

# From Ambition to Innovation



A closer look at the physical characteristics of Innovation Districts

# Introduction

**“The rise of innovation districts”** — Katz & Wagner (2014)

# Problem Statement

**“Increasing number of Innovation Hotspots”** — Financieel Dagblad, 2016

**“Results of innovation districts are minimal”** — Boschma (in FD, 2016)

**“Simple co-location is neither a prerequisite nor a sufficient condition for collaboration”** — Boschma (2005)

**“Entrepreneurship is an important source for innovation”** — Van Oort & Bosma (2013)

# Main research question

“What kind of physical interventions are needed in innovation districts to stimulate the process of innovation of its users?”

# Theoretical Framework

Literature review

Research Design & Methodology

# Sub-questions

1. Why is urban competitiveness increasingly important for cities?
  2. How does innovation take place in firms and institutions and why is this important for cities?
  3. What is the concept of an innovation district?
  4. How can innovation be stimulated through municipal policy?
  5. What is already known about the general physical characteristics of innovation districts?
- **Literature review**

# Literature Review

**1. Why is urban competitiveness increasingly important for cities?**

# Literature Review

**2. How does innovation take place in firms and institutions and why is this important for cities?**



# Literature Review

**3. What is the concept of an innovation district?**

# Literature Review

4. How can innovation be stimulated through municipal policy?

# Literature Review

**5. What is already known about the general physical characteristics of innovation districts?**

# Research Design & Methodology

- Interviews
- Questionnaire
- Events
  
- Statistical Analysis

	Research Design
I Introduction	Chapter 1 Introduction
II Theoretical Framework	Chapter 2 Literature review Chapter 3 Research design & Methodology
III Case Study	Chapter 4 Complementary Case 22@Barcelona Chapter 5 Case analysis CID Chapter 6 Ambitions & Policy Chapter 7 Demand in the CID Chapter 8 Ambitions vs Results
IV Conclusions & Recommendations	Chapter 9 Conclusions & Recommendations
V Reflection & Discussion	Chapter 10 Reflection Chapter 11 Discussion

# Complementary case: 22@ Barcelona

## Physical interventions

Construction incentives (MPGM 22@)

Special Infrastructures Plan (PEI)

Clusters

7@ Amenities

Heritage preservation

Urban Lab

## Economic/Institutional interventions

Clusters

22@Network

22 Arroba BCN

Definition Innovation

Triple Helix

Proactive approach

Main Case

# Central Innovation District

## The Hague



# Research Questions (Empirical)

To what extent are the concepts in sub-questions 1, 2, 3, 4 and 5 aligned with the ambitions of the municipality where the case is located in?

– **Review of policy documents, semi-structured interviews**

What types of innovative entities is the innovation district targeted at?

– **Review of policy documents, semi-structured interviews**

What are the goals and policies of actors operating on the steering side regarding the district?

– **Review of policy documents, semi-structured interviews**

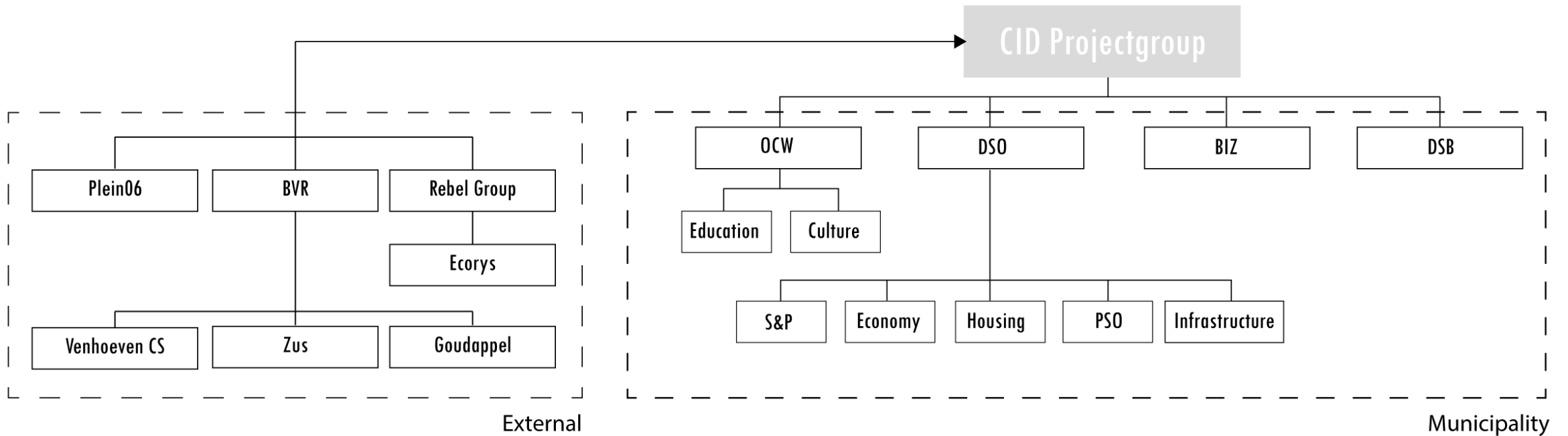
How do innovative entities, located in the innovation district, rate their current built environment and the current image in relation to their goals and needs?

