
Linking knowledge and innovation

**Economic Development Board
Amsterdam Metropolitan Region**

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Background and urgency

2010 OECD Review:

1. region has enough USPs, but choice and focus needed to achieve desired level of excellence and critical mass
2. supply and demand between knowledge institutes and business sector is out of sync, cooperation must improve
3. need for common vision, multi-year programme-based approach, targeted plan of action and strategic leadership

And:

- Economic crisis calls for proactive approach to developing knowledge and encouraging innovation
- EU now fully committed to synergy between knowledge & innovation policy and regional policy
- National government committed to decentralizing regional economic policy
- Benchmark positions remain vulnerable

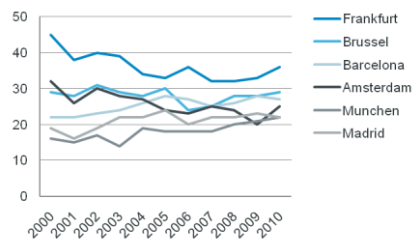


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Benchmark: Cities competing internationally

- Amsterdam dropped from 5th place (in 2000) to 6th place (in 2010) in the European Cities Monitor
- Traditional top three: 1.London 2.Paris 3.Frankfurt
 - emerging cities: Madrid, Munich and Berlin
- Levelling since 2000: lead group cities converging
 - Growing need for Amsterdam to become internationally distinct

Final measurement, Top City 2010: analysis



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Is Amsterdam a Knowledge City?

Knowledge Institutes	Students (2009)
VU University Amsterdam	22,738
University of Amsterdam	30,825
Hogeschool van Amsterdam, University of Applied Sciences	41,770
InHolland University of Applied Sciences (Amsterdam region)	9,564
Amsterdam School of the Arts	2,966
TOTAL	107,863

VU University Amsterdam and University of Amsterdam in international competition

Shanghai University Index (2010)

Position	University
101-150	VU University Amsterdam
101-150	University of Amsterdam

Leiden Ranking (2010)

Position	University
85	VU University Amsterdam
96	University of Amsterdam

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Ambition and Vision

Ambition

- In 2020 the Amsterdam Metropolitan Region will be one of the top five regions for business and knowledge in Europe, as a basis for maintaining and sustainably reinforcing our prosperity and well-being

Vision

- This requires transformation of knowledge (leading research & research infrastructure) and expertise (talent, top-class education) into business (innovation/entrepreneurship/market development)

Three primary activities

1. Commitment to regional business model: focus on seven clusters
2. Commitment to innovative and entrepreneurial culture
3. Strengthening of general conditions for business

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Realization: Economic Development Board Amsterdam Metropolitan Region

Assignments

- Establish a broad economic agenda for the region, initially by preparing a Knowledge and Innovation Agenda
- Present policy choices to government executives, universities and business organizations
- Acquire funding.
- Link and accelerate implementation of the agenda

Composition, members of the Board

- Five members from the world of higher education and research
- Five members from government, Mayor of Amsterdam (chair)
- Nine members from trade & industry

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Knowledge and Innovation Agenda for seven clusters in the Metropolitan Region

