

# EAIE STRATEGY 2026

# Introduction

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**A**t the EAIE, we believe that international education promotes mutual understanding and has the power to create a better world. As a member-led organisation, our shared vision is an equitable world in which international education connects diverse perspectives and fosters greater understanding.

Due to the transformative power of international education, students become global citizens, perspectives broaden and connections are established all around the world, leaving an imprint in the minds and lives of everyone taking part in it, and fostering unparalleled cultural understanding.

United by our vision, we are building an ecosystem where fresh ideas and best practices can flourish and shape the field of internationalisation. We provide a platform for learning, networking and knowledge exchange. Our activities are geared towards helping professionals succeed in their work. In short, we are dedicated to promoting and driving responsible international education in Europe and beyond.

In this rapidly changing world, the EAIE values – inspiring, collaborative, inclusive, excellence – serve as a compass for the decisions and actions we take as an Association. The EAIE Strategy 2026 is the product of an extensive collaborative process. We know that our strength lies in the diversity of voices in our community which together help make us stronger and more prepared to tackle

emerging issues as they develop in the education sector and the world at large. The strategy development involved engagement with stakeholders in our own sector and adjacent ones, as well as contributions from our staff, volunteer leaders, members and the broader EAIE community. Through this inclusive process, we set out the goals and principles that will help us realise our vision. This document outlines our strategic focus until 2026.

The EAIE will:

- **Enable the sector**  
Be the premier platform enabling the international education sector to flourish and evolve
- **Influence and engage**  
Communicate the power and potential of international education to serve society
- **Demonstrate impact**  
Drive responsible and impactful international education

# EAIE Strategy 2026



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# Enable the sector:

be the premier platform enabling the international education sector to flourish and evolve

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## Strategic objectives

We are the leading meeting place for practitioners, a hub where European professionals connect with peers from across the globe. For the sector to flourish, we aim to inspire, unite, share and learn.

### 1. Be the global meeting place

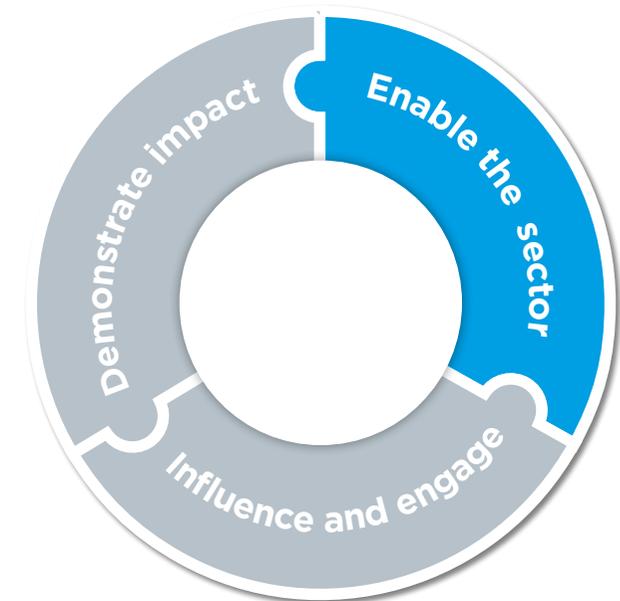
Bring together European professionals and connect them to a global community through an inspiring conference and various other events.

### 2. Provide digital services

Strengthen our digital capacity and develop a range of online services that support the community year-round.

## Audience, partners and stakeholders

The needs of practitioners in international education and our members are our top priority. Our platform also benefits and attracts policymakers, national agencies and the wider education sector. We will engage with a broad range of stakeholders to establish priorities and anticipate trends. Through audience-centred design of products and services, we will cater to the specific needs of our audience.



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# Influence and engage:

communicate the power and potential of international education to serve society

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## Strategic objectives

We believe that an international experience enriches the lives of individuals and contributes positively to our society. As a trusted voice backed by data-driven research, we seek to shape the perspectives of policymakers as well as the wider public.

### 1. Empower practitioners

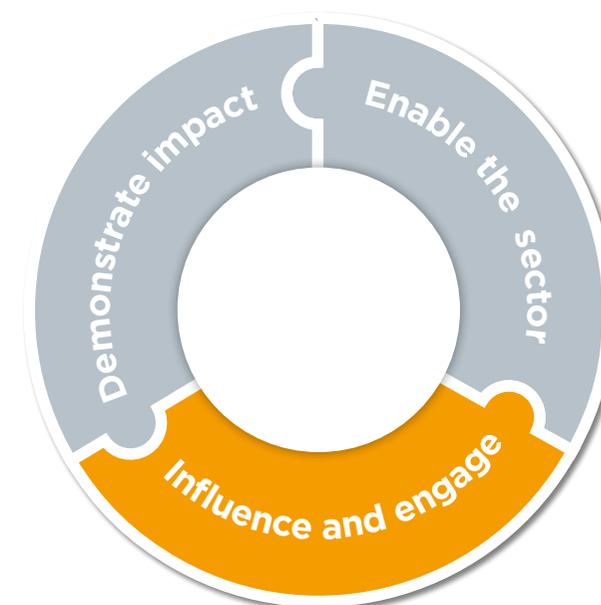
Act as a strong voice backed by data and research, speaking from and amplifying the practitioners' experience and perspective.

### 2. Expand our thought-leadership

Proactively engaging with and influencing key stakeholders in Europe, and champion the causes we care about.

