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ATU

**Think. Speak. Influence: Mastering Communication Across Cultures
and Contexts**

ERASMUS+ Blended Intensive Programme for administrative staff

Call for applications

Contract n.: 2024-1-IT02-KA131-HED-000209672

BIP Ref.: 2024-1-IT02-KA131-HED-000209672 – 3



Beneficiaries

Administration staff employed at one EU GREEN
University

Venue

Galway (Ireland)
Atlantic Technological University
Atlantic Centre of Education

Virtual period

27th–28th August 2025

In-presence period

20th – 24th October 2025

Language of teaching

English (B1 required)

Deadline for applying

1st JULY 2025



Co-funded by
the European Union



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The EU GREEN Alliance Universities:

- ~ Università di Parma (Italy) – **BIP Coordinating institution**
- ~ Uniwersytet Przyrodniczy we Wrocławiu (Poland)
- ~ Universidad de Extremadura (Spain)
- ~ Université d'Angers (France)
- ~ Universitatea din Oradea (Romania)
- ~ Otto-von-Guericke Universität Magdeburg (Germany)
- ~ Höskolan i Gävle (Sweden)
- ~ Atlantic Technological University (Ireland)
- ~ Universidade de Évora (Portugal)

In collaboration with

- ~ Galway Atlantic Centre of Education (Ireland)

launch the first ERASMUS+ Blended Intensive Programme (BIP) **entirely designed for administrative staff employed in libraries and student secretariats and student services**. Entitled “Think. Speak. Influence: Mastering Communication Across Cultures and Contexts”, this BIP is aimed at facilitating interaction, communication and collaboration processes among the administrators employed in one of the EU GREEN Universities.

This BIP is officially approved by the EU in the framework of the ERASMUS+ 2021-2027 programme and is developed in the framework of the EU GREEN Alliance network.

BIPs are one of the new and innovative compact formats of mobility introduced by the new Erasmus+ 2021-2027 Programme. These programmes, jointly developed by multiple higher education institutions, feature advanced and innovative pedagogical approaches that combine short-term physical mobilities with virtual learning components. BIPs are inherently transnational and transdisciplinary, as their curricula are developed and delivered collaboratively by partner institutions in different countries. The combination of in-person and virtual learning environments allows learners to experience and exchange highly collaborative, challenge-based, and research- steeped methods of teaching and learning. Through the required virtual part of the program, learners have the opportunity to develop and hone their digital knowledge and skills, reflecting the European Commission’s priority to harness the potential of digital technologies for teaching and learning and to develop digital skills for all.

Program learning objectives

This Blended Intensive Programme (BIP), part of the EU GREEN initiative, is designed to enhance participants' communication skills in multicultural and interdisciplinary environments. This program is designed to equip participants with the essential communication skills needed to thrive in international and multicultural environments. One of the key objectives is to develop intercultural communication competence, helping learners understand cultural differences in communication styles, values, and expectations, while also encouraging reflection on their own cultural identity and how it influences their interactions.

Another major focus is on enhancing both verbal and non-verbal communication skills. Participants will practice effective speaking and listening techniques, and learn to adjust tone, body language, and messaging according to the audience and context. The program also emphasizes the ability to communicate effectively in multilingual and multicultural settings. It provides practical tools for overcoming language barriers and addresses the specific challenges that arise in both virtual and face-to-face international collaboration.

In addition, participants will work on strengthening their ability to influence and persuade. Using structured argumentation, storytelling, and rhetorical techniques, they will learn how to engage diverse audiences and present ideas in a compelling way. Another important component of the program is the development of teamwork and leadership skills in international contexts. Participants will learn to collaborate empathetically and efficiently in cross-cultural teams and reflect on how different leadership styles are interpreted across cultures. Finally, the program ensures that all these skills are put into practice through real-world applications. Activities like simulations, role-plays, and case studies offer hands-on experience, and personalized feedback helps participants refine their strategies for professional communication.

