

Cambridge Regional Innovation Council
**Managing an Entrepreneurial
Knowledge Region**

A four-day strategy council on the development of entrepreneurial knowledge regions
Cambridge, 2 to 6 April 2017



Target audience:

Managers of entrepreneurial knowledge regions, including:

University experts
Regional Development Agencies
Regional Investment Funds
Science Parks
Regional & local policy makers

Organisation:

THE TECHNOPOLICY NETWORK

Global Community for Regional Innovation Policy

Partners:



Managing an Entrepreneurial Knowledge Region

Herewith, the *Technopolicy Network* presents its four-day Regional Innovation Council for managers of entrepreneurial knowledge regions. The need for such a council derives from the growing complexity of regional ecosystems in which science-based regional development occurs.

Every such region has its unique own challenges to tackle. Its managers face regions that differ in institutional structure, geography, demographics, economy, and (knowledge) infrastructure. They have built or have to build a different relationship with the different layers of government, knowledge institutions and industry. In short, they are in need of creating a comprehensive strategy that integrates all these different facets.

The goal of this training council is, therefore, to inspire those who aim to develop such strategies and create an in-depth understanding of the taken routes and available options. This can be achieved by cross-fertilisation of knowledge of the ambitions and hard-learned lessons from the experts and participants in the field.

THE TECHNOLOGY NETWORK

Global Community for Regional Innovation Policy

The *Technopolicy Network* is the global platform for the exchange of knowledge and experience on Science-Based Regional Development. Through this network, innovation managers within knowledge regions exchange experiences on how to effectively approach stakeholders in the regional ecosystem. For this council, The Technopolicy Network uses its **Technopolicy Model** that enables participants to make their own SWOT analysis (see page 7).

The Council Mediators



Prof. Dr. Luc Soete

Former rector of Maastricht University and founder of MERIT, an Academic research entity on Research & Innovation.



Dr. Martin Hinoul

Business development manager KU Leuven R&D, Former chief of staff Economic Affairs for Flanders.



Ms. Claire Ruskin

CEO of the Cambridge Network. Former Board Director of both Cambridge Consultants, Arthur D Little, and PA Consulting.

The Council Contributors



Prof. Dr. Ian Smith (Monash University)

Vice-Provost Research and Research Infrastructure.



David Gill, MS (Cambridge University)

Managing Director of the St John's Innovation Centre.



Prof. Drs. Ir. Corina Kuiper

Founder The Innovation Family; former Philips Executive.



Prof. Dr. Kees Eijkel (Twente University)

Director Strategic Business Development.



Tom Britton

Co-Founder Syndicate Room, Director of the UK Business Angels Association

The case study regions



Victoria has created a spectacular interactive research strategy to tackle the challenges of this region. Harbours the global city of Melbourne, situated in a very large state, the scale of this region is unique. Also, this region is trying to create more science-based entrepreneurial activity.



In the last 40 years Twente has created an extremely effective entrepreneurial knowledge region. On the other hand, Twente has found it challenging to connect its strategy to foster science-based entrepreneurship with the ambitions of local industry.

Sunday April 2, 2017

**Social Programme:
discovering the “Cambridge Phenomenon”**

12.30-15.00 Dive into Cambridge’s innovation ecosystem



On Sunday the 2nd of April we will dive into what has become known as the “Cambridge Phenomenon”. We will visit various companies, from Cambridge’s famous Life Science departments to the various IT-start-ups. Learn from the inspiring people behind the success stories, as they tell us how they reflect on the larger framework of regional innovation eco-systems and what they expect from their regional managers.

15.00-18.00 Discover the beauty of historical Cambridge

Further, we will explore historical Cambridge. From noon until the evening, we various historic sites and famous colleges will be visited, including a boat tour on the beautiful canals of Cambridge. Whatever the incredible and exciting innovations that spring from the corps of Cambridge scientific entrepreneurs, their success derives to a large degree from the inspirational environment they conduct their lives in, every day. Indeed, to gain new ideas and strategies on how to manage your entrepreneurial knowledge region, the social programme on Sunday the 2nd of April is a great place to start.



