

# February 2010

Welcome to Issue 3 of the RUnUP newsletter

With a number of RUnUP events already confirmed in the diary for 2010, this issue of the RUnUP newsletter will focus on these events offering further details on themes, agendas and practical information as well.

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## RUnUP Thematic Network Event, Potsdam, Germany

The first RUnUP Thematic Network Event of 2010 takes place in Potsdam, Germany on 18 / 19

February. Our project partners in Potsdam together with the Lead Expert, Clive Winters have identified the following key questions that will be addressed throughout the course of the Thematic Network Event.

- How can knowledge locations be communicated today?
- Where can we find best practice examples for a successful knowledge marketing strategy?
- Who are the key actors in designing and implementing such marketing strategies?
- What role can triple helix cooperation play in shaping branding strategies?
- What role can knowledge city marketing play in talent retention?



Further information on the event including agenda can be found on the RUnUP website [www.urbact.eu/runup](http://www.urbact.eu/runup)

### Travel Information

Berlin has two main airports - Tegel (TLX) and Schönefeld (SXF).

In one sense, it is more convenient to fly to and from Schönefeld, since there are direct trains to Potsdam Central Station from the airport (once every hour - 8:54, 9:54, etc.) Other connections from Schönefeld require a change at Berlin Ostbahnhof.

From Tegel there are buses going to Bahnhof Zoologischer Garten, where there are then trains to Potsdam Central Station.

Travel time to Potsdam is about equal from both airports (approximately 50-60 minutes)

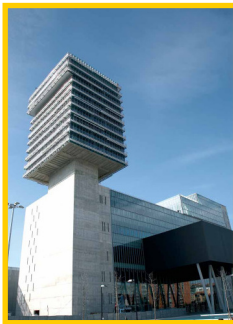
## RUnUP ULSG Study Visit, Enschede, The Netherlands

This is a ULSG Study Visit for all project partners which will be mainly focused on the University of Twente, a well-known entrepreneurial university. The aims of the visit will be to get a strategic perspective on the development of the University and how their collaboration activity with industry has developed or changed over time. There will be a particular interest in the University's business support activities and joint working with the local authority.



## Coming up...

### RUnUP Thematic event Barakaldo, Spain



RUnUP will be heading to the Basque region of Spain in June 2010 for the second Thematic Network Event of the year.

Barakaldo with a population of 98,000 people is located in northern Spain, in the Autonomous Community of the Basque Country, which is divided in three provinces (Álava, Bizkaia and Gipuzkoa). Barakaldo is situated in Bizkaia.

Barakaldo has undergone significant industrial transformation and economic regeneration. Historically the town was a central part of the region's economy linked in particular to the mining and processing of iron leading to a significant increase in the population

of the town. With the eventual decline of the iron industry, restructuring left an economic situation and urban environment with high levels of unemployment, in excess of 32% a decline in investment and a legacy of contaminated industrial land. In the last ten years Barakaldo has seen large-scale improvements in terms of urban planning, environment and society. This new economic resurgence has been driven through the location of new industries, supported by the development of the Port and the Airport, and economic activities that are compatible with a residential environment and located on former industrial land.

## Message from the Lead Expert

*“The development of urban poles within the Knowledge economy requires a strong partnership approach from local stakeholders in development and implementation. As the RUnUP network moves into the phase where Local Action Plans will be established consideration needs to be given to the actions that will be developed and also their promotion. In this context the RUnUP thematic network event in Potsdam will provide a unique opportunity to explore the concept of Knowledge City Marketing. A joint approach here is fundamental between local authorities and universities to attract investors, support the attraction and retention of skilled people and to support businesses and people already located in the city. The marketing approach needs to be inclusive and consistent based on a shared vision of the strategic direction of the city. The Potsdam thematic event will explore how cities are approaching this topic and will support best practice exchange. In addition a key feature of the Local Action Plans should be the entrepreneurial capability of the city linked to the activities of the university and importantly the skills and interests of university students. In this context the RUnUP network is undertaking a study visit to city of Enschede in the Netherlands to understand the entrepreneurial perspectives and approaches of the University of Twente and their link to the local communities of Enschede and Hengelo. Both these activities will provide unique and valuable insights into the approaches of cities to move forward in the development of the knowledge economy and assist in the development and implementation of the partner URBACT Local Action Plans.” Dr. Clive Winters*

[www.urbact.eu/runup](http://www.urbact.eu/runup)

