



Erasmus + European Policy Statement Zuyd University of Applied Sciences

I. Strategy, objectives and priorities

Internationalisation contributes to the quality of education and research at Zuyd Hogeschool (Zuyd University of Applied Sciences), e.g. through international cooperation, knowledge exchange and benchmarking. By increasing the international and intercultural competencies of our students and staff and by recruiting and binding talented international students, Zuyd contributes to the development of professions and professionals and the sustainable development of our region.

Through its central location at the heart of Europe (in the Euregion Meuse-Rhine) Zuyd can establish links for this region with other parts of Europe and the world, for the benefit of students, staff and external stakeholders.

Through the international focus of our study programmes, students can be prepared for the international labour market in a globalising world. Zuyd therefore recognizes the importance of border-crossing cooperation. As such, Zuyd aims at an international recognition as an institution that is oriented on the European standards of professional practice and quality standards. The presence of international students contributes to the international and intercultural competencies of our students and staff.

Through the globalisation of business and industry and the labour market citizens, institutions, organizations and companies are increasingly confronted with international and intercultural dimensions, e.g. through contacts in emerging markets, international trade and cooperation, outsourcing and the need for talented employees. Zuyd's education and research activities are therefore adapted to this international context. It is our duty to prepare our students (the professionals of the future) for this development by providing them with international and intercultural competencies, knowledge of foreign countries and markets and foreign language training. In their professional careers, graduates of Zuyd increasingly encounter international developments that exceed the borders of Europe. The knowledge of languages and cultures of other regions gained by means of internationalization at home, study abroad programmes, work placements and international projects (such as Young Professionals Overseas) enables Zuyd to link the Dutch Province of Limburg and the Euregion Meuse-Rhine to the world. Our management and business programmes, but also study programmes in the areas of health care and technology and engineering play a specific role in the development of our region. As such, internationalisation of education and research is a tool to realize Zuyd's mission by its impact on the social-economic development of our region and the sustainable development of professions.

Several regional developments underline the importance of internationalisation, e.g. the ambitions of the South-Eastern part of the Netherlands in the national policy on top sectors, Brainport 2020 and Limburg Economic Development. By means of applied research and through the international and intercultural competencies of its graduates, Zuyd supports companies and institutions in our region in entering into, extending and maintaining international relations.

One of the ways to achieve this is by attracting highly skilled and talented students.

By offering several international study programmes taught in English, Zuyd is an attractive destination for international students, who can contribute to the realisation of international classrooms. In its

recruitment policies Zuyd aims at recruiting talented international students. Excellent students from non-EU countries can apply for Zuyd Excellence Scholarships and Orange Tulip Scholarships. By means of dedicated introduction and welcoming programmes, good facilities and alumni networks, Zuyd binds international students to our region.

Partners are chosen on the basis of mutual compatibility of goals and study programmes. The geographical areas that are focused on are: EU-countries, the USA and the countries in which the Dutch authorities have established education support (NESO) offices, such as Brazil, China, Indonesia, South Korea, Mexico and Russia.

Several faculties are involved in creating double degree programmes with selected partners, based on mutual recognition of the curriculum and lengthy experience in working together. There is fine tuning of both curriculums in relation to the double degree intended learning outcomes on a continuous basis. The yearly 'mapping' exercise is crucial to this.

II. Organisation and implementation of international (EU- and non-EU) mobility activities

In the Erasmus+ programme, Zuyd will participate in student and staff mobility, strategic partnerships, knowledge alliances, capacity building programmes and networks.

In order to organise and implement international cooperation projects, Zuyd has already signed agreements of cooperation with several European partner institutions. These agreements provide a basis for inter-institutional cooperation in terms of student and staff mobility, research activities and curriculum-related activities. Besides the agreements with European partners, Zuyd is involved in consortia and bilateral agreements with non-European partner universities in e.g. China, Russia, Japan, the United States of America, Mexico, Costa Rica, Colombia and Brazil.

In all agreements of cooperation quality and content of collaboration are the main focus of interest. Zuyd contributes to global sustainable development through its multi-disciplinary, award-winning project Young Professionals Overseas and by participating in NICHE projects.

Zuyd has a non-discrimination policy with regard to sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation, as defined in Article 21 of the Charter of Fundamental Rights of the European Union, and wants to contribute to the enhancement of social and economic cohesion. Moreover, the university wishes to combat xenophobia and racism. Those who need special facilities will be given adequate support.

III. Policy objectives

The Erasmus+ programme will have substantial impact on the modernisation of our institution in line with the Modernisation Agenda of the EU. Through Erasmus+ our students can achieve learning outcomes that will provide them with a solid basis for their careers in the European and international labour market. Through mobility programmes and international cooperation projects that are facilitated by EU funding, the barriers to participation can be removed so that more students can gain international experience and intercultural competences. These competences are indispensable in a globalising context. The Erasmus+ programme is fully in line with Zuyd's policy regarding the development of these competencies. Incoming students add to Zuyd's goal to establish international classrooms. Zuyd's wish to expand its YPO programme (see part 2 of the EPS) is a demonstration of how Zuyd is looking for ways to build a successful model to maximise the various benefits of the programme for the participating students, sending institutions and organisations which are assisted by the students. Making the YPO programme available to more participants will mean more students and organisations will have the chance to benefit from this programme.

Through international cooperation and the corresponding increase in quality of our education and research activities, Zuyd can increase its relevance in the European Higher Education Area. By linking high-quality higher education, research and cooperation with partners in business, industry and not-

for-profit institutions in an international context, Zuyd can have more impact on the sustainable development of our region and the European Union. This is underlined by Zuyd's participation and investments in the development of the three regional knowledge campuses (Health Campus, Greenport and Chemelot), with major international cooperation development components. The cooperation in the fields of education and research provide benchmarking opportunities that will have a mutual benefit for the quality of the partners involved.

By providing funding to support the goals pursued by Zuyd, the Erasmus+ programme also adds a financial foundation to the implementation of these objectives. Staff mobility provides staff with the opportunity to share best practices with partners and/or to gain an extra insight into policies and implementation. Zuyd wishes to increase the dissemination of knowledge and insights attained within its organisation in order to add to the quality of governance and funding structures.

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