

# Creating knowlegde hotspots?

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# STRUCTURE

- Collaborative innovation approaches
- The role of cities and regions
- Management issues
- Case of Eindhoven

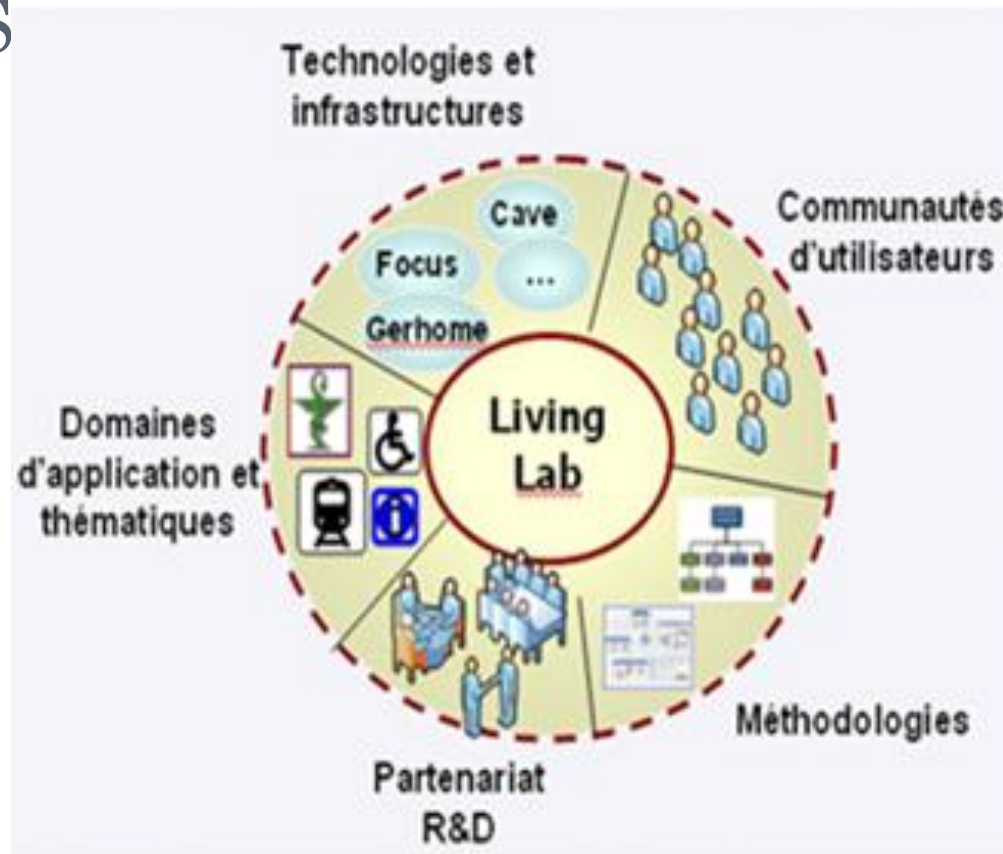
# OPEN INNOVATION: ASML



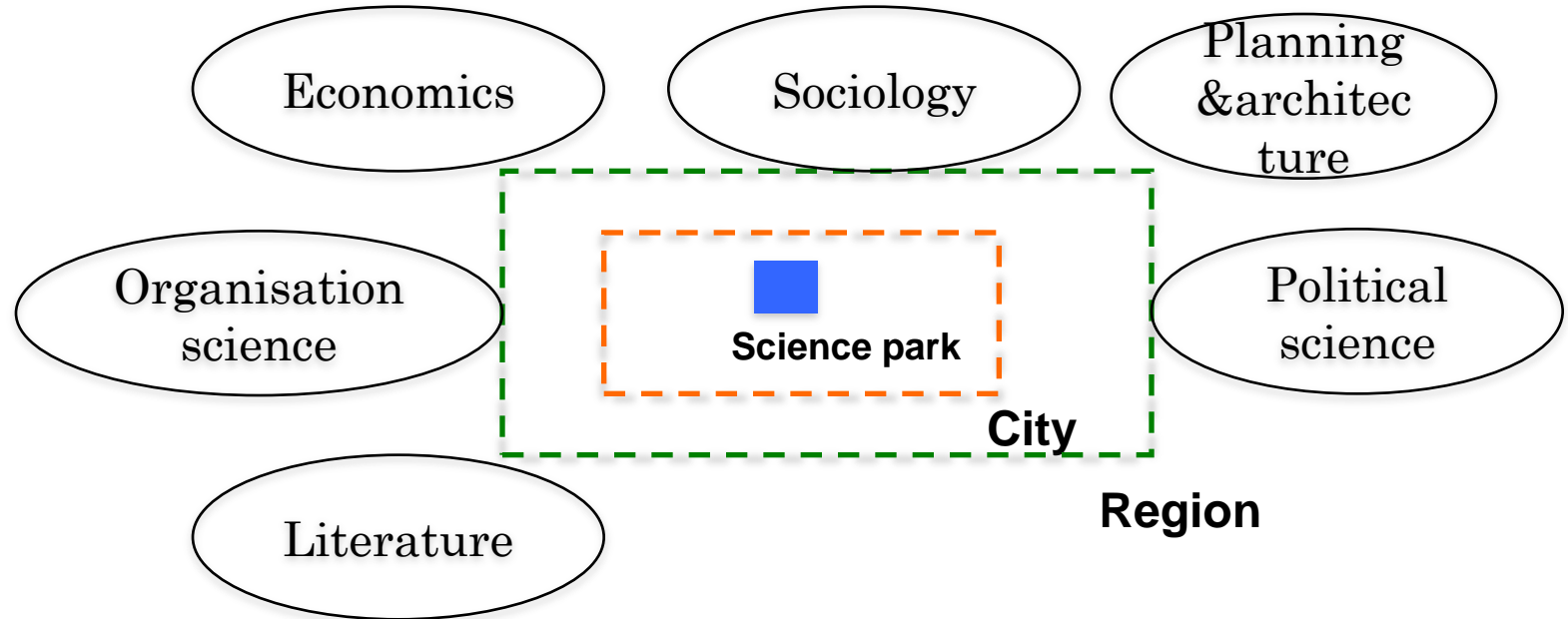
# USER INNOVATION: THEADLESS



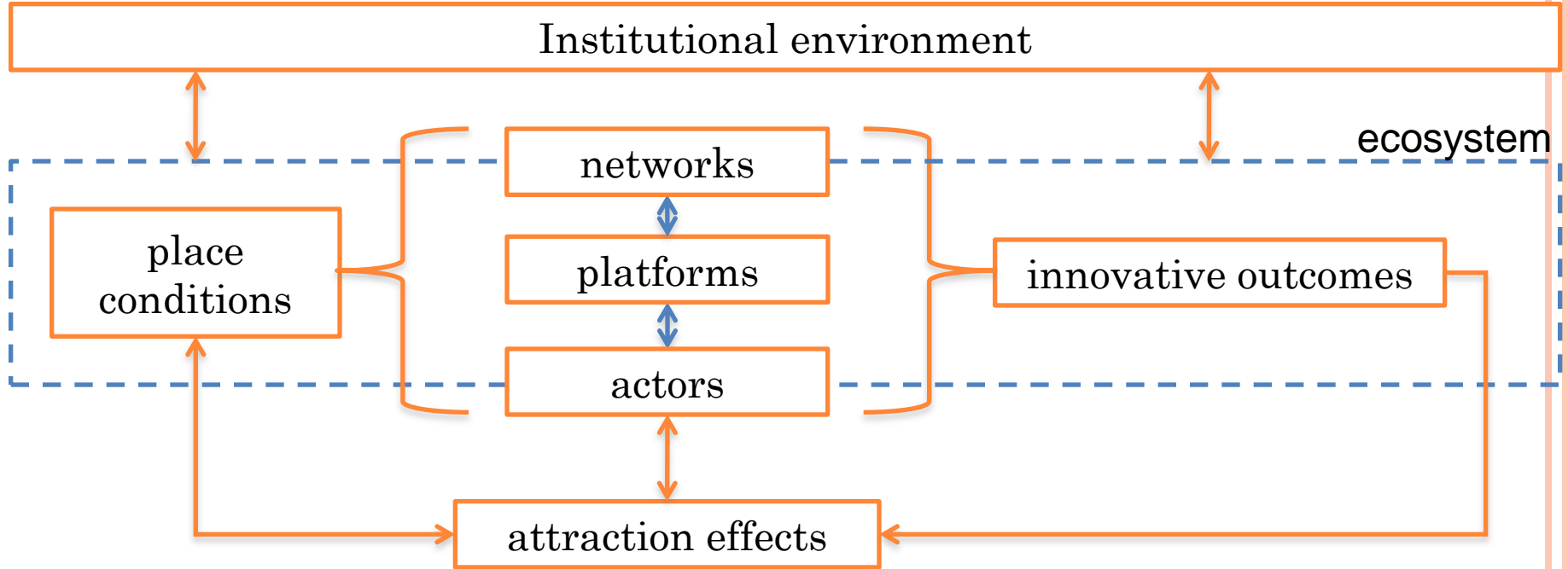
# LIVING LABS



# INNOVATION IN REGION/CITY



# FRAME OF ANALYSIS



Greenfield

Suzhou, SIP

Bialystok technology

Park

Eindhoven high-tech  
campus

Aachen univ. campus

Stockholm, Kista Science City

San Sebastian, PIA

Creative  
industry

Helsinki, Arabianranta

Eindhoven, Strijp S

Dublin, Digital Hub

Munich, Maxvorstadt

Science/te  
chnology

Magdeburg, Science Quarter

Newcastle Science Central

Arhus, IT City Katrinebjerg

Urban



# SOME CONSIDERATIONS

- Tech firms plug into localised innovation ecosystems
- Geographic distance vs. mental distance, organisational distance and cognitive distance