18.00-20.00 Dinner at St. Catherine’s college

In the evening we will enjoy a dinner in one of the beautiful atmospheric St. Catherine’s College. After, you will have the opportunity to spend the night at **Jesus College**, in rooms which we have arranged (not included in the price).

Day 1, Monday April 3

Strategies and targets for entrepreneurial knowledge regions

MORNING

09.15h	Word of welcome and introduction of the council: Mr. F.J.M. (Frank) Zwetsloot Director The Technopolicy Network
9.20h	Short introduction of the members of the council
9.40h	‘The Cambridge Phenomenon in 2017’ Claire Ruskin CEO of The Cambridge Network
10.10h	Building stones for regional strategies Conditions for building a sustainable regional strategy in a Triple Helix context Prof. Dr. Luc Soete Former rector of Maastricht University and founder of MERIT, an Academic research entity on Research & Innovation. And Dr. Martin Hinoul Business development manager KU Leuven R&D – the technology transfer office KU Leuven and consultant for the Leuven Knowledge Economy Region, former chief of staff minister economy of Flanders, former Science and Technology Attaché in het United States.
11.10h	BREAK
11.30h	Mr. F.J.M. (Frank) Zwetsloot Director The Technopolicy Network
	-Self-analysis of the participants based on the Technopolicy Model ✓ Benchmarking the region’s ambitions: SWOT-analysis of the region ✓ Discussing the targets for this council (with Course leaders)
12.45h	LUNCH BREAK

AFTERNOON

Two case-studies of the regions

- ✓ *Experiences with entrepreneurship in the region*
- ✓ *Conditions for the development of a successful entrepreneurial knowledge region*

14.00h	Case Study: Regional Strategies & targets of region 1 (Twente) Kees Eijkel President Stichting Kennispark Twente; Director Holding Technopolis Twente
15.30h	BREAK
15.45	Case Study: Regional Strategies & targets of region 2 (Melbourne) Ian Smith , Vice Provost Research at Monash University, Melbourne Ben Vivekandanan , Monash University, Melbourne Danielle Stroey , Monash Incubator, Melbourne
17.15	Recap of day 1 and preview on day 2
17.30h	End first council day
18.00h	Dinner at Queen’s College.

Day 2, Tuesday April 4

Activating public and private R&D for the region

MORNING: activating a university research strategy for the region

09.15h	Welcome with coffee and tea In this session, the following issues will be treated with: <ul style="list-style-type: none"> ✓ Scenario's: Different regions, different strategies ✓ Structuring the regional ambitions. Role taking processes for the triple helix on local & regional level. What can universities contribute? ✓ Realistic funding scenario's for regional networks
09.30h	LECTURER: Prof. Dr. Luc Soete
11.00h	BREAK
11.15h	LECTURER: Dr. Martin Hinoul <ul style="list-style-type: none"> - The regional development perspective (Sciencepark development) - The international strategy (Acquisition, IMEC) - Satellite strategies (Tienen, Genk)
12.45h	LUNCH BREAK

AFTERNOON: Activating private R&D for the region

14.00h	How to get private R&D regionally involved Claire Ruskin In this session, We will focus on the methods to involve private business to the region. <ul style="list-style-type: none"> ✓ What can established private business contribute to the region? ✓ Attracting business from abroad ✓ Methods to stimulate interaction ✓ Crating a joint regional agenda
15.30h	BREAK
15.45h	Short presentations of Twente Region Steered by a manager of a regional ecosystem.
16:30h	Short presentation of Melbourne Region Government representatives and their perspectives.
17.15h	Recap day 2 and preview day 3
17.30h	End second council day
18.00h	Dinner at Restaurant Six

Day 3, Wednesday April 5

Stimulating entrepreneurship in an entrepreneurial ecosystem

MORNING: Stimulating Entrepreneurship

09.15h	Welcome with coffee and tea
09.30h -10.00h	Private investments in entrepreneurial knowledge regions Dr. Martin Hinoul <ul style="list-style-type: none"> ✓ How to connect VC and Angels to the regional eco-system ✓ Generating business development in science parks & incubators ✓ Conditions for attracting foreign investors
10.00h	Group discussion Steered by the managers of regional innovation systems.
11.00h	BREAK
11.15h	Boosting entrepreneurship in a science region – the Cambridge Experience David Gill Managing director St. John's Innovation Centre.
12.45h	LUNCH BREAK

