

Wednesday, November 22

Large 1

11:30 – 12:30

Internationalising All: How to Bring Internationalisation Closer to Society

Martin Bogdan, Academic Cooperation Association

Uwe Brandenburg, Global Impact Institute

Erika Somlyay, Lifelong Learning Platform

Paulina Latorre, Universidad de la Frontera

Internationalisation 3.0: What is IHERS and why do we need it?

Uwe Brandenburg, PhD
uwe.brandenburg@globalimpactinstitute.eu

Czeducon, Brno, November 2023



IT DOESN'T MATTER
WHAT YOU DO
BUT WHAT YOU
ACHIEVE.



Key Global trends

With relevance for internationalisation 3.0

from the newest Ogilvy Report 2023



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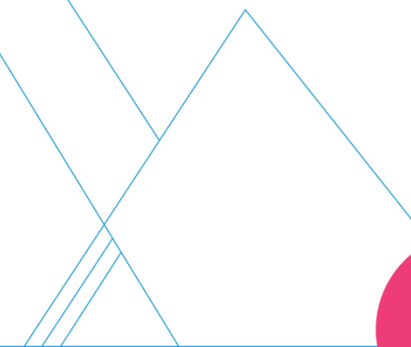


**ARTIFICIAL INTELLIGENCE
AND BIG DATA
GAIN SPEED**



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Artificial Intelligence will have overpowered human intelligence (Singularity) since 2042