Programme description

In today's increasingly interconnected world, communication skills are essential not only for academic success but also for personal and professional growth. This Blended Intensive Programme (BIP) focuses on enhancing communication skills within a university setting and beyond, while emphasizing cross-cultural understanding, professionalism, and adaptability. Specifically designed for administrative staff, the program aims to develop effective communication practices that are respectful, inclusive, and suitable for a variety of academic and professional situations. Participants will explore both theoretical and practical approaches to communication through a mix of in-person sessions, interactive workshops, and online activities.

The program is structured around a set of interrelated modules designed to foster

understanding and mastery of communication in diverse contexts:

- Internal and External Communication:
 - Understand the difference between communication within the university environment (e.g., student-to-student, student-to-staff) and external communication (e.g., with guest speakers, industry partners, and stakeholders).
- Academic and Professional Interaction:
 - Learn how to communicate clearly, respectfully, and professionally in academic environments. Gain confidence in expressing ideas, giving feedback, and participating in group discussions.
- Social media and Personal Branding:
 - Develop professional communication strategies for digital platforms. Learn how to build and manage an effective and authentic online presence.
- Intercultural and Identity-Based Communication:
 - Explore how cultural and identity differences shape communication styles. Improve your ability to navigate and adapt to diverse social and academic contexts.
- Communication Styles and Linguistic Relativity:
 - Understand the difference between high-context and low-context cultures and how these may influence interpersonal communication. Discover how language shapes perception, interaction, and meaning-making.

Total number of participants per institution

“Think. Speak. Influence: A Communication Workshop for Mastering Communication Across Cultures and Contexts” is open to a maximum of 5 participants per EU GREEN university, for a total class of 45 participants.

BIP calendar (both virtual and physical periods)

Virtual period

The virtual part of the Programme respects the following calendar:

- Wednesday, 27th August 2025
- Thursday, 28th August 2025

Physical period

The in-presence part of the programme has the following calendar:

- Monday October 20th, 2025 – Start
- Friday October 24th, 2025 – End

Recognition and credits

Since the BIP is addressed to university administration staff, the terms of recognition for participating in the Programme are the ones active at each single partner institution.

Teaching methodologies

The programme includes the following teaching methodologies:

- face-to-face lectures
- on-field class,
- case-studies presentations,
- self-learning
- online group meetings for data analysis and discussion.

Venue for the physical period of attendance

The physical part of the BIP will take place at Galway, Ireland at both **the Atlantic Centre of Education Galway** and the **Atlantic Technological University**. The Atlantic Technological University hosts the technical meetings, and the Atlantic Centre of Education hosts the lectures.

Programme calendar and contents

Virtual module (MS Teams)

Wednesday, August 27th

- Introducing the course
- Europe and the European Union: its values

Thursday, August 28th

- The EU GREEN Alliance: its objectives and role in Europe
- How EU GREEN works
- Working in an alliance: the contexts, the needed interaction

Physical module (Atlantic Centre of Education, Galway)

*Sun. 19th October 2025 – Full Day Excursion 10am–6:00pm <https://galwaytourcompany.com/>

Monday, October 20th – Introduction and team building

- ~ welcome session, including introductions,
- ~ team-building activities,
- ~ tour of the Atlantic Centre of Education.

Participants will get to know the staff and each other through icebreakers and a needs analysis, followed by a session focused on setting personal and professional goals for the week. In the afternoon, a team-building workshop will help foster group cohesion, and the day ends with a walking tour of the medieval city of Galway to explore the local culture and environment.

Tuesday, October 21st – Developing professional communication skills.

- ~ Morning sessions cover topics such as proper etiquette in university communication, the distinction between internal and external communication, and the importance of verbal and non-verbal cues.
- ~ In the afternoon, a language workshop further refines participants' communication abilities.
- ~ The day concludes with a social evening—Pub Night—where attendees can mingle with staff and students from other EU universities.

