

## **SPANISH STRATEGY UNIVERSITY 2015 THE ROLE OF UNIVERSITIES IN THE REGIONAL AND LOCAL GROWTH**

Luis Delgado

**OECD CONFERENCE  
HIGHER EDUCATION IN CITIES AND REGIONS  
FOR STRONGER, CLEANER AND FAIRER REGIONS  
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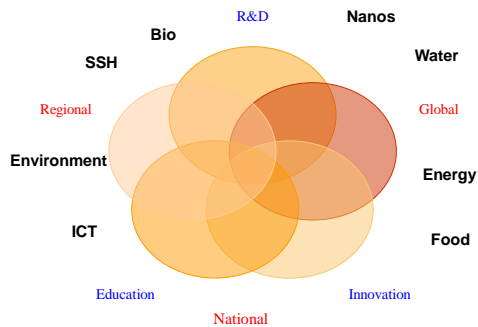
### The context

- Globalisation. Global competition for talent (students, academics, researchers) and knowledge-related investments
- New division of labour at global scale: Knowledge-intensive activities and others
- Economic crisis. Need of developing knowledge-based economy
- European Agenda for the Modernization of Universities. COM(2006) 208 final
  - ...incentives to establish structured associations with the business community,..
  - ...contribute to business innovation and regional growth,..
- European Institute of Innovation and Technology EIT
  - at least one university and one firm in the Knowledge and Innovation Communities (KICs)
- New forms of cooperation between universities in Europe and in the world
  - LERU, CLUSTERS, IDEA LEAGUE, CESAER,...

## Globalization

### Competition/Collaboration

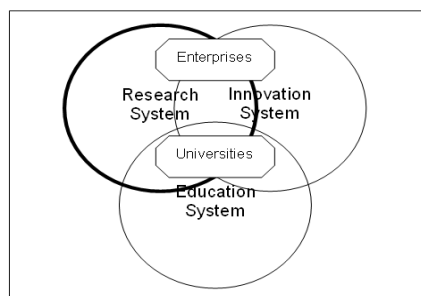
- **firms**, looking for quality, costs and business environment
- **places**, investments and work flow to the places where they will be done best
- **people**, looking for skilled and competent researchers and professionals
- **Excellent research** at a global scale will rather be **concentrated** in a few regions of Europe than spread to every region
- **Smart specialisation** of regions & universities to foster innovation.



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## Globalisation

- Universities recognised as **key stakeholders** in the process towards a **knowledge based economy**
- Universities are at the **interface** between the **EHEA** and the **ERA** and at the heart of the **knowledge triangle**, playing a **key role** in the need to achieve a sufficient supply of **competent professionals & researchers**
- But, some challenges are still ahead...
- A core mission of **universities** is to increase their capacity to **attract, retain and motivate the best academic and researchers in the world**, increasing thus the attractiveness of their regions for **R&D investments**.
- **Diversity and differentiation** of Universities.

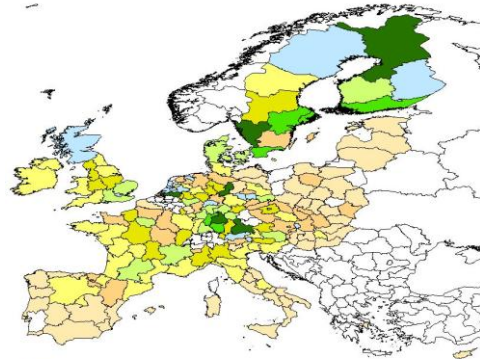


**Regional Knowledge Triangle Systems** as an important element of the **Knowledge-based economy**

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## Typology of European Regions with Regard to R&D&I

- **Regional Typology**
- GERD per GDP (in 2003)
- share of BERD in GERD (in 2003)
- publications per million inhabitants (in 2003)
- patents per million inhabitants (in 2001)
- regions with far above average business R&D activities
- R&D-driven regions
- R&D-supported regions (public sector centred)
- R&D-supported regions (broadly based)
- regions with complementary R&D efforts

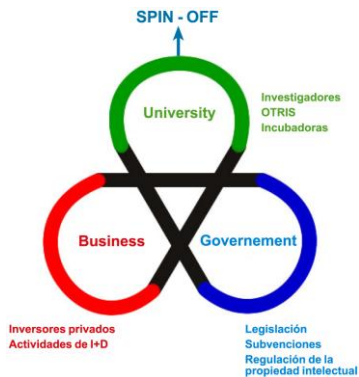


Source: Regional Key Figures 2008. EC

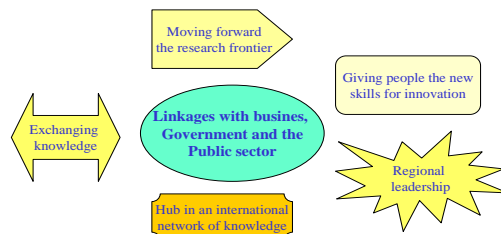
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## Ways for regional innovation. The role of universities

