

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

## **• Iurreta Institute's International (EU and non-EU) Strategy.**

The Iurreta institute is a mid-sized educational center based in the Duranguesado region of Vizcaya. Quality teaching and a commitment to integral development in the region are two of the fundamental pillars of the center. Our focus on quality demands that our policy towards internationalization be of central importance in our daily activities.

In the strategic plans of the center, promoting actions that facilitate international relations becomes a priority. Establishing academic, cultural and technological ties with international institutions has proven to be a fundamental part of developing the professional skills of our students.

The need to prepare young professionals for insertion into a decidedly European business world marks a tendency towards internationalization inside the framework of Europe ([www.iurreta-institutua@hezkuntza.net](http://www.iurreta-institutua@hezkuntza.net)).

Within this geography, we have defined two definite areas of interest: The first includes those countries with whom businesses in our region had previously established relations through involvement in processes of industrial expansion (Poland, Czech Republic...). The second area encompasses the Nordic countries and Germany, standing out for the quality of their education systems.

Mobilizing our students within the strategic geographical areas we have defined, certain opportunities become manifest, namely the ability to strengthen ties with European companies having facilities near us or forming part of a business group with institutions in our region.

In addition, the ability to mobilize our teaching staff allows us to create collaborative efforts with European educational centers with an accredited reputation for developing highly valued educational projects, and provides us with the opportunity to share our own knowledge and experience.

The objectives defined for these two scenarios are the following:

As concerning the student body:

- Improve the competence of students following the criteria of Quality Performance.
- Learn the reality of emerging economies through companies related to business sectors or business groups in the Duranguesado area.
- Strengthen the sense of belonging within the European Union.
- Promote equal rights through actions specifically directed towards equal opportunity and gender equality.
- Encourage a strong standpoint against racism and xenophobia.
- Facilitate the integration of people with disabilities.
- Foment social cohesion, collaborative action and solidarity.
- Provide the students with improved linguistic, cultural and professionally practical resources.

As referring to the teaching staff:

- Foment cooperation through alliances between teachers and educational centers.
- Promote the center's participation in international projects geared towards improving the quality of the educational system.
- Develop linguistic abilities and intercultural competence of the faculty.
- Improve the quality of the teaching-learning process from an intercultural and technological point of view.

In conclusion, the internationalization of the IURRETA G.L.H.B. institute means the exploration of processes that will allow us to improve our educational structure and methodology in such a way as to obtain a more competent, solidarity-focused and critical student body, able to access the working community in optimal conditions.

- **Strategy for the organisation and implementation of international (EU and non-EU) cooperation projects in teaching and training projects under the Erasmus+ Programme.**

As indicated in the general strategy of internationalization of the Lurreta Institute, we highlight the need to realize collaborative activity between educational centers in which productive companies and students from other European countries will take part as key elements.

For the next few years, we have marked the following primary challenges in the process of internationalization of the Lurreta Institute:

- Experiences must be shared with other institutes in Europe that have also taken part in collaborations with diverse social entities (public administration, business organizations, educational centers, technological institutes...) in order to improve competitiveness in productive sectors. The Lurreta Institute participates in the "Polo de Competitividad del Duranguesado" with an aim to improve the competitiveness of our regional businesses in areas such as product quality, technological advancement, inter-company collaboration, and company internationalization. The sharing of experiences such as this one with similar projects among other centers in Europe is fundamental to guarantee the sustainable development of the Duranguesado region.

- Collaborative projects involving student and teacher visits to and from other centers in Europe must be carried out regularly in order to improve the quality of our teaching-learning process. In addition, during periods of practical training at companies, the flow and transfer of technological know-how should be optimized between different countries in such a way that both students and companies will benefit.

- **Impact of our participation in the Programme on the modernisation of our Institution.**

Taking part in a process of internationalization, for any organization, means great changes from the moment that new ideas and opportunities arise out of observing contrasts with other educational systems in Europe.

We are situated in an area with a productive market principally geared towards the automotive industry.

Various decades of collaborative efforts within the automotive sector (which thrives on this type of model) have proved to spur economic growth and technological development, and increase social well-being in our region. On the other hand, we have not been able to develop similar productive models in other sectors, nor succeed in opening them to new markets.

This situation has driven us towards an excessive dependency on the automotive industry, a sector which has matured and, in the current crisis, put us in a position in which we must modify our economic strategy for the future.

A new strategy must be developed to:

- Improve current products.
- Diversify with products in emerging sectors.
- Implement new technology in production.
- Promote collaborative associations between companies.
- Carry out processes of internationalization in companies of the Duranguesado region.

To integrate this strategy into the fields of all industrial sectors, the participation of public institutions, social agencies and regional vocational training centers will be essential.

The Lurreta Institute is absolutely convinced of the necessity for structural reform and modernization oriented towards improving student profiles and skills. In this way, a professional workforce will be prepared to help reweave the productive fabric of the area and play a vital role in improvement of production methods through internationalization.

The Lurreta Institute is orienting students towards professions with a future, rooted in the industrial evolution of our region, and is reflected in continued efforts to improve the quality of curricula and management in our center.

Therefore the need to improve regionally fabricated products and produce new types of products drives us to build a refreshed workforce, trained to offer competitive skills and technological and cross-sectional know-how, obtained as much in the educational center as, of course, in practical experience through programs of internationalization.

In summary, it is critical that we carry out the reforms and improvements needed to:

- Create future-oriented professions to reactivate our region.
- Learn new applications and techniques for instruction.
- Develop wide-ranging skills obtained through the experience of inter-cultural programs.
- Innovate a new generation of applications and methods for the operation of future regional industries.
- Promote collaboration between companies and educational centres.

## **E** Endorsement of the application

*I, the undersigned, legal representative of the applicant institution,*

*certify that the information contained in this application is complete and correct to the best of my knowledge. All Programme activities will be implemented on the basis of written agreements with the relevant authorities of the partner institutions;*

*agree to the content of the Erasmus Charter for Higher Education (ECHE) application outlined above and commit my institution to respect and observe these obligations;*

*agree to the publication of the Erasmus Policy Statement by the European Commission*

*Place: HEADMASTER      Name: Tomás Maguregui      Date (dd/mm/yyyy): 14/05/2013*

*I have read and accept the Privacy statement*



**Original signature of the legal representative of the Institution**



**Original stamp or seal of the Institution**