Wednesday, October 22nd – Building an effective online presence.

- ~ Participants will learn how to create and manage a personal brand, communicate professionally on social media, and develop strategies for enhancing their online image.
- ~ A social media workshop in the afternoon provides practical tools and guidance for

applying these concepts.

Thursday, October 23rd – Intercultural communication.

- ~ Participants will:
 - o explore the differences between high-context and low-context cultures and how to adapt their communication styles accordingly.
 - o Non-verbal communication across cultures.
- ~ The afternoon features a presentation workshop to prepare for the final day.

Friday, October 24th – Action planning and group presentations.

- ~ Three groups will present on key topics: the role of language in communication, the importance of cultural awareness, and how to build effective international teams. The program wraps up with a review session, feedback, and a discussion of next steps moving forward.

Monday 20.10.2025	Tuesday 21.10.2025	Wednesday 22.10.2025	Thursday 23.10.2025	Friday 24.10.2025
9:00-10:30 11:00-12:30 Introductions & Team Building Welcome Class & Tour of Atlantic Centre of Education + Introduction to Staff Icebreakers + Needs Analysis Setting Goals	9:00-10:30 11:00-12:30 Focusing on Communication Skills Professional etiquette in university communication Internal vs. external communication at university Verbal and non-verbal communication cues	9:00-10:30 11:00-12:30 Developing an Online Presence Creating and managing a personal brand Professional communication on social media Strategies for building an online presence	9:00-10:30 11:00-12:30 Exploring Cultural & Context Understanding high-context vs. low-context cultures Adapting communication styles to different cultural contexts Role of non-verbal cues in communication across cultures	9:00-10:30 11:00-12:30 Action Planning Group Presentations Group 1: How language shapes communication Group 2: The importance of Cultural Awareness Group 3: How to create and Effective International Team
Lunch	Lunch	Lunch	Lunch	Lunch
13:30-15:00 Team Building Workshop	13:30-15:00 Language Workshop	13:30-15:00 Social Media Workshop	13:30-15:00 Workshop	13:30-15:00 Review, Feedback & Future steps
15:00-16:30 Technical meeting	15:00-16:30 Technical meeting	15:00-16:30 Technical meeting	15:00-16:30 Technical meeting	

The social programme and the details of the technical meetings will be provided in a separate announcement to this Call.

Eligibility and participation criteria

To apply for this program, learners must be listed under staff enrollment at one of the participating universities.

Common conditions of participation for all the candidates are the following:

- Knowledge of English language at B1 level (CEFR). Knowledge of English (not required for mother language applicants).
 - o **The English language placement test examines a student's English Level and is compulsory for all applicants. The test must be taken through the Atlantic test platform on Friday 4th July 2025 from 9:00am to 6:00pm. The test is a total of 45 minutes in duration. You must achieve a minimum of a B1 English level to be admitted into the selection process.**
 - o **The test is online and all applicants will receive the invitation to take the test immediately after the application deadline.**
- To be employed as administrative staff in one EU GREEN University in one of the following areas:
 - o Library management
 - o Student services
 - o Student registrars or secretariats
 - o Equity, inclusion, and diversity coordinator
 - o Please note that the list is not exhaustive. Staff members whose duties involve intercultural communication are also encouraged to apply

How to apply

Candidates interested in participating should fill out the [application form](#) by **1st JULY 2025**.

The application form must contain the following attachments:

- Copy of valid ID or passport;
- Language certificate (provided by the test platform);
- Motivation letter (containing, if applicable, previous experiences abroad);

VERY IMPORTANT

- Participants will need to ensure they can travel to Ireland and will need to check their visa if from outside the EU.
- Applicants are required to attest that they have secured permission from their hierarchical supervisor to be released from duties from 20th to 24th October 2025.