Artificial intelligence 2050

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AGING SOCIETY



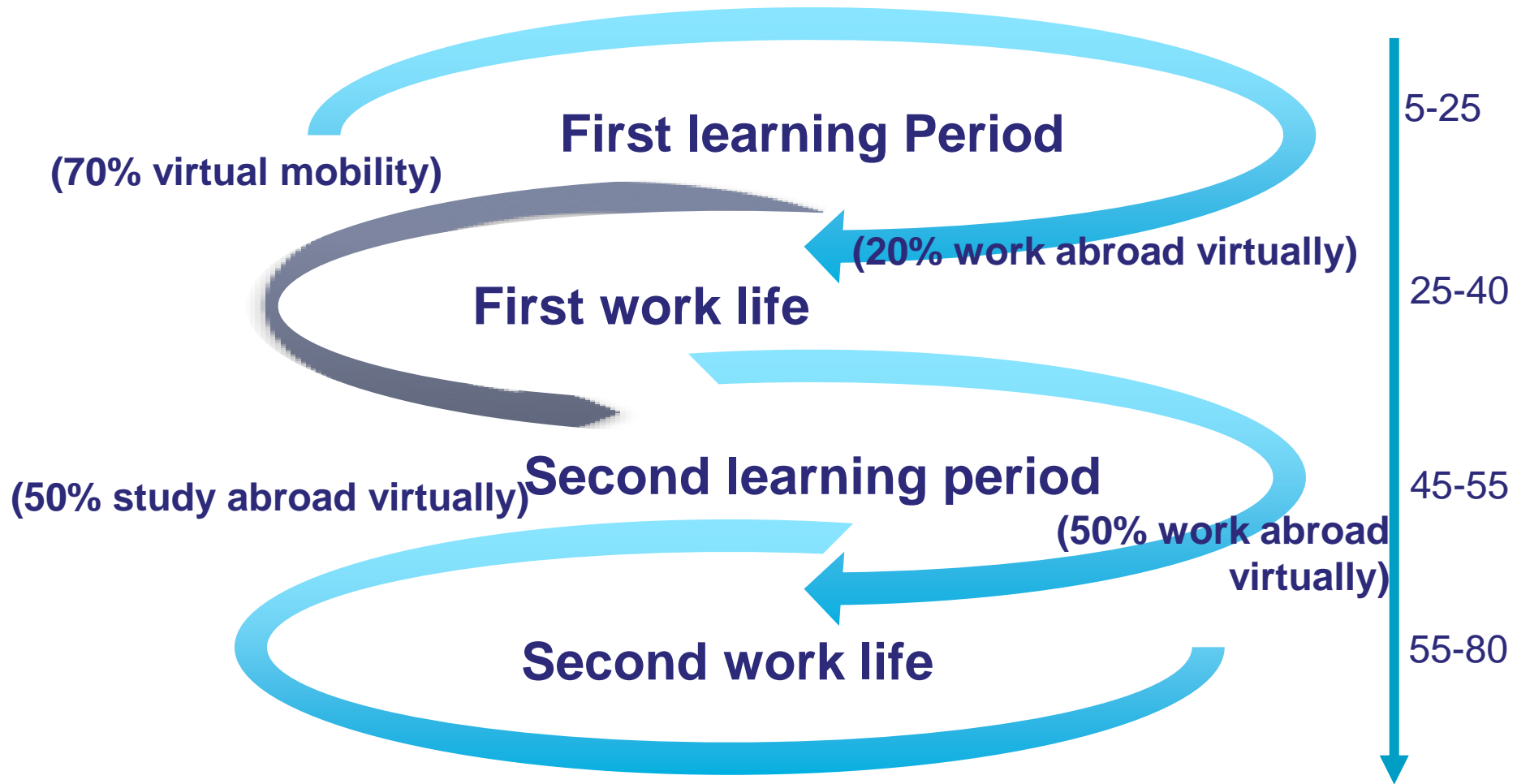
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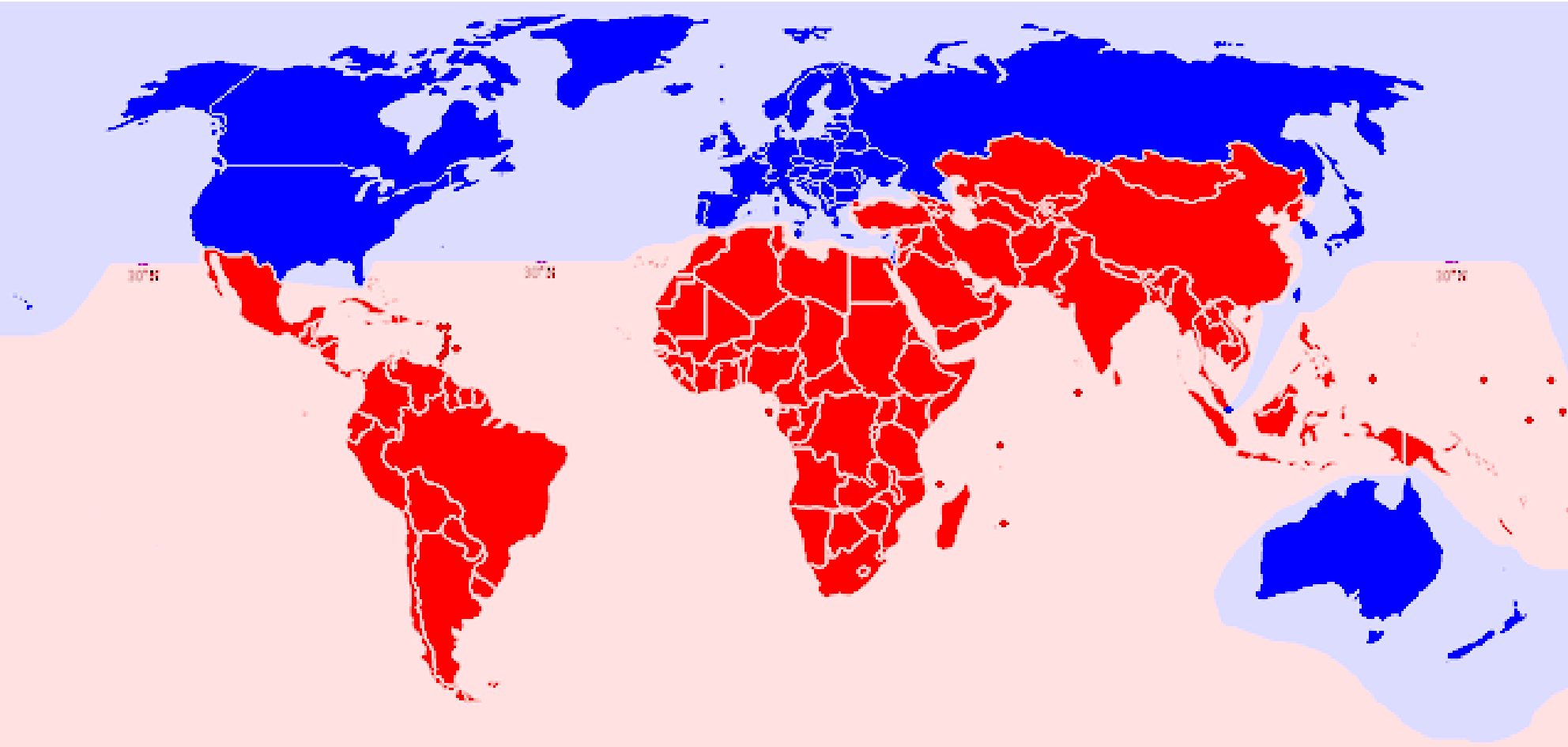
Implementing a double life cycle of internationalisation



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So, in the future **no** Global North-South Gap?

