



OUR PURPOSE



We believe international experience changes the world and society for the better.

That is why we develop educational programmes that enable everyone to engage with the wider world.





VISION



Our vision is the future we want to create and the direction we are working towards as an organisation.

We seek to develop cooperation in international education and strengthen relationships with countries around the world.



Become the leading name in international education in Czechia

DZS is **synonymous with international education in Czechia**. We want to strengthen our position as a **widely recognised organisation** with an **important and respected mission for society as a whole**. Our ambition is to **help shape education in Czechia and across Europe** and to advance the **internationalisation agenda** wherever it is relevant. We want to be a **strong voice** in promoting and explaining the benefits of internationalisation.



Shape and promote European trends and values

In the field of international cooperation, we aim to help **shape European trends, bring forward innovative ideas and approaches**, and maintain **the highest possible standards of quality and professionalism** in all the activities entrusted to us. We seek to contribute to the development of a **shared European identity**, the promotion of **European values** and the implementation of the **horizontal priorities** of inclusion and diversity, digital transformation, environmental sustainability and participation in democratic life.



Strengthen the reputation of Czechia and its education system worldwide

We are strengthening our position as a **respected leader** in innovation, creativity and quality in public administration, thereby contributing not only to the **prestige** of the education sector in Czechia, but also to Czechia's reputation in Europe and Europe's reputation in the wider world.



VISION



Make international experience accessible to all

Our vision is to continue contributing to a future in which **international experience in education is a natural and integral part of life in Czechia**. No disadvantage or barrier should prevent anyone from gaining international experience. Our long-term goal is for **every individual to engage with an international environment** during their educational journey, whether through formal or non-formal education.



Become a destination of choice for international students

We aim to contribute to Czechia's development as a **knowledge economy** built on strong appeal for international students and researchers. Our goal is to move towards an optimal share of international students, representing around **one third of all students**, while also increasing the participation of Czech **research and educational institutions in European projects**.

A strong international student presence and greater international cooperation will enrich and broaden our academic and research environment and, in turn, strengthen the labour market.



Promote and support the Czech language and culture around the world

Working together with partner organisations, we want to support **Czech expatriate communities and Czech cultural heritage abroad** so that Czechs living around the world remain connected to their country of origin. We also want to support the **teaching of Czech** so that it is offered at prestigious universities around the world.



MISSION



Our mission defines our role and everyday work: what we deliver for people, institutions and Czechia.

DZS is the Czech national agency for international education.

We work to ensure that international experience, cooperation and openness to the world are accessible, high-quality and have a meaningful impact on people, institutions and society in Czechia. Our work is guided by European values and four cross-cutting priorities: environmental sustainability, inclusion and diversity, digitalisation, and participation in democratic life.



We manage programmes professionally and improve project quality

We administer and develop key **European and national** programmes, networks and initiatives for international education and cooperation – in particular Erasmus+, the European Solidarity Corps, intergovernmental scholarship programmes and development cooperation activities. Our work covers the entire project lifecycle, from promoting opportunities and supporting applicants to evaluating and monitoring projects.

We provide expert support to schools, universities, organisations working in education and other stakeholders. We share know-how, methodologies and examples of good practice, while helping to develop skills and capacity. Through this work, we help improve the quality, innovation and impact of projects.



We open the world to people and institutions

We enable international mobility and cooperation across all areas of education – from pre-primary and primary schools, through vocational education and training, to universities, as well as in non-formal youth education, volunteering, sport and adult education. We also support internationalisation at home and organisational capacity building to enable everyone to engage in international opportunities, regardless of their background, social or health disadvantages, or any other barriers they may face.



MISSION



We attract talent to Czechia and strengthen the internationalisation of universities

Through Study in Czechia and Czechia Alumni, we help Czech universities succeed in an increasingly competitive international environment. We build partnerships, raise Czechia's profile as a study destination, support the recruitment of international students and strengthen alumni engagement, including their integration into and participation in the Czech labour market.



We maintain ties with Czech communities abroad and promote the Czech language and culture worldwide

We preserve Czech cultural heritage abroad, support Czech expatriate communities and systematically develop the teaching of Czech, including by sending teachers and lecturers to universities and communities around the world.



STRATEGIC OBJECTIVES OF DZS



To help realise our vision, we set strategic objectives for the organisation and deliver a wide range of activities tailored to different target groups.

In addition to administering international education programmes and networks, we seek to deepen the professional debate on the benefits of international education and raise public awareness of the opportunities it offers. We aim to be a trusted partner to schools and universities in advancing internationalisation and a guide through international education.

➤ PILLAR 1:

A leading voice in international education

- 1.** Increase public awareness of DZS and its activities.
- 2.** Strengthen the perception of DZS as an expert organisation and play an active role in shaping education in Czechia and abroad.
- 3.** Strengthen unified external communication.

➤ PILLAR 2:

High-quality and innovative projects and programmes

- 1.** Increase the proportion of beneficiaries that consistently deliver high-quality, innovative projects with significant impact.
- 2.** Strengthen the beneficiary monitoring system so that it supports compliance with the rules while avoiding unnecessary administrative burdens for beneficiaries.
- 3.** Strengthen effective support for applicants and beneficiaries and improve their experience with DZS so that projects are designed and implemented to a high standard.
- 4.** Strengthen the quality and capacity of the evaluation process.



STRATEGIC OBJECTIVES OF DZS

▾ PILLAR 3:

A leader in quality, creativity and innovation

1. Develop a modern, supportive working environment and a strong employee identity.
2. Systematically enhance staff qualifications, support their professional development and engagement, and encourage creative and innovative approaches to work.
3. Strengthen the professional and strategic management of key DZS projects.
4. Modernise and digitalise work processes and systems.

▾ PILLAR 4:

European values and programme priorities

1. Strengthen the public's connection to Europe, raise awareness of European values and reinforce DZS's role as an ambassador for European issues.
2. Ensure that European values and programme priorities are reflected in internal processes.
3. Raise awareness of programme priorities among applicants, beneficiaries and the wider professional community.



STRATEGIC OBJECTIVES OF DZS

➤ PILLAR 5:

Making international experience the norm

1. Increase the number of people who gain international experience during their educational journey by making the most of opportunities for international mobility and internationalisation at home.
2. Support the use of programmes in ways that maximise their impact on individuals.
3. Support institutions in developing international partnerships in education.
4. Support the internationalisation of Czech educational institutions, with a particular focus on capacity building.
5. Play an active part in removing systemic barriers and creating supportive conditions for the internationalisation of education.
6. Raise awareness of the importance of internationalisation and build support for it among the public, stakeholders, institutions and employers.

➤ PILLAR 6:

A knowledge economy powered by international students

1. Build the international reputation of Czech universities and Czechia.
2. Strengthen and streamline the promotion of Czech universities and increase the number of international students in Czechia.
3. Improve the readiness of the Czech labour market to employ international graduates of Czech universities.
4. Play an active part in removing systemic barriers and creating supportive conditions for the recruitment and integration of international students.
5. Raise awareness of the importance of recruiting and integrating international students and build support for these efforts among the public, stakeholders, institutions and employers.



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