

Windesheim International

We empower students

2019–2020



University of
Applied Sciences

Windesheim



Welcome to Windesheim

Windesheim is a dynamic community that brings people together to exchange knowledge, skills and expertise. We educate students who are fully qualified professionals ready to enter the international labour market. To this end, we constantly invest in educational innovation and student empowerment.

Our ambition for the coming years is to create a personal learning pathway for each individual student. Our ideal is that no student fails unnecessarily. Each student will be given the opportunity to find out, with expert counselling, which curriculum fits best for him or her, as part of lifelong learning. In this way, our students will be –and continue to be– attractive employees on the labour market, either in the Netherlands, or abroad.

Our university's mission is to make an active contribution to an inclusive and sustainable society. A society in which each individual has equal rights and opportunities to make an active contribution. A society based on values such as equality, solidarity, human dignity and embracing diversity. Those values play an important role in our education and set the course for our research. A sustainable society is about making balanced and sustainable use of our planet, its natural resources and inhabitants. This is another theme that plays an important role in how we design our education and direct our research.

We strive to do so by educating valuable and principled professionals and by conducting practice-oriented research. In addition, we collaborate with partners: companies and organizations in our region, and partner universities all over the world. We exchange knowledge and expertise, and work together to broaden our students' horizons so they can reach their full potential, and to expand their social as well as their mental world. For this reason, we are always open to exploring new international collaborations.

We look forward to meeting you!

Henk Hagoort,
Executive Board President



About Windesheim

Top-rated

Windesheim is one of the Netherlands' top universities of applied sciences, with modern campuses in the cities of Zwolle and Almere. With well over 23,000 students, Windesheim is one of the largest universities of applied sciences in the Netherlands. Windesheim is highly regarded by students, experts and employers. The two main independent annual studies about the Dutch higher education sector, 'Elsevier' and the 'Higher Education Selection Guide', have ranked us in their top three for many years in a row.

Personal approach

One of our success factors is our personal approach: students work in small groups and we make each individual talent count. Lecturers are not just teachers, but coaches as well. They challenge students to reflect, think critically and get the best out of themselves. We are geared to personalized education that meets the requirements of our students, the labour market and society at large. The foundation of our approach includes competence-based learning and a personal development plan for every student.

Facts about Windesheim



23,500 full-time
bachelor students



2300 staff
and faculty

Campuses in Zwolle and Almere:



Zwolle:
125,000 inhabitants,
beautiful medieval
city centre close
to campus



Almere:
200,000 inhabitants,
campus in the centre
of the ultra-modern
and green city

300 partners in almost **50 countries**

± 25
English-taught
30-ECTS exchange
programmes

50
4-year Bachelor's
programmes (2 of which
are English-taught)

High-quality education:



2nd in Higher Education
Selection Guide



2nd in Elsevier
ranking



Our Focus Areas:

- // Business, Media and Law
- // Engineering
- // ICT
- // Health Care and Social Work
- // Human Movement
- // Education

Practice-oriented

Windesheim's innovative and entrepreneurial approach, and our close collaboration with businesses and institutions, makes our knowledge and skills immediately applicable. Gaining practical experience through internships and projects is an integral part of our study programmes. In addition, an increasing number of both students and staff participate in a growing range of international programmes and projects. This way of working empowers the professional field around Windesheim and our graduates.

Bachelor's programmes

As a university of applied sciences, we focus on a wide range of four-year Bachelor's programmes. Besides more than 50 Dutch programmes, Windesheim offers two English-taught BBA programmes:

- **Global Project and Change Management** is a selective programme, focusing on the United Nations Sustainable Development Goals and personal leadership development.
- **International Business** is a programme that prepares students for a career in international trade and management.

Both programmes work with small classes (15–20 students), personalized learning and 21st century skills. They also include full-semester internships and projects, working with real companies and organizations.

Double Degrees

Windesheim collaborates with several partners in double degrees:

- Linnaeus University, Växjö, Sweden
- Savonia UAS, Kuopio, Finland
- ZHAW, Winterthur, Switzerland
- Jade Hochschule, Wilhelmshaven, Germany
- VGTU, Vilnius, Lithuania





Internationalization at Windesheim

Windesheim offers internationalization to its students and staff throughout the (co-) curriculum. Collaboration with international partners is a cornerstone of this internationalization. Together with them we are able to realize short-term and long-term mobility, engage in innovative research projects, deliver high-quality education to our students as well as internationally and interculturally competent graduates to the globalized labour market.