- Little empirical support for “success” science parks & related concepts
- “in bars, people are often too drunk to say something technically meaningful”

# MANAGEMENT OF CO-INNOVATION

- Incentives
- “Managing the tenant mix”
- Campus planning & design
- Sharing facilities
- Promoting community formation/sense of ownership
- Incubators
- Events
- Institutional arrangement
- Paradox of planning innovation hotspots

# CASE STUDY: HIGH TECH CAMPUS EINDHOVEN



- Philips origin, now open campus
- 8,000 workers; 1,600 foreigners
- Strong management
- Reputation effect



# WHAT MAKES THE ECOSYSTEM TICK?

- Philips as engine
- Spin-outs, critical mass
- Strong knowledge institutes
- Career opportunities/easy plug-in
- Strong regional governance – lobbying power
- Co-operative tradition/culture
- Weaker on startups growth/VC

# INNOVATION MANAGEMENT APPROACH

- Tenant mix: six technology pillars; acquisition policy
- Community building
- Events
- Liaison management
- Open labs
- Zoning/design/centralised common amenities
- Campus business club/meet & greet sessions

# CONCLUDING REMARKS

- Territory as repository of resources but also as co-created locus of identify
- “Territory as a lab” can only materialise with strong “orgware” and institutional context
- Understanding and overcoming distances is crucial
- Stories & Reputation effects

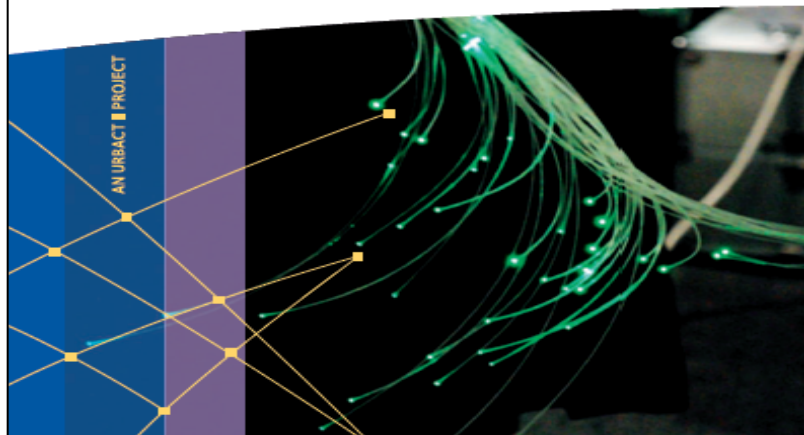


## Creating knowledge hotspots in the city: A handbook

urbano

Practical guidelines for developing campuses,  
science quarters, creative districts and other  
knowledge hotspots

Willem van Winden



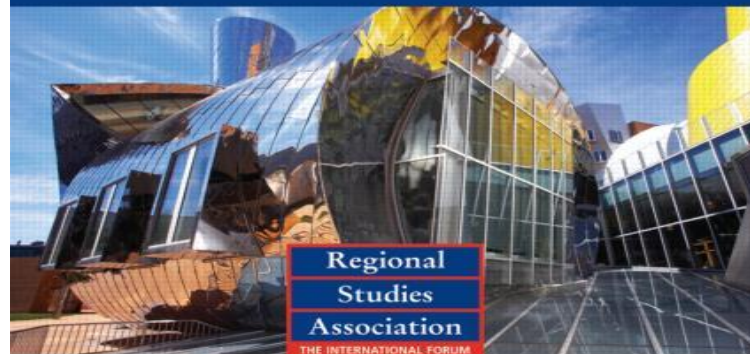
Connecting cities  
Building successes



ROUTLEDGE

## CREATING KNOWLEDGE LOCATIONS IN CITIES

INNOVATION AND INTEGRATION CHALLENGES



Regional  
Studies  
Association  
THE INTERNATIONAL FORUM  
FOR REGIONAL DEVELOPMENT  
POLICY AND RESEARCH

REGIONS AND CITIES

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