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European University Association

A European Perspective on Higher Education Cooperation between **Asia** and **Europe**

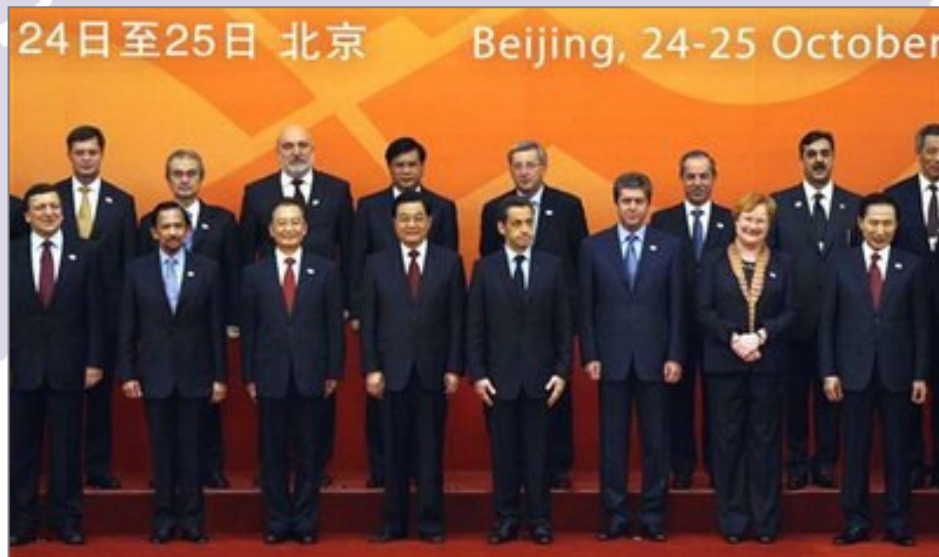
Asia – Europe Rectors' Conference
27-29 October 2008
Freie Universitaet Berlin

Prof. Pierre de Maret
Board Member EUA
Former Rector Brussels
University (ULB)

ASEM crisis summit last week in Beijing



- ◆ World is interconnected
- ◆ Local responses alone are not working
- ◆ We need to work together more than ever



Forces for change in Higher Education

Instability

- ◆ Highly turbulent world economy
- ◆ Financial instability
- ◆ Migration
- ◆ Demographic imbalance
- ◆ Energy crisis
- ◆ Depletion of natural resources
- ◆ Global epidemics
- ◆ Increased inequality
- ◆ Exacerbated identities
- ◆ Renewed religious and spiritual quests
- ◆ Global trafficking
- ◆ Terrorism

→ A more and more unpredictable and competitive world.

Forces for change in Higher Education

Globalization

- ◆ a borderless world of opportunities or the triumph of deregulation ?
- ◆ cross-border education / McDonaldization of HE
- ◆ increasing prevalence of English/ Globish
- ◆ imperative for institutions to internationalize.

 A Flat New World.

Forces for change in Higher Education

Technology

- ◆ expanding access (distance learning)
- ◆ reshaping teaching and pedagogy
- ◆ growing up in the worldwide web.
- ◆ writing, texting, “edutainment”
- ◆ unlimited access to knowledge resources
- ◆ the cyberspace hunters-gatherers (rip, mix & burn)
- ◆ Second Life – Long Learning ?

Forces for change in Higher Education

Technology

- ◆ reaching new markets
- ◆ driving organizational changes
- ◆ « for profit » new providers and joint ventures
- ◆ increasing competition

