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 of 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

http://ec.europa.eu/eu2020

"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.”

TU Delft president DirkJan 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

more info: http://managingtheuniversitycampus.nl
The European Campus: Heritage and Challenges

**European campus**

- **Basic data**
  - More than 30 mln students in EU higher education
  - More than 13.5 mln students in EU universities
  - "EU university" also provides doctoral education (Bachelor, Master, PhD)

**RESEARCH**
- Explored 870 EU universities
- In 28 EU member states
- University websites + national sources
- 170 mln sq. m European campus

**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**

**PROBLEM STATEMENT**

The campus competes with the city – "new town development"

**PREFERRED “EUROPEAN” MODEL**

Network university \(\rightarrow\) "UniverCity"

**PHYSICAL definition of “campus”**

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

More info: [http://managingtheuniversitycampus.nl](http://managingtheuniversitycampus.nl)
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

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

Oldest 50 universities

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

University age

Future EU 2020

Performance Indicators – The age of the campus

<table>
<thead>
<tr>
<th>University campus</th>
<th>Heritage Buildings</th>
<th>Challenges</th>
<th>History (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1960s to 1970s &amp; Laboratories</td>
<td>100 years</td>
<td>24% Historic</td>
</tr>
<tr>
<td></td>
<td></td>
<td>50 years</td>
<td>19% Established</td>
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<tr>
<td></td>
<td></td>
<td>25 years</td>
<td>14% Established</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 years</td>
<td>4% New</td>
</tr>
</tbody>
</table>

University age

- 100 years
- 50 years
- 25 years
- 10 years

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 “uni-cities” are considered attractive places to live, work, be...

European campus as a disabler for Europe 2020

1. More than half of the university buildings from 1960s-1970s, in bad technical & functional state (and energy inefficient).

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

more info: http://managingtheuniversitycampus.nl
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...

**European campus as a disabler for Europe 2020**
1. 50% from 1960s/70s
2. Bad functional / technical state: reinvestments required
3. Low utilization rates: high vacancy rates of offices, laboratories, classrooms
4. Campus 10-15% of total costs
5. Negatively affects “financial sustainability” of universities

**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

**The Campus as an enabler**
3. Campus costs about 5% to 15% of university budget – and rapidly increasing – affecting their financial sustainability.
→ not enough resources available
→ smart investment strategy required

**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

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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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