Exchange programmes

Every year, hundreds of students from our 300 partner universities in 50 countries all over the world join us to participate in one of our exchange programmes. Vice versa, Windesheim students go to our partners to expand their knowledge and skills and are encouraged to experience a new country and new cultures. Besides students, we also exchange many faculty and staff members. This way of working empowers our university continuously to present state-of-the-art knowledge and skills to our students, and it gives our students an international experience that is well received by their future employers. We offer a broad range of English-taught exchange programmes.

Short-term exchanges

Windesheim collaborates with its partners in a broad range of short-term exchanges: for one or two weeks, students of our

partner universities work together with our students on a project dealing with a specific topic related to their programme, either on our campus, or on our partner's campus. They do research, investigate several international perspectives, visit the work field and work on assignments in classes with mixed expertise. Some examples:

- Collaboration with a US partner in a module called: families in crises (nursing). In this module students gain a better understanding of how a community or society impacts the mental health of individuals or families in times of crisis.
- Collaboration with a Polish partner in a module called: complex social issues and sensitive subjects (social work). Students learn to discuss important matters they encounter in their field of practice from different perspectives and by different international standards. In other words: think global, act local.
- Students in the elective minor 'Doing Business in China' collaborate with students in China throughout the semester and spend two weeks of 'live' time together in China as well as in the Netherlands. They learn about each other's cultures and markets, study trends and developments and collaborate in solving business cases.
- Windesheim is the host of the Global Student Challenge, a worldwide competition themed around Supply Chain Management and Finance.

- Our students participate in several renowned international business case competitions like XM in Belgium, IIBD in Hong Kong and FECC in the USA.

Windesheim Intercultural Skills Explorer

Intercultural learning is essential to both incoming and outgoing exchange students at Windesheim. The Windesheim Intercultural Skills Explorer (WISE), is a training programme implemented to facilitate the intercultural development of both outgoing and incoming exchange students before, during and after their study or internship semester abroad. Pre-departure activities aim to strengthen not only the student's cultural awareness, but also their self-awareness and help them cope with potential intercultural challenges. During their semester abroad, they carry out several practical exercises based on their personal action plan. The post-experience programme facilitates their re-entry process after coming home again, and helps them learn how to capitalize on the competences and learning outcomes acquired.



Joint European Summer School

For advanced undergraduate or post-graduate students who want to gain more in-depth insights in 'doing business across Europe', or want to gain extra ECTS credits, Windesheim organizes an exciting Joint European Summer School in collaboration with partners in Germany and Spain. The three-week programme aims at giving students a first-hand insight into the future of doing business responsibly and covers current trends and issues in the field of business ethics, circular economy and entrepreneurship and innovation.



More information can be found on [windesheim.com](https://www.windesheim.com)

Research projects

Windesheim is an important (regional) research centre. We have several thriving research centres focusing on a variety of themes. We specialize in hands-on, practice-based research, organized in close consultation with the professional field and our partners abroad. Besides our institutional partner universities, our partners include healthcare organizations, transport companies, governments, family businesses, ICT companies as well as technical businesses. Some examples of themes we are currently working on:

- strategic entrepreneurship, including
 - family businesses
 - social innovation and lifelong learning
 - supply chain finance and networks in a circular economy
- ICT innovations in healthcare
- addiction problems
- obesity prevention
- education
- security and plastics technology
- client perspective in support and care
- new employment relations

Living Labs

A living lab is a (research) concept used by Windesheim, also in collaboration with international partners. This concept is a user-centred, open-innovation ecosystem, often operating in a territorial context, integrating concurrent research and innovation processes within a public-private-people partnership. Windesheim currently has a living lab in collaboration with South Korea on the topic of Smart Ageing and we are exploring options in other fields.

Online International Learning (OIL)

Windesheim has initiated an Online International Learning experience (OIL), to enable students from different corners of the globe to work together on a topic and assignment, using online tools to learn from each other and to develop international skills. OIL is a low-threshold tool that gives students new international and intercultural experiences. These experiences will help them gain more self-confidence and encourage them to seek more of these opportunities, for example study or internship abroad, to help them with their intercultural professional development. We currently have OIL projects in the field of Health Care and Social Work, and are exploring options in other fields.

