



Higher Education for Smart Specialisation: Northern Netherlands case study

19th March 2021

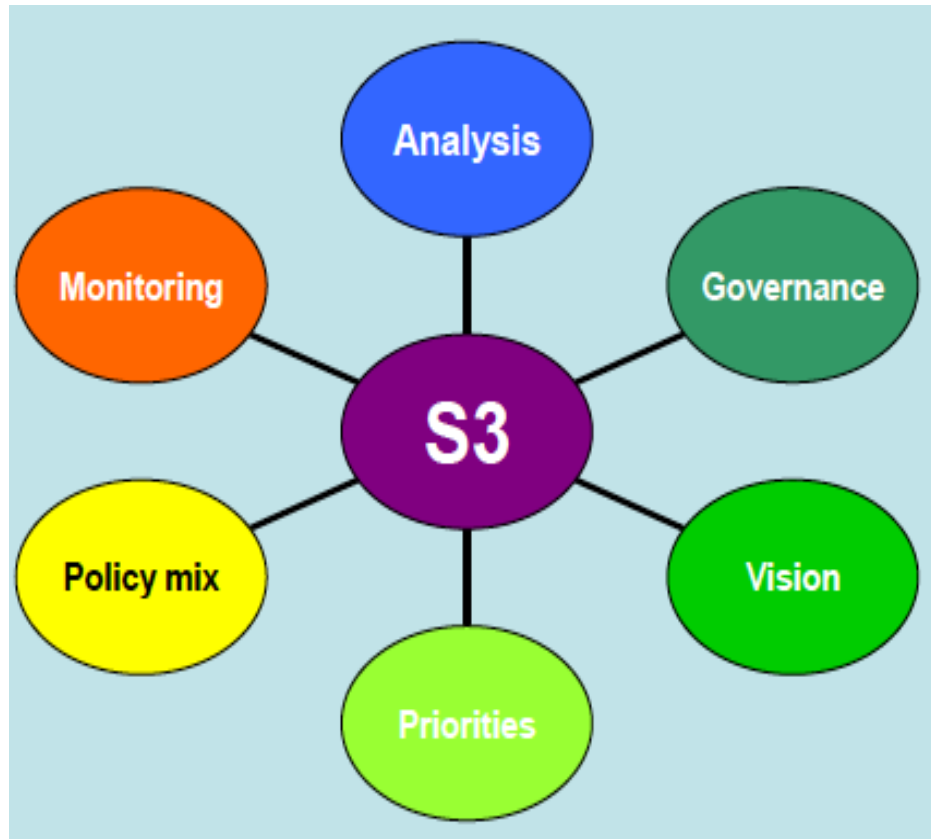
**UASNL Lunch session on the role of UAS in sparsely
populated areas**

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Growth*

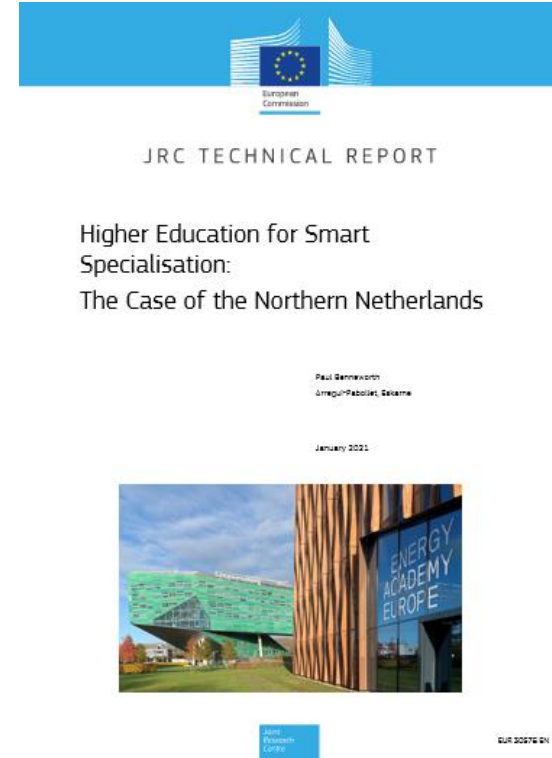
Smart Specialisation Strategies (S3)



Smart Specialisation has made a difference in the way European regions are designing their innovation strategies, creating or reinforcing cooperation at all levels, especially with local business spheres.

