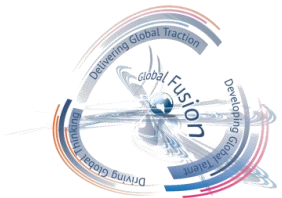




Bournemouth
University

Global Festival of Learning

Impact Report



A Foreword



Dr Sonal Minocha
(Pro Vice-Chancellor)

As we draw the first phase of the Global Engagement Plan (2015-2018) to a close and in preparation for the next phase in line with the institutional plan - BU2025, we present to our colleagues and partners a holistic evaluation of one of our flagship programmes of work - our Global Festivals of Learning.

Our Festivals are our signature public engagement tool that bring staff, students, alumni, regional stakeholders and our global partners together. They are a cross border celebration of learning. They turn conversations into powerful collaborations. When I incepted these, three years ago, I hadn't imagined the outreach and impact these would generate. Thanking all colleagues who turned this small vision into a powerful reality.

Heartiest thanks especially to Dr Samantha Leahy-Harland for curating our Global Festivals of Learning and their impact so powerfully in the slides that follow.

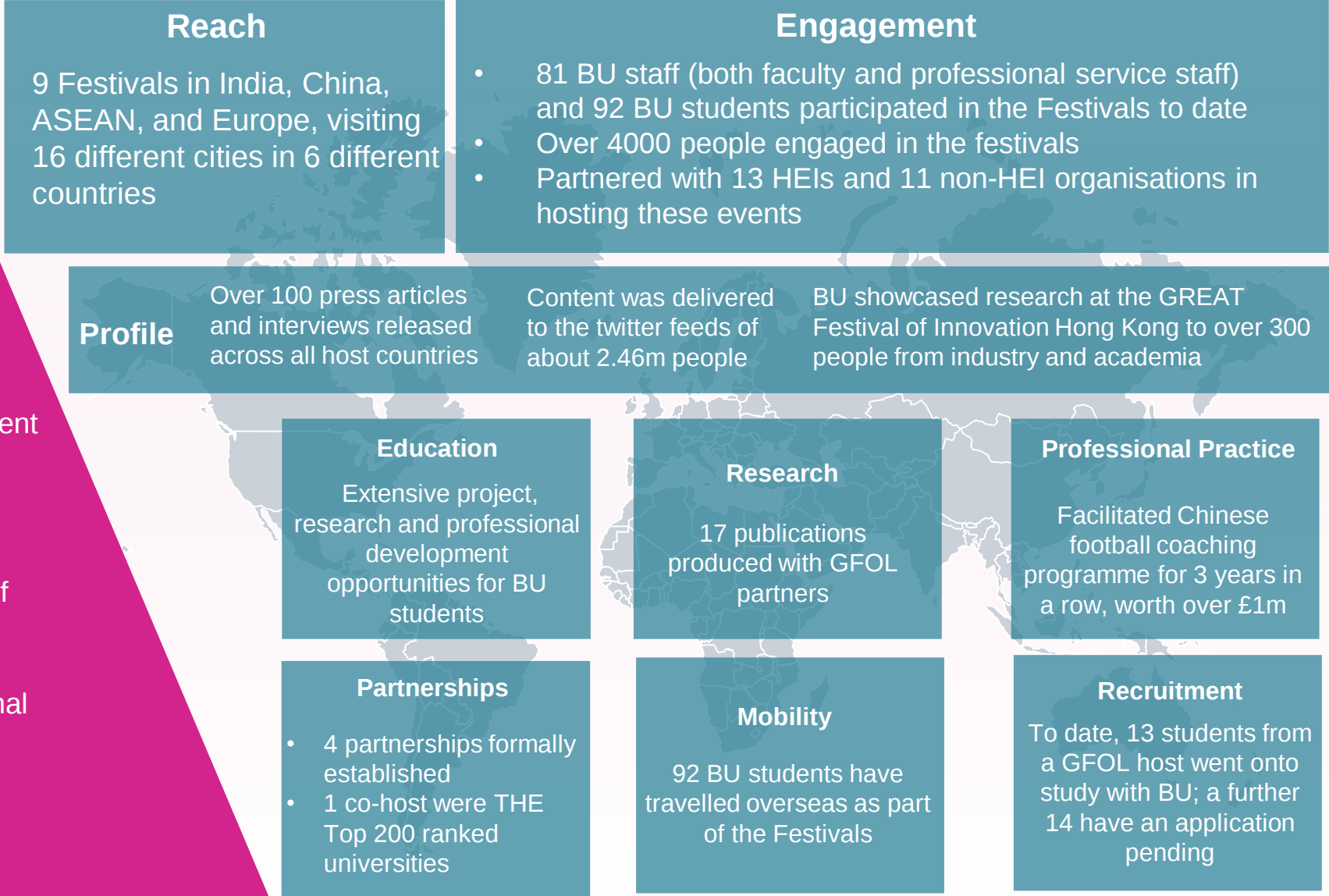
has developed an innovative approach to engagement – with both internal and external stakeholders - through the **Global Festival of Learning.**

