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.

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.
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

Ways for regional innovation. The role of universities

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


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


Strategy University 2015. Environment

- Missions
  - Education: Adaptation to the EHEA, Lifelong Learning
  - Research & Development
  - Third Mission (Outreach activities)

- Institutions
  - Funding
  - Governance
  - Internationalization
  - Quality Assurance
  - Communication

- People
  - PDI charter
  - University-City-Regions
  - Scholarship and grants observatory
  - Administrative & Service Staff (PAS)

- Environment
  - University-City-Regions
  - Inclusive, sustainable and healthy environment

- CC.AA.
  - universities
  - Ministry of Education

- INTERNATIONAL CAMPUS OF EXCELLENCE
  - University-City-Regions
  - VET Centres
  - Research Institutes
  - Scientific parks

- EXCELLENCE INDICATORS
  - Character Nueva Industria
  - Licencia de DPI
  - Promoción de empresas: incubación, tutoría
  - Conexión investigadores-empresa-financiación

- LOCAL ENVIRONMENT: DIFUSION CAMPUS-DISTRICT
  - Hospitals
  - Enterprises
  - Foundations
  - Type of...
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

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

- 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), ..
Thank you very much for your attention!

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