EUROPEAN STUDENT CARD

EUNIS 2023, Vigo

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Higher education
OBJECTIVES

1. Provide a historic perspective on the ESC
2. Explain the policy perspective around the ESC
3. Introduce the benefits of the ESC
4. Present the ESC’s journey until today
5. Highlight the main objectives and advancements of the ESC as part of the ESCI
HISTORIC AND POLICY PERSPECTIVE OF THE ESC

#EuropeanStudentCard

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Simplify your mobility for students and Higher Education Institutions in Europe

Higher education
The journey of the ESC started as an EU funded project in 2016, and it became a building block of the European Student Card Initiative with the aim of fully deploying the ESC by 2025, to facilitate mobility of students and strengthen one European identity.
The ESCI is composed of **three building blocks**: Erasmus Without Paper, Erasmus+ App and European Student Card.
The current context of the European Student Card has been shaped by several policy initiatives and EU-funded projects levels.

**September 2020**
- Communication on achieving the EEA by 2025
  - Sets the foundation for the European Student Card initiative

**January 2022**
- EC Communication on a European Strategy for Universities
  - Identifies ESCI as one of its 4 flagship initiatives to boost the European dimension in higher education and research

**April 2022**
- Council Recommendation on building bridges for effective European higher education cooperation
  - Recognises the potential of ESCI to make it easier for students to study and train in several institutions and encourages Member States to support the roll out of the initiative

Scale-up the ESCI by starting deploying a unique European Student Identifier to all mobile students in 2022 and to all students in universities in Europe by mid-2024.
STATE-OF-PLAY AND KEY MILESTONES OF THE ESC
The European Student Card establishes a common European identity for higher education students so that they can get their student status verified easily across Europe.

**THE EUROPEAN STUDENT CARD AND ITS BENEFITS**

**Students**
- Access to on- and off-campus services by affirming their student status recognition at other universities around the Erasmus+ Programme Countries

**Card issuers**
- Avoid the need to issue a new student card for mobility students
- Validate the student status for incoming mobility students securely

**Student service providers**
- Streamline the verification process of student status more quickly
- Gain certainty and a wider network of users
The European student Card is a **solution added to existing cards**, and implemented through a **centralised digital platform called the ESC Router** that allows participant institutions to **(1) generate student cards** and to **(2) validate student status between information systems**.

**ESCN - European Student Card Number**
Unique card identifier of 16 bytes that serves to link a specific card to the specific HEI who produced it and to identify a card.

**ESI - European Student Identifier**
A digital identifier enabling students to uniquely identify themselves when they access student mobility services online.

**European Student Card QR code**
Two-dimensional barcode printed on the ESC to ensure compatibility with any type of passive card and to automatically verify the data of the student’s status.

**European Student Card hologram**
Logo on the front of the European Student Card that certifies the authenticity of the card and serves as an identifier to access services at European level.
KEY MILESTONES AND STATISTICS

1,6 M
Students with an active card*

2012
Card issuers issuing active cards

651
Card issuers registered in the ESC-R

4,4 M
Holograms requested

15 countries issuing active cards

Data from May 2023

*When a card is active the registration process has been completed and the Institution is issuing ESCs with both the hologram and QR code updated to the ESC-Router.
ESC AS PART OF THE ESCI

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Under the ESCI, NTT DATA was awarded a framework contract by DG EAC to develop, implement and support the European Student Card (Lot 2). A 4-year plan has been designed with the purpose of “facilitating the mobility of students and make their identification across Erasmus+ programme countries, easier more efficient and greener”.

**ESC 4-YEAR PLAN**

**Impact**

- Wider availability of the ESC in all Erasmus+ Programme Countries
- Increased possibilities for validation provided through ESC by HEIs and SSPs
- Increased use of ESC attributes by HEIs and SSPs
- Increased offer of digital student cards by HEIs in all Erasmus+ Programme Countries

**Outcomes**

- OT1. Improve ESC’s infrastructure to comply with EC standards and scaled-up needs
- OT2. Ensure a progressive approach of ESC’s service levels implementation
- OT3. Provide the right support and guidance for the deployment of the ESC
- OT4. Engage key stakeholders for the deployment and continuous improvement of the ESC
- OT5. Promote the ESC and its benefits to different target audiences and make sure they understand its value
- OT6. Raise awareness on the use of digital ESCs amongst students and HEIs
The main objective for 2023 is to **continue the deployment and improvement of the European Student Cards**, dividing the work into 5 streams.

- **Strategic Planning and Governance** including activities of strategic and organisational nature for the European Student Card functioning
- **Innovative Technologies and Foresight** including activities for the use of new technologies in the further improvement of the ESC
- **IT Infrastructure** including activities related to the development of IT infrastructure
- **Stakeholders’ engagement and communication** including activities related to engaging card issuers and Student Service Providers as well as communicating the benefits of the ESC with target audiences
- **Training and Support** including activities related to facilitate the deployment of the ESC to the different stakeholders
MAIN TASKS FOR 2023

### Innovative Technologies and Foresight
- Analyse and conduct research on innovative technologies
- Analyse card interoperability challenges
- Analyse the type of services available to ESC
- Analyse other European innovative initiatives
- Assess the feasibility, cost and benefit
- Pilot test new technologies with EUA

### Stakeholders’ engagement and communication
- Update and extend the stakeholder engagement strategy to include European Alliances and define a clear strategy for the onboarding of service providers
- Implement stakeholders' engagement plans
- Launch a survey and conduct regular needs assessment
- Define a communication plan
- Prepare communication materials and conduct communication actions

### Strategic Planning and Governance
- Follow up on the adoption and deployment of the ESC against the KPIs defined
- Update once per year the country fiches, including possible obstacles
- Design and implement a governance model for the ESC

### IT Infrastructure
- Reengineer and deploy a revamped version of the ESC-R
- Support selected partners
- Maintain and evaluate of the IT infrastructure
- Provide IT support to NTT DATA and DG EAC Teams
- Update/ product necessary documentation
- Draft case studies

### Training and support
- Implement the training strategy
- Create and update the training materials
- Manage and publish on EU Academy
- Develop a single point of contact for ESC matters through the ESCI portal
The current ESC-Router will be migrated to European Commission's cloud and a new improved version of the Router is foreseen.

