



Who we are



Martin Jaroš

IT person



Jakub Motyčka

Marketing person



Agenda



Reasons Why We Decided to Move Forward

Showcase & Key Features

Legal Framework

Our Results

What Have we Learnt?

Generation Z doesn't just adapt to the world – they shape it. With their constant connection to technology, they are transforming the way we communicate, work, and live, creating a future that looks nothing like the past.

— Anonymous



Conversion Rate

80%



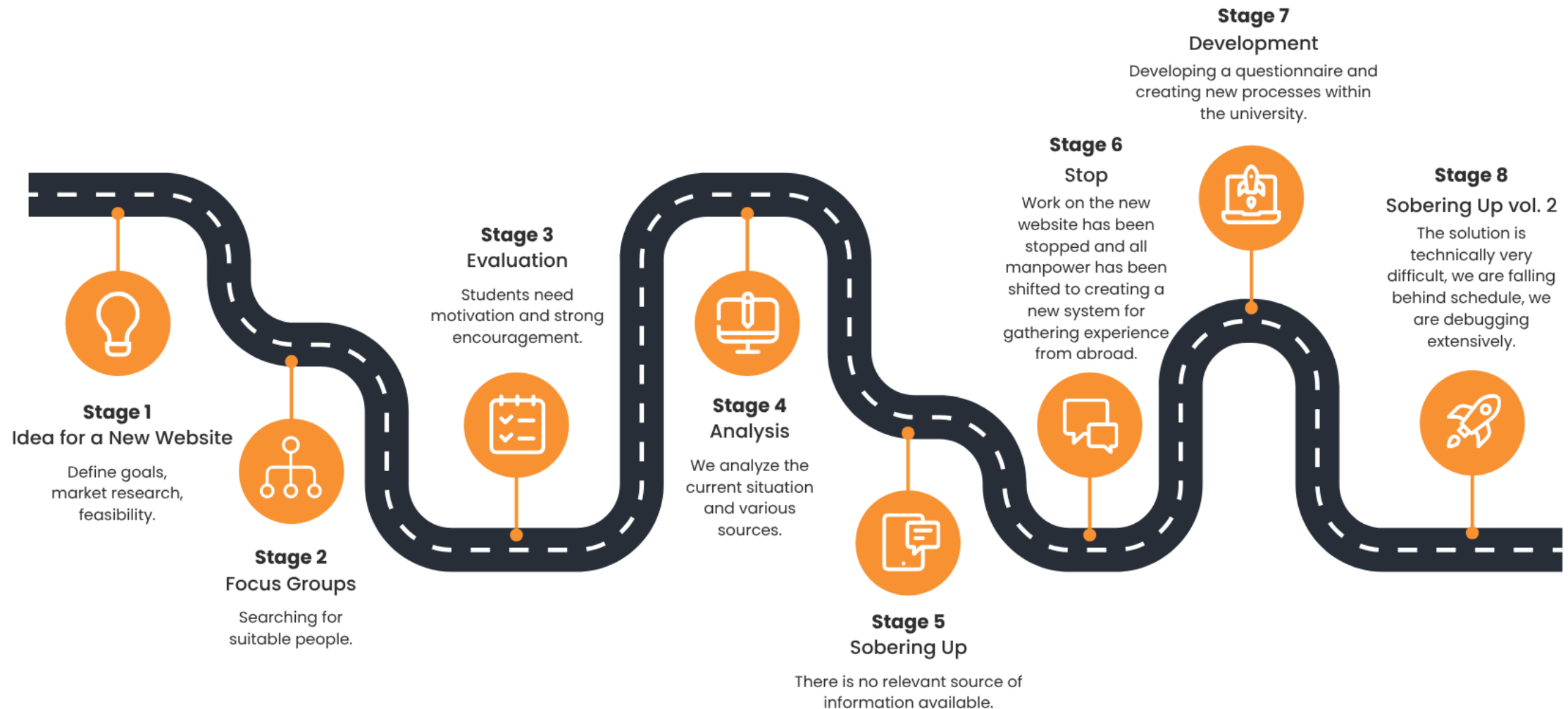
**Around 1500
outgoing mobilities
per year**