Rather the opposite!



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SUSTAINABLE DEVELOPMENT GOALS



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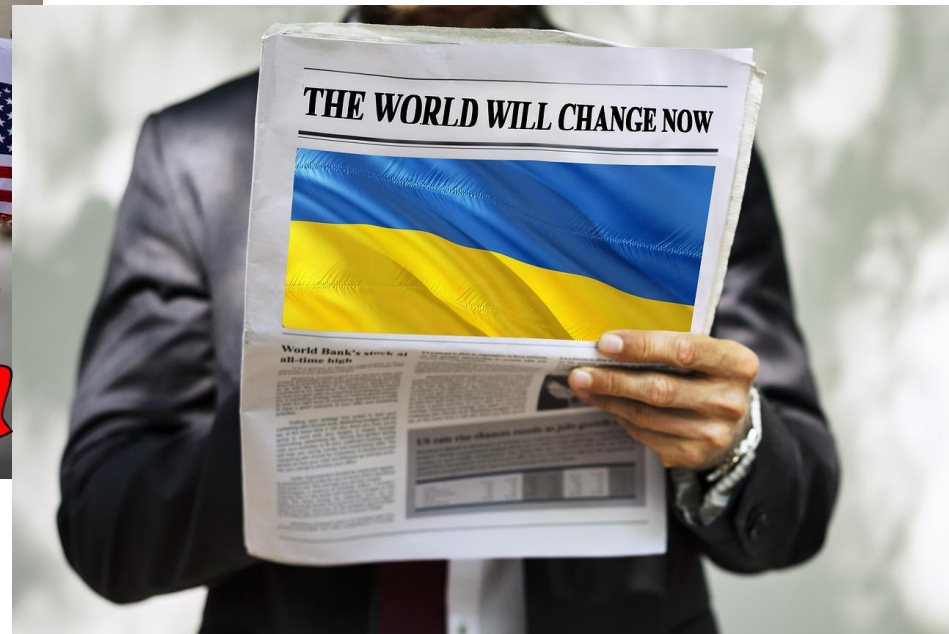
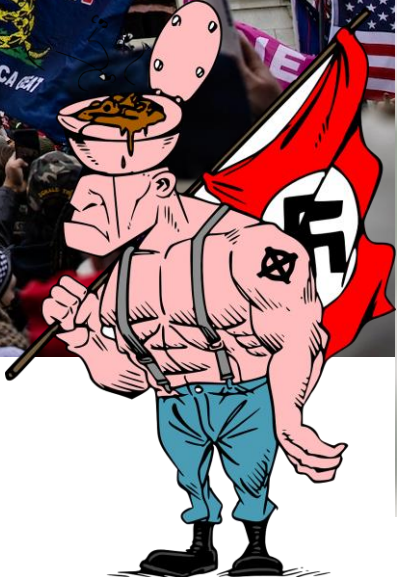


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Climate Change

Future death zone!

Today: Democracy under attack!