The Global Festival of Learning has three key drivers:

- To be an innovative model for public engagement and to build partnerships and profile in target countries.
- To facilitate development and dissemination of BU’s research in a targeted way.
- To connect regional stakeholders to international industry and government partners for impact.

Global Festivals of Learning

An Innovative Model of Internal and External Engagement



Global Festivals of Learning 2016-2018



over **4,000**
people engaged in the
Festivals over the past
three years

9 Festivals in India,
China, ASEAN, and Europe,
visiting 16 different cities in
6 different countries

over **£1m** generated
through a facilitated Chinese
football coaching
programme

14 HE and non-HE partners
hosted the Festivals including a
top 200 THE WUR institution

173 BU staff and students
participated in the Festivals over
the past three years

GFOL - Higher Education Partners/ Hosts

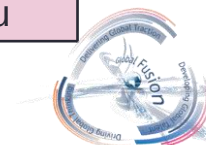
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GFOL 2016		
HE Institution	Country	Cities
SIAS University	China	Zhengzhou
Sunway University	Malaysia	Kuala Lumpur
Cyberview	Malaysia	Cyberjaya

GFOL 2017		
HE Institution	Country	City
BINUS University - Bina Nusantara University	Indonesia	Jakarta
Universiti Sains Malaysia	Malaysia	Penang
Symbiosis International University - Symbiosis School for Liberal Arts	India	Pune
Capital University of Physical Education and Sports (CUPES)	China	Beijing
Tsinghua University	China	Beijing
Beijing Normal University, Zhuhai Campus	China	Zhuhai

GFOL 2018		
HE Institution	Country	Cities
Symbiosis International University - Symbiosis School for Liberal Arts	India	Pune
Asian College of Journalism	India	Chennai
University of Madras	India	Chennai
Southwestern University of Finance and Economics, Chengdu	China	Chengdu
Capital University of Physical Education and Sports, Beijing	China	Beijing
Beijing no. 9 middle school	China	Beijing
Foreign Trade University (FTU), Hanoi	Vietnam	Hanoi
SRH Hochschule Heidelberg	Germany*	Heidelberg
Universidad San Jorge	Spain	Zaragosa
Quadriga Media Berlin GmbH	Germany	Berlin
Fachhochschule Zwickau	Germany	Zwickau

Key: Green = Current Partner; Blue = Partner in Development



GFOL - 2016				
Institution	Country	Current partner	Nº Publications	Authors at BU
SIAS University	China	Yes	0	
Sunway University	Malaysia	In development	0	

