Managing the European campus
attracting and accommodating
Europe’s knowledge capital

Dr. ir. Alexandra den Heijer
associate professor Faculty of Architecture,
Delft University of Technology (TU Delft), Netherlands

PHYSICAL definition of “campus”

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

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

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

good facilities can attract talent
bad facilities can chase them away...

Why study abroad?
Reasons (not) to go

reasons to go
1. academic reputation 25%
   - professors, programme, teaching method, rankings
2. country / city / culture 24%
3. career development 18%
   - employability, learning the language, personal/intercultural relations
4. university services 17%
5. social life 11%
   - quality of life, friends, bars

reasons not to go
1. academic reputation 58%
   - English language skills of staff, workload
2. city / culture 18%
3. social life 10%
4. university services 10%

UK research (HEDQF* 2012) showed that 1/3 of all students admit to have rejected a university based on the (poor quality of) the physical environment.

That does not necessarily mean “buildings in bad condition”, but could also refer to an isolated campus or lack of social space.

*HEDQF = Higher Education Design Quality Forum; presented at AUDE (UK campus directors) annual conference 2012, United Kingdom

source: European study choice platform “Study Portal” (presented at “Class of 2020” in 2012)

http://www.managingtheuniversitycampus.nl
The European campus is a key asset in “the (global) Battle for Brains”

**for global competition – attracting and retaining talent**
**for productivity – diplomas, innovation**
**for sustainable development – shared use, small footprint**

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The campus of the future is a city
The city of the future is a campus (univer-city)

1. use heritage for branding – students become tourists
2. reduce the footprint – densely populated areas contribute to innovation
3. less private, more public use of space – showcase, open, 24/7 access
4. ‘urban meeting rooms’ – to merge urban and university communities
5. regional alignment – planning in a public-private network

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The 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 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