



# Co-makership in the region

# Northern region

- Least densely populated
- Ageing population
- Agricultural area
- Youth moves away
- Source of natural gas
- Rich in water



# Top sectors in the region

- Sensor technology
- Water technology
- Energy
- IT
- Healthcare



# Cooperation in the region

- Three provinces: Groningen, Drenthe, Fryslan
- Northern cities
- HEIs
- SMEs
- Corporations

# Hanze University of Applied Sciences



- 27,000 students
- 3000 staff
- 17 schools
- 6 Centres of Applied Research
- 2 Centres of Expertise
- Strategic themes: Healthy ageing & Energy, supported by excellence and entrepreneurship



“There are always more smart people  
outside your company than within it”

Bill Joy

Sun Microsystems

# Developments towards co-makership

- Mission statement
- Regional urgency development strategic themes – vision document
- Horizon 2020
- Transition HanzeConnect
- Performance contracts

# Mission statement

“ Hanze University of Applied Sciences, Groningen, wishes, from a European perspective, to be the most important partner for businesses and institutions for the education of professionals and for developing applicable, practice-oriented knowledge in the North of the Netherlands.”



# Transition of Hanzconnect to Hanze P&B

- Responsible for contract education
- From stand apart to integrated
- Part of the primary processes
- Integrated into Life Long Learning tracks
- Link between fulltime and part-time education
- Leading role in developing master's programmes
- Strong emphasis on strategic themes:  
Healthy ageing, Energy, and ICT

# Healthy ageing

- Focus in the region: University, University Medical Centre, Hanze UAS, City, related businesses and organisations
- HANNN – healthy ageing network northern Netherlands
- Innovation labs – partnerships working on solutions in healthcare ~ cofunding



## Covenant with Healthcare organisation Tinten

- Developments in healthcare – decentralisation
- Demand for re-training of former graduates – developed together with Tinten
- 700-800 professionals

# Example hospital

- Specialists as teachers
- Hanze provides curriculum and recruitment
- Professors provided by Martini Hospital
- Work placements for fulltime students
- Interior decorating by Minerva
- Honours students ~ walkways