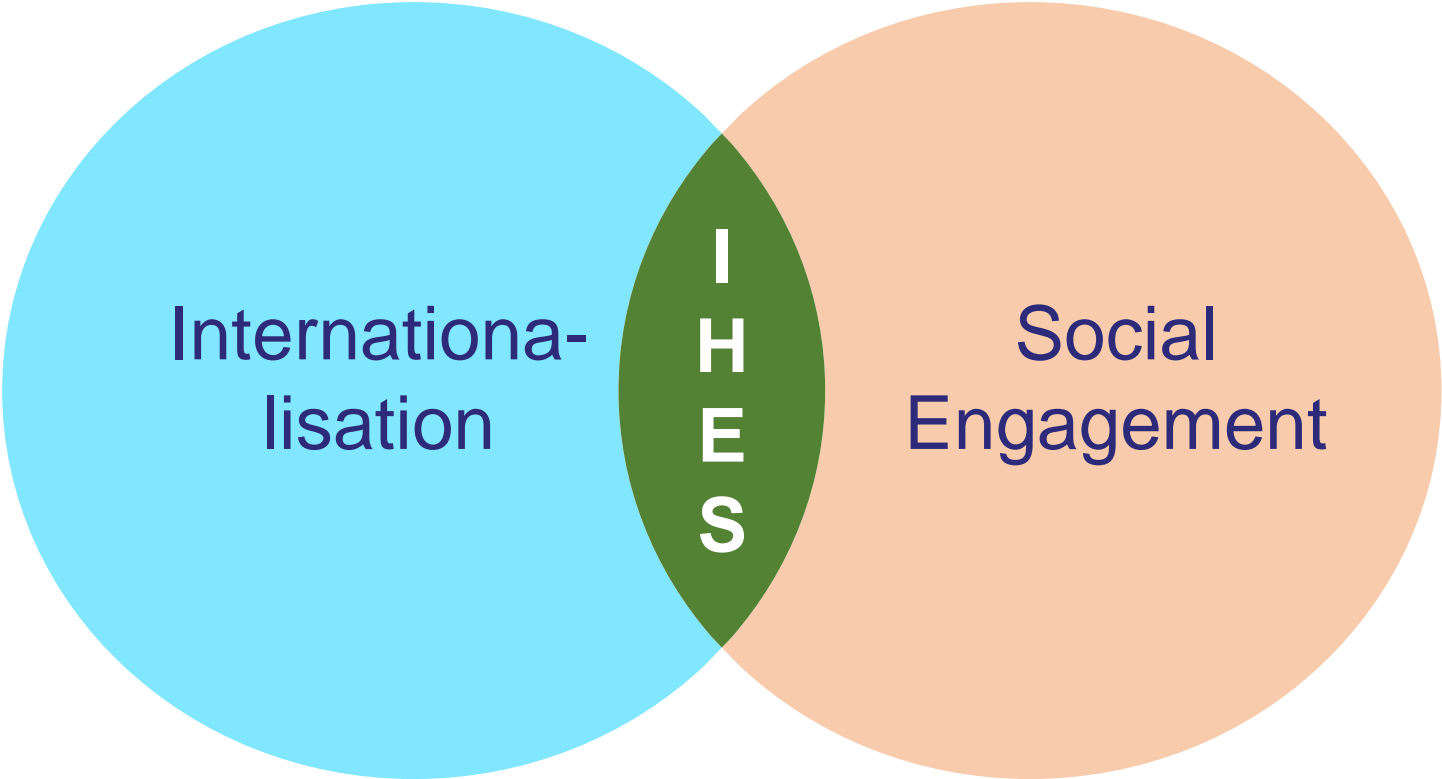


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This is why we need:

Internationalisation in Higher Education for Society (IHES)



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Definition / Description of Internationalisation in Higher Education for Society (IHES)

Internationalisation of Higher Education for Society (IHES) explicitly aims to benefit the wider community, at home or abroad, through international or intercultural education, research, service and engagement.

Brandenburg, de Wit, Jones, Leask, 2019

University World News 
THE GLOBAL WINDOW ON HIGHER EDUCATION

Global Edition Africa Edition Asia Hub Transformative Leadership Special Reports Ever

 **GLOBAL**
Defining internationalisation in HE for society 
Uwe Brandenburg, Hans de Wit, Elspeth Jones and Betty Leask 29 June 2019

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In our recent article in *University World News* we argued that 'Internationalisation of Higher Education for Society' (IHES) should become a central part of university agendas over the next decade.

Where do we stand right now?

Internationalisation

Sedimentation

Objectification

Habitualisation

IHES

Innovation

STAGES OF
INSTITUTIONALISATION

Where and by whom the concept was developed

Assoc. Prof. Dr. Uwe Brandenburg

Prof. Dr. Hans de Wit

Prof. Dr. Betty Leask

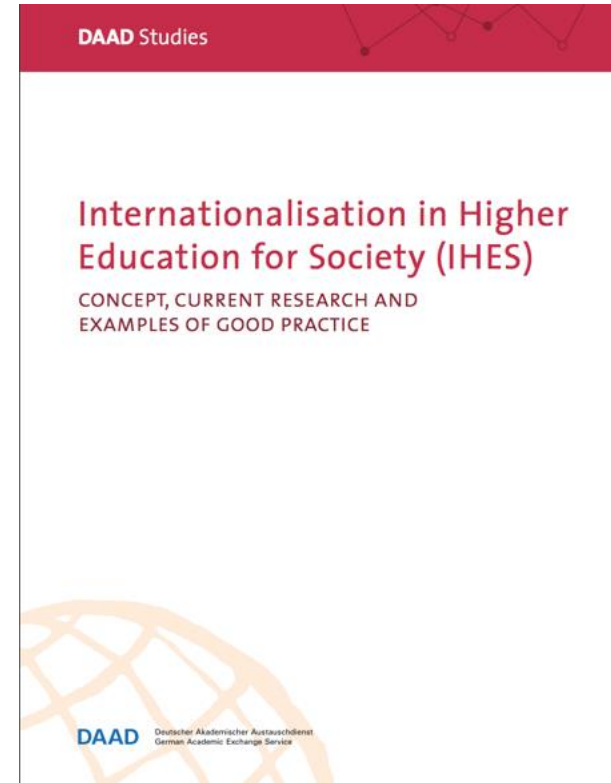
Prof. Em. Elspeth Jones

Brandenburg, U., de Wit, H., Jones, E., Leask, B. & Drobner, A. (2020). Internationalisation of Higher Education for Society (IHES): Concept, current research and examples of good practice. Bonn: DAAD

