



**Internationalisation Strategy
of Eberswalde University
for Sustainable Development**
(Hochschule für Nachhaltige
Entwicklung Eberswalde - HNEE)

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1. Internationalisation as part of the profile of HNEE

Eberswalde University for Sustainable Development (HNEE) is committed to sustainability. By linking locally, regionally and globally-focused teaching and research with international knowledge building and sharing, HNEE hopes to gain key impetus and stimuli for overcoming current challenges like climate change, demographic change or specialist shortfalls. At the same time, internationalisation is an opportunity in the competition for the best minds, whether students or employees, and thus increasingly indispensable to maintain and boost the attractiveness of the university.

Internationalisation enhances the image and is an important part of the future development of the university. It includes all efforts and initiatives that facilitate bilateral or multilateral cooperations in research and teaching or practice and political consulting. Internationalisation contributes to the international visibility of the university and improves the success and development opportunities for students and staff members.¹



¹ "Increasing internationalisation in research and teaching is the universities' academic response to globalisation, which has grown in extent and speed due to the geopolitical upheavals of the nineties, the exponential increase in global trade and mobility of goods and persons, and also through the impact of the new media and Internet and influences political, economic, professional and increasingly also personal life... Overall, internationalisation is now essential, an instrument of cooperation in competition, quality improvement and image building." (University Structuring Commission of the State of Brandenburg 2012)

2. Goals of internationalisation at HNEE

HNEE is a university with a sustainability profile that views itself as a stakeholder in the city of Eberswalde and in the region, in Germany and the world. Our aim is for our qualified graduates and employees to spread the principle of sustainable action outside the university, and practice it actively in society. The university's many cooperations with regional partners, networking at national and international levels and continuous integration of results of research with the objective of promoting sustainable development, are to be expanded further. Students, teaching staff and guests from other universities and institutions are welcome at HNEE to study, teach or to enhance mutual learning in the field of sustainability; they enrich diversity at the university in a special way and thus make an important contribution for tolerance in the city and region.

Internationalisation is considered a cross-sectional task, involving the faculties, the central institutions and the administration of HNEE. In particular, the internationally-focused faculties (especially the Faculty of Forest and Environment, and to a lesser extent the Faculty of Landscape Management and Nature Conservation) have already been making a key contribution to internationalisation since 1998 with four international degree programmes. The initial activities in this area must be strengthened and expanded; degree programmes with a primarily national or regional focus make an equal contribution to the university's image. However, faculties with little or no international focus will be encouraged to explore internationalisation opportunities.

The overarching goal of internationalisation at HNEE is to secure the university location and the competitiveness of HNEE. Internationalisation makes an important contribution to the image of the sustainable university (visibility and reputation) and enriches the university scientifically and culturally.

Other strategic goals are:

1. In research:
 - 1.1. Increasing the attractiveness for international scientists
 - 1.2. Increasing the visibility of research achievements
2. In teaching:
 - 2.1. Internationally recognised degree programmes attractive to international students with visible networking of teaching and research
 - 2.2. Increasing labour market relevance of the degree programmes and employability of the graduates on the European and international labour market
 - 2.3. International knowledge transfer within the university and with external stakeholders.

3. Methods

3.1. Research cooperations, network building, consulting

The significance of international research cooperation, network building and consulting at HNEE primarily serves to achieve the first strategic objective and is already reflected in a number of international activities today. There are close contacts with Poland, the Balkan states, the Danube region and Scandinavia, and in particular with India, China, Latin America and Australia/ Oceania outside Europe. These activities will be expanded and enhanced. In addition to this, HNEE is making increasing efforts to attract foreign visiting scientists. The professors and other employees in the faculties are encouraged to network and cooperate sustainably and receive financial and non-material support from the university and faculties in this.

On the basis of the strategic goals and areas of activity in this paper, HNEE identifies strategic (international) partnerships within which the cooperation is to be intensified. New priorities can be set at any time. The university shall not make any exclusively regional priorities, instead setting strategic thematic priorities based on the sustainable university profile. The university shall also strive for greater transparency on the existing cooperations, so that interdisciplinary activities can be implemented with greater focus and efficiency. Cooperation agreements are evaluated at regular intervals.