We give our students an international experience that is well received by their future employers



Facilities at Windesheim

Student buddy programme

Windesheim not only provides excellent education for its exchange students, but also wants them to feel at ease in their new surroundings, engage with local students during their stay and experience Zwolle and the Netherlands to the fullest. Students United in the Netherlands (SUN) is a buddy programme run by local Windesheim students. All exchange students are actively engaged in the programme throughout the entire semester by participating in several events and activities. Each international student is guided by an individual SUN mentor in a peer mentor group consisting of other exchange students. Activities include the pick-up service from the railway station, an introduction week, a getting-to-know-Zwolle tour, country presentations, a multi-cultural food night and many other social events.

Housing

Windesheim does not offer on-campus living, but works with several external housing companies that offer a limited number of accommodation options. International students coming to Windesheim will be supported in their search for reasonable housing in Zwolle. However, Windesheim does not guarantee accommodation.

The cities of Zwolle and Almere

Zwolle

Windesheim's main campus is based in Zwolle, a welcoming, lively city at only a one-hour drive from Amsterdam. The city is well known for its beautiful and cosy medieval city centre, with lots of cafés, restaurants, parks and shops. There are many cultural activities, including music and cultural festivals, theatre shows, movies, museums and a wide variety of sports events. Zwolle has reasonable prices for living expenses and once you've learned how to ride a bike, it's easy to get around. With a population of around 125,000, Zwolle is an important economic hub in the region.

Almere

Windesheim's newest venue (started in 2010) is based in Almere, a modern and green city (200,000 inhabitants) in the fast-growing Amsterdam metropolitan area. Almere is a new town built from 1976 (the newest city in the Netherlands), encircled by dikes, at 4.5 metres below sea level. Windesheim is located in the middle of Almere's bustling city centre, with all comforts and amenities like shops and cafés just around the corner.

Facilities on campus

Windesheim is a vibrant learning community. All over the Zwolle campus, where the majority of the international students will stay, there are areas for private study and for group work. We offer state-of-the-art facilities to our students, including:

- student counselling
- a fully equipped media centre
- full WiFi coverage in and around campus
- a virtual learning environment
- a campus and copy shop
- gyms
- fitness rooms
- a dojo for karate and judo
- indoor football halls
- a heated swimming pool
- a climbing wall
- a bike repair shop
- cafeterias
- a sports café
- a Grand Café offering the highly appreciated Starbucks coffee.

A 'Dutch-language' course is provided to all international students, so they can learn about the language and typical habits of the Dutch.





Exchange Programmes

Windesheim offers more than 25 exchange programmes in English. Each programme is set up as a full-semester programme covering a total of 30 ECTS. Detailed information, including the course catalogue, ECTS credits, admission requirements and contact information, can be found on windesheim.com

Business and Media

Doing Business in Europe (spring)
The central focus of this programme is a project; Learning results from theoretical course modules (to be chosen from a broad range of modules we offer) will be applied to advance the project. The project itself concerns developing a Marketing Plan for an actual client, a company or institution, based in Europe. Students form a project group of 4-5 students from different countries. The challenge for this multi-cultural team is to deliver a sound plan based on field and desk research. This will help students to develop 21st century skills.

Doing Business in the World (autumn)
This programme has a similar structure as the spring programme 'Doing Business in Europe'. Its focus is on a business project. A broad range of free elective course modules is available. The project itself concerns developing a Strategic Business Plan for an actual client, using the business canvas model. The project team has to deliver a sound plan based on field and desk research. This encourages students to spot relevant trends and issues that could affect the business.

International Relations (autumn and spring)
This programme provides students with an understanding of how global developments affect our lives and work. This is an ideal programme for those interested in entering the public policy realm or the business world. Students will be organizing a European conference and discussing a number of issues currently in the news. To be able to prepare for this conference, several courses related to the project will be provided, which will help to understand how the European Union works and what aspects are involved.

