

## March 2010



Welcome to Issue 4 of the RUnUP newsletter. March sees the second RUnUP ULSG study visit, when members of ULSGs across the network will gather in Enschede, the Netherlands to visit the University of Twente, a world renowned entrepreneurial university...This issue will look forward to this event and reflect

on a successful Thematic Network Event in Potsdam - **Alex Cook** - alexcook@gateshead.gov.uk

### Potsdam, a RUnUP Thematic Network Event –

#### “Science City Marketing”

Partners from across the RUnUP network, along with local stakeholders from Potsdam gathered at the GO:IN science park for the first RUnUP Thematic Network Event of 2010. As hosts of the event Potsdam themed the day around “Science City Marketing” Dr. Clive winters gives his thoughts on the event in *message from the lead expert below* for more detail please visit the runup website [www.urbact.eu/runup](http://www.urbact.eu/runup)



Photo: Bjoern Bernat

### Enschede, RUnUP ULSG Study Visit



Members from the ULSGs of each of the partner cities in the RUnUP network will meet representatives from the University of Twente in Enschede. At the University of Twente (UT) there has been an active support for business development from the early 1980's; for graduates entering the entrepreneurial path, start-up companies using University of Twente knowledge, and innovative, small and

large regionally, nationally and internationally operating companies. The University of Twente is considered the entrepreneurial research university in the Netherlands. The university's focus is to support and provide technological development and its management in the knowledge society. The ULSG study visit takes place 24-25 March 2010. For further information including, the programme for the visit and the Lead Expert's pre-visit report please see the RUnUP website [www.urbact.eu/runup](http://www.urbact.eu/runup)



## Message from the **Lead Expert**

Dr. Clive Winters

*“Following the URBACT Thematic Network Event last week I thought it would be useful to add some context to the Theme 4 of RUnUP and in particular the actions 4.2 and 4.3.*

*We are working in RUnUP with the concept of*

*Knowledge Cities which are promoting a pivotal change in the Knowledge Economy with particular impacts on the economy, the social perspective and intellectual benefits. The theme of Knowledge/Science City Marketing relates directly to action 4.2 and 4.3 and it is important that we understand the perspective of this.*

*When we use the term Knowledge Marketing or Science Marketing we are effectively focussing on the activities of the University or research institute and its selling of knowledge or technology transfer be it through educating students, research projects, licensing, consultancy, spin-outs etc but this is driven by the University.*

*When we look at City Marketing (in which I am not an expert) we are talking about tourism, promoting place, skills, education, economic development etc When we look at Knowledge/Science City Marketing we are effectively looking at "place shaping" developing a high quality of place and providing a distinctive offer around culture, redevelopment and marketing within an educational context. Within this it is important to map the joint priorities of the city and the university in 4 key areas:*

- 1. Economy: What impact do we want to have, how do we build on what we already have and what do we specialise in?*
- 2 Leadership: What are the missions for the city and the university. What is the distinctive vision for the city*
- 3. Place: What are the Built environment and infrastructure requirements. How do we leverage connectivity*
- 4. People: How do we invest in communities to link economy and regeneration?*

***Below is a link to a UK report that you might find helpful. If you only look at 3 pages look at page 21 and 22 and 29. It is also worth looking at the Executive summary which is between pages 4 and 10***

***[http://www.theworkfoundation.com/assets/docs/publications/208\\_ideopolis\\_education061208.pdf](http://www.theworkfoundation.com/assets/docs/publications/208_ideopolis_education061208.pdf)***

*This is about understanding the common elements of interest of the city and the university. There will not be common interest across the whole of the organisations but it is important to understand the dimensions of interest that both organisations have.*

***I hope that this is helpful***

***With best regards”***

