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**Abstract**

Virtual mobility, as a set of ICT supported activities that realize or facilitate international, collaborative experiences in a context of teaching and/or learning, has great potential to contribute to the internationalization of higher education. Different (pedagogical) viewpoints exist on how virtual mobility can achieve these ambitions as a complement to the traditional exchange programmes. In this article key success factors are derived from several EU funded projects and best practices in relation to quality and innovation of higher education. As such this paper aims to provide a source of inspiration for those considering engaging in virtual mobility activities. (HRK / Abstract übernommen)