– **Structured interviews**

To what extent are the goals and policies of the actors operating on the steering side in line with the demand of innovative entities operating in the innovation district?

– **Comparison of empirical results**

# Actor Analysis



- OCW: Onderwijs, Cultuur en Welzijn
- DSO: Dienst Stedelijke Ontwikkeling
- BIZ: Bureau Internationale Zaken
- S&P: Stedenbouw & Planologie
- PSO: Programma Management, Strategie en Onderzoek
- DSB: Dienst Stadsbeheer



# Ambitions & Policies

What are the goals and policies of actors operating on the steering side regarding the district?

Category	Ambition
Infrastructure	<ul style="list-style-type: none"> <li>• Decrease use of cars</li> <li>• Better division of use of modes of transport (modal split)</li> <li>• Optimal accessibility</li> <li>• Less space taken up by infrastructure</li> <li>• Increase walkability</li> <li>• Increase bike-ability</li> <li>• Sustainability</li> </ul>
Functions & Amenities	<ul style="list-style-type: none"> <li>• Mix of functions</li> <li>• Day &amp; night activity</li> <li>• More housing</li> <li>• Start-up climate</li> <li>• Event-city</li> <li>• Student-city</li> <li>• Live- and work environment for young (entrepreneurial) people</li> <li>• City centre environment</li> </ul>

Category	Ambition
<b>Design</b>	<ul style="list-style-type: none"> <li>• Increase open appearance of buildings</li> <li>• Flexibility of space (suitable for multiple uses)</li> <li>• Inviting public space</li> <li>• Connect buildings with environment (main routes)</li> </ul>
<b>Image</b>	<ul style="list-style-type: none"> <li>• Create a strong brand</li> <li>• Commitment</li> <li>• Strong international reputation</li> <li>• Cluster for Peace, Justice, Security and governance</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Start-up climate</li> <li>• Generate jobs for the metropolitan region</li> <li>• Sustainability</li> <li>• Inclusiveness</li> </ul>

# Ambitions & Policies

To what extent are the concepts in sub-questions 1, 2, 3, 4 and 5 (literature review) aligned with the ambitions of the municipality where the case is located in?

<b>Strong connection with theory</b>	<b>Weak connection with theory</b>
<ul style="list-style-type: none"><li>• Role of university/Triple Helix</li><li>• Awareness of urban competitiveness/globalization</li><li>• Notion of interaction environments</li></ul>	<ul style="list-style-type: none"><li>• Definition of innovation</li><li>• Chosen cluster</li><li>• Brand of the district</li></ul>

# Ambitions & Policies

What types of innovative entities is the innovation district targeted at?