Forces for change in Higher Education

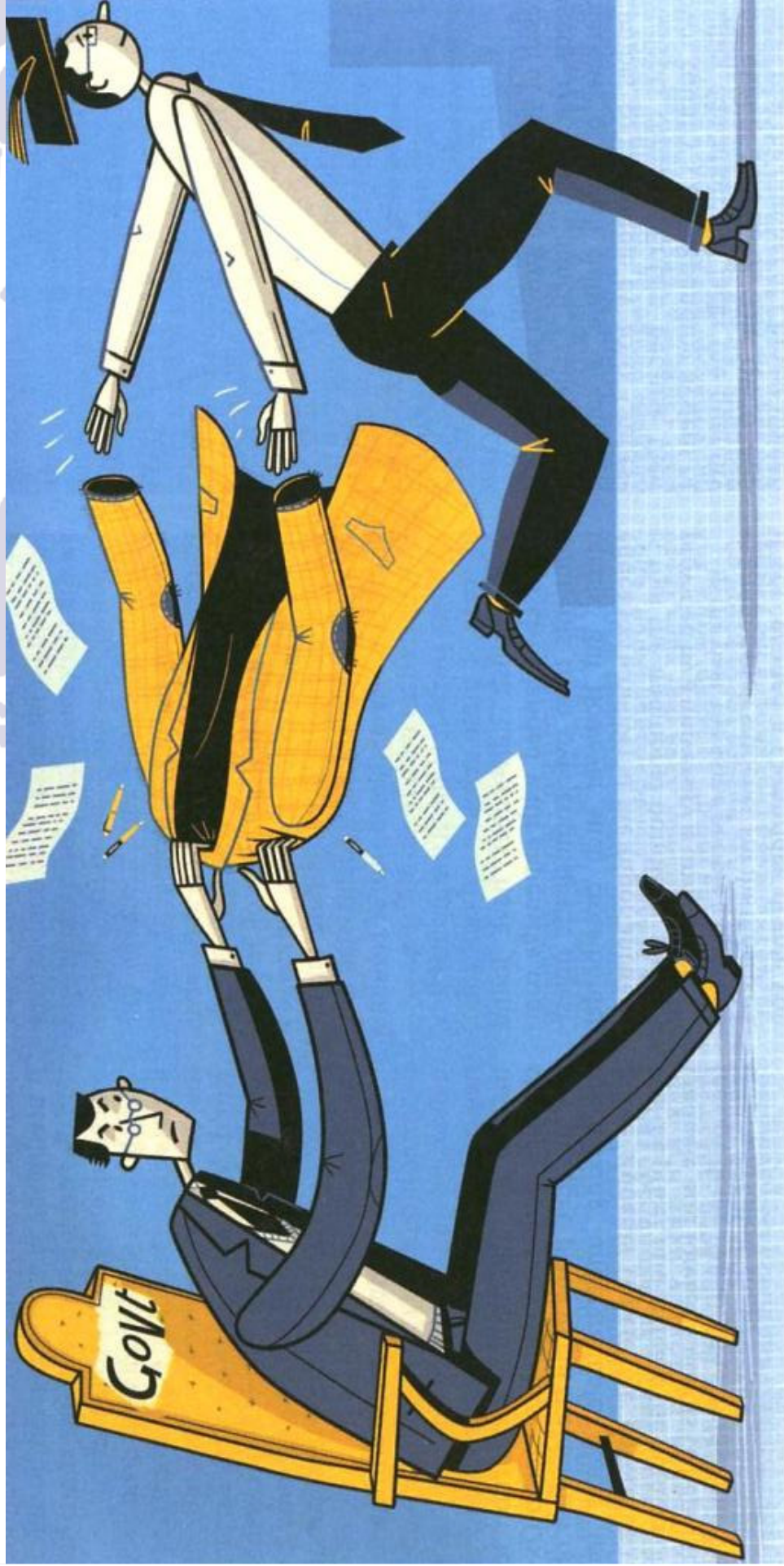
Competition

- ◆ Inter-institutional competition for students is driving improvement
- ◆ Competition from the corporate sphere
- ◆ Competition for academic staff, funding and prestige (ranking!)

Forces for change in Higher Education

Mobility

- ◆ Migratory flows
- ◆ Controversial research is geographically constrained
- ◆ Teachers / researchers are becoming nomads in search of hotspots
- ◆ University is less a stable and well defined community and becomes more an *ad hoc*, ever changing community of communicators and researchers.



