

## **ERASMUS+ POLICY STATEMENT**

In general the Copenhagen School of Design and Technology (KEA), aims at being an active Higher Education Institution (HEI) with a global mind-set, which penetrates the whole institution, that is the Danish and International educational programmes as well as the study environment and the administrative procedures adopted. Our vision is to be a strong player in international education and on the global job market.

KEA's overall international strategy is closely related to the Bologna strategy for the period up to 2020, thus focusing on mobility, employability and quality- also identified as the three key priorities in the Bucharest Communiqué of April 2012.

In this respect, the participation of KEA in the 2014-2020 EU-programme for education, training, youth and sport (the Programme) and holding an Erasmus Charter for Higher Education is the key in our strategy for modernization and internationalization, especially focusing on cooperation and mobility as two of the central elements in our policy.

### **Cooperation and mobility**

KEA considers mobility of both staff and students - both within the EU and outside the EU - as a key action in terms of increasing the quality of our own international programmes and environment, as well as in terms of providing highly qualified graduates to the Danish, European and global job market (cf. EU's Agenda for the Modernizations of Higher Education Systems- September 2011).

The goal of inbound mobility is to develop the international, intercultural environment at KEA and to give the students opportunities for gaining experience from international networks. The goal of outbound mobility is to provide the students with opportunities for experiencing the global world of education, through study periods, and the global labour market - through Traineeships; to provide them with insight into the innumerable opportunities around the world and to give them enough personal ballast with regard to innovation and entrepreneurship.

The selection of partners: criteria and geographical areas

Cooperation with HEI's are built up systematically and gradually around the world.

At the moment (May 2013), KEA has mobility agreements- including both student and staff mobility with 16 EU countries and 6 non-EU (overseas) countries.

The process of choosing partners is intensive and time consuming. The following criteria are taken into account: relevance of study programmes (match between individual programmes), number of study programmes that match, language of instruction (English or other), study environment (how attractive is the study environment), geography.

When choosing partners from the EU, KEA does not limit partnerships to specific geographical areas, thus including as many different cultures as possible. However, for some programs, specific

geographical areas are more relevant and/or attractive for students and staff to go to than other (eg. Italy for fashion design students). This is taken into consideration when finding HEI's within specific fields of study.

However, where partners from outside the EU are concerned, KEA is building up a cluster strategy, focusing on the following geographical areas overseas: in Asia: Shanghai-Seoul / in North America: Toronto-New York-Providence / in Latin America: Sao Paulo-Rio de Janeiro. Moreover, KEA has partnerships with several HEI's in Sydney and Melbourne, Australia. One of the objectives of this cluster strategy is to build up umbrella agreements, which match all KEA's educational programmes as well as including relevant business' and other partners in the agreements.

### **Target groups**

One of the objectives stated in the Bologna Declaration is that "In 2020, at least 20 % of those graduating in the European Higher Education Area should have a study or training period abroad. (*Communiqu  of the Conference of European Ministers Responsible for Higher Education, Leuven and Louvain-la-Neuve, 28-29 April 2009, p. 4*).

This makes KEA's students the first and largest target group for mobility, including study mobility and traineeships. To fulfill KEA's Development Contract 2013-2014 with the Danish Ministry of Science, Innovation and Higher Education, KEA has an obligation to send out 13 % of its students in 2013 and 15 % in 2014, thus gradually working its way to the 2020 goal.