**1200 experiences
per year**



Our Journey





Focus Groups

Focus groups – Autumn 2023



- **24 students** from **all faculties and across various exchange programmes** took part in the 2 hours long focus groups
- The aim was to map the **entire mobility process** – from searching for initial information,
 - understanding application steps and terminology,
 - to scholarships and practical arrangements before, during and after mobility.
- One of the **top priorities identified** by students was the **creation of a unified database of mobility experiences**.
- The proposed database would include **information about the host university, courses, city, country, living costs**, and other practical details and personal experiences.

Focus groups – Autumn 2023



- Existing databases were described as **outdated, incomplete and/or not from MU students**, for example: database.naep.cz/

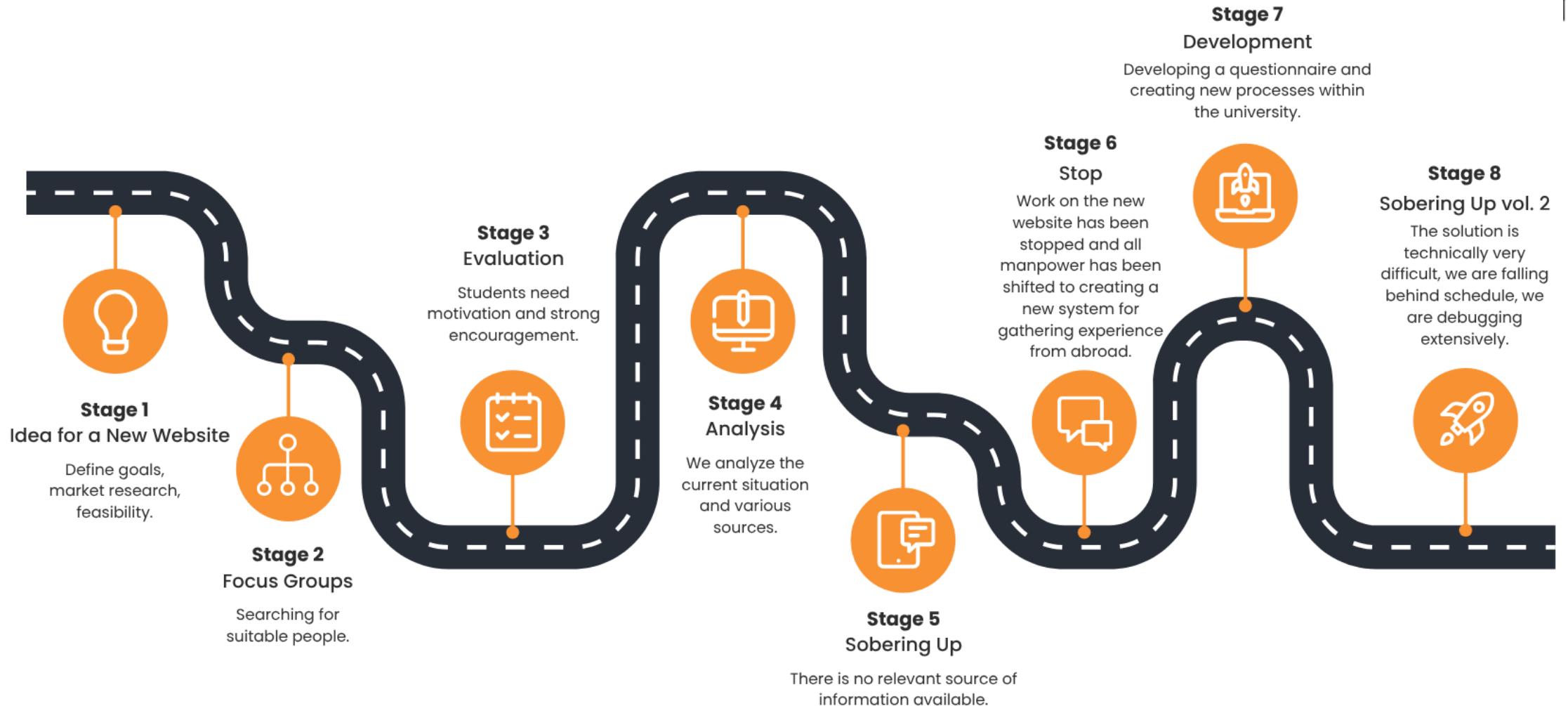
Country	Academic year	University	Field of study	Home institution	Type
Nizozemsko	2024/2025	STICHTING HOGESCHOOL VAN AMSTERDAM	Education, not elsewhere classified	MU	For Studies
Belgie	2022/2023	UNIVERSITEIT ANTWERPEN	Biological and related sciences, not elsewhere classified	MU	For Studies
Francie	2021/2022	UNIVERSITE DE RENNES I	Economics	MU	For Studies
Španělsko	2016/2017	Bloom Consulting	Psychology	MU	For Placements
Řecko	2014/2015	UNIVERSITY OF PATRAS	Mathematics and statistics, not elsewhere classified	MU	For Studies
Belgie	2012/2013	Universiteit Antwerpen	Arts (others)	MU	For Studies
Belgie	2012/2013	Universiteit Gent	Audio-visual techniques and media production	MU	For Studies
Dánsko	2012/2013	UNIVERSITY OF AARHUS	Business Administration	MU	For Studies

