

EUniWell International Student Project application process

EUniWell International Student Project: “design a social media campaign for Station Linné”

About the International Student Project

Do you want to learn more about the impact of biological diversity? Do you want to learn more about how to set up a social media strategy? Do you want to engage with an organisation that is united by the aim to strengthen the research of and education about the role of flora and fauna? Do you want to support an organisation that seeks to advocate the relevance of biodiversity in changing climate conditions?

If the answer is yes, Station Linné needs your help to:

- set up a communication strategy for their presence in social media: which channel to use, which text and design to apply
- educate the general public about the impact of climate change on living conditions and biological diversity for the well-being of human beings and the environment
- reach out to an international audience and expand our network, as well as reaching out to potential visitors from around the world.

About Station Linné - a research and visitor center located on the island of Öland in the Baltic Sea. Öland's particular nature boasts a unique flora and fauna that makes the operations of Station Linné well positioned for field research in entomology and on the role of insects in changing climate conditions. Station Linné is a strong exponent for the importance of biological diversity, which is highlighted in ongoing research as well as in public events, such as 'orchid walks', 'nature scouts of the bumblebee', or 'butterfly walks'.

The EUniWell International Student Programme will provide you with a structured, yet experiential learning opportunity where you can work with other international students to help make a difference!

What will you gain from this experience?

- You will be working with international students from the universities of Cologne, Nantes, Birmingham, Konstanz and Linnaeus
- You will be granted 6 ETCS for your participation

- You will develop employability skills highly sought after by employers e.g., social media/digital marketing, interdisciplinary teamwork, local/global leadership skills and project management skills
- You will be taught by industry experts from Station Linné and Markus Brandl, a digital corporate communications specialist
- You will have an opportunity to make a real difference on a global scale and present your findings at an in-person event in Sweden on Tuesday 25 June 2024
- You will be travelling to Öland from the 24 – 26 June 2024, travel and accommodation costs will be covered

When and where will this experience take place?

Kick-off event	Monday 15 April 2024 6 – 8pm CET / 5 – 7pm GMT	Online via Zoom
Class dates	Saturday 20 April 2024, 9am - 4pm CET / 8am - 5pm GMT Wednesday 8 May 2024, 5pm - 8pm CET / 4pm - 7pm GMT Wednesday 15 May 2024, 5pm - 8pm CET / 4pm - 7pm GMT Wednesday 29 May 2024, 5pm - 8pm CET / 4pm - 7pm GMT Wednesday 5 June 2024, 5pm - 8pm CET / 4pm - 7pm GMT Wednesday 19 June 2024, 5pm - 8pm CET / 4pm - 7pm GMT	All classes will be online via Zoom
Final event	Monday 24 June 2024 – Thursday 27 June 2024 Presentation & Activity Days: Tuesday 25 June + Wednesday 26 June	Linnéuniversitet & Station Linné (Färjestaden, Sweden) Arrival on 23 or 24 Departure on 27 Details: tba.

What are the requirements?

For this international student project to be successful, you will be required to:

- actively attend at least 75% of the dates above
- spend additional 50 hours of independent project work in your student team and in cooperation with Station Linné
- participate in the 3-day trip to Öland for a visit of Station Linné, face-to-face project time and presentations
- give a presentation on your findings, learnings and project results
- submit a written reflection piece on the experience and skills gained

How to apply?

To apply, please submit a one-page statement, maximum 500 words, in English, outlining why you should be awarded a fully funded place on this international student exchange programme, covering:

- background information about yourself
- why you want to attend
- relevant education and/or experience
- how the course will benefit your future career
- what you will bring to the group

Please submit your application to: **euniwell.servicelearning@contacts.bham.ac.uk** by 15 March 2024. You will hear back from us by 5 April 2024.

Selection criteria

We have provided information below on how we will be scoring and shortlisting applications. Please use this as a guide for your 500-word statement

Application format (out of 5)	• Has the application been tailored to this opportunity effectively? • Is the application understandable and logically presented?
Why they want to attend (out of 5)	• Has the applicant included their motivations and passions for the course? • Is there a clear link between their motivations and the purpose/theme of the post? • Does the applicant demonstrate their enthusiasm effectively?

Education and/or experience (out of 5)	● Has the applicant related their interest in the role to relevant experience? Examples include, but aren't limited to, experience gained through any of the following: - Education (e.g. degree programme) - Volunteering - Work - Personal interest
How the experience will benefit their future career (out of 5)	● Has the applicant highlighted what kind of career they will follow? ● Have they provided good reasons for why the experience might help them to do this?
What will they bring to the group (out of 5)	● Particular skills and knowledge ● Previous experience of such international courses ● Demonstrate enthusiasm to be an active contributor ● Enthusiasm for multidisciplinary working ● English language skills to collaborate in international team
Total out of 25	