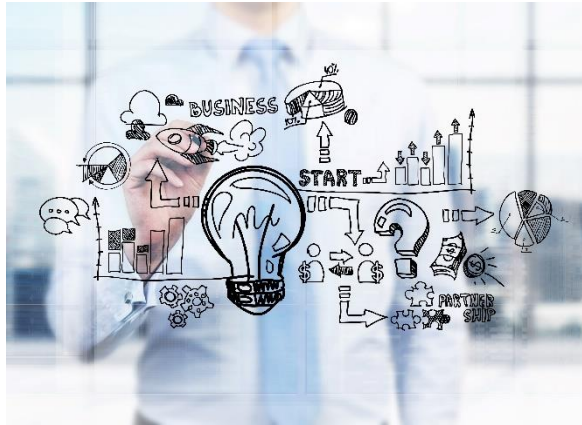
HESS Northern Netherlands: methodology

- Action-research
- Strong mobilisation of stakeholders
- Shadow Group
- Quantitative and qualitative analysis
- Fieldwork: interviews / focus groups
- 2021-2027 period reflections



<https://publications.jrc.ec.europa.eu/repository/handle/JRC121432>

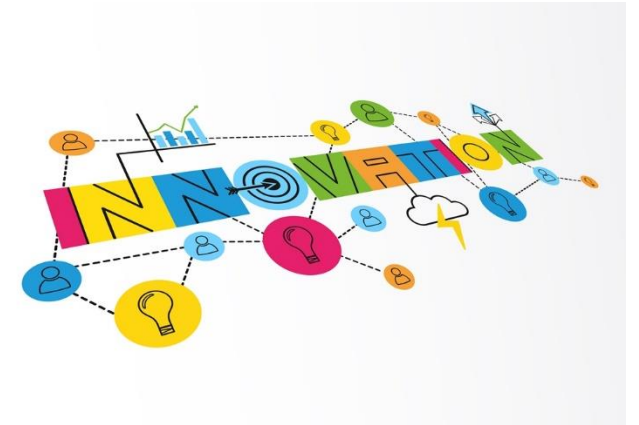
HESS Northern Netherlands: focus



Connecting SMEs to
S3



Attraction of talent



R&I Governance

HESS Northern Netherlands: challenges

1. Connecting SMEs to S3:

- Strong agglomeration around Groningen
- Technologically-focused, interpretations of thematic areas
- Missing knowledge chain links
- Fragmentation in the knowledge sector
- Governance challenges
- No natural “innovation escalator”



HESS Northern Netherlands: success factors

1. Connecting SMEs to S3:

- Access via informal networks
- Low entry barrier activities
- Follow-up trajectories
- Shared research agendas
- Leveraging expert innovators



HESS Northern Netherlands: challenges

2. Human capital

- Brain drain challenge
- Absence of long term agenda for skills/ human capital
- No clear integration in ERDF Operational Programme
- Barriers for collaboration around human capital
- Graduate retention challenge
- No strategic regional agenda for human capital



HESS Northern Netherlands: success factors

2. Human capital

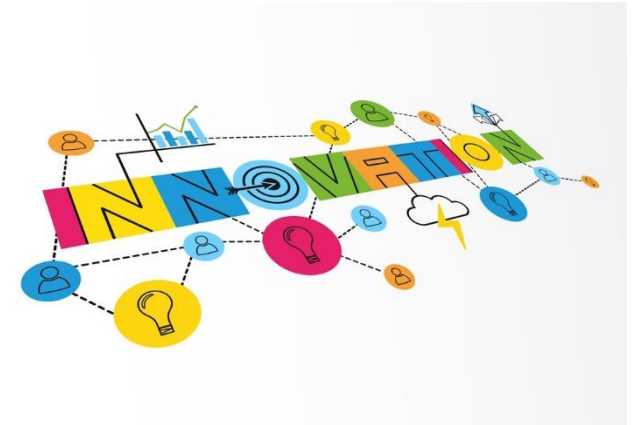
- Students exposed to problem-based learning
- Light touch HEI-business interactions
- UAS student-learning activity
- Linking teaching and research
- Emerging collaborative linkages between HEIs



HESS Northern Netherlands: challenges

3. Innovation Ecosystem Governance

- Innovation governance and regional funding fragmentation
- Understanding of industrial sectors & dynamics
- Innovative firms involvement in RIS3 and OP
- Small innovation ecosystem with limited actors



HESS Northern Netherlands: actions for HEI

1. Connecting SMEs to S3:

- HEIs collaborations and collective offer
- HEIs reward and recognize diverse engagement efforts
- Systematical engagement of students to drive open innovation

HESS Northern Netherlands: actions for HEI

2. Human capital

- Shared human capital agenda for the Northern Netherlands.
- HE role in upgrading innovation
- Systematical coordination between education levels
- Innovation as a transversal skill across education levels
- Student-led innovation support activities

HESS Northern Netherlands: actions for HEI

3. Innovation Ecosystem Governance

- Strong leadership voice for HE in NNL
- Culture of regional learning
- Innovation networks open to newcomers
- Develop flexible mindset for continuous discovery

Thank you!



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