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Welcome to session 7.05

Cooperation with non-EU countries: a new EU internationalisation strategy

Provide feedback on this session by filling in the online survey (a link to the survey will be e-mailed to you)

European internationalisation

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A Strategy? Finally!

Higher Education Strategies for Europe

EUA -2006

- Dialogue
- Partnership/ collaboration
- Representing the EHEA/ European universities

EHEA – 2007

- Policy dialogue
- Partnership
- Promotion & Marketing
- Recognition

EU -2013

- ....
- ....

European strategies: some generic problems

- Growing importance of internationalisation
- International activities - but no strategies
- Changing world – strategic choices
- HE + internationalisation – beyond national interest
- Diversity of interest, prepardness: countries and institutions
- Paradox: collaborating inside Europe – competing outside
- Internationalisation – top priority, but the first thing to out …

…

Questions

1. Why does Europe want and need internationalisation?

2. How can the EC support internationalisation? What type of measures?

3. How can an EU strategy for European higher education internationalisation contribute to this? What is the purpose of the strategy?

- Internationalisation an intregral part of HE
- HE is (also) a European affair.
- The EU acts inside Europe and globally through policies and programmes relating to HE.
- Representation of common European interest
- 'European brand'
- European added value

Not self-evident

Why an EU strategy?

Since when do we actually have to explain why we do things?

Main addressees of the strategy

- A common European vision on HE
  - ✓ Member States
  - ✓ European universities & their members
  - ✓ General public
- International partners (and competitors)
- European Commission
  - ✓ Get beyond the programme logic
  - ✓ Relating inside Europe & outside Europea
  - ✓ EAC, DEVCO, Research, EEAS …

European success stories

- 1987 - Erasmus - ECTS
- 1999 – Bologna: HE no longer a national only
- 2004 –Grants for individual students from Third Countries – joint degrees
- European brand(European Study Fairs, webportal etc.)
- …

Promote Europe's international profile

- 40% of the world's mobile students go to Europe
- Where do 98% of Europe's mobile students go to?
- Regional integration: EU, Bologna
- Approaches for transborder regulation of HE:
  - ✓ Bologna study cycles, ECTS, DS, QF, recognition
- Largest provider of ODA
- Partnership and Collaboration
- Programmes ala 'Erasmus', 'Erasmus Mundus'
- The 'European way'? Public responsiblity, intrinsically international?

What else? A few points

- European strategy for internationalisation of research
- Data collection – map European funding for internationalisation
- Address the hot issues – migration
- Programmes – what is it that they do not do?
- Code of Conduct – not only for agents and private HE. How? Purpose?

