

Executive Report

Orange Tulip Scholarship 2014

Nuffic Neso Indonesia

August 2014

ORANGE TULIP SCHOLARSHIP





Orange Tulip Scholarship

- Combine funds from profit, non-profit and higher education
- Support Indonesian talents to study in the Netherlands
- Give Dutch universities access to bright students
- Bring companies in contact with potential future employees
- Give companies a chance to get to know skilled students via internships or consultancy projects.
- Nuffic Neso Indonesia coordinates promotion/application
- No management fee charged → No cure no pay principle



How does the programme work?



study in
holland
open to
international
minds

August-
October

- Higher education institutions provide (partial) tuition waivers
- Companies commit to financial support or a donation in kind
- Scholarships can be offered separately or jointly (company/university)

October -
April

- Nuffic Neso Indonesia promotes Orange Tulip Scholarship via various channels
- Students apply to Dutch higher education institution for admission
- Students apply for Orange Tulip Scholarship at Neso

May-
June

- Companies and universities assess and select scholarship candidates
- Neso coordinates this process and announces winners
- Award ceremony in Jakarta organised by Neso

> August

- OTS awardees study in the Netherlands
- Corporate sponsor can offer internships or commission consultancy projects
- Internships/projects can take place in Indonesia, NL or other country





Orange Tulip Scholarship 2014

- 19 participating Dutch higher education institutions
- 2 participating Indonesian Ministries (Education and Communication)
- 1 participating company (KLM)
- 24 schemes:
 - Tuition fee waivers
 - Allowances
 - In kind (e.g. tickets by KLM)
- Study programmes involved:
 - Foundation (2%)
 - Bachelor (13%)
 - Master (85%)
- Total value: €671,825

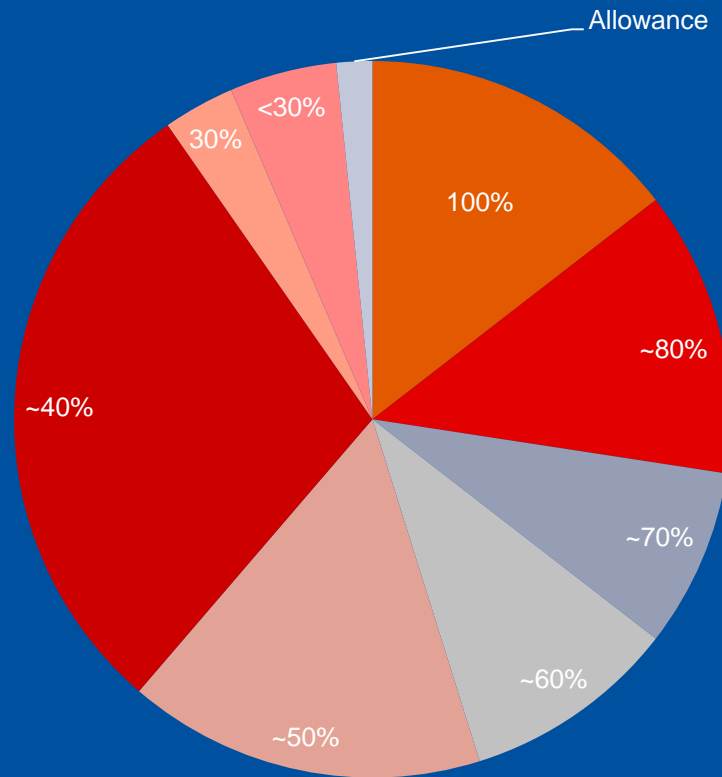




The scholarships

- Mostly based on tuition fee waivers
- Majority of waivers 40-60% of the fee

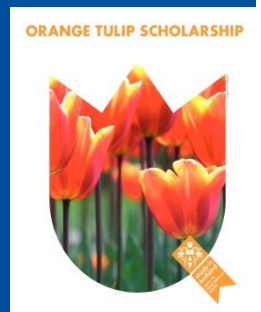
Value of scholarships (based on annual tuition fee)





Campaign overview

- Promotion period: November 2013-April 2014
- Official launch: 14 November 2013 (press conference)
- Promotion material: flyers, roll-up banners
- Campaign website: www.nesoindonesia.or.id/ots
- Articles in Study in Holland Newsletter (> 20,000 subscribers)
- Frequent postings on Social Media: FB, Twitter
- Flyers to universities and corporate contacts
- Sessions during Neso Open House
- Session during Holland Scholarship Day





