My institution is not European. Can we still join

EWP is not limited to Europe. Any institution (or third-party provider) can join EWP and implement the APIs. Since EWP is based on the data templates used in Erasmus, the data formats have to be made compatible, but apart from that there are no restrictions. The EWP team has in fact already been in contact with many educational data providers outside Europe through the Groningen Declaration Network.