The European Campus - Heritage and Challenges

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Europe 2020

“Smart, sustainable, inclusive Europe” – European Commission

Europe 2020 puts forward three mutually reinforcing priorities:

• Smart growth: developing an economy based on knowledge and innovation. → very dependent on availability talent - LOCATION
• Sustainable growth: promoting a more resource-efficient, greener and more competitive economy. → lower footprint, higher quality of PLACE
• Inclusive growth: fostering a high-employment economy delivering social and territorial cohesion. → place attachment, DENSITY of people

“European universities too important to fail”

“I would argue that the university system in Europe is at least as determining for Europe’s future as the banking system. We are too important to fail. (…) So why not conduct a university campus stress test to assess the robustness of Europe’s higher education and research infrastructure.”

Former TU Delft president Drs. Jan van den Berg, at the 32nd Conference of Rectors and Presidents of European Universities of Technology in Milan, September 2013.

Background

Why this research project?

Goal: to support European campus decisions for the future of Europe

Managing the university campus
2011, PhD Dissertation

The European Campus 2014
Step 1, PhD Research
George Tomfas

Performance Indicators
Campus Size

more info: http://managingtheuniversitycampus.nl
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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 conditions
10. Life experience

http://www.internationalsatudent.com/study-abroad/guide/tenten-benefits-to-studying-abroad

Why study abroad? Reasons (not) to go

reasons to go
1. academic reputation 25%
2. country / city / culture 24%
3. career development 18%
4. university services 17%
5. social life 11%

reasons not to go
1. academic reputation 58%
2. city / culture 18%
3. social life 10%
4. university services 10%

PROPOSITIONS
1. 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

Performance Indicators

The age of the campus

University campus

Heritage Buildings 1960s to 1970s & Laboratories

Future EU 2020

European campus portfolio

more info: http://managingtheuniversitycampus.nl
PROPOSITIONS

1. Students become tourists – Cherish the European academic heritage
2. The European campus is an enabler for Europe 2020
3. The European campus is a disabler for Europe 2020

The European campus is a key asset in “the (global) Battle for Brains”

European campus as an enabler for Europe 2020

1. Universities as economic growth engines: “place matters”
2. Europe’s knowledge economy accommodated in cultural heritage buildings
3. European “univer-cities” are considered attractive places to live, work, be...

The European campus is a key asset in “the (global) Battle for Brains”

European campus as a DISABLER for Europe 2020

- heritage buildings - expensive to maintain
  - high energy costs
  - location historic inner city
  - users accept more defects
  - re-use is sustainable
  - unique qualities for branding
  - business case
    - university activities more flexible
    - intensify use to increase benefits / m²
to cover the (high) costs / m²

more info: http://managingtheuniversitycampus.nl
Propositions: The Campus as a disabler


- 85 mln m² needs energy-efficient transformation
- smart strategies required

Propositions: The Campus as a disabler

2. Low utilisation rates, high vacancy rates in offices, laboratories, classrooms.

- high costs for underutilized space
- smart planning tools required (= current research project)

The European campus is a key asset in “the (global) Battle for Brains”

**European campus as an enabler for Europe 2020**

1. Universities as economic growth engines: “place matters”
2. Europe’s knowledge economy accommodated in cultural heritage buildings
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**European campus as a disabler for Europe 2020**

1. > 50% from 1960s/70s
2. Bad functional / technical state: reinvestments required
3. Low utilisation rates: high vacancy rates of offices, laboratories, classrooms
4. Campus 10-15% of total costs
5. Negatively affects “financial sustainability” of universities

PREFERRED MODEL

Network university → "UniverCity"

- combination of heritage, refurbished and new
- intensively used, encouraging innovation by social & intellectual interaction
- sustainable, energy-efficient
- low footprint: more quality than quantity
- shared space, less territorial
- city = campus
PROPOSITIONS

1. Students become tourists – Cherish the European academic heritage
2. The European campus is an enabler for Europe 2020
3. The European campus is a disabler for Europe 2020
4. Campus management deserves more European attention

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