

## **Erasmus Policy Statement (Overall Strategy)**

### ***D. Erasmus Policy Statement (Overall Strategy)***

The Institution agrees to publish this overall strategy (all three parts) on its website within one month after the signature of the Erasmus Charter for Higher Education by the European Commission.

Please describe your institution's international (EU and non-EU) strategy. In your description please explain a) how you choose your partners, b) in which geographical area(s) and c) the most important objectives and target groups of your mobility activities (with regard to staff and students in first, second and third cycles, including study and training, and short cycles). If applicable, also explain how your institution participates in the development of double/multiple/joint degrees. (max. 5000 characters)

Original language [EN]

IED selects its partner universities on the basis of:

- accreditation
- quality of programs, staff, teaching methodologies
- educational offer
- compatibility between IED programs and programs available at the hosting universities
- teaching language
- geographical position
- interest from IED students

The choice of the geographical areas depends on multiple factors.

Each area has characteristics and distinctive aspects strongly linked to the market and territory. On the basis of the courses, IED has preference for a geographical area rather than another. For example many northern European universities offer design programs where it is given a particular attention to the eco-sustainability aspects, referring to projects of interior or products. Dutch universities motivate students to develop an own unique style, identifying in the artistic creativity the way to find out it. Universities located in New York city are particularly attractive for photographers due their intensive approach in catching places and single instant of the life of people living in a metropolis that never stops. IED offers programs in the field of design, fashion, visual communication and management. For each course and department IED determines the best locations and partners.

IED aims to increase its partnerships in order to offer its students and staff the opportunity to live an experience abroad, choosing among prestigious institutions, located all over the world and characterized by a high standard quality with reference to the educational offer, programs, staff and facilities at the chosen institution.

IED has a great number of international students in a first cycle, who often are more used to travel abroad than local students. The mobility activities are therefore planned, paying particular attention to inform and motivate this last target group. It is important to highlight the positive aspects of participating in an exchange program that enriches people from both as personal and professional point of view.

Living abroad, students can improve their foreign language proficiency and that represents a fundamental aspect to go towards a true internationalization. Students fluent in a foreign language are future professionals who will have the open-mindedness, tools and skills to work abroad, sharing their knowledge, culture and ideas.

Activities are also focused on staff, which may spend a short training period abroad, especially at one of the IED seat to transfer its knowledge and, at the same time, observe closely different situations, acquiring new skills and sharing professional experiences. Often partner institutions require the presence of IED professors to collaborate to special projects or give lectures on specific themes.

IED offer second cycle programs in English, in collaboration with Italian and international companies. Professors are successful professionals, who create a strong link among the higher education, research and business. Students work on real projects and often they are required to travel, knowing different cultures, visiting exhibitions, museums and – when possible – studying for a limited period at one of the partner university.

IED has always implemented the internationalization policies, both opening campuses abroad (Spain, Brazil and very soon in China) and offering courses taught in English. Furthermore every year IED offers study grants to international students, selecting them through a competition (Creative diary - <http://creativecontexts.com/contest/context/creative-diary-2013/>), as well as other kind of financial aids and support.

IED has signed many bilateral agreements that involve also double degrees and joint programs (first and second cycle) such as with Universidad de Bogotá Jorge Tadeo Lozano (Colombia) and Universidad del Pacifico (Chile). Students who meet the requirements and have successfully completed part of their studies at IED and vice versa, they can attend the last year at the partner institution, receiving a double degree in Interior Design, Fashion Design, Photography, Graphic Design, etc.

Due to its vocational role in the field of the contemporary and international education, considers essential to investigate all possible ways to participate in the development of projects, partnerships and all kind of activities that represent a concrete contribution and help to the realization of a global system where people can really share knowledge, experiences and ideas. Preparing future professionals, able to deal with a multi-ethnic and complex world, it means to contribute in creating a better future.

If applicable, please describe your institution's strategy for the organisation and implementation of international (EU and non-EU) cooperation projects in teaching and training in relation to projects implemented under the Programme. (max. 2000 characters)

Original language [EN]

IED has been awarded a Standard Erasmus University Charter valid only for the academic year 2013/2014. For that reason IED did not manage any activity or project under the Programme. Anyway IED has always cooperate with famous designers, universities, public and private institutions, trade and professional associations, Chambers of Commerce, IIC (Italian Culture Institutes), local and foreign companies.

Thanks to its Research Center, IED has developed important projects, involving younger generation of designers, focused on the innovation and based on the advanced professional training solutions.

IED partners benefit from the invaluable expertise in contemporary society and trends.

More than fifty agreements have been signed with prestigious universities all over the world, providing special programs for training staff, students and professors. In particular, during these last years, IED has extended its partnerships to many Chinese institutions, which – every year - select a limited number of students, having good academic standing and being strongly motivated, who attend one year at IED. These students can complete their academic background, living an intensive experience abroad and learning a different approach to the project methodology.

North, Central and South America, Europe, Near, Middle and Far East are the areas where IED has established its partnerships, pursuant to its philosophy that is strongly oriented to the internationalization.

Participating in the Erasmus for All Programme, IED aims to implement its partnerships and cooperation projects in teaching and training. The International Relations office is working to define new procedures to simplify and facilitate new agreements, raising at the same time the level of monitoring activities, including the feedback from students and partner institutions.

Please explain the expected impact of your participation in the Programme on the modernisation of your institution (for each of the 5 priorities of the Modernisation Agenda\*) in terms of the policy objectives you intend to achieve. (max. 3000 characters)

Original language [EN]

IED is an international network of excellence, operating in the fields of education, training and research, in the disciplines of Design, Fashion, Visual Communication and Management. Furthermore, in order to implement the quality of its educational offer, IED is working on the development of new interdisciplinary content areas in the field of the sustainable design, service design, design management and digital media.

IED has been authorized by the Italian Ministry of Education to issue First Cycle Diploma (First Level Academic Diploma) and is now applying for the official recognition of Second Cycle Diploma (Second Level Academic Diploma and Master). After completing this procedure, IED aims to extend its policies also to the Research level (Third Cycle). IED meets the needs of a large number of professionals, who wish to update their skills, on the basis of the market requirements, or would like to reinvest their knowledge in new activities and professional fields. For this target IED offers continuing study programs, tailored to the market demand, such as evening courses, one semester programs, short summer programs, issued in different study modes (part-time, modular learning, week end programs, workshop). IED is also developing a virtual eLearning platform.

IED collaborates with companies, offering to its students the opportunity to work on a real project for their final thesis and creating a strong link between the HEI and the production system. Students are also invited to take part in special competitions, living the opportunity to show their skills and to in contact with important companies. IED is implementing its job placement offices in order to match skills and jobs, develop active labour market policies and promote graduate employment, enhancing career guidance.

All these activities represent clearly the effort to improve constantly the academic quality of the educational offer and to increase the background level of IED students. The international exchange of students and staff is a strategic part of this policy. The participation in the Erasmus for All Programme is a great opportunity to activate the modernization program planned by IED during these last years and to attract the best students attract academics and researchers from outside the EU for developing new forms of cross-border cooperation.

\* COM (2011) 567 (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0567:FIN:EN:PDF>)