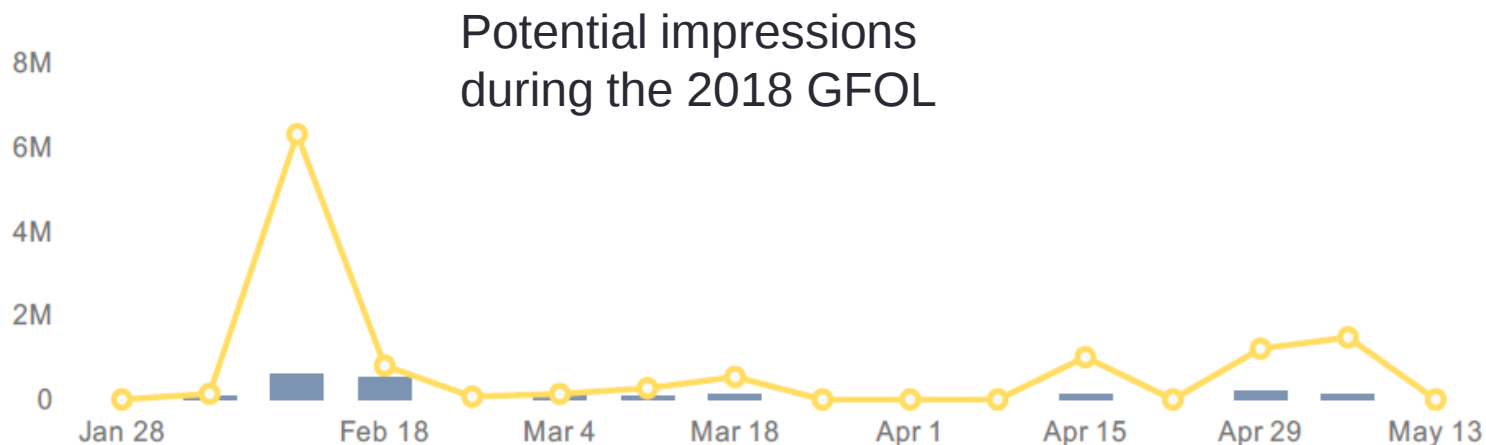
GFOL - 2017				
Institution	Country	Current partner	Nº Publications	Authors at BU
BINUS University - Bina Nusantara University	Indonesia	Yes	0	
Universiti Sains Malaysia	Malaysia	Yes	5	Parker, Jonathan
Symbiosis International University - Symbiosis School for Liberal Arts	India	Yes	0	
Capital University of Physical Education and Sports (CUPES)	China	No	2 publications in Chinese (2018)	
Tsinghua University	China	No	9	He, Xun Jian Chang, Jian Zhang, Jian Jun Feng Tian, Feng Liu, Changhong Lu, Lucy Yu, Hongnian Feng Tian, Feng
Beijing Normal University, Zhuhai Campus	China	Yes	1	Feng Tian, Feng



Summary of Social Media Impact

Hashtag	Tweets	Potential impressions
#GlobalFol16	409	2,510,869 (China & Malaysia)
#GlobalFol17	1,034	6,373,046 (China, India, ASEAN)
#GlobalFol18	2,971	11,900,000 (India, China, Europe, ASEAN)

- In 2018, our digital engagement and outreach through #GlobalFol18 has enabled us to reach over 1.2 million individuals.
- #GlobalFoL (#GlobalFol16, #GlobalFol17, and #GlobalFol18) has been the most popular Global BU hashtag over the past three years.
- Content with the #GlobalFoL hashtag was delivered to the Twitter feeds of an estimated 2.46 million people across the world since the inception of GFoL in 2016. In addition, #GlobalFoL hashtag content was delivered to the Twitter feeds of Twitter users over 20.7 million times.
- Over 4400 tweets and retweets containing the #GlobalFoL hashtag by a network of over 350 contributors since the inception of GFoL in 2016.



