



University of
Applied Sciences

Socio-economic Characteristics of European University Cities affected by Brain Drain and the University's Role for Urban Resurgence

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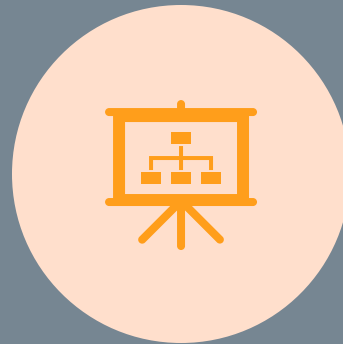


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Agenda



REGIONAL CHALLENGES
AND ROLE OF HEI'S



SOCIO-ECONOMIC
CHARACTERISTICS OF
BRAIN DRAINERS



REGIONAL INTEGRATION
OF HEI'S AND
ENTREPRENEURSHIP



What Challenges do European Regions face ?

What challenges do European Regions face ?



- Economic disparities
- Demographic change
- Digital transformation
- Climate change
- Energy transition
- Migration/integration
- Development in rural areas
- Shortage of skill
- Regional administration and coordination
- Social inclusion and poverty

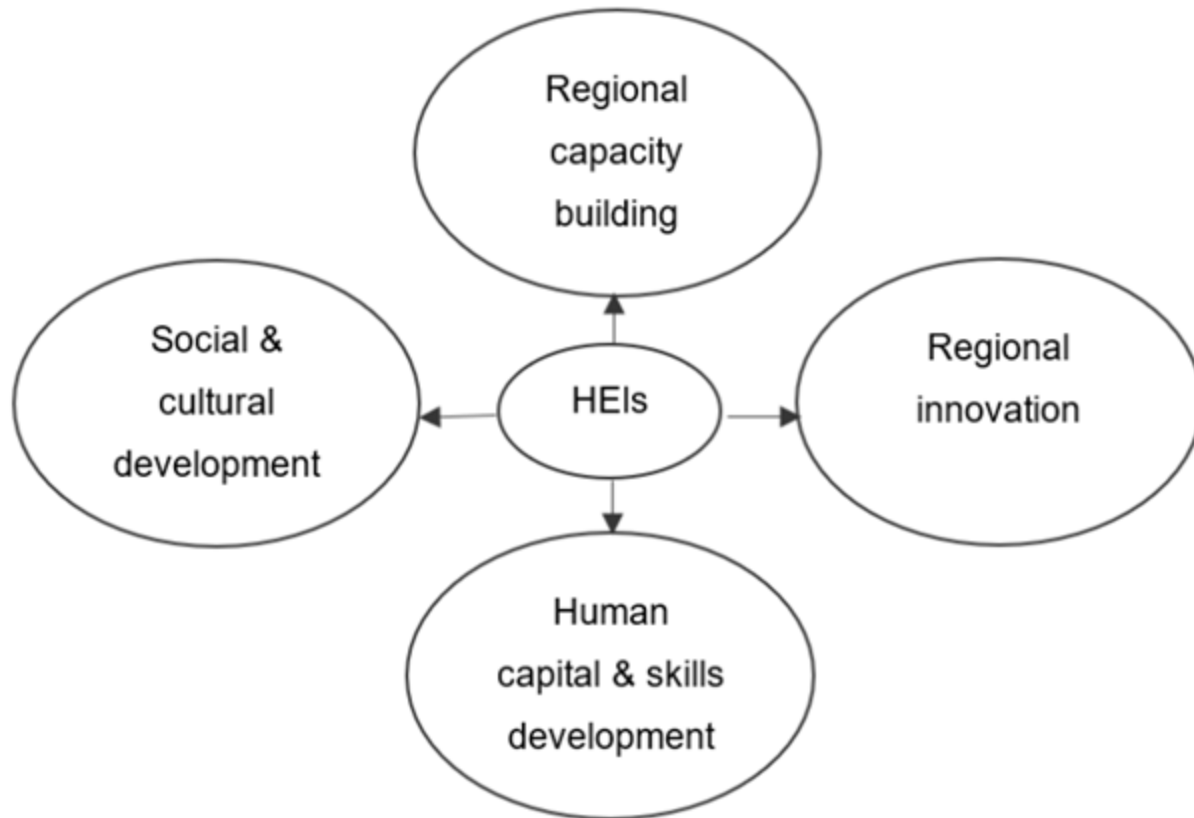


Many regions have difficulty competing for companies and residents, leading to high debt and financial dependence on redistribution systems in the long run