Inclusive Smart Cities (spring, Windesheim Almere)
This programme is for students who are interested in shaping a smart, healthy, social and sustainable future. They do a Co-makership project in which they will work together with students from various backgrounds and with governmental institutions and businesses. Their overall goal is to find and design innovative solutions for challenges that urban societies are faced with and to create more inclusive and smarter cities. In addition, students follow several modules that provide knowledge and insights that can be used within the Co-makership.

Managing projects in a globalized world (autumn and spring, honours programme)
Students will work in a team on a complex project in an organizational context, either in the Netherlands or abroad, with a focus on sustainability. They will be gaining work experience on project management in an organization, besides the intensive training, workshops and master classes they will receive from experts from the work field in project management and research. In addition, they will follow the Team Leadership Development programme, which will enable them to embark on a conscious path of personal development in an environment of mutual support.

People Planet and Profit (autumn and spring, or full year)
This programme gives students the opportunity to gain a solid basis in project and change management, business skills and research connected to global challenges. These challenges, such as poverty, clean water, global climate change and clean and sustainable energy, can only ever be solved when different stakeholders like policymakers, NGOs, companies and people start working together. We help students to gain an understanding of the complexity of these 'wicked' global challenges and provide them with methods and tools to help them address these issues together.



Education

Detailed information, including the course catalogue, ECTS credits, admission requirements and contact information, can be found on [windesheim.com](https://www.windesheim.com)

Primary and Secondary Education

(autumn and spring)

Dutch education is known across the globe for combining the best of both worlds by being both thorough and innovative. Schools educate pupils and students from day one to learn, to work together, to use IT, to be practical but still be grounded in basic knowledge.

In this programme, students learn all about the Dutch system, about various didactic methods and how to deal with students with learning problems or learning disabilities, and understand their effect on group dynamics. Students can also opt to do an internship to put theory into practice.

Internships and projects are an integral part of our study programmes

Engineering

Detailed information of all programmes, including the course catalogue, ECTS credits, admission requirements and contact information, can be found on [windesheim.com](https://www.windesheim.com)

All-round Designer

(autumn and spring)

This programme is for creative students, who like to make their own designs for products, consumers and services, and who have always wanted to work for an innovative small or medium-sized enterprise (SME) or design agency. In this programme students work on real assignments for real clients.

There are three variants:

- **EDPADENG:** 'Engineering' with emphasis on function and manufacturing of a product design
- **EPDAPE:** 'Product Experience' with emphasis on design for interaction(s)
- **EDPADI:** 'Innovation' with emphasis on early-stage/fuzzy front-end development and innovation management

Applied Mechanics

(autumn)

This programme is for students who want to learn the knowledge and skills needed to (re)design machinery, who are creative and like to develop or design machines, and love to analyse and solve mechanical problems. During this exchange programme students will deepen their knowledge of mechanical-engineering constructions, design tools and methods. They will also be working on mechanical-engineering constructions like gearboxes, drive trains, machines and transport systems, operationalizing them in several actual and company-driven projects.

Future Cities

(autumn)

Climate change, increasing global population and new technologies call for innovative ideas for our built environment. Students will work in interdisciplinary teams on an integral design research project for a city district in 2050. They research and design future solutions that enhance the quality of life, cut cities' carbon emissions and build resilience to extreme weather. They study the impact on urban structure and public space. Besides the project, this module includes lectures, workshops and field trips.

Circular Housing

(autumn)

How to design houses that generate more value, in terms of energy and materials, than it costs to build them? Cyclical thinking leads to a fundamentally different approach to housing and construction, in which a building is seen as an active element in a circular system of materials, energy and space. Students will work for a housing corporation on a design for 'circular housing'. Their task is to create concepts and new ideas. This module includes the project, lectures, workshops and field trips.

Sustainable Structures

(autumn)

Structures are designed for strength, stiffness, stability and nowadays for sustainability as well. Students will study sustainability, also taking into account multifunctionality, future adaptability, stakeholder participation and combining societal measures. They will also study steel and composite structures as these can be light-weight, reusable, durable or even bio-based. They will work in a multidisciplinary team on a structural project and will follow lectures, workshops and field trips.

Water Management (autumn)

Global issues regarding water availability and flooding require engineers with a solid basis in water-related topics. Water management is on the cutting edge of large-scale, global processes like climate change and draught and local processes like soil water and river flows. Students will study the (local) aspects of geo-hydrology and develop a computational model for a quantitative analysis. They will work on an international water management project and will follow lectures, workshops and field trips.