Press - Summary

Festival	2016	2017	2018
China	Coverage through SIAS news office	21 press hits– including coverage in China daily (ca. 18m readers). - TV interviews with Dr Sonal Minocha	14 press outlets in attendance - Televised interviews with S Leahy-Harland and Peter Truckel - Live Radio Solent interview with Peter Truckel 894 articles mentioning or featuring the Festival published to date with a total circulation of 3,016,811,597 as part of the GREAT Festival of Innovation
ASEAN	Coverage in local press in Malaysia – The Star	4 press hits	2 pieces of coverage on the British Council website - Five press articles on four of the biggest online news vehicles in Vietnam, resulting in 7148 clicks in total.
India	N/A	14 press hits including coverage in the Times of India, Education Times, Huffington Post, Rediff, Nagpur Today, Business World and Prime Times.	- Coverage of the event was shared across 42 press platforms - Four interviews undertaken with the Pro-Vice Chancellor
Europe	N/A	N/A	- Write up in Bournemouth's Daily Echo - Coverage in the Life Long Learning Platform newsletter

China – Key Impacts

- The China Innovation Hub played a key role in securing the repeat contracts for the Chinese Football Coaches Training project (worth c. £500k per year). BU is the only university to be awarded the contract 3 years in a row.
- For GFOL 2017 at BNUZ, we had 13 students progress from BNUZ to BU in Sept 2017
- Research collaborations have been launched at GFOL 2018 at CUPES on community engagement between academics at both institutions and CUPES have proposed establishing a Confucius Institute at BU with a sports specialism.
- Destination China Mobility Programme delivered in 2016 and 2017.

India – Key Impacts

- **Aftershock Nepal (AN)** – A BU-led journalistic intervention into the humanitarian crisis in Nepal after the 2015 earthquake. In all, 38 students and 7 staff members across three nations collaborated and got to know first-hand the issues and challenges of crisis reporting. AN reporters interviewed 150-plus earthquake survivors, publishing 92 crisis stories, including in-depth features and photo-essays. Nineteen of these stories were published by the three Indian media collaborators, resulting in professional bylines for our students. All 45 participants drew significantly from AN in terms of crisis journalism experience, project management and leadership.
- **Stop Rape, India!** - an interventionist journalism project that aims to rethink the journalism practices adopted by the Indian media while reporting rape. The project runs from 15 Feb 2018 to early 2019.
- Delivered **Destination India Mobility Programme** for the last two years.
- Co-created and disseminated 17 research and practice projects: 3 photo galleries, 6 short films, and 8 research papers
- Launched the **Connect India Mobility Awards**
- Established **Connect India BU Alumni Network**, and launched Post Code (directory of Indian alumni)



ASEAN – Key Impacts

- A Letter of Intent was signed with the Foreign Trade University as part of the 2018 Festival.
- 14 applications from BINUS University students to study in September 2018 have been received.
- Destination Indonesia Mobility Programme delivered in 2018 as a result of the FOL ASEAN in 2017
- Health Consortium - A Healthcare Consortium has been proposed to several ASEAN partners as a result of the 2017 Festival. The goals of the Consortium are:
 1. To generate co-production partnerships and research and development opportunities, including the publishing of research and guidelines between member organisations to generate future healthcare solutions locally and for the wider international healthcare markets; and
 2. To form and facilitate partnerships in support of bidding for international projects involving the transfer and application of expertise, knowledge and skills, and the sharing of best practice.

Staff and Student Feedback

- Some highlights from the post-Festival survey included:
 - 89.5% of staff indicated that the participation in the GFOL increased their motivation towards work, whereas 71.4 % of students reported an impact on motivation towards their studies.
 - 84.2% of staff and 71.4% of students are either extremely or very likely to consider working with people they met as part of the GFOL.
 - All members of staff and students are either extremely or very likely to seek further experiences abroad.

Feedback included:

- ‘The GFoL allowed me to explore on a first-hand basis the opportunities that exist internationally that I was aware of beforehand but had never experienced. Actually being in another country and discussing the industry I worked in was invaluable to me and has led to me re-evaluating the aims of my career. Beforehand, I was not particularly interested in international collaboration or working/learning abroad, but the GFoL gave me a new perspective of it all, one that I fully appreciate and endeavour to pursue further’ (BU Staff)
- ‘Thanks to the nature of the GFOL I had many possibilities to meet new people and potential employers and access to a wider variety of career paths that I wouldn't thought about if it wasn't for the festival of learning’ (BU Student)