Uwe Brandenburg, Hans de Wit, Elspeth Jones & Betty Leask – Internationalisation in Higher Education for Society. University World News 20 April 2019

Brandenburg, de Wit, Jones & Leask Defining internationalisation in Higher Education for society. University World News 29 June 2019

Brandenburg, U., Jones, E., & Leask, B. (2019). Internationalisation in Higher Education for Society – a new agenda for future research in international education. In EAIE Forum, Winter 2019 9-11



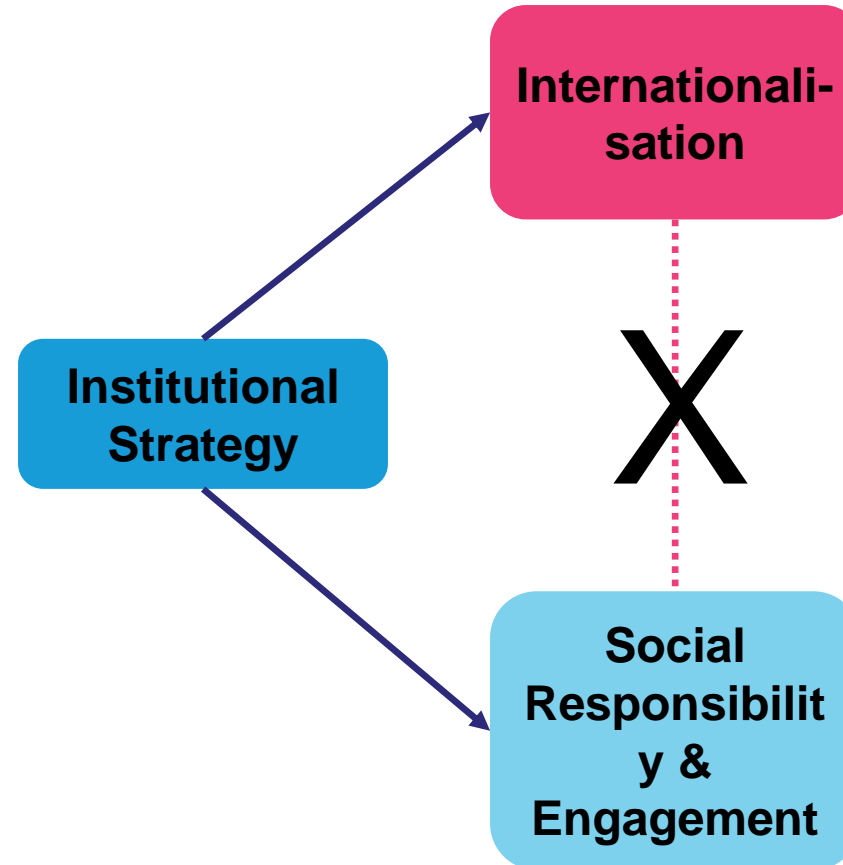
Bridging the gap between social engagement & internationalisation

Universities have always been engaged with society through different concepts (e.g. community outreach, social engagement, service learning)

Social engagement and responsibility (often called third mission) has been implemented in different ways according to the institutional missions, strategies and values

However:

We observe a strategic disconnect of social responsibility/engagement from internationalisation