Objectives

- Design and implement a **scalable data model** based on EU standards.
- Design a **new User Interface** following EU design guidelines.
- Development of the **ESC-R software components** and business logic.
- Joint efforts with DIGI DIGIT to **host the new ESC-R** in the cloud.

New European Student Card Router expected to be **launched** during the **beginning of fourth quarter of 2023**

European Student Card Router as a EU official tool.
The functional objectives of the migrated ESC-R will be the validation of student status and enabling services through building blocks. Different levels of validation will be foreseen in the ESC-R. In the first migrated version there will be only level 0 to 2 validation schemes.

Level 0
- Hologram
  - Show & go without card validation
  - Low Discounts
    - Museums
    - Bars
    - Universal
    - No validation

Level 1
- QR Code Validation
  - Simple validation by scanning the QR Code
  - High Discounts
    - Public Transport*
    - Book stores
    - Universal
    - Validation

Level 2
- API Validation
  - Advanced validation through API (after scanning the QR code)
  - HEI Specific Services
    - Cafeteria*
    - Library*
    - Customizable
    - Limited to HEI

Level 3
- Chip Validation
  - Advanced validation by reading the card chip
  - HEI Specific Services
    - Cafeteria*
    - Library*
    - Convoluted
    - Hardware required

Level 4
- Offline Validation
  - Offline validation by reading the card chip
  - HEI Specific Services
    - Access to buildings*
    - Certificates
    - Complexity

*Depending on the HEI
The ESC-R currently under development is just the first iteration of a European Student Card. Future work aims to diversify card technologies and introduce additional card types.
This is the official online survey that is conducted yearly with the aim to validate the main project outputs with potential target users and their representatives to ensure that they are tailored to their needs (i.e. potential expansion to online services).

The main objectives of the survey are to:

- Keep a yearly track of the evolution of what students and higher education institution want out of the European Student Card
- Understand the stakeholders’ view on the use of student cards
- Assess the experience with the current ESC

Four main audiences are targeted in the online survey:

- STUDENTS
- MANAGEMENT STAFF
- IT OFFICERS
- IROS

ESC SURVEY RESULTS 2022

5,703 responses received

- 81% (4,619) STUDENTS
- 13% (717) IROS
- 4% (241) MANAGEMENT
- 2% (125) IT OFFICERS

31 Erasmus+ Programme countries covered

964 responses
706 responses
540 responses
ESC FEEDBACK SURVEY

A short feedback email was set up to inform the users of the ESC-R about the migration and to understand their experience through a short questionnaire on 17/04. The survey will be open until 02/05.

The main objectives of the questionnaire were to:

- Assess the ESC issuance (i.e. issuance of active cards, cards with holograms)
- Ensure the new version of the ESC-R meet the expectations and needs of the current users
- Enable the participation to the open webinars and ESC Champions initiative

The target audience were:

Current USERS of the ESC-R
(i.e. registered organisations)

146 responses out of 645 registered card issuers

The 3 countries with more responses are...

- France: 60 responses
- Spain: 24 responses
- Italy: 13 responses

The numbers are explained by the high number of users registered to the ESC-R from these countries.
The results of the survey are the following:

146 responses

28% Of respondents Issuing cards with holograms

36% Of respondents Issuing active cards

79 users stated obstacles on the issuance of active cards, including:

- Lack of required systems and technical structure (e.g. adaptation of printing systems of cards with ESC features)
- Working on the other ESCI related matters (EWP)
- Few mobility activities conducted at the institution

90% of the users would like to join the open webinar

132 respondents would like to join the open webinar

23% of the users would like to be part of the ESC Champions initiative

34 respondents would like to be part of the ESC Champions

Monitoring date: 02/05/2023
The ESC Governance model aims to ensure a *swift coordination and communication* within the three ESCI building blocks; support the *decision-making and follow-up on ESC adoption needs*; and involve the *key stakeholders to be consulted* to gather relevant insights on the deployment, usage, needs and further development of the ESC.

What has the **ESC Governance achieved** so far?

- The **ESCI website** is an *entry point for stakeholders* interested in finding out about the ESC
- **Identified** the main *contact points* and contact details
- **Contacted** the main *reference points* per body
- **Scheduling and organising meetings** with the contact points
The ESCI website was launched on 07/10 acting as an entry point for stakeholders interested in finding out about the European Student Card.

What can be found in the ESCI website?

- **Policy and historical context** information of the European Student Card Initiative,
- **Practical information on the different building blocks** (what are their benefits, how do they work, how can students and institutions make use of them, etc.),
- **Latest news and events** related to ESCI and its building blocks, and
- **Help and support**, including building blocks helpdesks, FAQs and a glossary of terms related to ESCI.
ESCI WEBSITE STATISTICS

The statistics covering the period from 1 January to 31 March 2023.

- **34,378** Total page views
- **16,239** entries
- **62.39%** bounce rate
- **57s** average time on page

The website had a fairly even consultation during the monitoring period.

Page views for the period January - March 2023
A helpdesk, guidance materials and a training strategy have been developed, through: informal training sessions, different materials, and continuous support via the helpdesk are available in a training space in the ESCI website.
For any further questions and support, please contact us through our helpdesk.

ESC.support@nttdata.com
THANK YOU!