

**EUROPEAN ALLIANCE FOR APPRENTICESHIPS
PLEDGE**

EURASHE / European Association of Institutions in Higher Education

Otocec, Slovenia

17 October 2014

Please indicate **company/ organisation name and contact person**:

Johan Cloet, Secretary General of EURASHE, johan.cloet@eurashe.eu

Please **describe the pledge/project** in max 10 lines. Please include information on expected outcomes of the project.

The Council of EURASHE supports and signs this pledge, and that way shows support to the development of apprenticeships. While being the strong voice of Professional Higher Education in Europe, EURASHE sees the importance of apprenticeships as part of higher education, for further developing skills and qualifications of students. Among our membership, there are cases of best practice where higher education institutions cooperate with the business sector in terms of apprenticeships for the benefits of students and the world of work.

Therefore, we aim to increase the engagements of our members, more than 1.100 higher education institutions, with apprenticeships. This will be done through a set of activities within our existing agenda in order to promote development of such programmes in institutions. We aim at developing a cooperation with both institutions that are already benefiting from such engagements, and business sector, through set of workshops and trainings, linked to our seminars and conferences. In order to ensure that all the stakeholders are involved in the process, we will use our network with the world of work representatives in order to bring them closer to higher education institutions and together work on development of programmes.

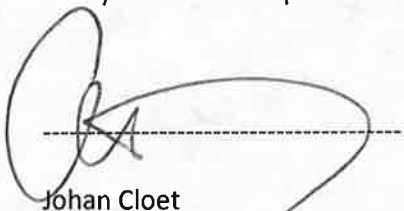
The activities planned include: 1. Setting up a group of partners including experienced institutional representatives and the world of work, in order to develop a material for further implementation and promotion of apprenticeships; 2. Promotion of apprenticeships by the experts (members of the earlier established group) at different EURASHE and external events; 3. Promotion of apprenticeships among EURASHE membership, offering guidance for developing apprenticeship programmes at their institution, and, in case of interest, support to sign this pledge themselves. These activities will be undertaken in the period of two years.

What is the **added value** of the project beyond business as usual? Please include information on targets or indicators of success if possible.

Committing to this pledge, EURASHE ensures a wide network of partners across the whole European Union and broader. This gives to the initiative a high visibility and wide spread, both in information sharing as well as providing impact on the national level. At the same time, world of work will be involved ensuring cross-sectoral cooperation and increasing the impact of the initiative. The impact of EURASHE's activities will be visible through the engagements of our members. Every institution will be noted once taking part in the activities, and best practices will be developed in the written form and disseminated among membership.

What **partners** will be involved in the initiative?

EURASHE will involve in the initiative more than 1.100 higher education institutions. All will be provided with information, and many invited to attend our practical trainings and workshops. At the same time, representatives of the world of work will be involved, and brought together with the higher education institutions in order to develop the community and together find ways for better implementation of the apprenticeships within study programmes.



Johan Cloet

Secretary General of EURASHE