Selection criteria and procedures

An appointed joint EU GREEN Selection Committee formed by experts will carry out the selection procedures. Selection is based on the following common and local criteria:

Common criteria

Knowledge of English language (test results)

→ C2	30 points
→ C1	30 points
→ B2	20 points
→ B1	20 points

Motivation

→ Exhaustive motivation	30 points
→ Medium motivation	20 points
→ Fair motivation	15 points
→ Weak motivation	10 points

Professional profile

→ Serving a university library (ies)	20 points
→ Serving a student registrar office	20 points
→ Serving another student services office	20 points
→ Serving offices related to inclusion and diversity	20 points
→ Serving a non-student-related administrative office	15 points

Seniority in the specific role (applied in case of equal final result)

→ 0-5yrs	5 points
→ 6-10 yrs	4 points
→ More than 10 yrs	3 points

Additional local criteria

- [Università di Parma applicants \(Italy\)](#)
 - "Collaboratori" administrative level 15 points
 - "Funzionario" administrative level 10 points
 - "Elevate professionalità" administrative level 5 points
- [Uniwersytet Przyrodniczy we Wrocławiu applicants \(Poland\)](#)
 - No additional criteria applied
- [Universidad de Extremadura \(Spain\)](#)
 - Applicants cannot be beneficiaries of two grants within the Erasmus project 2024-1-ES01-KA131-HED-000200414.
 - Participation terms and conditions are those established in the UEx ordinary call for training visits project 2024-1-ES01-KA131-HED-000200414, published through the corresponding rectoral resolution at UEx.
 - Candidates must not contravene the bases of the above referred call.
- [Otto-von-Guericke-Universität Magdeburg \(Germany\)](#)
 - No additional criteria applied
- [Universitatea din Oradea \(Romania\)](#)
 - No additional criteria applied
- [Högskolan i Gävle \(Sweden\)](#)
 - No additional criteria applied
- [Université d'Angers \(France\)](#)
 - No additional criteria applied
- [Universidade de Évora \(Portugal\)](#)
 - No additional criteria applied
- [Atlantic Technological University \(Ireland\)](#)
 - No additional criteria applied

Learners should expect to hear back about the result of their application by July 10th, 2024. Selected participants must communicate their acceptance or withdrawal within 10 days from the publication of the selection results by contacting their university program coordinator (see below). Selected students will be contacted with further instructions upon completion of the selection procedures.

Financial support

As a part of the ERASMUS+ Program, each participant is financially supported his/her home University. Each partner university is responsible for the management of the financial aspects of the mobilities in accordance with the provisions of the competent ERASMUS+ National Agency.

No financial support is available for administrative staff from the University hosting the physical part of the programme (ATU), as they will not be travelling for purposes of participation in this program (non-mobility participants).

Selected staff members receive a mobility grant through the Erasmus+ Programme or other funding available at the participant's home institution. If in the framework of the ERASMUS+ Programme, an STT (Staff Mobility for Training), whose amounts are identified as follows:

- [Università di Parma](#)
 - 152,00 € per diem allowance
 - 309,00 € travel costs
- [Uniwersytet Przyrodniczy we Wrocławiu](#)
 - 190,00 € per diem allowance
 - 309,00 € travel costs
- [Université d'Angers](#)
 - 190,00 € per diem allowance
 - 309,00 € travel costs
- [Universitatea din Oradea](#)
 - Please contact the relevant International Relations Department
- [Högskolan i Gävle](#)
 - Waiting for official approval (please address the local coordinator)
- [Universidade de Évora](#)
 - 140,00 € per diem allowance
 - 309,00 € travel costs
- [Otto-von-Guericke Universität Magdeburg](#)
 - 180,00 € per diem allowance
 - 309,00 € travel costs
- [Universidad de Extremadura](#)
 - 120,00 € per diem allowance
 - 309,00 € travel costs
- [Atlantic Technological University](#)
 - NOT APPLICABLE since no-mobility learners are involved

Services

The services reserved to participants during the in-person part of the program include:

- Administrative Support
- Accommodation Support
- Social programme
- University services (Wi-Fi, library access, lab access, etc.)
- Visa Support, if needed

Privacy policy

Please kindly note the Privacy Policy as already stated and accepted previously, based on the EU General Data Protection Regulation (GDPR).

