want to come to the EU to stay and work?
- Are we proud of what we do/offer?
- Is there a single thing called “European Civil Engineering Education” which we can promote?
- Trust; we know how to produce top quality engineers.
- Ask EUCEET members for 5 points which they feel make Europe attractive for overseas students.

WHAT DO WE OFFER THAT IS SPECIFIC TO US?

- Technical specialisations not available in the home country?
- Top quality teaching? If so, will our edge last? E.g., China and India are coming up fast.
- Harmonisation –v- Diversity. Harmonisation has its place, but diversity is a strength.
- Euro codes as a unifying and important theme?
- Cultural and linguistic diversity?
- Opportunity to build networks of colleagues and friends around the world.
- Better living standards? Grants, general quality of life, more opportunities?
- Is this altruism or imperialism?

HOW DO WE DIFFER?

- Solid, accredited, professional formation?
- Educational flair and innovation?
- A preparation for tackling the new problems, such as waste, climate change, energy, new materials, etc?

- An established heritage/philosophy/heritage of education?
- Better lifestyle opportunities?
- The quality of what we offer compared to others?
- Reputation?

THOUGHTS ON THE QUESTIONNAIRE

- One Driver: Life improvement. Should civil engineering departments be offering this? If we do, will we be remembered and thanked?
- Another: Language and mobility. Both these are desirable, but are the central to EU civil engineering education? Perhaps they are secondary rather than primary benefits.
- Another: Technical and academic specialisation.
- So far, life improvement seems more important to the students than technical benefits. Does this matter?

IT SEEMS TO ME AND THE WORK GROUP G (AND POSSIBLY WG H)

- Skills shortages, we need more engineers, schools are not preparing pupils well enough in maths and physics, so there is a case for looking outside.
- There is an element of self interest for individual universities, which may need the students for monetary reasons and to justify present staffing levels.
- We should not simply go for numbers. We should preserve quality and remain distinctive.
- We should innovate and go for the new knowledge economy. There are loads of places which can do traditional stuff as well as us. We can be leading edge.
- Do we need new types of engineers? Broader, interdisciplinary, etc?
- Does Europe face new problems which will face the developing world sooner or later?
- Or will mature economies be overtaken by developing countries which will jump a technology generation and overtake us; e.g., Dongtan, solar power, etc?

SO.....

- Delivery of the message is important, e.g., website, e-mail, flyer, contacts, AECEF, ECCE, WCCE, etc
- Publicity is important, but savvy students will find us electronically.
- The key point is to offer what they need.
- What we offer will keep us ahead; innovation, specialisation, quality, experience, recognition.
- We should tackle the new problems like resources, energy, and sustainability of urban systems, economically sustainable construction systems, whatever.....

6. Conclusion of the Prague meeting of WG G

The further activities of WG G depend very much upon the decisions of the Management Committee of EUCEET III. This means

- To know the direction EUCEET III will go;
- To involve the WG G proposals into the work of the Management Committee and especially the co-ordinator, as well as the responsible managing person, and
- To take/have some money, to produce attractive advertising material as website, flyer, handouts etc.

Carsten Ahrens

Chairman of WG G

Oldenburg, 21.Oct.2008



Picture from Marie-Ange Cammarota
short statement of her

Prof. Marie-Ange Camarotta

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Addendum 3: First proposal of a flyer

Activities and networking

- comparative studies of curricula
- innovative teaching methods
- preserving quality
- accreditation and recognition
- developing links to industry and professional organisations

We do this through

- pan-European meetings
- workshops
- conferences
- consulting procedures
- round tables
- publications etc.



EUCET III

**European Civil Engineering
Education and Training**

The biggest

Thematic Network in Europe

in the field of Civil Engineering
under the programme Lifelong Learning
(EUCET I + II under SOCRATES ERASMUS
Since 199....)

Period of EUCET III:

01. Oct. 2006 – 30. Sept. 2009

EUCET – website

www.euceet.utcb.ro

Who we are?

A cluster of 80 top universities in the field of civil engineering
Accompanied by 20 companies and civil engineering organisations
Representing every EU-country and most EFTA-countries

reaching from
Iceland to Turkey
Finland to Malta
Portugal to Poland



Achievements of the EUCEET III consortium

Books and other publications
(6 volumes and webpage)
Exchange programmes for students and staff
Establishing strong links between colleagues and universities
Founding of a EUCEET association



Education, Audiovisual & Culture Executive Agency

8 March 2009

"EUCEET is a recognised network with potential to influence the civil engineering education in Europe.
On the whole the project is well managed, ...
The establishment of the EUCEET association and the involvement of professional associations in the project are notable achievements of the network."



Picture Iacint Manoliu short statement of him

Prof. Iacint Manoliu

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