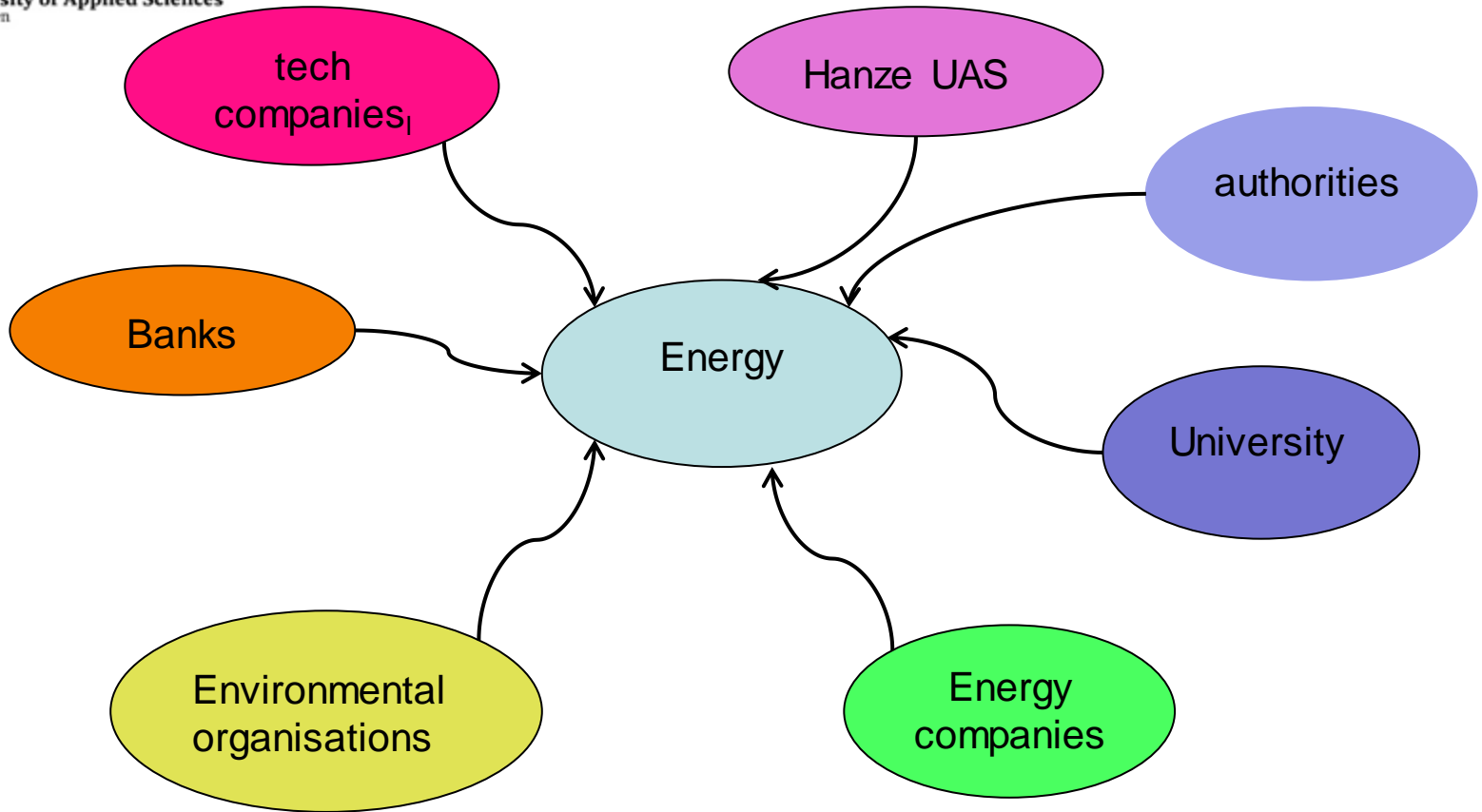
# Co-creation Energy



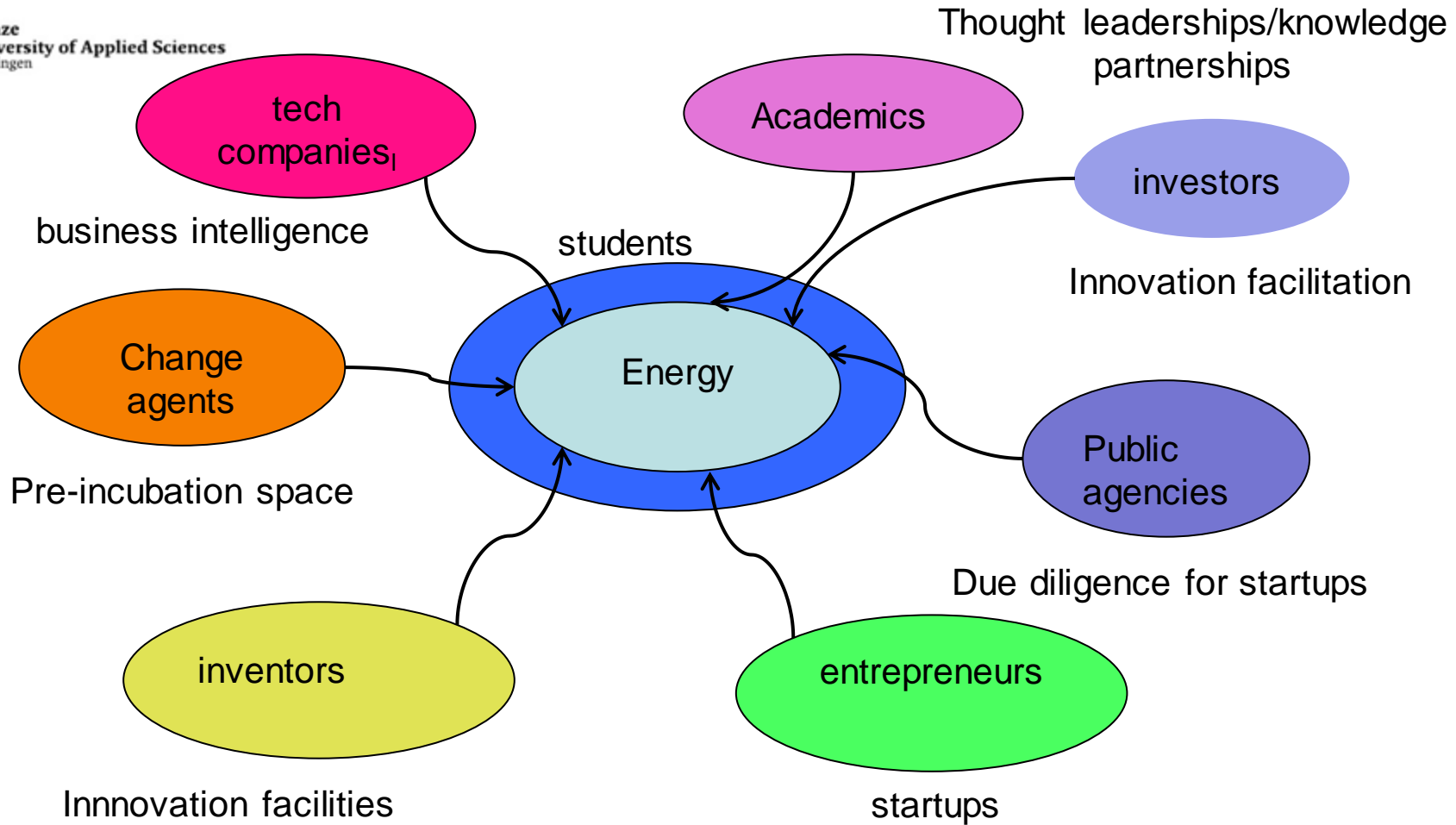
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# co-creation energy



