



Talking about Kennispark: understanding expat campus stories to explore global science spaces' symbolic attractiveness for highly skilled migrants.

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ROLE OF GLOBAL SCIENCE SPACES IN ATTRACTING EXPATS

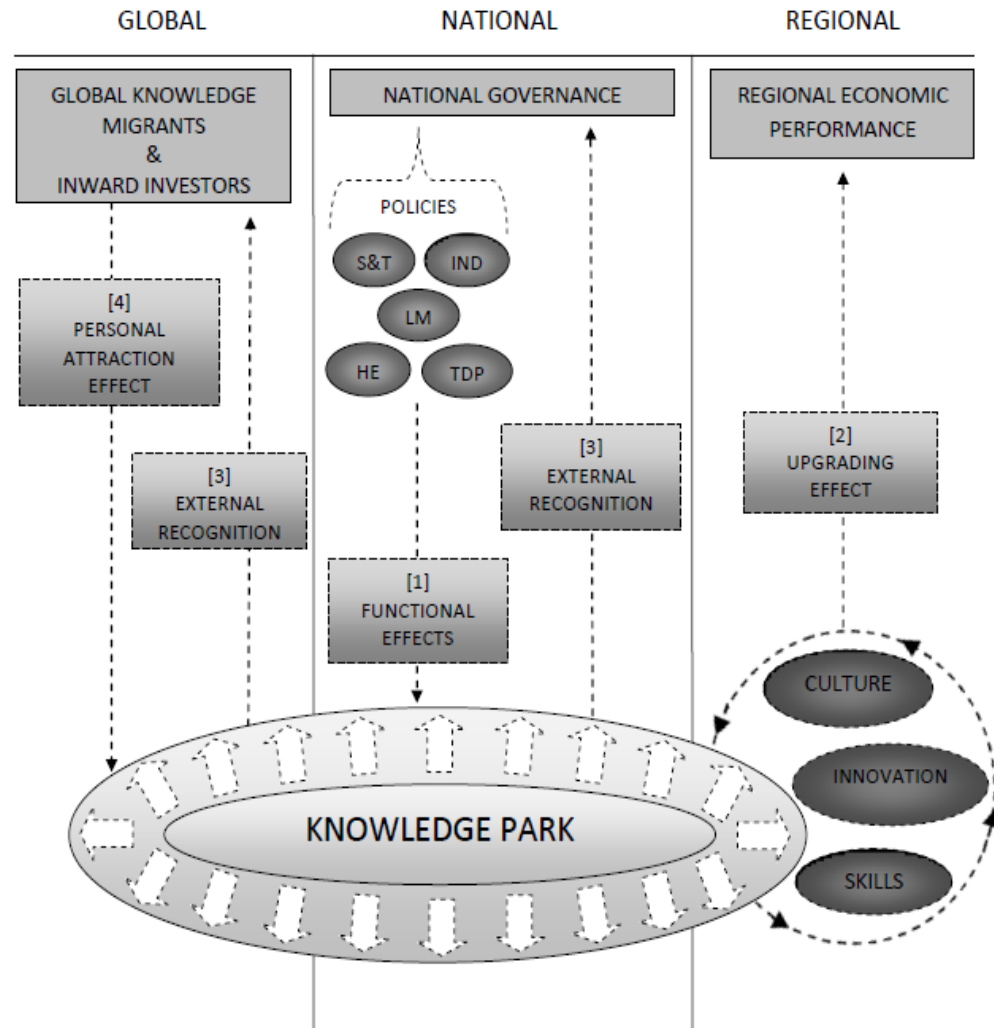


- How do international knowledge migrants (expats) perceive and begin to identify with place-specific characteristics of particular regions?
- How can GSSs attract expats beyond the employment and career opportunities they offer?