Conclusion: The Strategy

- 'Eurocentric'
  - ✓ European Brand: How do we want Europe to be seen?
  - ✓ European values
- Counterbalance the national interests
  - ✓ Coordination? OMC? 'Joint programming'?
- Overcome EC internal fragmentation
- Consult – communicate - cooperate
- Ambitious – exploratory: new horizons
- Demonstrate benefits, added value
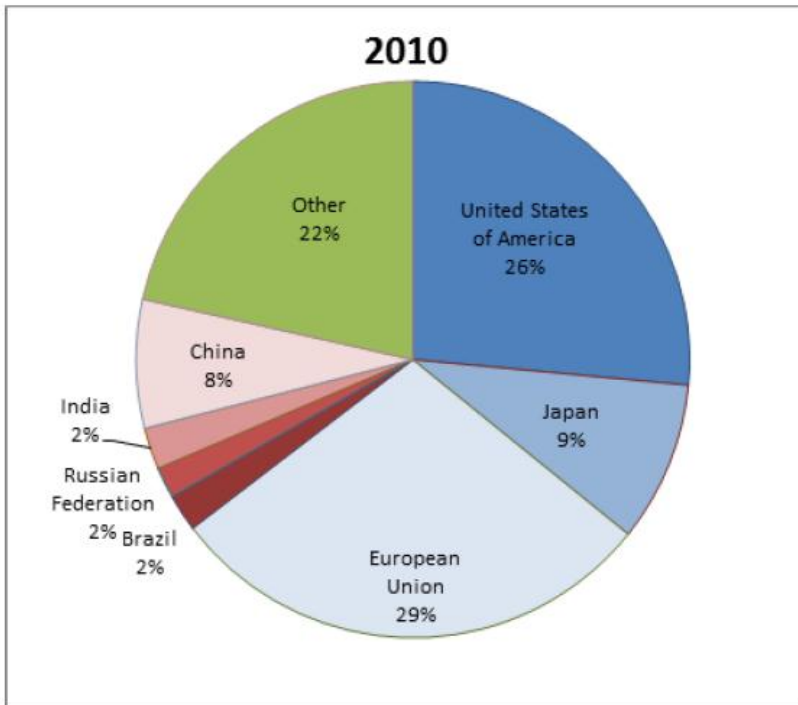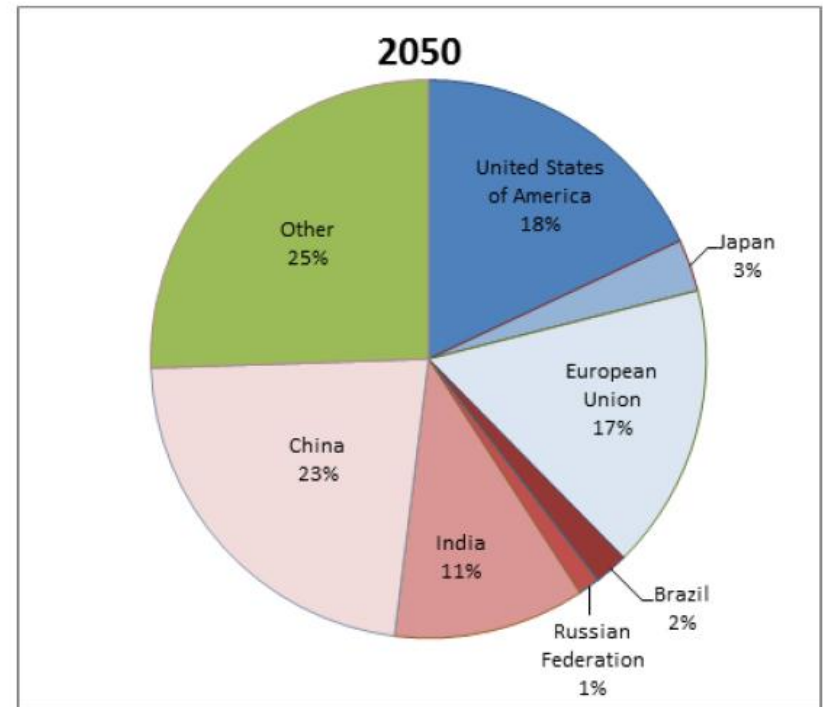 - ✓ Joint public interest – beyond 2020

EC – Global Europe 2050

Figure 1 - Regional shares of the world GDP in 2010 (constant 2005 USD)

2010

- Other 22%
- United States of America 26%
- China 8%
- India 2%
- Russian Federation 2%
- Brazil 2%
- Japan 9%
- European Union 29%

Source: CEPII

Figure 4 - Regional shares of the world GDP, 2050: "EU Renaissance"

2050

- Other 25%
- United States of America 18%
- Japan 3%
- European Union 17%
- China 23%
- India 11%
- Brazil 2%
- Russian Federation 1%