- The mandatory **EU Survey** was **barely remembered** by most respondents – some even mentioned that they **never received it**.
- Colleagues from the faculties expressed similar needs** for a shared, up-to-date database of mobility experiences.

Students strongly supported the idea and said that another questionnaire would not be a burden – their main motivation would be to help future participants by sharing their experiences and even their contact details.



Our Journey





Showcase



MUNI
CZS Centrum
zahraniční
spolupráce

Hola! 🙌

Have you experienced the magic of a study abroad trip, whether recently or several years ago? We're creating an entirely new database 📖 filled with stories and insights from students just like you! 🙌 Share your experiences, inspire others, and help them with their study abroad adventure.

🔔 **Spoiler alert: a reward awaits the lucky ones.**

SO, LET'S GET STARTED?



Hey there! 🙌

Did our first email slip through the cracks? 📧📧 We don't mean to bug you, but it would be such a shame to miss out on your take from your study abroad experience. 🙄



If you find a bit of time and feel like it, we'd really appreciate you sharing your story. Who knows, your tips might be just what someone else needs to hear! 🙌🙌

LET'S GOOOOO!



Hi 🙌, it's us again. 🗑️👉

Remember when you filled out the questionnaire some time ago and carefully described what your experience abroad was like?

Your answers came through just fine. And thank you so much for them, they're great! There's just one thing missing... photos. 📷

We totally get it, maybe you didn't feel like it at the time, or didn't have them on hand. But if you could upload them now, your review would truly come to life. Pictures can tell a story in ways that words often can't. And maybe your photo will inspire someone who's still unsure about going abroad.

It'll be super quick! Just log back into the questionnaire, click the pre-fill option, and add a few shots.

ADD PHOTOS AND MAKE IT AWESOME ✨

How it all works



👋 Welcome to a questionnaire that will take your thoughts back across the border.

Thank you so much for choosing to share your experiences from your trip abroad! 🇪🇺 Here, you'll find a variety of questions, ranging from studying and working to buying bus tickets. Your experiences will be published on the Centre for International Cooperation website to help other students choose their dream destination and university. 🇪🇺 But don't worry, if you don't want to answer any of the questions, you don't have to. It's entirely up to you.

When switching between devices while filling out the form, don't forget to first submit your answers by clicking the "Save Answers" button so that you can continue where you left off before completing the questionnaire.

★ What does the star next to the question mean? ▼

Do I have to sign it with my own name? ▼

What's in it for me? ▼

Should your experience be shared under a nickname? ☐ Yes ☒ No

CONTINUE



Pavla T.

Erasmus+ for study - University of Zagreb, Croatia, Zagreb
Bc. - Faculty of Social Studies,

[Change exchange](#)

[Log out](#)

🎓 Hit the books! How do you rate the university experience?