- Economic-function: generators of wealth, employment and productivity (business acceleration/production of applied research)
- Regional upgrading effect: university-industry linkages / external spillover effect
- Function as social spaces: particular imagined communities act and interact to achieve desirable goals / personal affection towards a specific space

ANALYTIC FRAMEWORK

- [1] functional effect
(effort to create a nice and attractive place)
- [2] regional upgrading effect
(acquired outcomes leading to a new culture and skills aiming to enhance regional innovation)
- [3] external recognition
(effort and outcomes recognized by expats)
- [4] personal attraction affection
(external “driving force” that attracts expats)



- How do those people creating science parks aim to establish local environments that attract expats? → the creators
- How are these efforts and outcomes perceived by expats?

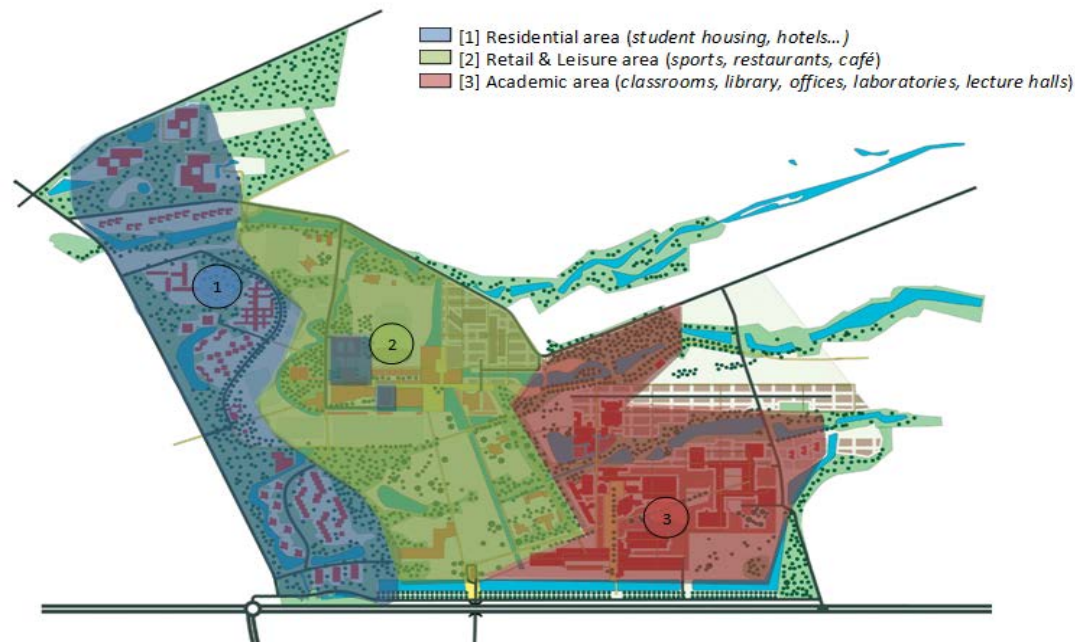
- Exploratory case study
 - Identify key themes for a future quantitative research which will be undertaken in 2016/17
- Narrative analysis technique
- Series of semi-structured face-to-face interviews
 - Snowball technique
- People of the Kennispark who deliberately created a physical local place-environment that attracts and retains expats (creators)
- People who perceived these efforts and outcomes (expats)