3.2. Internationalisation in the curriculum

Internationalisation in the curriculum serves in particular to meet the second strategic goal of increasing the attractiveness of the range of courses.

The existing four international degree courses shall be developed further in their profile and receive adequate resources and support from the university for quality assurance.



Among other things, modules with international and intercultural content (e.g. as block events, summer schools) and common modules with foreign partners that appeal in particular to incomings serve to implement this.

Where expedient, the other degree programmes are encouraged to expand their range of international course content. Teaching staff can contribute to this by looking for links to international aspects of sustainability in their subjects.

HNEE enables students who cannot complete a stay abroad during their degree programme to obtain international and intercultural skills as part of local events. In coordination with the faculties, the language centre offers facilities to enhance language learning.

By establishing and expanding e-learning services, the 'virtual' mobility of students (and teaching staff) is increased, by giving them the opportunity to participate in international classes or conferences from the HNEE university campus.

HNEE strives to recognise academic and examination credits obtained overseas comprehensively, and follows the guidelines of the Lisbon Convention².

To reward or increase the percentage of international activities in the faculties, financial incentives are provided when distributing resources. International activities (in teaching and research) by professors are recognised when allocating performance bonuses.

When appointing university lecturers, attention will be increasingly paid to international skills (work experience overseas, publications in international journals, willingness to hold classes in English).

3.3. Mobility (incomings, outgoings, teaching staff, administrative staff)

3.3.1. Incomings

Mobility at all levels of the university is an important requirement to enhance internationalisation (strategic objectives 1 and 2). HNEE welcomes capable and motivated foreign students and offers them attractive degree programmes in all faculties, some of which are in English. Their experiences and their view of the world enrich the degree programmes and campus life.



In German-language degree programmes, a higher percentage of international students is targeted for more academic and cultural exchange. The percentage of incomings at HNEE is to be increased from 10 to 15% in the medium term (international full-time students, ERASMUS+ and Free Movers). To this end, a wider range of English-language modules is to be developed on a degree programme basis. In addition to this, international students are to be enabled to take part in German-language degrees through a combination of providing language courses and subject-specific tutorials.

² Act on the Convention dated 11/04/1997 on the Recognition of Qualifications concerning Higher Education in the European Region

International students are often not aware of the job opportunities available to them in Germany. The university's Career Service offers regular target group-oriented courses and programmes to prepare graduates (including international students) and alumni for their careers. In close cooperation with HNEE's Start-Up Centre, students and alumni are also to be supported when establishing their own company.



3.3.2. Outgoings

Students, in particular students in international degree programmes, are prepared appropriately for the international labour market and have opportunities to benefit from the university's or faculties' international network during their time at university or their transition to the working world or to postgraduate degree programmes. The percentage of students with overseas experience (semester abroad or extended overseas internship) is to be increased from 20 to 30% in the medium term. A comprehensive language education based in the curriculum of the university, support and arrangement of overseas internships (e.g. via the German Academic Exchange Service - DAAD) and semesters abroad and a range of internationally oriented courses are the most important measures in this.

See the Annex for an overview of support programmes.

3.3.3. Teaching staff

HNEE supports and promotes the mobility of lecturers (e.g. as part of the EU Erasmus+ educational programme or the opportunities provided by the DAAD) and welcomes lecturers and visiting scientists from our cooperation partners.

3.3.4. Administrative staff

Employees at HNEE are to take part in exchanges with our local cooperation partners via the Erasmus+ staff mobility programme. The networking skills obtained can be used to develop new research and teaching cooperation, and to improve language skills. Employees from the administrations of cooperation partners are welcome at HNEE.

3.4. Culture of welcome at HNEE

Internationalisation (with reference to the strategic target areas of research and teaching) cannot succeed without optimal support and social integration of international students, teachers and scientists (internationality as part of a diversity strategy). That is why the university administration actively contributes to establishing a culture of welcome effective at all levels. Language skills and intercultural communication skills on the part of the administrative staff, signs in at least two languages, a bilingual website and correspondence (emails), where necessary, contribute to improving the service culture. In addition to this, existing good practice and class formats in internationalisation are to be strengthened and promoted (e.g. activities of Horizonte e.V., initiatives of the Eberswalde Chapter of the International Forestry Students Association as well as International Days etc.).