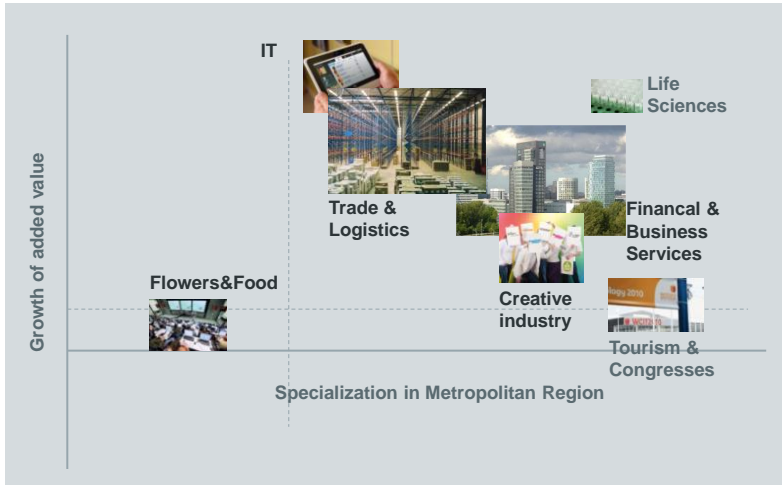
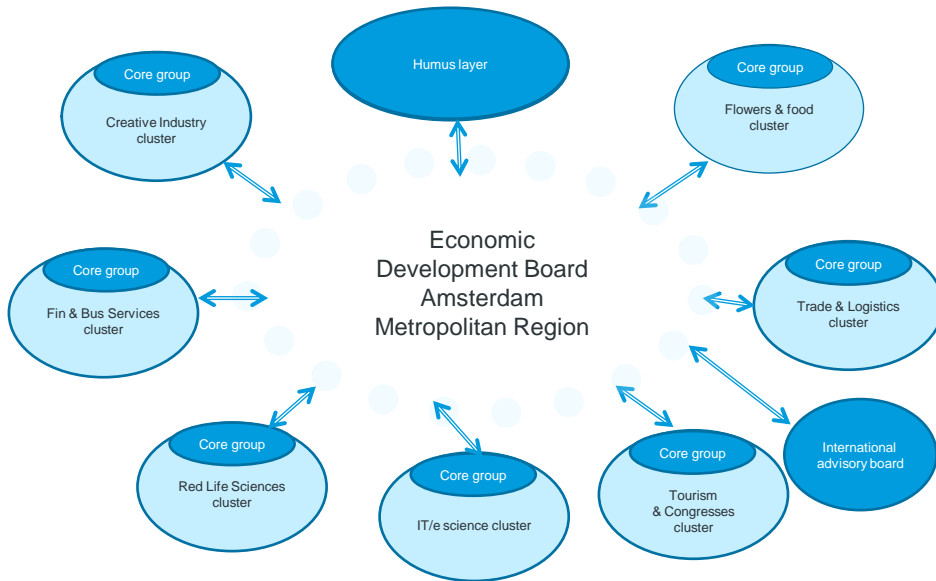


Image size is a relative indication of the size of the cluster

Clusters: Open Networks and Open Innovation





Linking knowledge institutes to economic agenda

1. Participation in core groups for establishing Knowledge and Innovation Agenda

- composition: approximately six experts from institutes of knowledge, trade & industry and government
- assignment: develop multi-year innovation strategy
- extra assignment for IT, Creative Industry, Services sector en Life Sciences: enhance interaction between institutes of knowledge and trade & industry
- advantage: foster dialogue between parties; one-of-a-kind experiment in the Amsterdam Region

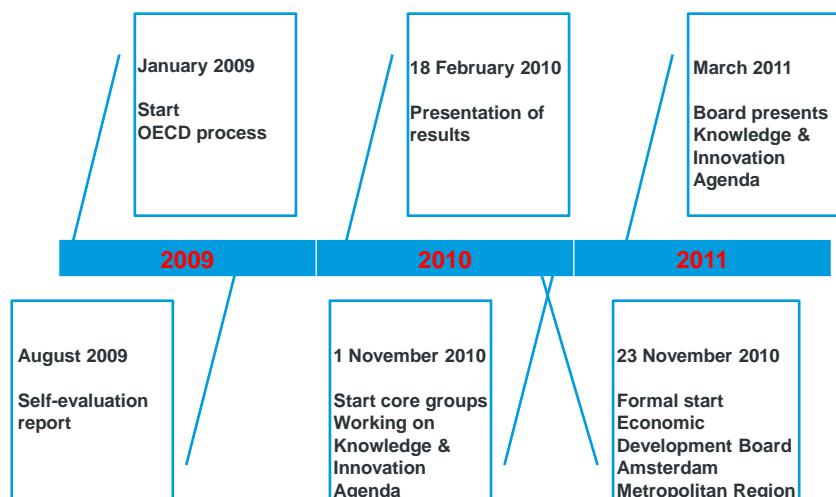
Linking knowledge institutes to economic agenda

2. Special core group for framework criteria

- regional talent development, particularly among ethnic minorities
- attract talented Master's students from abroad, including establishing a scholarship fund
- establish new graduate schools
- improve TTOs (valorization)
- development science park

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Timeline



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