

# Trondheim to the next level?



Results of the EUniverCities conference in Trondheim,  
16-18 April 2013

# General observations

- High-level starting point, many assets
- Great School of Entrepreneurship; Energy!
- “Studentby1” is a good initiative
- Many success-stories build on existing strengths: energy, offshore, fish farming
- What about humanities/social sciences

What is the role of the city? And what does it expect from the university



# Waking up the cat?



What is the problem? And who has a problem?  
And who, eventually, should solve it?

# Vision & Strategy

- From “what’s the problem” to “what’s the opportunity”
- A strong and shared “story” about where Trondheim is going as a knowledge city
- Trondheim as the new “Cambridge”, “Leuven” or “Lund”, buzzing with knowledge based activity & innovation

# Trondheim to the next level





## Vision & ambition

Connecting SMEs

Boost innovation in  
public sector

Create inspiring  
environments

Attract companies



# 1. University – regional SMEs

- Systematic innovation is needed to survive
- Many initiatives, no coherence, communication, results?
- Business involvement in early stage = precondition
- Incentives are needed to make it happen
- Personal approach: Names and faces in the region
- Connect the support organizations:
  - Create an umbrella initiative (Linkoping Growlink)
  - Make people accountable and responsible (Aalborg)
- Specialize in fewer branches/technologies



# Co-ordinate policies



## 2. Co-create inspiring city spaces that promote innovation

- Proximity matters a lot
- No incubators, science parks?
- Keywords: functional mix, openness, streetlife, serendipity, multi-disciplinary
- Diversity: not just for nerds!
  
- New campus as BIG opportunity

Co-locate big company+research group+startups in ICT/media industry (Ghent)



# 3. Attract companies

- Start-ups: fine but not enough...
- “seduce” big firms to open a branch at the campus (talent, research collaboration)
- Use networks of professors, alumni
- Build clusters around scientific excellence

Make a proposition they can't refuse

## 4. Promote public sector innovation

- City-University partnership to promote innovations in (semi)public sector
- Innovation-enhancing procurement
- Open innovation in hospitals (Aalborg)
- City-run research fund for smart proposals
- Smart grid labs (Demo Steinkjer)
- School of Entrepreneurship to develop solutions in public domain

# Potential benefits:

1. Cost savings (happy politicians & taxpayers)
2. Quality improvement (happy citizens)
3. Business development!

# Some preconditions

- Political leadership, commitment & awareness
- Broad participation process, including students
- Many good ideas – but who takes the action?

More proactive role of city

School ≠ economic tool

“free time to think and learn”

Thank you all!!



# Questions?