To integrate students, lecturers and visiting scientists in HNEE as well as possible, provision of degree programme advice services is essential.

In addition, student mentors (Buddies) are deployed to support the integration of international students in everyday student life at HNEE (help when dealing with authorities, finding accommodation in student residences, contacts to domestic students). Reception of foreign visitor groups is supported with an item added to the university budget.

4. Resources and organisation

The International Office works as a department of the President (as of November 2014) and is the central contact for matters related to internationalisation of degree programmes, teaching and research.

The International Office is responsible for coordinating and heading up all mobility processes and exchange programmes for internationalisation (e.g. as part of the ERASMUS+ education programme, DAAD). It is the first point of contact for European visiting students, international lecturers and university staff. In matters related to establishing, maintaining and expanding international relationships and university partnerships, the International Office provides advice and support. It is also responsible for international public relations work and marketing activities. In addition to this, the International Office will also advance the strategic development of the internationalisation process in close cooperation with the University Management. For this purpose, it requires appropriate resources. The activities at HNEE in the area of internationalisation (including mobility) shall be documented and communicated appropriately (e.g. with a dedicated website on internationalisation).

For every degree programme, the faculties provide degree programme advice services, which give information on course content, teaching forms, career prospects in cooperation with the International Office and the Career Service.

The position of an EU Consultant, created to improve application activities for EU research programmes, is to be made permanent.

5. Update clause

The internationalisation strategy of Eberswalde University for Sustainable Development (HNEE) is to be reviewed and, if necessary, revised regularly – every five years at the latest and on request when required. The regular updates are to be linked to quantifiable values to assess the goals. Proposals, comments and requests can be submitted in writing to the International Office.

Annex (1)

Support programmes

Support programmes	Programme content	Contact partner	Application deadline / Information
ERASMUS+	<p>Mobility – Study for students</p> <p>Mobility – Staff Exchange for teaching and administrative staff</p>	<p>ERASMUS-Coordinator Vera Clauder Student Support Service Department & International Office</p> <p>Tel.: +49 3334 657-138 E-Mail: international@hnee.de Website: http://www.hnee.de/erasmus und http://www.hnee.de/incomings</p>	<p><u>Outgoing students:</u> For the winter semester: 15.4. For the summer semester: 15.10.</p> <p><u>Incoming students:</u> For the winter semester: 31.05. For the summer semester: 30.11.</p> <p><u>Outgoing- and Incoming staff:</u> see the according tender</p>
ERASMUS+	Mobility – Internship for students and graduate students	<p>LEONARDO-Office Brandenburg</p> <p>Tel.: +49 355-69 3305 Email: leonardo@b-tu.de Website: https://www.b-tu.de/leonardo</p>	4-6 months before the internship starts
PROMOS	For full-time internships and preparation of theses abroad (especially to non-European countries)	<p>Vera Clauder Student Support Service Department & International Office</p> <p>Tel.: +49 3334 657-138 E-Mail: international@hnee.de Website: http://www.hnee.de/promos</p>	<p>For the winter semester: 15.06.</p> <p>For the summer semester: 30.11.</p>
STIBET	Scholarships-Support programme for international students enrolled in German universities	<p>Vera Clauder Student Support Service Department & International Office</p> <p>Tel.: +49 3334 657-138 E-Mail: international@hnee.de Website: http://www.hnee.de/stibet</p>	transparent application and selection processes in the faculties and in the selection committee of the HNEE
DAAD-AWARD	Award for high performing and engaged international students enrolled in German universities	<p>Vera Clauder Student Support Service Department & International Office</p> <p>Tel.: +49 3334 657-138 E-Mail: international@hnee.de Website: http://www.hnee.de/daadpreis</p>	transparent selection processes in the faculties and in the selection committee of the HNEE