

Edcom December Meeting – 9 December 2025

Time: 12h30–17h15

Venue: WPP Brussels

Secretariat Updates

Projects Update

Graduation Competition

- *8 students from 2 universities* are currently registered.
- Deadline for materials submission: **31 December 2025**.
- Judging and winners' announcement scheduled for **January 2026**.
- Abstracts must be submitted in **English**; full theses may be in other languages.

Ad Venture Competition

- **Ad Venture 2024:** 83 students from 16 universities.
- **Ad Venture 2025 (current):** 25 teams from 7 universities registered to date.
- Registrations open until **31 December 2025**.
- Submissions accepted 5–30 January 2026.
- Judging rounds:
 - Round 1 (Top 10): 6–16 February
 - Top 10 announcement: 17–18 February
 - Round 2 (Top 3): 26 February
 - Final pitches in Lisbon: 26 March
 - Winners will attend the **Cannes Lions Festival in June 2026**.

Membership Overview

The network continues to grow, but key challenges remain.

Departures

Recent departures include:

- Universidad de Navarra (ES), POLI Design (IT) – 2024
- Leeds University of Art (UK), Falmouth University (UK), Mannheim University, Roehampton

(UK) – 2025

- ECS Group (UK–FR–BE), Erasmus Hogeschool Brussels (BE) – 2026

Regional Gaps

Countries with **no members**: Denmark, Norway, Sweden, Finland, Poland, Hungary, Estonia, Latvia, Lithuania, Italy, Germany, Slovenia

Countries with **only one member**: Cyprus, Spain, Portugal, Bulgaria, Ireland, Georgia

Institutions facing mobility or Erasmus Training fee challenges are encouraged to contact their **National Associations (NACs)** for potential financial or administrative support.

Issues raised included:

- Some institutions left due to **travel costs**; Erasmus+ can cover travel, and this must be better communicated
- Clarification needed on which universities are eligible for **Erasmus+ fee coverage**, as some non-EU universities received conflicting information

Public Affairs Presentation

Presenter: *Mónika Magyar*

Topic: *EU Digital Regulation 2024/2025*

The presentation provided an in-depth overview of upcoming EU regulatory priorities affecting communication, advertising, and education sectors.

Key topics included:

- **Protection of Minors Online:** A core priority for EU institutions and the upcoming Danish Presidency, aligned with global debates (e.g., Australia's new ban on under-16s accessing social media).

- **EU AI Act**

- **Political Advertising Regulation**

- **AVMSD (Audiovisual Media Services Directive)**

- **European Media Freedom Act**

- **Democracy Shield**

A wider outlook on EACA Public Affairs work included updates on disinformation policy, the Digital Fairness Act, platform transparency issues, and upcoming high-level events.

Ad Net Zero Update

Presenter: *Kirstie Riedl*

The update covered:

- Summary of the judging process, highlighting strengths and areas for improvement
- Recap of the **Green Marketing Meeting** held online during *Green Friday*
- A survey conducted in February to gather feedback from members
- Interest in deeper collaboration with edcom on sustainability-focused activity, potentially integrating future **sustainability months/events**

Joint Programme Models

Presenter: *Rebecca Dry*

An overview of three models for inter-university collaboration:

1. **Erasmus+ programmes**
2. **Joint programmes**
3. **Double diplomas**

Key points:

- All teaching activities take place in English
- A **hybrid international meeting** is planned for late November
- Possibility of merging this event with Ad Net Zero's Green Conference

AI & Immersive Technologies in Education

Presenter: Joep Peeters

Discussion focused on the need for a **structured approach** to AI within edcom.

Key reflections included:

- The need for a **clear roadmap** outlining training priorities and resource allocation
- Incorporating **immersive technologies** into strategic discussions
- Clarifying distinctions between consumer technologies and professional-grade tools
- Encouraging students to begin the creative process **without AI**, to strengthen critical thinking and originality

Top Priorities for 2026

- Finalise and operationalise the **Value Proposition**
- Recruit new members, focusing on:

- Industry collaboration
- University outreach
- Leverage NACs as key actors for expansion

Additional comments:

- Concrete examples (e.g., Ad Venture) improve outreach impact
- NACs may support or fund university membership
- Institutions expressing interest should be connected to their **local NAC**

Future Meetings

- The Spring/March meeting will be hosted by IADE Lisbon Campus - tbc
- Proposal for an **all-day online Green Conference** next year, held during Black Friday week, focusing on green marketing and sustainability