# Hub



# Entrance

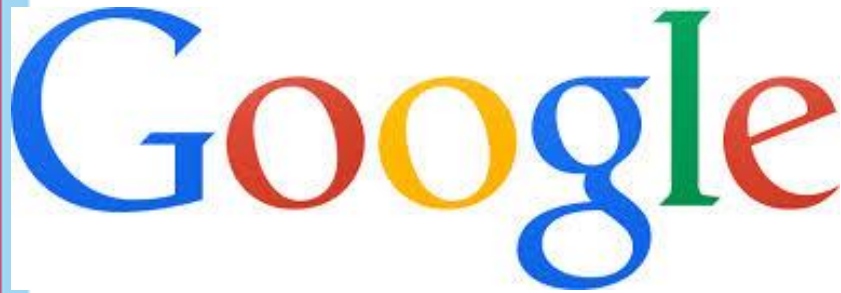
- Energy Transition Centre
- Living lab for renewable energy research
- Hanze, Gasterra, BAM, Gasunie and others
- Interdisciplinary applied research
- Projects involving students from various programmes
- Facilitating startups (24 since start)



# Energy Academy Europe

- Energy education, research and innovation
- Knowledge partners
- Business sponsors
- Governmental partners

# IT in Groningen

The Google logo is displayed in its characteristic multi-colored font, with each letter in a different color: G (blue), O (red), O (yellow), G (blue), L (green), and E (red).The SIEMENS logo is shown in a bold, teal, sans-serif typeface.The IBM logo is presented in its classic eight-stripe design, with the letters I, B, and M formed by horizontal blue bars.

# Co-creation IT

## IT Academy Northern Netherlands

- Goals
- Partners: IBM, Hanze +22 others
- cofunding
- Education for students and professionals
- FT influencing PT and vv

# Barriers and challenges

- Culture, structure and processes often focused on only initial fulltime education and not enough on demands from the region
- Change to modular and blended learning is slow
- Insufficient pride
- LLL is not always seen as core business for the universities
- Tradition of compartmentalising education
- Individual strategies vs joint strategies



Thank you.