

## From a report to successful implementation

To identify all aspects of successful local introduction, institutional strategies on LLL will be demonstrated in a series of local stakeholder meetings with participation by universities, social partners, government and employers. These seminars will be the basis for publishing the **guide to organising LLL** alongside reports on existing models.

**With this project we intend to break down the barriers for authorities and universities who wish to promote lifelong learning, but are paralysed by the lack of sustainable strategies and business models.**

### USBM Consortium:

European Association of Distance Teaching Universities (NL), Universidade Aberta (PT), Open University United Kingdom (UK), Open Universiteit Nederland (NL), Universidad Nacional de Educación a Distancia (ES), FernUniversität in Hagen (DE), Anadolu University (TK), Università Telematica Internazionale Uninettuno (IT), Linköping Universitet (SE), Danish Association of Open Universities (DK), Katholieke Universiteit Leuven (BE), Lund University (SE), Moscow State University of Economics, Statistics and Informatics (RU).

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The EADTU is a membership organisation and is Europe's institutional network for open and flexible higher education.

Be informed on the latest developments in USBM and the related reports: [www.eadtu.nl/usbm/](http://www.eadtu.nl/usbm/)

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university strategies  
and business models  
for lifelong learning

## Taking the next step in lifelong learning

Lifelong learning is about developing structures for continuing education that fit the realities of professional life and helps complete the knowledge that people acquire during their careers and renew or develop their existing knowledge. It is about all those phrases we use in speeches like “unlocking the knowledge of universities” and “making university education responsive to the needs of business”. **Lifelong learning (LLL) is broadly embraced throughout Europe.**

Although lifelong learning is a concept broadly supported and strongly recognised by universities, governments and the EU, it is still in the initial phases of being implemented. **Lifelong learning is not widely implemented yet.**

Most universities are not sufficiently prepared to deliver lifelong learning. This can easily be explained when looking at their principle task and target groups. In general, universities are bound to their conventional business models focussing on research and innovation and educational programmes in the BA/MA structure. This is the right strategy for the target group of traditional students. **To reach a new target group of LLL-students we need to develop new strategies and new business models.**

## Strategies and business models in lifelong learning

This explains for the most part the hesitation of universities to take the next step in organising lifelong learning. The USBM consortium is bringing together university strategies and business models for lifelong learning that already fulfil the conditions for successful implementation.

In a collaborative setting - of open and conventional universities and associations in distance education - institutional strategies and business models for LLL are being presented, analysed and shared. We are compiling an inventory of current and intended strategies. Breakthrough practices in education and training are being presented from each of the consortium partners.

These examples of good practice will provide you with **new approaches, solid starting points, proven practices and inspiration for defining your own strategy and business model for lifelong learning.** This will be published in a comprehensive **report on successful strategies and business models for lifelong learning.**