2017/18 FESTIVAL SERIES

Highlights



FOL India – February 2018

- The Festival of Learning - India 2018 was attended by more than 350 external visitors over the course of the five days, and reached more than 1 million people.
- Events across the week were co-delivered with Indian HEIs including: Symbiosis School of Liberal Arts, Ashoka University, Asian College of Journalism and the University of Madras.
- 26 non-HEI Indian organisations attended at least one of the 18 events during the five days, with active participation from seven employer/Government organisations in one or more of the events across the week.
- Coverage of the event was shared across 42 press platforms
- All staff involved in the event who responded to a post-event survey indicated that there was a high probability of future collaborations as a result of their participation in the event.
- It is planned to submit an Erasmus+ KA107 bid with Symbiosis in 2018.

FOL China – March 2018

- The Festival of Learning - China 2018 was attended by around 800 external visitors over the course of the Festival, and on twitter reached over 107,600 individuals from over 100 countries.
- 21 BU staff and students covered 4 cities over 6 days
- Over 70 organisations attended at least one of the 25 events during the course of the week
- At least 14 press outlets were in attendance during the Festival.
- Two televised interviews were undertaken with the delegation in country and Peter Truckle was interviewed live by BBC Solent radio.
- Co-hosted events across the week with: South Western University of Finance and Economics (SWUFE), Chengdu; Dream Town, Hangzhou; Capital University of Physical Education and Sport (CUPES), Beijing; and showcased our animation at the GREAT Festival of Innovation 2018, Hong Kong.
- After successful participation in the GREAT Festival, BU has been approached to participate in the EXPO 2020 in Dubai.
- Announced during the Festival that BU had been awarded the Chinese Football Coaching Programme, for the third year running. The only UK institution to have achieved this.
- Bill Cotton, Executive Director of Bournemouth Borough Council (who joined the BU delegation in 2018) is returning to Chengdu on 20 June invited by the Mayor of Chengdu following meetings held during FOL China 2018.
- Bournemouth Borough Council are organising a China conference on 27 August 2018 and have invited BU to be involved.



FOL – Europe – April 2018

- GFoL Europe 2018 was attended by around 37 external visitors over the course of the two days
- 18 events across the two days were co-delivered with German HEIs including: SRH Hochschule, Heidelberg; EBC Hochschule, Berlin, Fachhochschule Zwickau, Quadriga Berlin; and also with our partner San Jorge University in Spain.
- There was active participation from around 20 employer/Government organisations in one or more of the events across the two days.
- Representatives included ANK Consulting, Lifelong Learning Platform, Deutsches Studentenwerk (German National Association for Student Affairs), British Council, British Embassy, Cariba Internet Technology GmbH, Cultural Vistas Europe and Bournemouth Borough Council who contributed as either keynote speakers or panelists.
- Content with the #GlobalFoL18 hashtag was delivered to the Twitter feeds of an estimated 126,300 people across the world during the Festival
- The Festival integrated with the BU hosted International University Social Work Conference (SocNET98), linking directly to the Festival of Learning – Europe through a virtual panel discussion.
- 12 BU Alumni from across Europe travelled to attend the festival.



FOL – ASEAN – May 2018

- Around 500 external stakeholders were engaged across all Festival activities.
- A Letter of Intent was signed with the Foreign Trade University as part of the Festival.
- A panel discussion involving BU staff and students in cooperation with representatives from the Attento de Manila University, Phillipines, and our partner university Sunway University, Malaysia.
- A total of 773 tweets and retweets containing the #GlobalFoL18 hashtag by a network of 63 contributors during the week of GFoL ASEAN 2018.
- Press articles were released on four of the biggest online news vehicles in Vietnam, resulting in 7148 clicks in total across the four articles.
- 60 external guests attended the student-led panel discussion at the Going Global Conference in Kuala Lumpur. Our involvement in this has led to an invitation to contribute to next year's Going Global Conference in Berlin. Overall the Festival was attended by over 500 external visitors.
- A partnership meeting was held with the Academy of Journalism & Communication, Hanoi; an MoA led by FMC is close to signature.