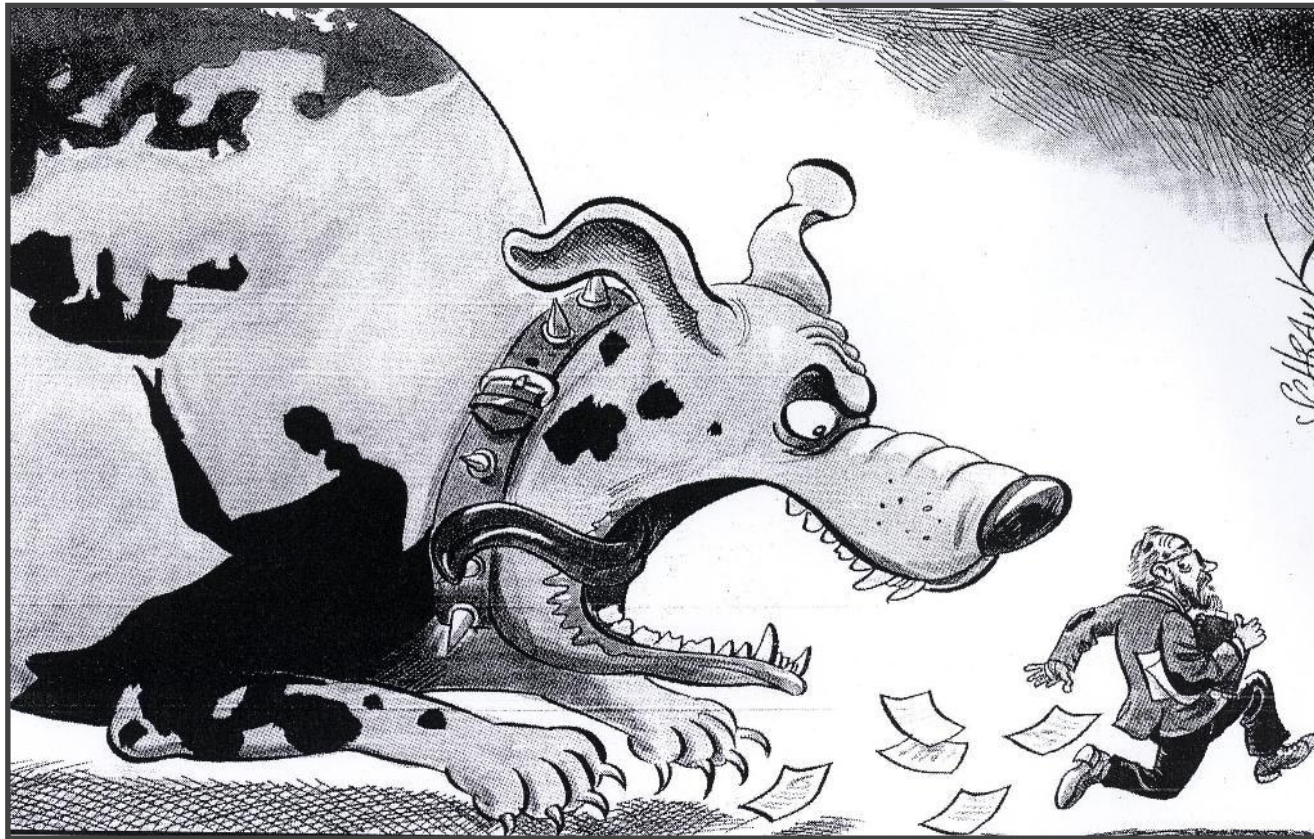
Some key questions

- ◆ Will national governments lose their influence on HE ?
- ◆ Will borderless education undermine HE's capacity to contribute to social development and cultural identity ?
- ◆ What about the Brain Drain ?



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None of us can relax in this « dog-eat-prof-world »

In Europe and in the world, the responses to those challenges have been:

- ◆ research partnerships
- ◆ educational alliances and cooperation
- ◆ internationalization of teaching and learning (studying abroad, languages skills)



In the European context, the **Bologna process** and the **Lisbon strategy** have been key engines of change

Higher education in Europe: Shifting responsibilities and contexts

- ◆ Higher Education remains predominantly a national responsibility
- ◆ **Bologna process**: An enlarged Europe (46 countries) looking for convergence through common structures and tools :
 - 3 years Bachelor + 2 years Master
 - European Credit Transfer System (ECTS)
 - Diploma Supplement
 - Quality assurance

**Our common model with Bologna
is a model of cooperation and solidarity**

A UNIQUE CULTURE OF COLLABORATION

The ongoing changes in Europe are based on over a 30 year old practice of partnership and networking:

- ◆ **In teaching:** J.S.P., ERASMUS, TEMPUS, ALFA, ERASMUS MUNDUS,
- ◆ **In research:** PCRD, and now ERC, EIT, etc.
- ◆ **And at every level:**
 - Minister: Biannual conferences since 1999
 - Institution: CRE, EUA, EURASHE, Coimbra, UNICA, LERU, etc.
 - Student: ESU

Partnership and alliance are becoming key notions

- ◆ Universities can complement one another
- ◆ Universities can learn from one another
- ◆ Firms are increasingly dependent on external source of knowledge
- ◆ Increasing role of university networks in Europe.