What is the University's Role in a Region?

What is the university's role in a region?





What are the Characteristics of Brain Drainers?

The four types of brain drainers



- Smaller cities in proximity of rural areas that cover local and regional demand for tertiary education
- Problems related to socioeconomic, demographic and physical factors
- Agricultural tradition with a low industry mix and low accessibility
- Education opportunities for households in proximity, but no other opportunities for graduates than to leave
- Regions do not just struggle to retain graduates but also to attract students
- Universities' contribution to the local economy is limited

The Basic

The four types of brain drainers



- Cities, mostly peripheric, with low population density and tradition in agriculture and /or specific areas of manufacturing
- Failure to carry out the shift from traditional manufacturing to innovation-driven industries and modern business-oriented services
- Financial bottlenecks impeding the maintenance of local infrastructure levels and deteriorating quality of life
- Challenges related to vacant and underutilized housing, uncompetitive, old local businesses, as well as a poor infrastructure
- Sometimes, universities are purposely located in these regions to contribute to urban growth

The Emerging

The four types of brain drainers



- Bigger cities or smaller cities in metropolitan areas that do face structural problems and low industrial diversity
- Benefits from agglomeration effects or positive spillover effects from bigger cities in their proximity
- Lack of innovative performance and economic growth
- Suffering from the lock-in effects determined by traditional socioeconomic structure, less-speedy industrial evolution, and inefficient production practices
- Universities are an organic part of the urban infrastructure and very often one of the most important contributors to local development
- Reputation allows for the attraction of national and international students