- Creation of new industry
- Transplantation of new industry
- Diversification of old industry
- Upgrading of mature industry



### Ways universities drive innovation



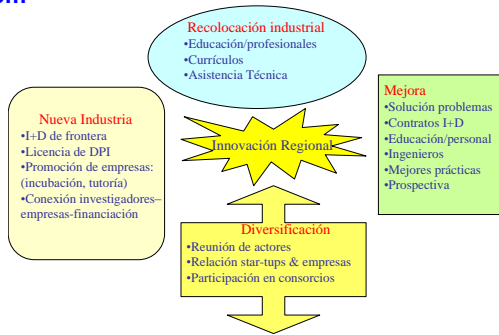
Source: UK National Endowment for Science, Technology and Arts (NESTA). Five ways universities drive innovation. 2007.

Success conditions, patterns of innovation and the roles of universities, financial institutions, governments and other actors are different for each pathway

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# The Contribution from universities to Innovation

- The road from discovery to innovation expressed through patents and licenses is **not** the most important contribution from universities to innovation.
- More important are the complex interactions involving:
  - Provision of graduates, scientists and engineers to the industry
  - Informal contacts, participation in conferences, access to publications
  - Joint research programs and specific contracts
  - The exploitation of coded knowledge
  - The joint solution to business problems
  - Use of university as public space.



Source: Universities and Innovation: the challenge for Europe. November 2006. LERU

# Strategy University 2015. Environment

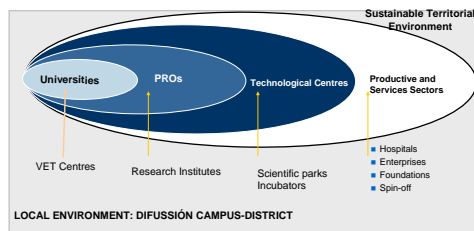
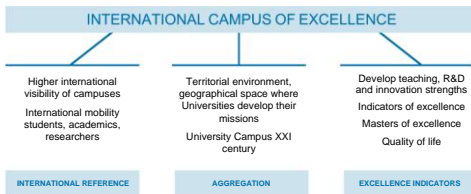
- Missions**
- Education  
Adaptation to the EHEA. Lifelong Learning
  - Research & Development  
Doctorate, Science, Technology & Innovation Act. Sustainable Economy Act.
  - Third Mission (Outreach activities)  
Knowledge Transfer.  
University Social Responsibility

- Institutions**  
(reinforcing capacities)
- Funding
  - Governance
  - Internationalization
  - Quality Assurance
  - Communication



- People**
- PDI charter
  - University student charter
  - Scholarships and grants observatory
  - Administrative & Service Staff (PAS)

- Environment**
- University-City-Regions
  - Socio-economic contribution
  - Inclusive, sustainable and healthy environment



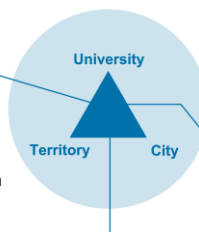
## Strategy University 2015. Environment

### ■ Focus on:

- Socio-economic contribution to the territorial environment
- Development of Intangible Assets through their teaching, research and other outreach activities
- Correlation with the innovation and value chain
- Internal and external impact

- Employment
- Competitiveness
- Innovation in SMEs
- Entrepreneur Culture

- Territorial cohesion
- Social dynamism
- New employments adaptation
- International projection
- Attraction of talent, people, companies



- Training
- Humanistic and scientific culture
- Interaction campus district
- International visibility
- Ecosystem of knowledge

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## Some good practices at EU level

- **Study University of Cambridge.** To replace the impact of University of Cambridge in the economy of the region, investments needed would amount 50 billion pounds and the creation of over 150.000 jobs

### Ireland

No passengers in the DRIVE for Growth



EU OPEN Days 2009 - Mr. Michael Martin, EU State Minister for Enterprise, Trade and Employment, with DRIVE partners from the UK and Ireland, Irish Regions Office staff and Irish Committee of the Regions Members

Directing Research Into Viable Enterprise for Growth (DRIVE for Growth)

Cooperation between public authorities, business development agencies, research organisations and industry is helping to drive innovation and growth among SMEs in North West Europe.

### United Kingdom

Stemming the brain drain: The Combined Uni



Commissioner Danuta Hübner meets students at the Trenough Hub Campus

The Combined Universities in Cornwall

A partnership of higher educational institutions stimulates regional economic development.

- **Creative industries plan of Belfast City Council** “Staying Competitive”, to implement the priority action areas of Economy, Talent and Space .
- **International Campus of Excellence at Regional level in Spain:** Campus do Mar (Univ. Vigo + ES & PT universities), Campus Mare Nostrum (Univ. Murcia + EU & Mediterranean Countries universities), ..

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***Thank you very much for your attention!***

*luism.delgado@educacion.es*

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