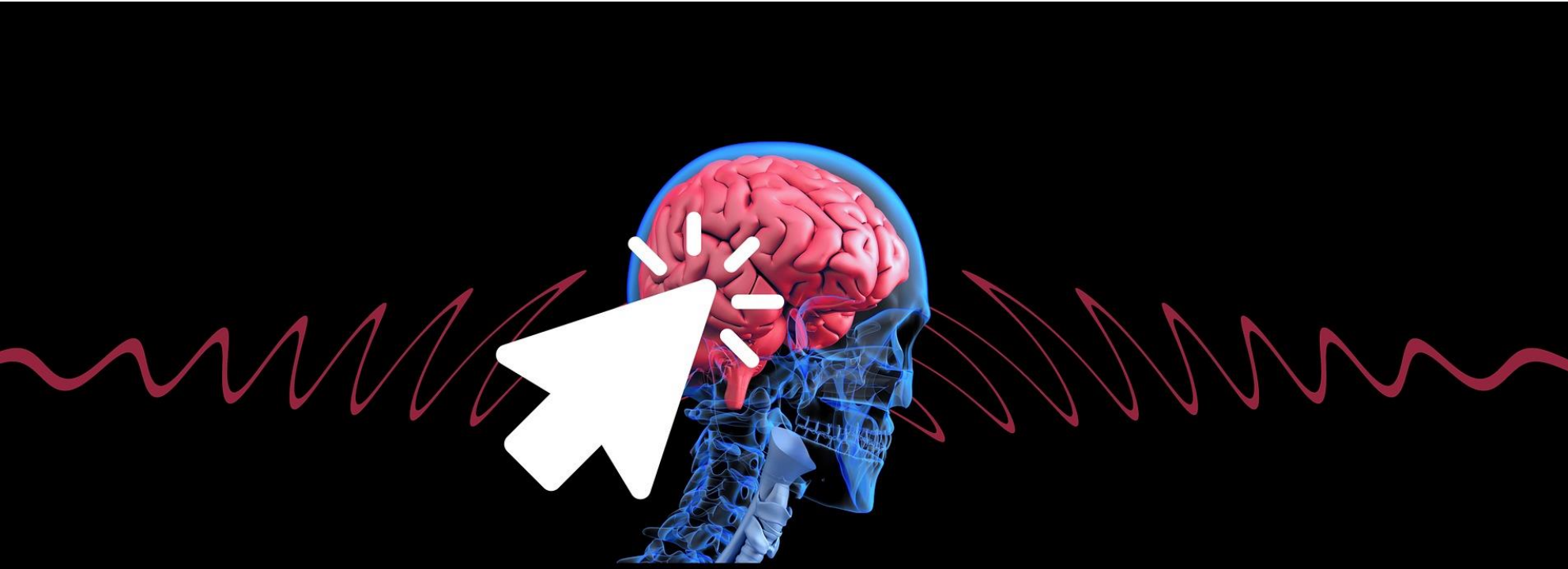
To support implementation and reach

IHES model





What matters most is I M P A C T !



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Internationalisation 1.0

was all about individual mobility

Internationalisation 2.0

should be about impacts but mainly within higher education

What we need is:

Internationalisation 3.0

Which is all about impacts on society at large and systematic change!



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Whom do we
need in HEIs
to
make
Internationalisation 3.0
happen?



Every student
Every academic
Every technician
Every administrator



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When should we make Internationalisation 3.0 happen?

NOW!



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We can make Internationalisation 3.0 become reality by



WHERE THE
MAGIC HAPPENS...



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**OLD
HABITS**

**NEW
HABITS**

**Move to Internationalisation 3.0
and make change your new habit!**

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Thank you very much for your attention!

Uwe Brandenburg, PhD
Managing Director of the Global Impact Institute s.r.o.



@UweBrandenburg1

 **YouTube** [Uwe Brandenburg \(Channel\)](#)



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Where do we stand with IHES today?

Martin Bogdan, ACA
Erika M.R. Somlyay, LLLP

Czeducon, Brno, November 2023

State of IHES?

IHES Mapping Report 2021



<https://ihes.upol.cz/results/ihes-mapping-report/>

Method

Survey for HEIs

213 responses

69 activities from 48 HEIs analysed

Focus Groups

Civil Society Organisations

Regional Authorities

State of IHES? Results and Recommendations

Higher Education – challenges

- Local target groups were significantly more represented than their international counterparts – be they school pupils, migrants/refugees, public service providers or civil society and youth (whose representation is slightly higher than others).
- Incoming academics, students and administrative staff are generally much less involved in the activities than their domestic colleagues.

State of IHES? Results and Recommendations

Civil Society and Regional governments

- Most relevant goals included: developing global citizens, supporting the UN Sustainable Development Goals and the education of the general public/capacity building and knowledge transfer.
- Regional representatives see potential for more and better cooperation with higher education actors, in particular regarding climate and environmental challenges.
- Partnering with CSOs: There is a need to discover how best to work together, especially when it comes to field expertise. Building trust is crucial, and that there is a need to recognise civil society's work.

State of IHES? Results and Recommendations

Recommendations

- “One possible way forward would be the strategic diversification of target groups affected by activities at a given HEI.”
- Including service to society in performance metrics would change this by providing incentives for international staff to engage in relevant activities at their host institutions.

Characteristics of Latin American Institutions

Paulina Latorre

Czeducon, Brno, November 2023



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Córdoba Reform 1918



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1918

Manifiesto Liminar

Ya llevamos un año y medio el gobierno radical. Universidad de Córdoba en estado tal de concentración. Allí estuvo con sufragio universal el movimiento de la 1918 por el sufragio de las luchas obreras de 1917-18 y los victoriosos de la 1918 de octubre de 1917. El 21 de junio, luego de declarar la huelga. Federación Universitaria de Córdoba lanza el Manifiesto Liminar de 1918. Esos los primeros pasos en la ocupación del organismo.

