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**Abstract**

Quality has been a permanent concern of the European Universities Association (EUA) since its foundation. In 1993 the Institutional Evaluation Programme (IEP) was launched as a quality audit aiming to support institutions in the development of their strategic management and of robust internal quality cultures. Based on an analysis of thirty EUA/IEP external evaluation reports, this paper intends to examine this programme's contribution to the development of internal quality culture among European higher education institutions. It also tests the possibility of illustrating 'good principles' for a quality culture through the analysis and systematisation of the 'good practices' identified in the external review reports produced for the thirty European universities. Findings suggest that institutions are indeed developing good practices, aligned with the quality culture 'good principles' suggested by EUA. (HRK / Abstract übernommen)