Speakers - Emerging Urban Campus

1. Amund Aarvelta
   - Project leader Campus Project at the City of Trondheim

2. Leo le Duc
   - Director of Amsterdam Science Park

3. Willem van Winden
   - Professor Hogeschool A’dam, Lead expert EUniverCities

4. Alexandra den Heijer
   - Associate Professor TU Delft, specialisation university campuses
The European Campus - Heritage and Challenges

2011

Managing the university campus
Information to support real estate decisions

2014

The European Campus
Heritage and Challenges

dr. ir. Alexandra den Heijer
associate professor – TU Delft, Faculty of Architecture and the Built Environment

for Class of 2020 conference 2015 – more info: http://www.managingtheuniversitycampus.nl
PHYSICAL definition of “campus”

the “campus” is defined as the (collection of) buildings and land, used for university or university-related functions

Source: Managing the university campus (Den Heijer 2011)
FUNCTIONAL definition of “campus”

- **ACADEMIC**
  classrooms, library, offices, laboratories, lecture halls, ...

- **RESIDENTIAL**
  student housing, hotels, ...

- **RELATED BUSINESS**
  start-ups, incubators, industry, ...

- **RETAIL & LEISURE**
  sports, restaurants, cafes, ...

- **INFRASTRUCTURE**

Source: Managing the university campus (Den Heijer, 2011)
The campus of the future is a city

- El campus del futuro es una ciudad.
- Le campus de l'avenir est une ville.
- Der Campus der Zukunft ist eine Stadt.
- Kampus budoucnosti je město.
- Framtidens campus är en stad.
- De campus van de toekomst is een stad.

Source: Managing the university campus (Den Heijer 2011)
Campus model A

The campus competes with the city – “new town development”

Source: The European campus (Den Heijer and Tzovlas, 2014)
Campus model B

Network university → “UniverCity”

Source: The European campus (Den Heijer and Tzovlas, 2014)
Top 10 - Why study abroad?

1. See the world
2. Education
3. Take in a new culture
4. Improve language skills
5. Career opportunities
6. Find new interests
7. Make lifelong friends
8. Personal development
9. Graduate school condition
10. Life experience

http://www.internationalstudent.com/study-abroad/guide/ten-benefits-to-studying-abroad
### Why study abroad?
#### Reasons (not) to go

<table>
<thead>
<tr>
<th><strong>Reasons to go</strong></th>
<th><strong>Reasons not to go</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. academic reputation</td>
<td>1. academic reputation</td>
</tr>
<tr>
<td>- professors, programme, teaching method, rankings</td>
<td>- English language skills of staff, workload</td>
</tr>
<tr>
<td>24%</td>
<td>58%</td>
</tr>
<tr>
<td>2. country / city / culture</td>
<td>2. city / culture</td>
</tr>
<tr>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>3. career development</td>
<td>3. social life</td>
</tr>
<tr>
<td>- employability, learning the language, personal/intercultural relations</td>
<td>- lack of organised events</td>
</tr>
<tr>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>4. university services</td>
<td>4. university services</td>
</tr>
<tr>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>5. social life</td>
<td></td>
</tr>
</tbody>
</table>
PROPOSITIONS

Students* become tourists – Cherish the European academic heritage

- location in inner city
- heritage buildings: culture & industry
- density of people
- good public space
- sense of place

* and knowledge workers (professors, young potentials ...
Oldest 50 universities

Exists in,

- Italy for 925 years
- United Kingdom for 913 years
- Spain for 795 years
- France for 784 years
- Portugal for 725 years
- Czech Republic for 666 years
- Poland for 649 years
- Austria for 648 years
- Germany for 627 years
- Croatia for 617 years
- Belgium for 588 years

Source: The European campus (Den Heijer and Tzovlas, 2014)
The emerging urban campus

Nowhere do physical boundaries disappear faster than on the European campus. In many cities the university campus has opened the gates to welcome student housing, restaurants, coffee bars, incubators, co-working offices to complement state-of-the-art research and education facilities. Which campuses show the next wave of development and how will the private sector be able to invest in the campus in times of decreased public funding.
Propositions “Emerging Urban Campus”

1. Back to the future – learn from the European past: “History reinvented”
2. Role of student housing – quality of place, urban setting
3. Private funding – pros and cons – which role (could) private investors play?
4. How to measure success? evidence-based, key performance indicators (KPIs)
5. How do students assess campus-city models? (how do they benefit / how satisfied are they?)
6. How does the city / region / country (or even Europe) benefit from the “emerging urban campus”?