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Erasmus Mundus Joint Masters - Service Design Strategies and Innovations



Art Academy
of Latvia



LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND



EKA Estonian
Academy of Arts

Design of the consortium

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Lead Partner / Coordinator



Full partners



Associate partners



Facts & data - SDSI / EMJM

- Project ID. 101082388
- Duration: October 01, 2022 - November 30, 2028
- Grant: 4 899 600.00 EUR, incl. 2 721 600.00 EUR for scholarships
- 4 student intakes from the study year 2023/2024
- Class size: 35 students
- 20 scholarships of 1400 EUR / month per intake, 15 of them - from EU / EEA, 5 - other regions
- No more than 10% of scholarship holders from the same country
- Total No. of students enrolled (graduated) during 4 intakes: 121

Design of the curriculum

- 120 ECTS / two years
- Multiple degree - Art Academy of Latvia, University of Lapland, Estonian Art Academy and a joint diploma supplement
- 23-25 lecturers
- 3 study locations: Latvia - Kuldīga, Finland - Rovaniemi, Estonia - Tallinn



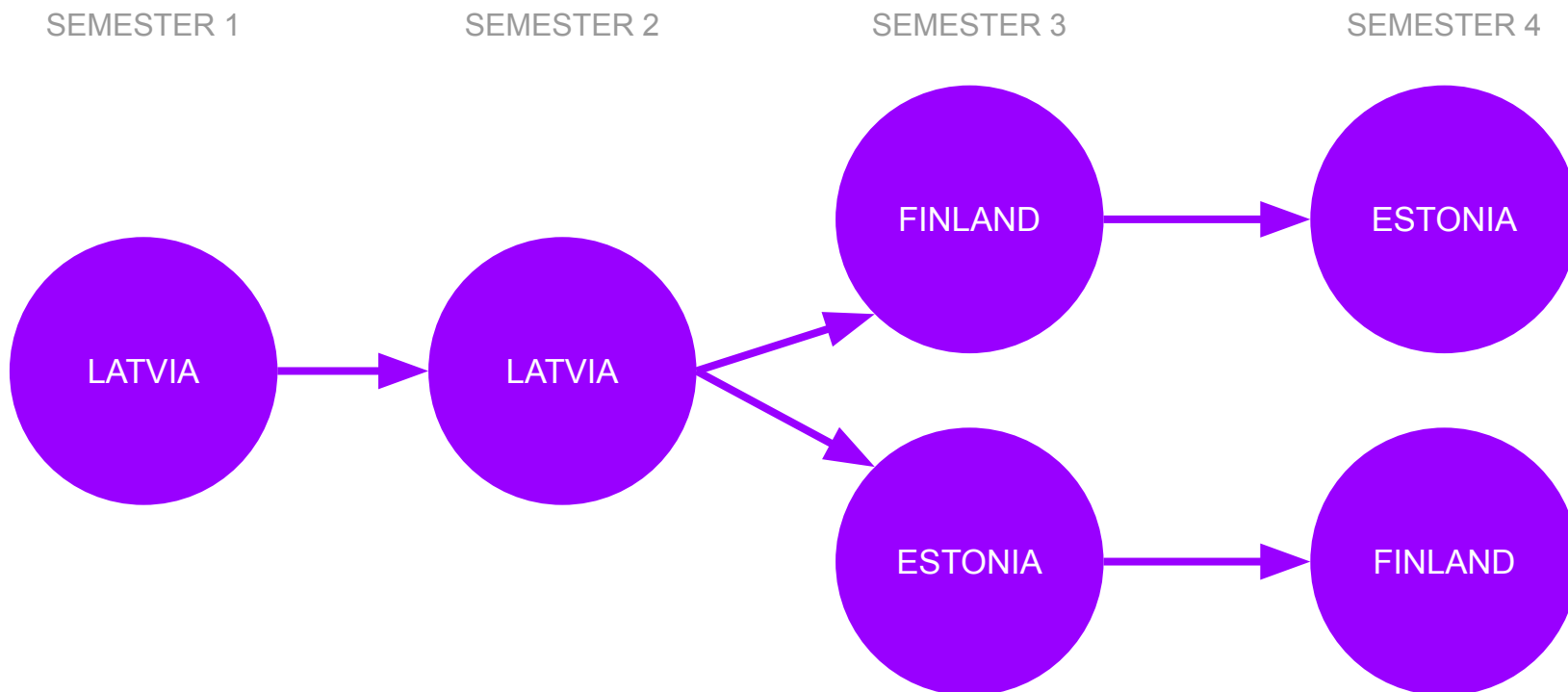
DESIGN

BUSINESS

SOCIAL
SCIENCE

TECH

Mobility path





HISTORY

- **Idea - 2016**, Art Academy of Latvia in collaboration with Kuldīga Municipality, Latvia
- Concept: **excellence**. A new Academy's campus building in Kuldīga (Adatu Fabrika) and a novel study programme for Latvia - SDSI
- **Designing** the curriculum: **2017-2020**
- **Accreditation**: Latvia, Estonia and Finland: March - **June 2021**
- Study years prior to Erasmus Mundus: Oct 2021 (**5 students**), Sept 2022 (**11 students**)
- Before Erasmus Mundus - **double degree** and two study locations (Latvia and Finland); starting with 2023/2024 - **3 degrees** and 3 study locations (Latvia, Finland, Estonia)
- Mundus applications - June 2021 (unsuccessful), **February 2022 - we did it!**



Adatu fabrika, Kuldīga, Latvia. Architect: Zaiga Gaile architects' bureau. Nomination to the Annual Architectural Prize 2022.

Experience - designing the curriculum

- Choose committed partner universities and associate partners
- To the extent possible - create your own HEI's team with devoted members
- Value the data: research, justification, storytelling, unique selling point
- Coherent project management - time plan with clear tasks, deadlines responsibilities
- On a practical note: we designed a curriculum using a single shared folder with all the shared files in it; avoid e-mail attachment chaos whenever possible
- Validate your ideas with external parties
- Be ready for a challenging licensing process in Latvia, prepare your partner universities to be a part of it
- Designing a curriculum (moreover - an international one) - 3-5 years
- Pain, uncertainty and hard work - completely normal :)

Experience - preparing the EMJM application

- **Research and justification.**
- Do the boring thing - read the EMJM guidelines meticulously and respond in your application exactly to the requested info.
- Two, three application attempts before approval - completely normal. Silver lining - the EC evaluation report gives a lot of valuable feedback for the next attempt.
- Coherent project management - time plan with clear tasks, deadlines responsibilities. Divide composing the texts for project application. Our experience - a single, shared Google folder.
- Have the guts to control partner's performance - keep the deadlines, instruct team members when needed. As a team leader - be ready to know everything about every aspect of the EMJM guidelines.

Experience - preparing the EMJM application

- Be prepared for the leave of absence, holidays, vacations at partner universities. Moreover - keep in mind the working cultures of your partner countries. (E.g. emails not responded on weekends and after 5 p.m.)
- Plan time to complete the project's application in its final stage - collect deliveries from partners and be ready that a lot of info will be missing. The leader has to be ready to step in and fill the gaps in the application's text.
- Keep a coordinator person close at hand, especially at the final stage - certain paperwork might appear: missing attachments, formalities, signatures etc.
- Consider involvement of a copywriter for a better storytelling.
- Plan time to format the project's application (fonts, colors, images) after final text edit.
- Keep in mind that the EC project submission platform may have technical issues; don't leave submission of the project to the last minute.



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International master's degree in service design

◆ Latvia ◆ Finland ◆ Estonia

Apply in February 2023!

