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Internationalization for Job Creation and Economic Growth
Increasing Coherence of Government and System Policies at a time of Global Crisis

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Internationalization 2.0: New Ambitions for University Relevance in a Globalised Society
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- Board member of ngo APOPO (www.apopo.org, social enterprise training and deploying rats to detect landmines and tuberculosis in Africa)
1. The real added value: ‘job creation’, economic growth, social entrepreneurship
• job creation?
• economic growth?

is the ultimate goal not to generate sustainable progress, prosperity and quality of life for mankind?

→ snapshot of current labor market and economic growth as traditionally measured may not be the best indicators
Need for a broader concept of creating **social value** and innovative ideas about how higher education can contribute
Universities should strive to be hubs of innovation and long-term thinking. Not only scientific and technological innovation, but social innovation as well.
Social enterprise
A business or service with primarily social objectives (i.e., creating social value) whose surpluses are principally reinvested for that purpose in the community, rather than being driven by the need to maximise profit for shareholders and owners.

Social entrepreneur
Someone who recognises a social problem and uses entrepreneurial principles to organise, create, and manage a venture to make social changes.
Social Entrepreneurship is not the same as…

**Philanthropy**

**Corporate Social Responsibility**
→ ‘marginal’ activity: “giving back to society”

**Social entrepreneurship**
→ bringing the creation of social value to the core of the business model
In a context of crisis, social entrepreneurship is quickly gaining momentum as a widely accepted, useful model for helping to solve the major problems faced by our globalised society.

Social entrepreneurship stresses individual responsibility and the need for cooperation, innovation and social and ethical awareness.
a **BIG** idea can be the most powerful force in the world, but only if it’s in the hands of an **effective entrepreneur**.
‘Changemaking’?

“That’s just the way it is”

“Surely that must be someone else’s responsibility”

“It may not work, you may fail”

“The old days were better anyway”
Social Entrepreneurship Competences

imagination, problem solving, critical reflection, empathy, leadership, teamwork, entrepreneurship, persistence, responsibility, accuracy
Social Entrepreneurship Competences

long term thinking, ethics, economic analysis, cross-disciplinary cooperation, (global) citizenship, intercultural awareness, ...
Social Entrepreneurship Competences

see [www.AshokaU.org](http://www.AshokaU.org)

‘Social Entrepreneurship Education Resource Handbook’

& ‘Curriculum Guide’
competences

= knowledge, skills and attitudes!
Growth and professionalization of social entrepreneurship in recent years:

Many networks, organisations, academic initiatives devoted to it, substantial funding going to it.

Social enterprises are recognized as a substantial new ‘sector’ aside from the traditional government and private sectors, with specific potential to contribute to progress.
the most successful and attractive businesses and organizations today

- capitalize on the talent of each **individual**
- **networks of talent** rather than hierarchy
- need everyone to be **creative** and **entrepreneurial**, instead of only a few
- operate in markets and contexts in which **change** is rapid and constant

Students need to be trained for this new environment.
In the future:

• government action will become more entrepreneurial
• The private sector will be more socially responsible and aimed at equitable outcomes (‘shared value’)

Social entrepreneurship will be the norm
Already today, the forward-looking part of the labor market needs social entrepreneurs, to work in government, NGO’s, commercial businesses and social enterprises.
The ‘new’ competences desired by innovative, truly sustainable companies are to a very large extent identical to those required for social entrepreneurship.

Social entrepreneurship is a valuable model to be used as a guideline and a frame of reference in 21st Century higher education.
Social Entrepreneurship, as a set of competences (knowledge, skills and attitudes) can be an important concept in how universities and business schools shape their role in our globalized society.

Universities need to teach SE (at basic and specialized levels), do research on SE and for social enterprises, and be a social enterprise themselves.
2. Internationalisation of higher education
Over the last +/- 25 years ‘internationalisation of higher education’ has gone from being a marginal activity, reserved for a small intellectual and/or financial elite, to a essential aspect of any policy plan in higher education.
A significant ‘international dimension’ is now commonly seen as an obvious condition for relevance and quality in higher education.

Internationalisation is no longer seen as a goal in itself, but as a means to an end: achieving **international and intercultural competences**, both through mobility and internationalisation@home.
‘International policies’ of universities now contain many different types of cooperative and/or competitive goals and activities, serving very different purposes.
One of the most important accomplishments of internationalisation efforts in recent decades is the fact that a broad rethinking and reform of educational goals and means has taken place across boundaries of academic disciplines.

Concrete strategies and tools, and methodologies for introducing generic transferable skills have been developed.
Now that internationalisation has become mainstream, commonplace and widely accepted, the next level of ambition can and should be sought after.

Internationalisation of higher education should not only aim for ‘international and intercultural competences’ in the traditional sense, but should help to solve the pressing problems facing mankind globally.
3. Internationalisation of higher education and global social entrepreneurship
• Goal of **internationalisation** is to give a broader, global perspective

• Goal of **social entrepreneurship** is to give a deeper and more long-term perspective

→ both are **complementary** and **mutually reinforcing**
The challenge is to take all the accomplishments of the internationalisation exercise so far (mobility opportunities, teaching methodologies, collaborative networks, etc.), and put them to a greater use.

The concept of social entrepreneurship is a solid framework providing a logic and coherence to the set of competences which can be summarized as 21st Century Skills.
Building on accomplishments of internationalization efforts and combining them with insights from the concept of social entrepreneurship, universities can provide students with competences which will both enable them to realise their personal ambitions and provide our globalised society with the brainpower it needs to overcome the major challenges it faces.
thank you!