

First results

Of EUniverCities peer review
meeting in Varna, Bulgaria

3-5 June 2014

Key questions

- **How can the scientific community in Varna help to revitalise the local economy?**
 - How can students and researchers be empowered to start businesses
 - How to address the mismatch between higher education and the local labour market
 - How to establish more collaboration between universities and companies/city government/institutions

General observations:

- Great seaside, friendly people, EU country with access to the east and low price level
- 35,000 students!
- Beautiful buildings
- Green city
- Lots of opportunities untapped
- City is at economic crossroads
- University representatives are not against merging!

The problem

- Few business, jobs, internships
- Bureaucracy/paperwork is a black hole
- Passive attitude, looking at others
- Poor marketing in many respects
- Studies unrelated to local economy/opportunities
- What is the future for graduates?
- No common/shared idea of direction

Some directions

- More collaborative and “can-do” attitude is a must
- More clarity in positioning and focus are needed
- Bottom-up approach is most promising
- Entrepreneurship