THE CASE OF THE UNIVERSITY OF TWENTE

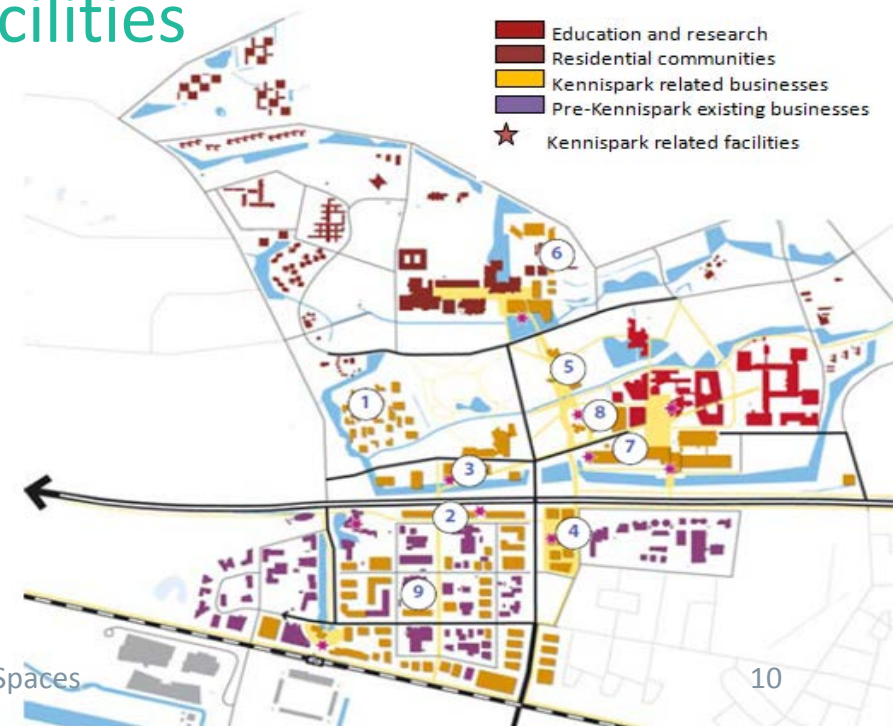


- Located in Twente region (E NL)
- Old textiles region seeking reinvention
- During the 1970s: creation of the Kennispark
- Entrepreneurial profile
- More than 700 spin-off firms are rooted in the UT

- Creation of Campus environment
 - Former country estate “Drienerlo”
 - Self-contained campus
 - Three functional areas



- Creation of a integrated Kennispark structure
 - Establishment of a visible university-industry linkage
 - Reconstruction of campus buildings into shared academic and corporate facilities
 - Establishment of a virtual space-architecture



- Creation of a symbolic profile
 - 1987: unique profile known as “the entrepreneurial University”
 - Creation of more than 700 spin-offs
- External recognition acquisition
 - More internationalisation efforts
 - Objective to offer English-speaking bachelor and master programmes only
 - Invitation of a number of well known Dutch personalities (e.g. king Willem-Alexander, Prime Minister Mark Rutte)

EXPATS PERCEPTIONS OF THESE EFFORTS



	What creators wanted to achieve			
How expats perceived these efforts	Creation of a campus environment	Creation of a integrated Kennispark infrastructure	Creation of a symbolic profile	External recognition acquisition
Positive points	<ul style="list-style-type: none"> • unique, beautiful campus environment • functional disposition of the campus area 	<ul style="list-style-type: none"> • virtual-space architecture of the campus 	<ul style="list-style-type: none"> • strong entrepreneurial and innovative profile • funding opportunities • offers unique opportunities 	<ul style="list-style-type: none"> • unfolds its local attraction through actual experience • strong internationalisation of the UT
Negative points	<ul style="list-style-type: none"> • lack of metropolitan and multicultural buzz (village atmosphere) • picture of individual internationalism 	<ul style="list-style-type: none"> • no visible university-industry linkage • physical disconnection 		<ul style="list-style-type: none"> • unknown provincial place • no global or national perceived attraction affect

- Establishment of a strong distinctive symbolic profile and a unique space environment can help to awake expats' affection
- Creators of GSSs can attract expats through active local place-making beyond a purely economical dimension
 - Personal affection towards a specific place that is characterised, for example, by an identikit, tasteful, and landscaped campus
- Creation of a highly international space atmosphere to encourage a metropolitan and multicultural buzz

- Leverhulme Trust
- Regional Studies, Regional Science
- Prof. Phelps and Dr. Valler
- Telos
- Region of North-Brabant