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## Press-Release ASTRA

### Advancing Strategic Management, Leadership and Fundraising in Higher Education in Asia

The ASTRA project (Advancing Strategic Management, Leadership and Fundraising in Higher Education in Asia) officially commenced in January 2021. The 3-year project (Jan. 21 – Jan. 24) has been funded by the Erasmus+ Programme, under the Capacity Building in the field of Higher Education action.

#### CONSORTIUM

The consortium consists of 8 partners from 5 countries across the EU and South East Asia, namely:

- National University of Laos (Laos)
- Savannakhet University (Laos)
- Prince of Songkla University (Thailand)
- Chiang Mai University (Thailand)
- Università Degli Studi Firenze (Italy)
- Athens University of Economics and Business (Greece)
- Symplexis (Greece)
- BK Consult (Germany)

#### MAIN AIM

The overall goal of ASTRA is to support the operation of **Higher Education Institutions in Laos and Thailand**, by **increasing** their staff's **capacity** for accessing financial resources through the exploitation of relevant donor-funded Research and Development Programmes in the areas of **ICT and Social Sciences**. In the framework of ASTRA, a comprehensive training programme is going to be developed with support from the expert EU partners and moreover, four new R&D centers will be set up in the four partner institutions the operation of which will be managed from by newly trained academic staff.

The first stage of the project's implementation is foreseen to last until Autumn 2021 and concerns an in-depth desk and field research on context mapping and skills needs identification among the Higher Education institutions in Laos and Thailand. The research results, which will include interviews and focus groups, will be published as separate country reports and will be freely available for downloads. The findings will also form the basis for the development of the training programme which will target H.E. staff in both countries.



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