Operational Management in Industry (autumn and spring)

This programme deals with the day-to-day management of operations, either in production or in logistics. The focus is on processes at a tactical and operational level from a strategic point of view. Students obtain advanced knowledge about logistics, human resource management and decision-making. Small groups of students will work for two days every week at a company, which provides a highly complex situation. Based on previous knowledge and the courses provided, the students will be able to come up with improvements.

Process Optimization (autumn and spring)

Students will learn how to improve business processes in general, and production and manufacturing processes in particular. They will be taught the relevant models to assess the process in question and learn the skills required to work in a project team. They will also receive training on how to convince management of necessary changes and gain knowledge of the implementation of proposed improvements within the organization. On top of this, the students convert theory into practice: they will work with a project team on a problem at a real-life company for two days a week.

Industrial Automation and Robotics

(autumn and spring)

This exchange programme is for students who have the ambition to become an engineer in an industrial environment. Innovation is the leading force in this programme. The course modules include: industrial robotics, production technology, industrial components, control of industrial processes, machine vision and operations management. Besides that, students convert theory into practice. They work with a project team on a problem at a real life company (like Philips, AWL and VMI group) for two days a week.

Supply Chain Engineering (autumn and spring)

This exchange programme is for students who like to learn to become a well-organized engineer who can design, link, implement and manage supply chain processes, in a cross-organizational, cross-cultural and interdisciplinary setting. They follow courses in supply chain design, inventory management, supply chain planning and finance, supply management, marketing and sales with a focus on supply chain management and change management. Besides the courses, they will also convert theory into practice by working on a project for a real life company.

Inclusive Smart Cities (spring, Windesheim Almere)

(See paragraph about Business)

ICT

Detailed information of all programmes, including the course catalogue, ECTS credits, admission requirements and contact information, can be found on windesheim.com

Mobile Solutions (autumn and spring)

Students will develop a hybrid or native app for a company. The focus is on implementation of the app, leading to maximum user experience on the specific mobile platform (Android, iOS and/or Windows Phone). They strive for a final product ready to be marketed, published in an app store and used by a real user group. The students will be working at a company and theory will be learned on the job or via workshops, for example project management, interview techniques, time planning, stakeholder analysis and research.

Digital Transformation (autumn and spring)

This programme focuses on aligning Business and IT. Students will do an IT-related project for a company and the programme will be executed mainly at the customer's site. Examples of subjects are: collecting and analysing data about customers, trends and processes in business, information security, IT architecture or application management. They will obtain advanced knowledge of project management, creating business solutions and doing research.

Concept and Creation (autumn and spring)

In this programme, ICT and communication students join forces. They design creative solutions using digital media. They solve problems using websites, apps or other mobile solutions. The programme starts with a group brainstorm about digital concepts for a problem. The problem chosen will be further developed with an organization and researched for feasibility, target group and marketing potential. At the end of the semester there will be at least a working prototype, but preferably a 'ready to ship' product.

Entrepreneurship (autumn and spring)

This programme is for two types of students:

1. Students with an innovative ICT idea or newly started or planning to start up their own company. When their idea is innovative, viable and able to generate employment, Windesheim offers a personalized programme, tailor-made, to support the student in accomplishing the idea.
2. Students wanting to work on their entrepreneurial skills. Students work in a group and come up with an ICT service or product. They make a business plan, funding arrangements and they will develop the product.

**We focus
on personal
development:
our lecturers
are coaches
as well**

Games Programming (spring)

In this programme, software engineering students learn how to create computer games. Besides the theory of algorithms and artificial intelligence for games, computer graphics, and programming in C++, they work with a small group of students on a project; they can design and implement their own game, they can create a (serious) game for a real client, or they can do research into new technology and build a prototype game demonstrating the capabilities.

Future Technology (autumn and spring)

Students will be working on an innovative project in a multidisciplinary team. In different stages and in collaboration with clients, they will explore the possibilities of new technology and work on its applications. Augmented reality, block-chain technology, internet of things (IoT), artificial intelligence and robotics are technologies that can be researched and applied. Students will build a proof of concept, prototype or even a finished product using new technologies.