FROM COMPETITION TO « COOPETITION »

The Global Agenda: Acting together on common challenge

Europe-China Academics Workshop 2007 - Brussels

- ◆ To reinforce mutual academic cooperation as a counterbalance to the homogenizing impact of financial and industrial globalization.
- ◆ To improve facilities for, and reduce existing administrative and legal barriers to, student mobility with a view to expanding numbers and balancing students flows.
- ◆ To work together on reconciling the twin demands of academic freedom and social responsibility.



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**Europe's Universities:
Commitment towards higher education
Dialogue and Cooperation with Asia
partners**

**Suggestions for global practices: avenues
to explore together....**

From Bologna to Eurasia - Stage 1

- ◆ **9 Years into the Bologna Process: Lessons learned**
 - ✓ Systems reform – convergence – institutional and national best practices
 - ✓ Mobility of students, academics and administrators
 - ✓ Model for government – university – student interaction
 - at institutional level: autonomy
 - at system level: Bologna Process

From Bologna to Eurasia - Stage 2

◆ Bologna: exchange and collaboration beyond Europe

- ✓ How to ensure mobility of people, flow of ideas between Europe and Asia?
- ✓ 'System' requirements: recognition, mutual understanding of quality assurance
- ✓ How to generate a model of interaction
 - among governments
 - among universities
 - among governments and universities at ASEM level

Inter-regional higher education dialogue - Stage 3

◆ Transatlantic Dialogue since 1989

- ✓ EUA and American Council on Education (ACE) and the Association of Universities and Colleges of Canada (AUCC)
- ✓ Higher education policy dialogue + sector, institutional development

◆ How can we achieve this with Asia?

- ✓ Facilitators, resources, etc.
- ✓ Partners

Enhance research and Education - Stage 4

EUA's core mission: Strengthen European universities

- ◆ Institutional Development
- ◆ Autonomy and Accountability
- ◆ Good governance and Management
- ◆ Funding
- ◆ Research management, partnership and funding

EUA's core mission: Strengthen European universities

- ◆ Enhance their social inclusiveness
- ◆ International standing and connectiveness
- ◆ Learning from and with international partners (Transatlantic Dialogue): Quality assurance, doctoral education, industry cooperation etc.
- ◆ Improve institutional cooperation beyond Europe

How do you see a similar university association working in Asia?

EUA, the voice of the European universities

- 34 national Rectors' Conferences
- 770 individual universities
- in 46 European countries



Europe-Asia Higher Education on-going Dialogue and Cooperation

- ◆ September 2007 - Asia-Europe Colloquium on University Governance and Management, Kuala Lumpur
- ◆ May 2008 - ASEM Education Ministers Meeting – an milestone
- ◆ October 2008 - 1st ASEM Rectors' Conference – an important step
- ◆ Need to build up a concerted, systematic and scheduled dialogue with clear benefits for the HEI and their constituencies – in particular students.
- ◆ Process can only be successful if stakeholders are actively involved
- ◆ ASEM Process: How to ensure that top down is matched and responded by bottom up?
- ◆ EUA ready to bring its experience

Conclusion: Actions required

- ◆ Improve mobility
 - ✓ Recognition and quality
 - ✓ Scholarship programmes
 - ✓ Language and multicultural skills
 - ✓ Remove administrative and legal obstacles

- ◆ Improve cooperation
 - ✓ Joint degrees
 - ✓ Doctoral education
 - ✓ Research on shared concerns

Conclusion: Actions required

- ◆ Improve dialogue
 - ✓ EUA like partner for an ongoing inter-regional Higher Education dialogue
 - ✓ Agenda and systematic follow-up

- ◆ Improve government involvement
 - ✓ Policy dialogue
 - ✓ funding and programmes

- ◆ Improve awareness

Conclusion: Common Goals

- ◆ Improve our teaching/learning capacities
- ◆ Improve our research capacities

Together, let us pave the way
for a **new silk road**





Thank you