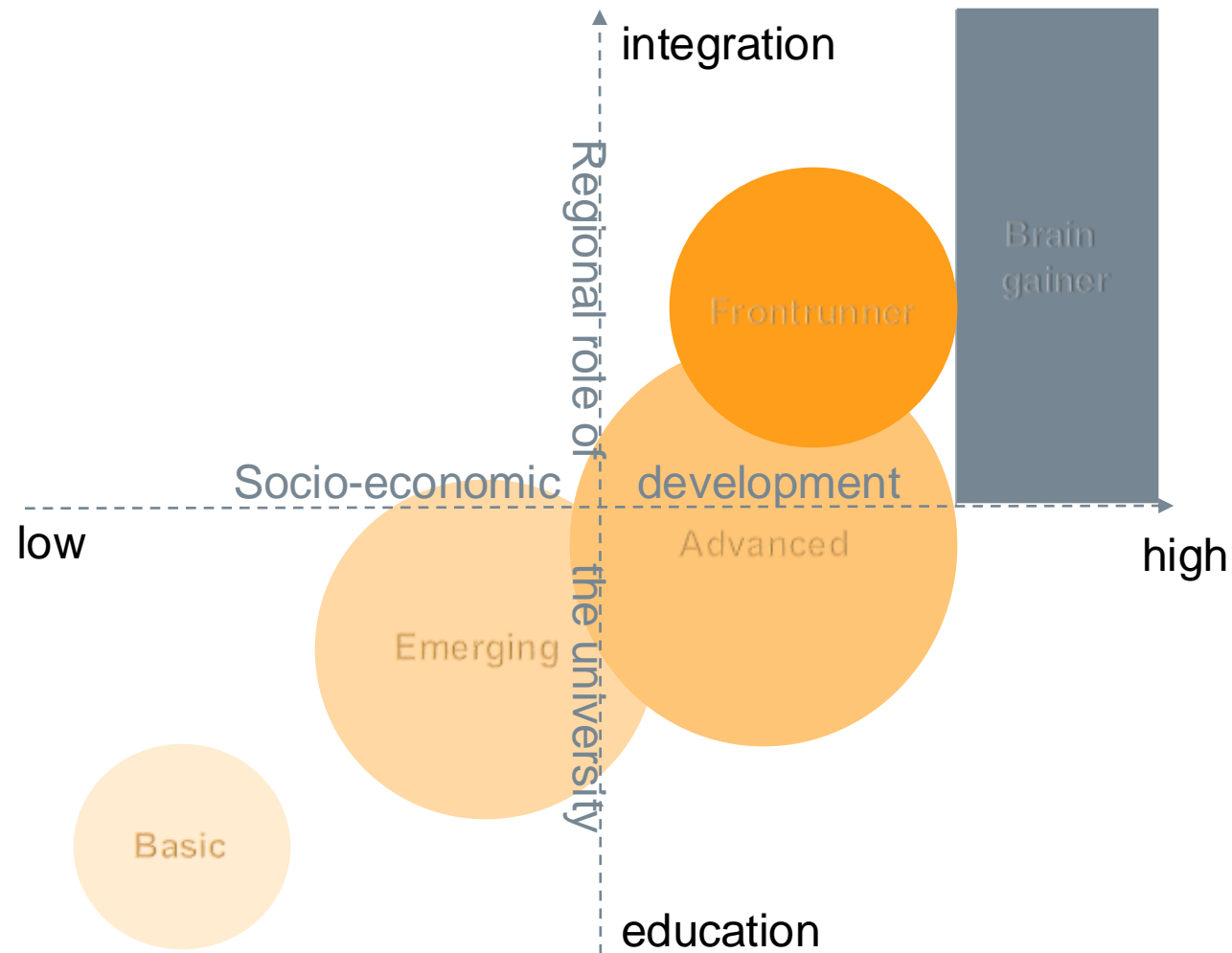
The four types of brain drainers



- Certain level of economic dynamism, sectoral heterogeneity, involvement in global production processes, R&D investment, and human capital
- Lack of certain types of important social capital such as accessibility shortcomings of firms' R&D cooperation with local research institutes and universities, missing knowledge transfers and personal exchange between firms
- Universities are well known and attract many national and international students without having a matching labor market
- Graduates are being pulled by regions with better opportunities

The Front-runners

Regional integration of HEIs





How can regions make better use of universities?

How can regions make better use of universities?



- Many university locations are net exporters of talent.
- This is a sign of insufficient regional integration of a university and difficulty in fulfilling all the potential roles.
- Universities must play a central role within regional innovation networks to make the region more attractive for graduates and create incentives to "stay".
- Possibilities for this: mentoring, networks, job placement, and promotion of entrepreneurship.



The better the regional integration of the university, the more useful the university can be for regional growth



Can universities "form" entrepreneurs?

Can universities "form" entrepreneurs?

| | |
|--|--|
| Educate (create founders) | Start entrepreneurial education from an early age (school) to remove fears Create courses that are multidisciplinary and can create collaborations of learners Hands-on training |
| Activate (recognize founders) | Recognize founders early (applicant level) Create offers (incubators) Enable technology transfer (including employees) |
| Attract (retain founders) | Create financial incentives (funding, taxes, venture capital) Create infrastructure (affordable access to co-working spaces, office space, internet, etc.) Create social capital |





What is endogenous growth?

What is endogenous growth?



- Endogenous growth is driven by investment in human capital, research and development, technological progress and innovation. "Growth drivers" are internal factors that increase the long-term potential of an economy.
- At the center are:
 - Knowledge
 - Innovation
- Investments in education and research increase human capital and create new ideas, technologies and production methods, thus promoting entrepreneurship.
- Universities contribute to improving productivity and thus to endogenous growth and independence from redistribution instruments



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