Game Studio (autumn and spring)

Serious games can contribute to the improvement of healthcare, education, behavioural change or safety. In a small, multidisciplinary team, students develop such a game for a client. They learn to get to the bottom of the request of the client. Based on that, they develop fitting concepts, which will be discussed with the client. The best concept will be developed into a game prototype. Students also learn how to write the outline of a validation plan and how to pitch the game for their client.

Security Engineering (autumn and spring)

With the rise of the Internet of Things (IoT), Bring Your Own Devices (BYOD) and the omnipresence of connectivity, protecting your business assets is a huge challenge. In this exchange programme students will work in a multidisciplinary team on an actual project for a client. They will learn how to deploy effective security measures by elaborating security principles and techniques in a challenging business context.

Web and Analytics (autumn and spring)

This programme gives students the opportunity to develop a web application for a real company. They will work in a small group on an assignment at the location of the company. They will be continuously working on the measuring, designing, development and testing of the web app. All assignments are web-oriented (ranging from a public website to an application), and will be used or are being used by the company for their own employees or by their clients.





Health Care and Social Work

Detailed information of the programmes, including the course catalogue, ECTS credits, admission requirements and contact information, can be found on windesheim.com

Children and media (autumn and spring)

The significance and influence of smart-phones, tablets and computers for children gives rise to questions and concerns among parents and professional educators. Therefore, it is very important to increase knowledge, skills, and awareness of the influence of these media on children and how to educate them. Students will learn how to analyse media from different perspectives. They will acquire knowledge of developing children and their media use. Students will also work in small teams on a project for an institution in the work field.

Nursing (autumn and spring)

Windesheim offers international students the opportunity to take part in an internship in nursing practice. Students will learn to adapt to the professional study programme and practice of nursing in the Netherlands. This experience will help them find their way more easily in an international professional context, not only today but also in the future. This field training is supervised by a mentor at the care institute as well as a school supervisor. Moreover, additional education is provided at school.

Smart solutions for “the good life”

(autumn and spring)

(as of autumn 2020, title and programme under construction)

The increasing complexity of today's society requires innovative solutions and multidisciplinary approaches. Vulnerable people and clients can benefit from a multidisciplinary approach. This programme focuses on wicked problems in the field of Healthcare and welfare that demands a strong collaboration between students in healthcare and welfare, with cross-overs to other relevant disciplines (like ICT or Business). Students will be trained in creative thinking and participate in challenging, real-life projects.





Our ambition is to create a personal learning pathway for each individual student

Electives

Dutch Language (autumn and spring)

This module covers a range of topics in which Dutch-language skills will be learned and practised for use in everyday situations, e.g. meeting someone, talking about the languages you speak, small talk and dinner conversation, asking for information, shopping at the market, asking for directions, what time it is etc. The grammar learnt serves to help students structure the sentences, as well as providing them with some basic knowledge about the language.

Journalism

Detailed information, including the course catalogue, ECTS credits, admission requirements and contact information, can be found on windesheim.com

Going Constructive (spring)

Constructive journalism tells stories that build people up, rather than tear them down. Stories that look to the future, and not just to the past or the present. They are stories that offer solutions, instead of just problems. During the semester programme we teach students how to apply constructive elements of journalism. They will develop skills to empower and engage with their audience and by doing so, their reporting will become better journalism with a competitive edge.

Dutch Society (autumn and spring)

In this module Windesheim teaches students knowledge about Dutch history, politics, environment and economics. The study takes place in an international setting and aims at contrasting Dutch society with the students' home society. By comparing Dutch society with society in their home country, students broaden their horizon. In the meantime, students gain an understanding of Dutch society and reflect on cross-cultural differences.

Intercultural Awareness (autumn and spring)

Students will acquire knowledge of cultural theories and develop an appropriate attitude to deal with cultural differences and other cultural aspects independently. They learn to see culture from different viewpoints, gain direct experience of working in an intercultural context, learn how to respond to cultural differences and learn about different ways of conflict-handling in different cultures.

Drama and Improvisation (autumn and spring)

Besides having fun and exploring the field of drama and plays, students will work on several competences. For example, knowing their own strengths and weaknesses, being able to reflect on their own mannerisms, giving feedback to others, the use of body language and voice. Students become aware of themselves and the way they present themselves to others and that makes it good practice for their presentation skills.

University of
Applied Sciences



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