AFTERNOON: The role of investors

14.00h	The role of private investors in developing the ecosystem for start-ups and scale-ups Tom Britton Director of the UK Business Angels Association (UKBAA) and co-founder of the Syndicate Room.
15.30h	BREAK
15.45h	A private view: Connecting industry to investment funds and VC Connecting industry to regional investment funds Corina Kuiper Founder of The Innovation Family; Board Member Corporate Venturing Network; Author book Corporate Venturing, former Philips Executive.
17.15h	End third council day

Evening Program: 'Cambridge Hustings'

17.30h-19.30h	Event: The inaugural Cambridgeshire and Peterborough mayoral election will be held on 4 May 2017. On April 5, a traditional 'hustings' event provides participants of the Council to learn more from the prospective candidates prior to the vote in May. All regional innovation professionals of the Cambridge region will attend to question the mayoral candidates on their visions and policies. Location: The Cambridge Union.
20.00h	Dinner at CÔTE Restaurant

Day 4, Thursday April 6

The role of investors in entrepreneurial knowledge regions

MORNING: Evaluation

09.15h	Welcome with coffee and tea
09.30h	<i>Presentations of the two regions and feedback by the council mediators.</i> <i>Integrating lessons learned in a regional strategy</i> <ul style="list-style-type: none">• Twente• Victoria
11.00h	Adjusting the whitepaper
12.00h	Presenting the whitepaper with strategic goals
12:30	End of the council (With Lunch in Sidney Sussex College)



GENERAL INFORMATION & CONDITIONS

DATES	2-6 April 2017
LOCATION	Cambridge, United Kingdom.
ORGANISATION	This course is organised by the Technopolicy Network.
REGISTRATION	You may register through contacting Jan Debets, (j.debets@technopolicy.net). After registration, you will receive a confirmation via email. Further details about the course will be send to you in due time. We kindly request that you register before 15 March 2017. There is a maximum number of participants of 25.
COSTS	Participation costs are of the amount of € 2500. These include four dinners, five lunches, refreshments, a reception and conference documentation.
SOCIAL PROGRAMME	The social programme takes place on 2 April (13.30-17.30h) and includes a tour past the highlights of Cambridge, relevant sights at the Science Parks and a lunch. Admittance is available to council attendees, speakers and partners only. Registration is possible until 15 March.
COURSE DINNERS	Exclusively for council attendees, speakers and partners we organise four dinners on Sunday 2 April to Wednesday 5 March. These dinners are incorporated in the price of the council for council attendees, speakers and partners.
PAYMENT	Payment of the participation fee should happen before the council starts. You will receive an invoice with the confirmation. All amounts are excluding VAT, if applicable.
CANCELLATION	If you are unable to attend the council, it is permitted to allow someone else to participate in your place, if the name of the replacement is communicated before the start of the course to the organisers. Cancellation is possible until 15 March 2017. If you cancel before 15 March, we will invoice € 95 administration costs. After 15 March, you owe us the full amount.
MORE INFORMATION	Jan Debets – Project Manager: j.debets@technopolicy.net . The Technopolicy Network. Mauritskade 5 2514 HC Den Haag +31 (0)70 363 6157 j.debets@technopolicy.net

Appendix 1

The Technopolicy Model for evaluating the strengths and weaknesses of the development of Science Based Regions

The Technopolicy Network offers a specially designed model to measure and compare the output and outcome of the (regional) innovation system and policies, known as the Technopolicy Model (the TPN-Model). The model is a symbiosis of the work of four leading authors: Prof. P. Nijkamp (2007: the FIRES Model), Prof. R. Stough (2005; Concept of Leadership), and Dr. R.W. Smilor and M. Wakelin (1990; Smart Infrastructure Model). The first two authors are both members of the Technopolicy Advisory Board.

Combining the three models and concepts, the TPN-model shows the essential factors that determine (regional) innovation capacity (see figure1). This makes this model a tool that assists (regional) policymakers in the formulation of a regional innovation strategy or to assess the performance of the (regional) innovation system.