## Audience, partners and stakeholders

Our aim is to amplify the voice of our community to reach key stakeholders in Europe. We wish to engage with government agencies and policymakers who can support us in furthering our vision. We will strive to build on our core strengths with the intention to partner with organisations that complement our work. Our perspective is first and foremost European, however, to enact real change, we will continue to engage with our global audience and share our experiences more widely.



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# Demonstrate impact:

drive responsible and impactful international education

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## Strategic objectives

Data and market research underpin all we do. Through data we demonstrate the value of international education both in institutions and society. We generate reliable and timely resources to enable professionals to deliver lasting impact.

### 1. Conduct research in the field

Collect and analyse data on developments in the sector to support content creation, product development and advocacy efforts.

### 2. Tailor resources to our audience

Develop a variety of resources, data-rich studies and benchmarks, tailored to specific audiences and their needs.

## Audience, partners and stakeholders

We aim to evidence the impact of internationalisation on topics relevant to different audiences, including our members and key influencers in our sector. We collaborate with strategic partners and stakeholders, whose relevant input and experience are integral to our planning and prioritisation of research topics and outputs.



# Operational excellence

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We aspire to serve our sector the best way we can. Our approach to operational excellence encompasses investment in people, efficient use of our resources, and streamlining processes based on responsible, responsive and sustainable practices.

- People & resources
- Audience & partners
- Structures & processes
- Social responsibility & impact

## People & resources

Our professional, purpose-driven volunteers and staff are dedicated to serving our sector. Our people and the collective knowledge of our community are our greatest assets. We manage our material resources efficiently and effectively to serve and to foster growth.

- Creating a people-oriented environment where volunteers and staff feel supported, motivated and challenged and are able to balance work and life commitments.
- Encouraging our volunteers and staff in living out our vision and values.
- Enabling our volunteers and staff to deliver high-quality work.
- Developing opportunities for people to feel part of the EAIE and strengthen the community.
- Recognising the wealth of opportunities and drawing from our resources responsibly to create value and sustained growth.
- Maintaining financial reserves to ensure the continuity of the EAIE and mitigate risks.

## Audience & partners

We are dedicated to serving the diverse needs of our sector and leveraging partnerships to enhance our value proposition.

- Understanding the diversity of needs and preferences of the evolving audiences we serve.
- Sensing and seizing opportunities in a proactive manner to anticipate the needs of our members and the wider community in the sector.
- Combining our unique position with smart partnering with other organisations in and outside our space to better serve our constituents.
- Co-creating solutions to our sectors' challenges that can be easily tested and refined in collaboration with partners.

# Operational excellence



## Structures & processes

We aim to ensure that our organisational structures are adaptive and responsive to the world in which we operate.

- Fostering an environment that is adaptable and responsive to unexpected situations, where we learn and iterate along the way.
- Improving and evolving our structures to foster thriving communities of practice.
- Creating a culture of innovation, within a framework of robust assessment, that harnesses the creativity of our audience, volunteers and staff so that together we can tackle emerging issues in the sector.
- Taking a data-informed and staged approach to decision-making.
- Maintaining a strong quality assurance culture through a process of internal self-evaluation and external input across all activities.

## Social responsibility & impact

We are committed to being socially responsible and building a sustainable international education ecosystem.

- Advocating inclusive, quality education and lifelong learning opportunities for everyone as part of our pledge to support the UN's Sustainable Development Goals 4 Quality education.
- Contributing to a fair future by choosing whenever possible sustainable, green and socially responsible venues, suppliers and products, and reducing resource use in accordance with UN's Sustainable Development Goal 12 Responsible consumption and production.
- Remaining committed signatories of the SDG Accord as all 17 goals matter to us and are essential for future-proofing our planet.
- Raising awareness through campaigns; encouraging and supporting our community on our collective journey to make a difference, each in our own way and at our own pace.

# EAIE Values

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Our four values help guide the delivery of our strategy now and in the future. They also act as a moral compass and set the tone for our responsibilities and accountabilities both as the EAIE and as individuals.

## Collaborative

We are COLLABORATIVE by nature and are committed to contributing to the global community in which we live and work.

### Principles:

- We foster a culture of openness by listening and learning from one another.
- We value working together to achieve clear and shared goals.
- We create opportunities for co-operation to build and maintain a community based on mutual respect.

## Excellence

We strive for EXCELLENCE and set the bar high in all that we do.

### Principles:

- We believe that the EAIE should encourage and empower people to better themselves both personally and professionally.
- We set ourselves ambitious goals and are committed to transforming the field of international higher education.
- We offer excellent content and resources that combine the best of our creative expertise and sector knowledge.

## Inclusive

We aspire to create an INCLUSIVE environment in which everyone feels welcome and able to contribute.

### Principles:

- We accept and celebrate diversity in our community, and we will not tolerate discrimination.
- We are communicative and flexible and want everyone to feel that their views are heard and respected.
- We work to remove barriers in our field so that we are accessible and open.

## Inspiring

We aim to be INSPIRING by being purpose-driven, enthusiastic and open to new opportunities.

### Principles:

- We foster a culture of We encourage open and informative forums that broaden people's minds and help them to learn and develop.
- We facilitate the sharing of expertise through an exchange of stimulating ideas.
- We work to spark innovation in the higher education community and make a positive difference wherever and whenever we can.

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[www.eaie.org](http://www.eaie.org)