Historia de Córdoba



University social responsibility



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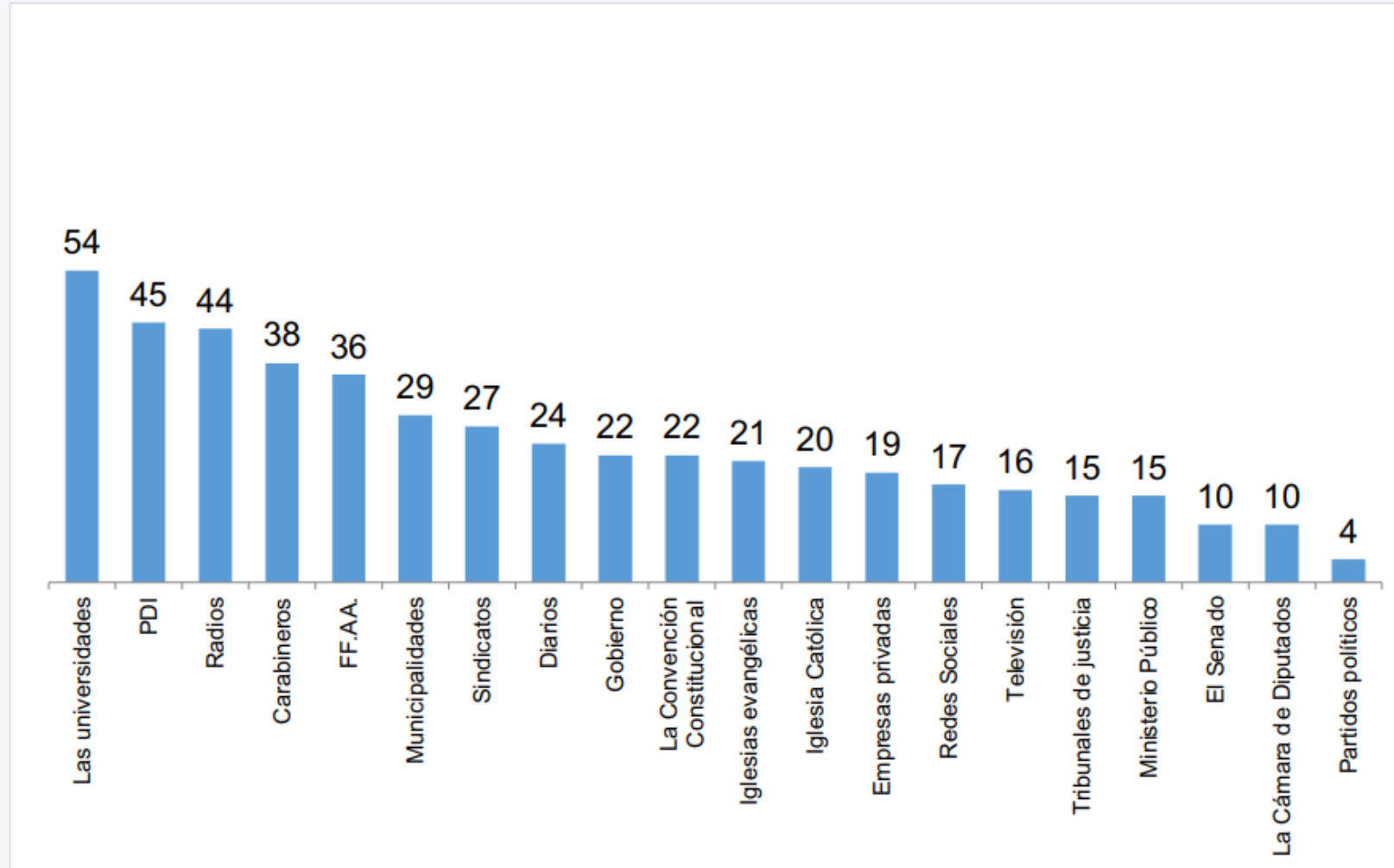
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Trustworthy institutions

A continuación le voy a leer los nombres de algunas instituciones. De acuerdo con las alternativas de la tarjeta, ¿Cuánta confianza tiene Ud. en cada una de ellas?

(Total muestra) (% Mucha + Bastante confianza)

%



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Internationalization for L.A.

