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CI-25 Multiplying opportunities: the role of the ESNER in making the European Student Card a possibility for all

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Agenda

- Welcome and intro
- Discovering the ESC and ESC-tension2
- The Student Toolbox
- Activity time
- Feedback and closure



Welcome!

The European Student Card can make student life simpler, more connected, and more European.

But this only happens if students know about it, use it, and advocate for it.

This session is about understanding:

- What the European Student Card is
- Why it matters
- What role students and ESNers can play
- How to speak about it in a convincing way



Welcome!

The European Student Card is part of a wider European Student Card Initiative.

At its core, it supports the idea of a common European identity for higher education students.

It helps connect students to services and opportunities across institutions, while supporting a more connected and digital student experience.

In simple words: one student identity, with broader possibilities.

Why the ESC matters?

The European Student Card is not only a card.

It is a tool that can support:

- Student mobility
- Access to services
- Digitalisation
- Easier student journeys
- Stronger European cooperation between universities

It can help make student experiences more connected both on campus and across borders.

Why the ESC matters?

Universities are the ones that must implement and issue the card.

But students are not passive in this process.

Students can:

- Raise awareness
- Ask questions
- Advocate within their institutions
- Explain the value of the ESC to others
- Help make adoption a real priority

This means that ESNers and student representatives can act as multipliers.



ABOUT

What is ESC-tension2 and the ESC2 Toolbox?

ESC-tension 2 is an EU-funded project focused on accelerating the adoption of the European Student Card in the European Education Area.

Its approach is strongly student-oriented. The project works to:

- Promote awareness of the ESC
- Strengthen student advocacy around it
- Support broader adoption
- Provide practical tools that help students engage with the initiative

One of the main outcomes of ESC-tension 2 is the Student Toolbox.

The Student Toolbox aims to increase students' awareness and use of the European Student Card by acting as a reference point and by connecting the ESC to real-life scenarios.

So instead of staying abstract, the ESC is explained through situations, tools, and concrete examples.

What is ESC-tension2 and the ESC2 Toolbox?

The Student Toolbox brings together practical content such as:

- Awareness materials
- Operational tools
- Training packages

It is organised into 15 themes and is available in:

- English
- French
- Italian
- Portuguese

The platform suggests a gradual learning path, but users can also explore individual themes based on their own interests.

The Toolbox is built to help students understand the ESC not only as information, but as something linked to their actual journey.

Most themes combine different formats, such as:

- Videos
- Infographics
- Short questionnaires
- Explanatory text

This makes the learning experience more interactive and more practical.



The Student Toolbox

The Student Toolbox includes themes such as:

- One service leads to another
- One card, many benefits
- One card, many services in many universities
- Be aware of the ESC opportunities
- The ESC benefits in total safety
- ESC always with you
- Speak up for the ESC extension
- Make your contribution to the adoption of the ESC
- ESC constantly expanding also among services
- ESC a card close to you

It also includes video content, student journey resources, the ESCI ecosystem, and a feedback section.

EXPLORING THE TOOLBOX



SLIDO: <https://bit.ly/4vzr506>

As you explore the Student Toolbox, think about these questions:

- Is the ESC explained in a way students can easily understand?
- Does the platform make the ESC feel useful and relevant?
- What kind of student would benefit most from this?
- What is clear, and what is still missing?
- How could this help you advocate in your own university?

EXPLORING THE TOOLBOX

OT 15 short feedback



<https://bit.ly/ESC2toolboxfeedbackOT15>



Why advocacy matters

Knowing what the ESC is is only the first step.

Advocacy means being able to:

- Explain the initiative clearly
- Adapt your message to different audiences
- Respond to doubts and criticism
- Connect the ESC to institutional priorities and student needs

This is especially important because different stakeholders care about different things.



Activity

In the upcoming activity, you will step into advocacy roles.

The common scenario is this:
student representatives are trying to convince others to further implement and actively promote the European Student Card.

The institution may already use a local student card, but it has not fully embraced the ESC framework.

Your challenge is to make the case in a way that fits the audience.

Strong advocacy is:

- Clear
- Audience-aware
- Practical
- Confident
- Concise
- Connected to real needs

A good argument is not the same for every audience. When speaking about the ESC, you may need to emphasise different things!

You will be assigned the scenario-audience listed in the next slide, so get ready :)

Scenario 1: The sceptical university administration

In this scenario, you are speaking to university leadership.

Your challenge is to respond to concerns such as:

- Budget
- Administrative workload
- IT compatibility
- GDPR and data protection

This audience wants:

- Concise arguments
- Strategic value
- Measurable impact
- Clear added value for the institution

Scenario 2: Convincing the student body

In this scenario, you speak to students with low engagement and many competing priorities. Your challenge is to answer reactions such as:

- “Why should this matter now?”
- “How does this help non-mobile students?”
- “Is this real impact or just branding?”
- “What are we supposed to do after this?”

This audience needs:

- Practical relevance
- Accessible language
- Clear benefits
- A message that does not sound distant or overly institutional



Pitching (10 minutes)

Pitch the ESC to the different scenario-audiences!

Activity - debrief

Reflecting after the activity!

- What was the hardest part of speaking from your assigned profile?
- What arguments worked best?
- What still felt difficult to explain?
- What would help you advocate for the ESC better in your home institution?





THANK YOU! :)

www.esc-tension.eu