Study Finance Life Experiences Tips Photos Summary

Can you enroll in a course where you can learn the local language?

✓ Yes

✗ No

★ Does the university offer enough courses in English?

none

manageable

neutral



it's alright

they have tons

Are your credits converted?

E.g., a foreign university offers a course for 10 credits, but MUNI recognizes it for 5 credits or vice versa.

✓ Yes

✗ No

★ Was there anything in the teaching methods that surprised you?

You can describe your own experience, and compare it with MUNI.

It was really similar to teaching methods in Czech.

Does the university offer international students' programs and activities outside of lectures and seminars to help them integrate more quickly?

E.g. orientation week, student events, student organizations, volunteer activities.

Yes, orientation week, organization which prepare trips and event for erasmus people (ESN), activities organized by individual faculties- for example faculty of social work did slovenian course, karaoke, party, picnic etc.

★ In which areas does the university offer support for students with special needs and strive



Pavla T.

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Hit the books! How do you rate the university experience?

Study

Finance

Life

Experiences

Tips

Photos

Summary

Can you enroll in a course where you can learn the local language?

✓ Yes

✗ No

★ Does the university offer enough courses in English?

none

manageable

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Are your credits converted?

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★ In which areas does the university offer support for students with special needs and strive

How it all works



All
Status
Report
Photos
Votes
Log

Mobility specification

Country: Croatia
Institution: University of Zagreb
City: Zagreb

Program: Erasmus+ for study
Activity type: Study
Academic year: 2022/2023
Linked application: ID 18914 (2022/2023)
MU faculty/department: Faculty of Social Studies
Study level abroad: Bachelor

Status

Report ID: MVhtRU50Z0FJaTh3QnISYWINTEN5dz09
Status*: submitted
Submitted at: 2025-10-31 16:21:24
Internal notes:

Publish under a nickname*: ☐ yes ☒ no
Filled in in language*: English

Hit the books! How do you rate the university experience?

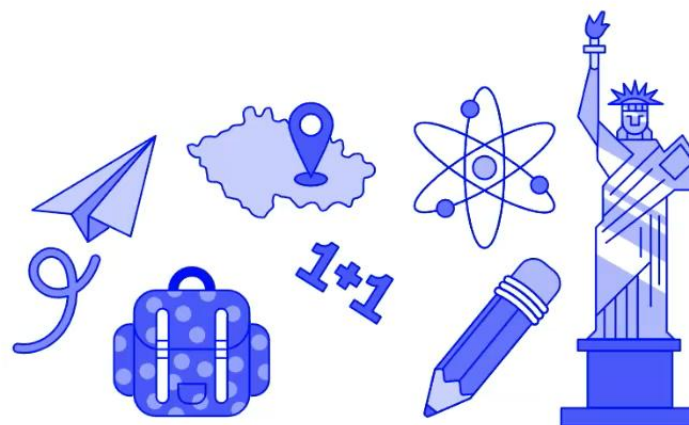
Can you enroll in a course where you can learn the local language? ☒ yes ☐ no
Does the university offer enough courses in English? ☐ none ☐ manageable ☒ neutral ☐ it's alright ☐ they have tons
Are your credits converted? ☐ yes ☒ no
E.g., a foreign university offers a course for 10 credits, but MUNI recognizes it for 5 credits or vice versa.
Was there anything in the teaching methods that surprised you?
It was really similar to teaching methods in Czech.
Bylo to opravdu podobné metodám výuky v češtině.
You can describe your own experience, and compare it with MUNI.
Yes, orientation week, organization which prepare trips and event for erasmus people (ESN), activities organized by individual faculties- for example faculty of social work did slovenian course, karaoke, party, picnic etc.
Ano, orientační týden, organizace, která připravuje výlety a akce pro erasmáky (ESN), aktivity pořádané jednotlivými fakultami - např. fakulta sociální práce dělala kurz slovinštiny, karaoke, večírek, piknik atd.
E.g. orientation week, student events, student organizations, volunteer activities.
In which areas does the university offer support for students with special needs and disabilities?
Psychological counseling
Barrier-free access to classrooms and dormitories

How it all works



Experiences database

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis at dui et elit pharetra dictum vel in turpis. Aliquam erat volutpat. Etiam dictum.



