

EUniverCities

Peer Review Meeting Magdeburg

5–7 March 2013





PROGRAMME

EXPLORING THE ROLE OF THE UNIVERSITY IN LOCAL ECONOMIC DEVELOPMENT.

Problem Statement – City of Magdeburg

There is a big, international debate about the "third mission" of universities: what would be the universities' role besides research and education. Many argue that the university should contribute to the society at large, and help to achieve social, ecological, cultural and economic development.

For new EU member states and the former GDR, this reorientation is a special challenge, as they have entered relatively late in the process. But nevertheless they have to define their new position very fast. On top of that, because of the economic crisis, public expenditures are cut, and universities have to "justify" themselves by showing what their added value is for local or regional development.

The main issue for Magdeburg is how the university (and research institutes) can contribute to a structural improvement of the urban/regional economy. We need new and well-paid jobs for the graduates and all the other well-educated (young) people. What role could and should the university play here? What can be the role of the city administration and other relevant stakeholders? How can we organise effective and aim-oriented types of cooperation? How can we better use the existing facilities like the "Science Port" or the incubators to support knowledge-based economic development & innovation? What are the framework conditions to bring the city of Magdeburg forward in this field? Who is responsible for the different parts of the solution?

Magdeburg is at the beginning of this process. It would be very helpful if the EUniverCities Peer Review meeting could give a strong input in this discussion, and help the stakeholders in Magdeburg to take new steps.

Programme

Monday, March 4th

Arrival of European guests

19:30 – 22.00 Welcome dinner

Tuesday, March 5th

09.00 – 17.00

Presentations and site visit: On the first day of the Peer Review the City of Magdeburg, together with the Otto-von-Guericke University and other key players will present the problem statement to you. During this first day you will be fed with the most relevant information concerning the main challenge that Magdeburg wants to put central stage.

08.45 a.m.	Arrival of all project participants at the Town Hall in Magdeburg	
Welcome and Introduction		
09.00 a.m.	Opening and Welcome	Mayor Dr. Lutz Trümper, City of Magdeburg
9.10 a.m.	Welcome	Principal of Otto-von-Guericke-University Prof. Jens Strackeljan
9.20 a.m.	Introductory speech - City of Magdeburg - Challenges	Dr. Klaus Puchta City of Magdeburg
9.40 a.m.	Introductory speech – University	Otto-von-Guericke-University Prof. Volkmar Leßmann
10.00 a.m.	Economic Situation	Department for Economic Affairs City of Magdeburg, Jörg Böttcher
10.20 a.m.	Financing and funding opportunities for research and development	Investitionsbank Sachsen-Anhalt (Development Bank of Saxony-Anhalt), Claudia Zott/ Reno Paul
10.40 a.m.	Q& A Session	Lead Expert Willem van Winden
11.00 a.m.	<i>Coffee break</i>	
Examples and best practise		
11.30 a.m.	Technology Transfer and Entrepreneurship	Prof. Matthias Raith

11.50 a.m.	Awareness of entrepreneurship while studying – Profil study web-founder	Prof. Graham Horton
12.10 a.m.	Research Area Automotive Innovation and Founder Center Magdeburg - Profile and priority IKAM (Institute of Automotive Expertise)	Dr. Jürgen Ude / Melanie Driessner
<i>12.30 p.m.</i>	<i>Lunch</i>	<i>Town Hall</i>
13.30 p.m.	Transfer - IKAM (University)	By Bus
13.45 p.m.	Site visit IKAM (Institute of Automotive Expertise)	Dr.-Ing. Stefan Schünemann
14.15 p.m.	Transfer to the Port of Science (By Bus)	By Bus Guide: Judith Mackay Town Planning Department City of Magdeburg
14.30 p.m.	site visit GalileoTest Bed	Andreas Müller
15.00 p.m.	Transfer ExFa (Experimental Factory)	
15.15 p.m.	Site visit Forschungscampus STIMULATE (Solution Centre for Image Guided Local Therapies)	Prof. Georg Rose
<i>16.00 p.m.</i>	<i>Coffee Break</i>	<i>EXFa</i>
16.20 p.m.	Magdeburg-Stendal University of Applied Science	Prof. Dr. Jan Mugele
16.40 p.m.	Reflection of day 1 Planning day 2	Willem van Winden
17.00 p.m.	end of the working session	

19.00 – 22.00 p.m. Dinner , Lukasklause

Wednesday, March 6th

The working sessions at the whole day take place in the Town Hall. Peer Review sessions: a structured discussion in mixed groups. (The peer review methodology that was ‘tested’ in Aachen will be implemented.)

09.00 a.m.	Key note speech – Technology Transfer	Dr. Martin Raditsch (Heidelberg)
10.00 a.m.	Peer Review sessions	

12.30 p.m.	<i>Lunch</i>	
13.30 p.m.	Peer Review sessions	
16.30 p.m.	end of the working session	

16.30 – 18.30 p.m. sightseeing tour (optional)

19.00 – 22.00 p.m. Dinner Restaurant ELBE

Thursday, March 7th

The working sessions at the whole day take place in the Town Hall.

09.00 a.m.	Presentation of group sessions outcome	
10.15 a.m.	Discussion on main URBACT issues	
12.30 p.m.	<i>Lunch (optional) and departure</i>	

URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants

www.urbact.eu/project



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