"I hereby give consent for my personal data to be processed for the purposes and procedures described below. We process your personal data as follows when preparing, organizing, staging and following up events and activities. This includes both regular and one-off shows, either in person or online, e.g. via video conferencing systems, over the phone or using other streaming technologies. Personal data may also be processed to the extent that the data are required for registering, sending invitations for follow-up events, organizing catering, providing information, contacting participants, coordinating appointments, providing communication platforms for exchange and networking among participants, sending offers and performing other activities related to marketing events not listed here. The processing of personal data may be performed manually or by automated means with the help of suitable tools and may include all types of processing pursuant to Article 4 (2) GDPR, such as collection, structuring, storage, retrieval, use, disclosure by transmission and erasure. You will be informed in advance and at the respective event if photographs and/or video footage are to be taken. These data categories may then be used, duplicated, shared and exploited free of charge and without any restrictions in terms of time, location or content, in particular also for use on websites, as part of social media channels, video portals and newsletters, for any kind of film or print products, such as DVDs, brochures, leaflets or similar, and for PowerPoint presentations that enable positive presentation of the company to the outside world, and facilitate marketing and internal communication processes. The transfer of image rights is performed free of charge and includes the processing and transfer of rights to third parties (the participating cooperation partners and media representatives). If third parties act as data processors for our company, they are legally obliged to comply with and implement the data protection principles agreed in the relevant data processing agreements".

Within the context of events and activities, we process your contact data and, depending on the actual event, also photo and video data. To this end, we comply with the information duties set out in the EU General Data Protection Regulation (GDPR).

Please address your home University DPO correspondence to the "Data Protection Officer".

Recipients or categories of recipients of your personal data are offices of the EU GREEN Universities.

Processing activities: We will collect, inspect, store, share, delete and destroy your data. Your personal data will not be processed in third countries outside the EU.

Purpose and legal basis: Your personal data are used to prepare, organize, stage and follow up events and activities as well as for any other relevant matters that may arise while providing services.

The legal basis for processing is based on your voluntary consent pursuant to Article 6 (1a) (lawfulness of

processing; data subject has given consent to the processing of his or her personal data) in connection with Article 7 (conditions for consent).

Storage period. We will delete your personal data when you assert your right to erasure or withdraw your consent. Your rights as a data subject: Pursuant to Article 15 (GDPR), you have a right of access, and as a data subject you also have a right to rectification (Article 16 (GDPR), to erasure (Article 17(1) (GDPR)), to restriction of processing (Article 18 (GDPR) and to data portability (Article 20 (GDPR)). Further, pursuant to Article 21 (GDPR), you have the right to object, on grounds relating to your situation, at any time to processing of personal data concerning you which are based on point (e) or (f) of Article 6 (1) GDPR."

Thank you for your understanding regarding the fulfilment of data protection-related information duties.

Local Coordination and Contacts

→ Università di Parma

- Marco BARTOLI (eugreen@unipr.it)
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→ Uniwersytet Przyrodniczy we Wrocławiu

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- Marina CORDEIRO (mobility@uevora.pt); (mscm@uevora.pt)

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- Reena SCHLIEPHAKE (reena.schliephake@ovgu.de)

→ Universidad de Extremadura

- David PLASENCIA FRAGOSO (bips@unex.es) (applicants)
- Fernando TINOCO DÍAZ (erasmusstaff@unex.es) (selected candidates)

→ Atlantic Technological University

- Frances LUCY (frances.lucy@atu.ie)
- Margaret MULCHRONE (Margaret.Mulchrone@atu.ie)