Exchange type

Study exchange Traineeship

Country

Does not decide

City

Does not decide

Institution

Does not decide

Faculty

Does not decide

Department

Select faculty first

☒ We have reviews ☐ We don't have any reviews

More filters ▾

LAW (2 reviews)



Aberystwrth University

FSS **PED** (3 reviews)



Amsterdam University of Applied Sciences

PHIL (1 reviews)



Beijing International

FSS (1 reviews)



Legal Framework

Legal framework



- **Two main dimensions:** data protection (GDPR) and licensing rights

GDPR:

- Consulted closely with Data Protection Officer
- **Consent** is granted for **10 years**, with **automatic deletion** afterwards
- Students can choose to publish experience under nickname
- First name basis + data from ISOIS system – department, faculty, mobility type, year/semester, host university

Licensing rights:

- Consulted closely with Legal Department
- Photo rights are transferred to **us permanently** – for both commercial and non-commercial use

There is a **“grey area”** students might not be fully aware of – the **consent of people appearing in photos** – leaving responsibility on the students themselves.

Legal framework



- The full legal wording of the consent is available in our legal documentation
 - a simplified 3–4 point version is included directly in the questionnaire, written in clear, accessible language
- Students must click “I accept” before submitting

Processing of personal data

 [Full text of consent](#)

 [I accept](#)

- If you haven't chosen a nickname, you share your first name with us.
- You also share your faculty, department, and host university.
- You can withdraw your consent at any time by sending an email.
- In case of any uncertainties, we may contact you via email.

License agreement

 [Full text of consent](#)

 [I accept](#)

- By submitting, you give us the right to use your photos.
- You hold the licensing rights to all the photographs (they are yours), and you have obtained all the necessary permissions for their use.
- You provide license free of charge.

Each case is handled **individually**.





Our Results

Data



- **4,998 unique invitations sent**
- **4,308** during the **first month (April)** – covering the past **three academic years**
- **Conversion rate (including drafts): 23%**
- **Conversion rate (submitted + approved): 14%**

With the **end of the spring semester**, the timing of email invitations was set – now sent **around 5 days before the end of mobility**.

Increase in conversion rate – reaching around 80%



Data



- **1,147 – total inputs**
- **506 – submitted**
- **199 – approved**
- **68% include at least one photograph**

Represented Exchange programmes

- 497 – Erasmus+
- 56 – Partner Universities
- 46 – Free-movers & EDUC Gap semester
- 14 – Faculty agreements
- 6 – ISEP Exchange
- 3 – Erasmus+ ICM

79 – Erasmus+ Internship

**40 minutes – average
completion time**





What Have we Learnt?

Outcomes



- Automated system for sending invitations, matching responses with the university database, and sending automatic reminders
- Highly optimized interface, smooth transitions between devices, automated saving
- Integrated photo upload feature for easy sharing of visual content
- Youth-friendly language – both in the survey and in email communication
- No mandatory questions – emphasis on freedom and positive wording rather than pressure
- The survey duration is not stated upfront – the main motivation is framed as helping future students
- Additional motivation through small merchandise rewards
- Legal framework fully covered (GDPR + licensing rights)
- Direct integration with the university's website

Limits



- Manual checking and approval of each submission – inappropriate language or photos
- Inconsistent style and quality of student reviews – ranging from brief notes to very detailed reports
- GDPR and licensing aspects – some submissions include content that is close to the legal boundaries
- Sharing experiences from trips to nearby countries sometimes conflicts with grant rules – requiring individual follow-up communication with students

Thank You for Your Time and Engagement!

The world is full of opportunities, and with each new experience, we unlock endless possibilities.

Rikkyo University

„A life-changing experience that made me a much better person.“

Written by



Jan H.
7/6/2025

Faculty

Faculty of Arts
Japan Studies Seminar

Study level

Bachelor
2024/2025

Exchange program

Faculty agreements