“An International University City: IZMIR”

A City Scale Glocalization Project

Going Global- Dubai

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Start up period:

Five Izmir Universities were suffering insufficient resources

- **funds**
- **academic staff**
- **cooperation**

Needs analysis & SWOT:

✓**The number of the HEIs will increase**

✓**Competing is early & does not bring anything positive neither to the city nor the universities**

✓**We are not integrated with the city & her potentials**

✓**Izmir is no longer a city of industries & agriculture… Not even tourism**

✓**City do not benefit from its intellectual reserves**

Strategy for universities:

- **Be useful for the city: give maximum to and get as much from the local potentials**
- **Integrate to the city life with cultural & social activities including sports**
- **Share anything we have with other universities,**

  “Sharing does not divide or subtract, it multiplies and adds value”
- **Compete with relevant university cities in the international market**
- **Cooperate to get the maximum from the international;**
  - ✓ **research funds,**
  - ✓ **students,**
  - ✓ **academic staff**

Results:

- IUP has nine universities today; it seems to have not less than twelve or fifteen in five years
- Izmir Chamber of Commerce, Izmir Atatürk Organized Industrial Plant, Development Agency, eleven NGOs cooperate with the IUP
- Izmir Universities help designing any large “city” scale transformation projects
- EXPO2020 - Izmir/TURKEY process is led and consulted by IUP
- Spring Festivals are coordinated in good cooperation and at the hearth of the city

Results:

- The city of İzmir provides anything for her universities
- Izmir earns her life from her intellectual strengths & potentials
- Tourism is more segmented like “health”, “Courvasier , “3rd Age”, “Science”
- Industry is more like R&D based “Design Concentrated”
- The whole city is an international campus with 8.000 international students from 130 different countries + more than 1.000 international staff

Yasar University Scale transformations

- Foundation “Science Culture” Courses;
  - ✓ Design Culture
  - ✓ Project Culture
  - ✓ Research Culture
  - ✓ Human Sciences
  - ✓ Ethics Culture
  - ✓ Aesthetics Culture
  - ✓ Social Responsibility Projects

Yasar University Scale transformations

- Multi Lingual Learning Atmosphere
  - Education Language is in English
  - Second Compulsory language choises
    - ✓ Russian
    - ✓ Greek
    - ✓ Chinese
    - ✓ Japanese
    - ✓ Spanish
    - ✓ Portuguese
    - ✓ German
    - ✓ French
    - ✓ İtalian

Yasar University Scale transformations

- International Accreditations
  - CEA in English Teaching
  - Full integrated to Bologna Criteria
  - Erasmus Exchange Program with 72 European Universities
  - Bilateral engagements with;
    - ✓ Manitoba University – Canada
    - ✓ Griffith University – Australia
    - ✓ Reading & Southampton Universities – UK
    - ✓ UAD – Argentina
    - ✓ Vina del Mar – Chile
- 1.860.000 Euro from EU Funds
- 13.000.000 Euro from Chapter 7 for renevable energy projects

Thanks for your interest & patience…
MB