Campaign results

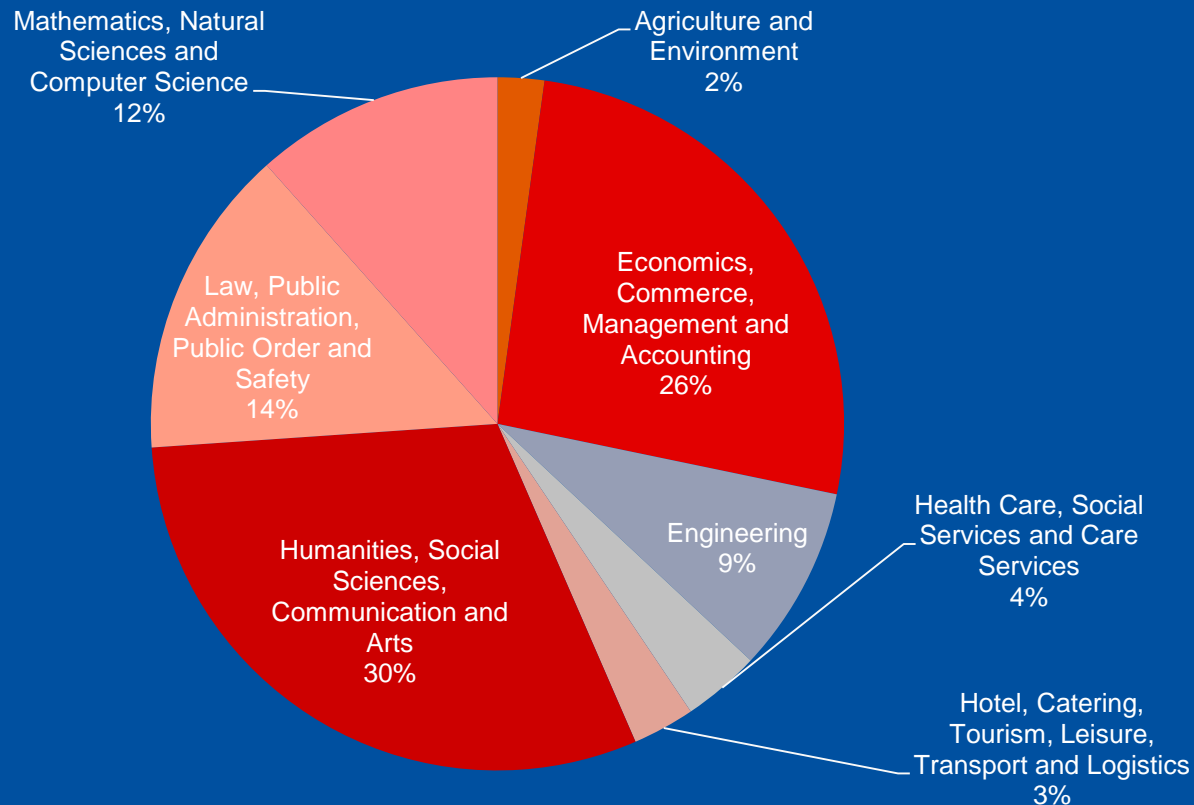
- OTS pages on website: 147,765 visitors during campaign
- OTS pages account for > 26% of total page views of Neso website
- 7 out of 10 most visited pages on Neso website are OTS pages
- 44 online/off-line articles in Indonesian media
- Examples of online articles:
 - Dunia Kampus (19 November 2013)
 - Antaraneews.com (15 November 2013)
 - MetroTVnews (14 November 2013)
 - Jaring News (14 November 2013)





Applications

- 138 applications (+29% compared to 2013)
- Applications per field of study:



Scholarships awarded



- 33 Orange Tulip Scholarships offered
- 20 Orange Tulip Scholarships accepted at 12 Dutch institutions
- 40% Universities of Applied Sciences and 60% Research Universities
- 15% for Bachelor's and 85% for Master's programmes





Conclusions

- The campaign shows high levels of interest for OTS
- Longer promotion period (from November onwards) has generated more applications
- Different promotion channels used (e.g. Holland Scholarship Day) help in generating more applications
- General observation: the more generous the scholarship the higher the number of applicants
- HEIs that are more active in Indonesia (e.g. marketing, institutional cooperation) receive more interest/applications than comparable study programmes from less active HEIs