Source: CEPII

TRENDS 2010: A four point agenda for the next decade

- European Citizens for the 21 Century: Lifelong access to learning
- A partnership to support Quality, creativity and innovation
- The European Knowledge Area
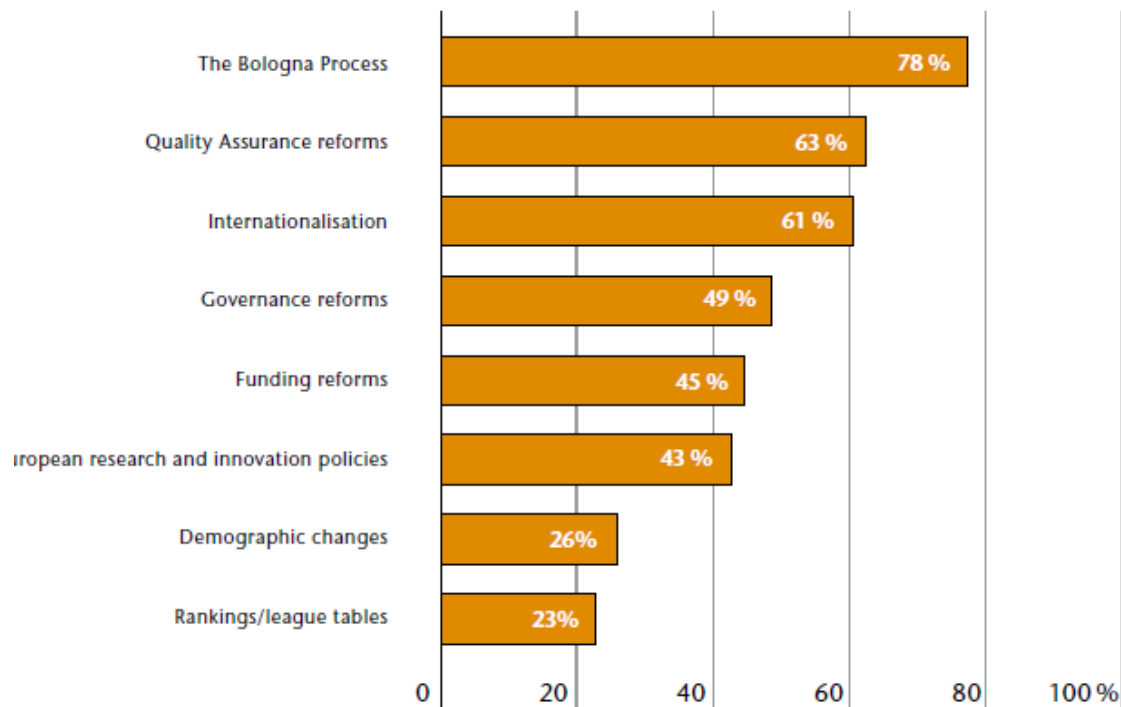- **A European higher education identity in the world**

TRENDS 2010: Strategic priorities

Table 4. Q7a. Over the past three years, how important have the following developments been for your institutional strategy (high importance)?

- The Bologna Process — 78 %
- Quality Assurance reforms — 63 %
- Internationalisation — 61 %
- Governance reforms — 49 %
- Funding reforms — 45 %
- European research and innovation policies — 43 %
- Demographic changes — 26%
- Rankings/league tables — 23%

Changing international patterns

- **Attracting international students** remains the highest priority within internationalisation strategies

- However internationalisation is now spreading to all university sectors and changing institutional mindset

- **Declining share of US** as a favourite destination, EU has the largest share and remains stable

- Development of **regional higher education hubs**: shifting Eastward, Increasing competition for talent

- Increasing ability of **students in emerging countries** to afford a foreign education and to invest in **quality** education outside their country.

A few figures on the changing environment

❑ Number of students in the world expected to more than double by 2025 (262 million) → more than half in China and India

❑ About 2% of the world population mobile every year. Around 3,7 million today- 7 million in 2020

❑ Despite growing competition EU has the largest share of international students (38%). North America, 23%. 2/3 of foreign students in the EU are in UK, Germany and France. Chinese largest student population

❑ Increasing competition: Russia (3,7%), Japan (3,6), China (1,7), Korea (1,4)

❑ China is planning to attract 500,000 students by 2020

The drivers of internationalisation

❑ A tool to **improve quality, international profile, provide global skills** to students

❑ **"Knowledge gain"** and skilled migration to boost job creation

❑ A key role in **international development policy**

❑ An instrument of **soft diplomacy** worldwide

❑ A source of **income** for some countries

Possible response at EU level

❑ **Two complementary objectives:** cooperation and competition

❑ **EU international cooperation programmes**

"Erasmus for All":promote international incoming and outgoing mobility (credit and degree), joint degrees (advanced form of internationalisation), capacity building for less developed regions of the world

❑ **International dialogue on higher education policies**

To promote EU tools and policies (using for example the Tuning approach, deal with recognition issues)

❑ **Promote Europe as a study destination**: network of EU promotion agencies engaged in joint international campaigns, use of alumni networks, better use of social networks, provide transparent information (for ex U-Multirank tool)…

Key issues at national and university level

Examples of possible areas of intervention:

❑ Design **internationalisation strategies** at national and university levels, university profiling

❑ Stimulate **quality frameworks** for mobility

❑ **"Internationalisation at home"** for majority of students who are not mobile

❑ Better articulate higher education attractiveness policies with immigration policies

THANK YOU

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Education
and Culture