



## **Deliverable nr 4**

### ***Regional meeting with Stakeholders***

Zernike Group has chosen a slightly different approach on the regional meeting in order to get as much feedback as possible. Letters (distributed via e-mail) were created and sent to all the stakeholders in the region. The objective of the letter was to present the "Training for Science and Technology Parks" (3G-STPs) project, as well as to discuss the results from the TNA, increasing awareness about the project as well as informing them on the latest trends and needs of STPs in Europe. In addition, we asked the participants to include their opinion on the preliminary list of modules based on the results of the TNA report. Participants included representatives of:

- University of Groningen
- Hanze University of Applied Science
- Healthy Ageing Campus
- Healthy Ageing Network North Netherlands
- Economic Affairs of the Municipality in Groningen
- Zernike Science Park
- 1 SME company (Pactum)

Based on the answers provided on the e-mail, Zernike has created a preliminary report which we shared with Lex de Lange during a regional meeting. We believe that this group of participants, although not represented during a meeting, is the representatives of the stakeholders in Science and Technology Parks in Groningen.

#### **Main conclusions:**

- An overall STP management structure in Groningen is missing. There are multiple STPs to be recognized (Healthy Ageing and Zernike Science Park) however management is not in place.
- Training for a STP manager or overall management would be very helpful for Groningen. This is recognized by the municipality of Groningen and other governmental parties.
- One of the problems of bringing knowledge institutes, governments and SMEs together is that they have their own objectives and goals to follow. Now you can recognize several islands that should be put together with overall management. This has been the case for quite some time now. In the training it might therefore be relevant to also talk about building

- relationships, sharing knowledge (open innovation leads to IPR issues) but also about trust.
- The question of age differences is not found in Groningen. The Zernike Science Park is already more than 10 years old; however successful overall management is not in place yet! On the other hand, Healthy Ageing Campus has just started and tries to overcome this problem by selecting a management structure from the star. However, there communication strategy is not clear and the representatives of this group were very hard to contact.
  - Financing of STP is now really an issue as more and more public funds will be closing not only in regions but also national. Nevertheless, European funds might be the only way to get funding. All in all, we do need to prepare STP to be self-sustainable and provide information on how to become financially independent.
  - On this note it is important to differentiate between the day-to-day park management and the management of the assets itself. Nevertheless, it is important to note that infrastructure does not guarantee the success of an STP! (See Zernike Science Park as an example).
  - Knowhow on markets should be integrated in the module division. You do not have to have excessive knowledge on technology in order to validate business options. The market is key! Managers of STPs are often unfamiliar with market trends, existing products, competitors, etc. this influences the success of a STP. When there are no successful start-ups or spin-offs the success rate of a park might be questionable.
  - Overall the modules are interesting, but additional focus should be on the following topics;
    - o Tech transfer / open innovation etc
    - o Land management vs infrastructure management
    - o Financial options for STPs (public, private, self-sustainability)
    - o Add MARKET module.

The participants were thanked for their involvement, suggestions and time. All participants want to be aware of the projects. For this reason, we have provided them with the LinkedIn page.