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Education and branding – is there a link?

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MG



What comes to your mind when you think about the nordic countries?



- The **long dark winter**, or the **summer full of light**?
- **Children brought up without limitations**, or the **welfare state that offers equal access to education**?
- High and growing **unemployment numbers**, or the **new possibilities in the technology and startup-sector**?

The Nordic Perspective: Influencing how you experience the Nordics



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- **Branding matters!**
- The Nordic ministers of co-operation have agreed on a **joint strategy for branding the Nordic countries**
- The main goal is to **strengthen the competitiveness and international influence** of the Nordic society as a whole, **including the education sector**
- The strategy highlights the **values** that our societies are built on



The nordic values

- **Openness** and a belief in everyone's right to express their opinions
- **Trust**, both in each other and in politicians and authorities
- **Compassion and tolerance**, conviction about the equal value of all people
- **Creativity and Innovations**, focusing on new ways of thinking
- **Sustainability**, both in development of all areas in society, and concerning natural resources



The Nordic region as a knowledge society is key stone in the branding strategy



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A **high level of knowledge** is common trait for the Nordic countries

Free access to education benefits both the individual and the society as a whole

Mobility is an important political goal for the Nordic co operation in the educational sector

Special focus on **teacher professionalism** and the **attractiveness** on the teacher profession

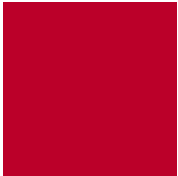


Internationalisation is a goal in itself



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The Nordic knowledge society is dependent on the world around us, in order to continuously develop and raise the level of research.



One of the aims of the nordic branding strategy is to draw attention to the **opportunities** the Nordic countries offer businesses, but also students and researchers from the rest of the world

Nordic Master and Nordplus are examples of programs in the education sector.



40% of the Nordic Master students are from the Nordics, **20% from the rest of Europe, 40% from the rest of the world.**

Nordic Master and Nordic Values



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- The Nordic Master programme offers funding to **joint Nordic programmes at Master's level**, funded jointly by the NCM and at least three participating universities
- The aim is to internationalise higher education in the Nordic Region through a collaboration of Nordic and non-Nordic students from Europe and beyond
- Up to now the Nordic Master programs have been designed by the universities themselves. In addition to this the NCM this spring initiated two programs directly connected to the overall priorities of the Nordic co-operation; **Sustainable Nordic Welfare** and **Green Growth**. The call for proposals ends in September.
- Nordic Master is administered by CIMO

Combining branding, marketing and education – and business?



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A conference **on education export** will be held this autumn in Copenhagen. Concerns all levels of education.

How should/could the Nordic educational model be transferred globally?

Thinkable options are to **give inspiration**, to **sell whole education packages** or just give consultancy -or something else, new and innovative

A choice between exporting **values for the greater good** or **doing business**, that will be discussed by educational experts, consultants and politicians.

An initiative from the Danish presidency in the Nordic Council of Ministers.