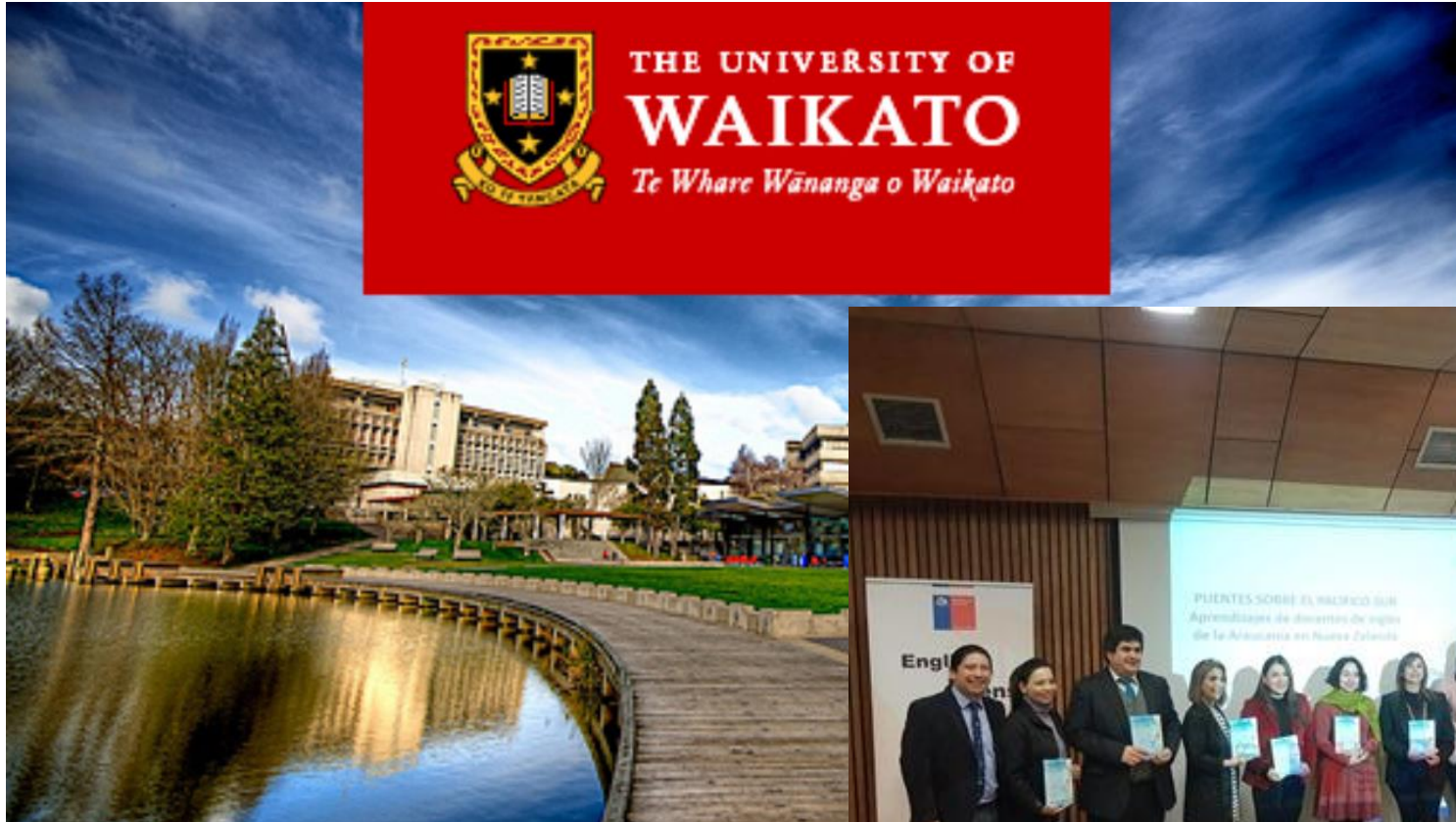


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IHES Latin American Institutions



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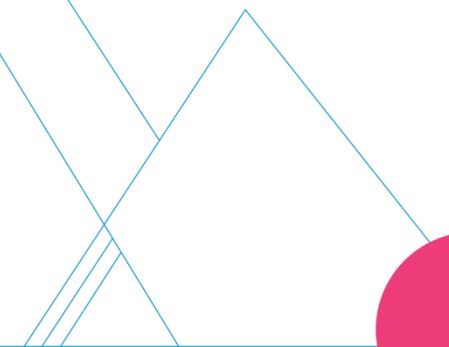


**Tercera universidad
en Colombia con mayor
compromiso ambiental**



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Questions & answers



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Final statements



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Thank you very much for your attention!



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