



Sveriges universitets-
och högskoleförbund

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Rekommendation till uppförandekod avseende rekryteringsagenter

SUHF:s förbundsårsamling antog vid sitt sammanträde den 22 mars 2017 Rekommendation till uppförandekod avseende rekryteringsagenter.

Bakgrund

Globalt är det mycket vanligt med agenter vid internationell studentrekrytering. Sedan Sverige införde studieavgifter år 2011 för tredjelandsstudenter har frågan om rekryteringsagenter diskuterats bland svenska lärosäten. Rekryteringsagenter eller utbildningskonsulter är små eller stora företag som erbjuder rådgivning och service till studenter som vill studera utanför sitt eget land. Agenternas verksamhet finansieras av studenterna själva och deras föräldrar, av lärosäten som agenten har avtal med, eller av båda. Exempel på tjänster som agenterna kan hjälpa studenterna med är ansökan, visum, reseförberedelser mm för studier i Sverige. Därför har ett antal svenska lärosäten tecknat avtal om marknadsföring och studentrekrytering med agenter i olika länder, ibland annat Indien och Kina.

För att lära sig mer om hur agenter arbetar har flera workshops och andra träffar organiserats av universitet och högskolor med syfte att undersöka hur dessa kan användas för svenska lärosäten som önskar rekrytera tredjelandsstudenter. Svenska institutet arrangerade redan 2010 en workshop för att internationella agenter skulle få träffa svenska lärosäten. Inom ramen för Study Destination Sweden arrangerade Arbetsgruppen för kommunikation och marknadsföring 2015 ett erfarenhetsutbyte där representanter för British Council medverkade och redovisade en generell uppförandekod för agenter som Storbritannien, Australien, Irland och Nya Zeeland gemensamt ställt sig bakom. I september 2016 genomfördes ytterligare en workshop av SUHF:s Nätverk för kommunikation och marknadsföring. Dessa förberedande arbeten har visat att det finns ett behov av en svensk uppförandekod för rekryteringsagenter.

Rekommendation

SUHF rekommenderar sina medlemslärosäten att använda sig av följande uppförandekod som kan biläggas avtal med rekryteringsagenter. Varje lärosäte behöver också själv ta ställning till i vilka delar som rekommendationen ska/kan tillämpas eftersom väsentliga skillnader kan föreligga i kontakter med agenter. Principerna har formulerats på engelska för att underlätta kopiering till avtal och andra dokument. De är i huvudsak hämtade från *Statement of Principles for the Ethical Recruitment of International Students by Educational Agents and Consultants (2012)*.

Princip	Rekommendation
1	<p><u>Education consultants practice responsible business ethics.</u></p> <ul style="list-style-type: none"> ✓ <i>Avoiding conflict of interest</i> ✓ <i>Informing the education provider when using subagents or contracted partners</i> ✓ <i>Observing appropriate levels of confidentiality and transparency</i> ✓ <i>Acting professionally, honestly and responsibly</i> ✓ <i>Refraining from being party to any attempt by students or others to engage in fraudulent applications</i> ✓ <i>Acting in the best interest of the students at all times</i> ✓ <i>Declaring conflicts of interest</i> ✓ <i>Being transparent with regards to fees to be paid by students and commissions paid by education providers</i> ✓ <i>Providing clear avenues for handling complaints and resolving disputes</i> ✓ <i>Complying with relevant laws and regulations</i>
2	<p><u>Education consultants provide current, accurate and honest information in an ethical manner.</u></p> <ul style="list-style-type: none"> ✓ <i>Ensuring that communication from the Swedish education provider reaches the student</i> ✓ <i>Providing realistic and appropriate information that is tailored by the individual student's circumstances, particularly in relation to language skills, capacity to pay and level of study</i> ✓ <i>Specifying the rights and responsibilities of the student in the country of destination</i> ✓ <i>Refraining from claiming a direct government endorsement or a privileged relationship with public official or member of government where one does not exist; including for example the misuse of national brand logos</i> ✓ <i>Refraining from stating or suggesting that the agent provides a short-cut to admission to higher education in Sweden</i> ✓ <i>Ensuring that all who work on behalf of the agent provide current, accurate and honest information in an ethical manner</i> ✓ <i>Using promotion materials that are officially approved by the education provider</i>
3	<p><u>Education consultants develop transparent business relationships with students and education providers through the use of written agreements.</u></p> <ul style="list-style-type: none"> ✓ <i>Signed by the student and the agent</i> ✓ <i>Signed by the education provider and the agent</i> ✓ <i>Include information on the arrangements put in place by agents and consultants on behalf of the student, such as itemised payment schedules of fees and services, and refund and transfer policies</i> ✓ <i>Provide details on information provided under Principles 1 and 2, as a means of guiding agents and consultants to give appropriate information to students so that both students and agents understand what has been agreed</i> ✓ <i>Maintain student confidentiality</i> ✓ <i>Agreements are archived in an appropriate manner so that they can be made available to the student or an appropriate authority within a reasonable time frame</i>

Princip	Rekommendation
4	<p><u>Agents and consultants protect the interests of minors.</u></p> <ul style="list-style-type: none"> ✓ <i>Ensuring that the prospective student has adequate representation and support from a guardian and/or legal counsel during meetings with the agent or consultant and that this is recorded as informed consent before any money changes hands</i> ✓ <i>Ensuring that the client has the legal capacity to enter into any commitment</i> ✓ <i>Acting not only in accordance with relevant laws and regulations, but competently, diligently and fairly as befits dealings with minors</i>
5	<p><u>Education consultants provide current and up-to-date information that enables international students to make informed choices when selecting which agent or consultant to employ.</u></p> <ul style="list-style-type: none"> ✓ Providing information to students about the accreditations the agents have met, the training they have undertaken, the memberships they hold to professional associations or processes undertaken to become registered and accredited education agents and consultants in their respective countries ✓ Providing information about themselves that support comparison of registration, qualifications and experience
6	<p><u>Education consultants act professionally in recruiting students who have the ability to become successful in his or her serious effort of studying in Sweden.</u></p> <ul style="list-style-type: none"> ✓ Participating in training courses and professional development wherever possible ✓ Becoming members of professional associations and networks that promote and support best practice in the recruitment of international students
7	<p><u>Education consultants work with the Association of Swedish Higher Education and education providers to raise ethical standards and best practice.</u></p> <ul style="list-style-type: none"> ✓ <i>Sharing information about best practices in the recruitment of international students by education agents and consultants</i>
8	<p><u>Education consultants agree to conduct the cooperation by adhering to the principles of the Magna Charta Universitatum and the United Nations' Declaration of Human Rights.</u></p>