



# NOVA UNIVERSITY INTERNATIONAL STRATEGY



NOVA UNIVERSITY  
LISBON



**NOVA** is a young, research-based, European public University, focused in its three missions: education, research, and links to society





**NOVA** identifies its market  
beyond its geographical, linguistic and cultural  
borders. This makes us international





## **NOVA's** market is 2-sided:


- students
- society at large (organizations, government, firms)





**Students as customers:  
pay tuition and require  
service, flexibility and employability**





**Society** as a customer:  
finances research, pay salaries and require  
generation of knowledge and adjustable,  
multicultural technically skilled graduates



**NOVA** as a meeting place for the world:  
a forum for dialogue of civilizations



## MISSION

To serve society through knowledge and education on a local, regional and global level.

## Agenda

- Geographic Positioning
  - Europe
  - South Atlantic
  - Mediterranean
- Strategic Goals
  - Brand Implementation
  - Talent Policy
- Impact of Actions
  - Interdisciplinary
  - Value Creation







# Geographical Positioning



# | Europe

## Europe:

- We are, before anything else, Europeans

## European Community:

- Financed and inspired by the EU mission

## Western Europe:

- Historically western

## Southern Europe:

- Culturally Southern





# The South Atlantic Triangle: our Celtic Roots

## Africa and LATAM:

- The only European Country with two well grounded feet in Africa and South America
- Africa: Angola, Mozambique, Cape Verde, São Tomé & Príncipe, Guinea-Bissau (about 62 million speakers)
- South America: Brazil (210 million speakers)
- Europe (about 12million speakers)

## Portuguese Language unique Positioning:

- Portuguese is by (very) far the most spoken language below the Equator





# The Mediterranean: our Roman Roots

## Northern Africa:

- Geographical proximity
- Political instability as an opportunity
- Still Africa – and a relevant part of Africa

## Southern Europe:

- Cultural Proximity within Europe
- Share EU values, policies and incentives

## Middle East:

- Region with several sources of wealth and educational needs
- Private English-speaking Education







# Strategic Goals



# | Brand Implementation

## Reinforcement of NOVA's brand:

- Develop our potential in teaching, research and social impact with academic and non-academic international Partners;
- Identify academic networks and financing sources allowing the development of teaching, research and social interaction with international impact;
- Facilitate the employability of NOVA graduates in international markets (academic and non-academic).





# | Talent Policy

Develop an international policy for talent, leveraged on NOVA's brand



- Attract international talent (students, faculty, administrative staff) through the systematic presence of NOVA's brand in the market;
- Retain international talent (students, faculty, administrative staff) structuring internationally competitive careers;
- Develop international competencies within the NOVA community, transforming the academic environment for that effect.





# Impact of Actions



# | Interdisciplinarity

**All international activities are used as an opportunity to foster interdisciplinary dialogue between the different schools and areas of knowledge**



# | Value Creation

All activities implemented within the context of internationalization are used as an opportunity to create value for the University and its units.





# The Foundation Program



The SUPERNOVA Foundation program is

- a joint effort among 6 faculties for recruiting international students, helping them adapting to our educational and cultural environment;
- self-financing, and brings well-trained, high-tuition students from all over the world to the different teaching units;



# NOVA Community in the World



The NOVA Community in the World is

- a database of Alumni and students, staff, faculty, researchers in all University
- an instrument to disseminate NOVA's brand, helping recruiting students, placing graduates and raising funds;



## NOVA 4 the Globe



## NOVA 4 the Globe

- compiles the contribution of all units in the University for sustainability, not only in research terms, but also related to the campus development;
- helps ranking positioning and facilitates financing of interdisciplinary projects.





## EU capacity building projects

### EU capacity building projects

- We have ongoing projects in Asia, Africa and LATAM, reinforcing the visibility of our brand and competencies in those regions for regional and global partners;
- are self-financed and open opportunities for co-financing by other sources;



## Overseas Campus

### Overseas Campus projects

- bring different schools to work together offering their programmes;
- are conceived to be profitable for the University and its involved units.



## Partnerships & exchange Mobility



- Exchanges and partnerships are opportunities to
- benchmark your institution, developing simultaneously brand awareness, recruitment opportunities and expand placement markets;
  - share best practices, helping developing staff and faculty in a strategic way;
  - expose staff, students and faculty to diversity and cross-cultural experience.



*“The wise man belongs to all countries, for the home of  
a great soul is the whole world”*

*Democritus*



Thank you!