Firms

Educational institutions

Housing Associations

Business/Entrepreneurial clusters

Transportation

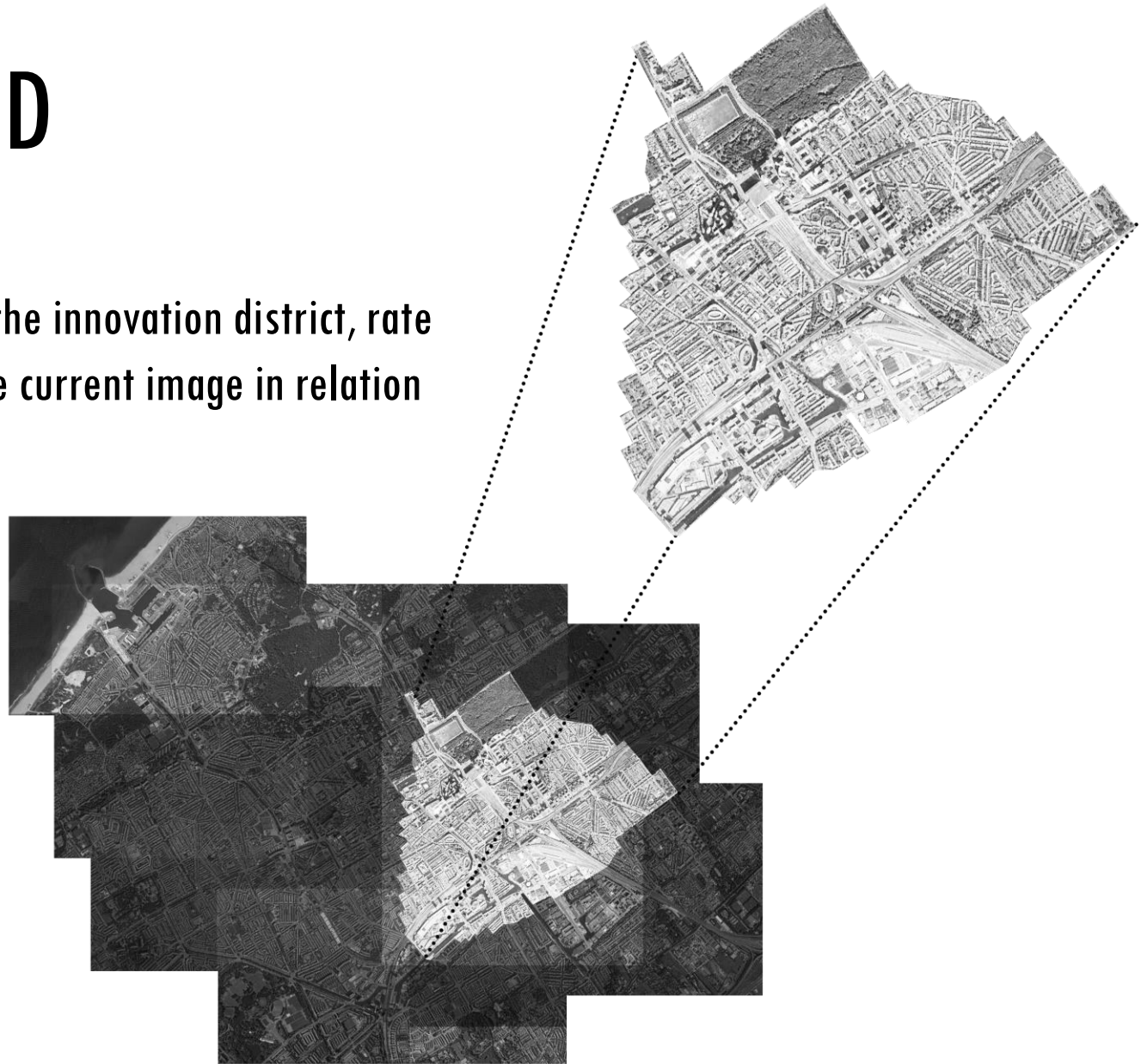
National institutions

Stakeholder	Type	Sector
KPN	Firm	IT/Telecom
<u>Secrid</u>	Firm	Product Design/ Security
Siemens	Firm	IT/Telecom
Q42	Firm	IT
The Hague University of Applied Sciences	Educational institution	Mixed
University of Leiden	Educational institution	Governance
Royal Conservatoire	Educational institution	Music
Royal Academy of Art	Educational institution	Art
<u>Haag Wonen</u>	Housing association	Housing
<u>Staedion</u>	Housing association	Housing
<u>Vestia</u>	Housing association	Housing
Bink36	Business cluster	Mixed
Hague Security Delta	Business cluster	Security
World Trade Centre	Business cluster	Mixed
New World Campus	Business cluster	Impact Economy
HTM	Public transport	Transportation
<u>ProRail</u>	Public transport	Transportation
National Archive	National institution	Data
Central Government Real Estate Agency	Governmental institution	Real Estate

# Demand in the CID

How do innovative entities, located in the innovation district, rate their current built environment and the current image in relation to their goals and needs?

Questionnaire

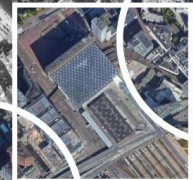




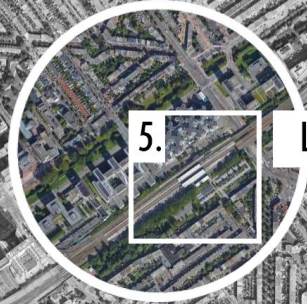
Central Station



1.



6.



5.

Laan van NOI



4.



3A.



2.

Hollands Spoor



3B.

# Demand

1. Accessibility by public transport
2. Bike-ability
3. Walkability
4. Hospitality services

## Start-ups

- Affordable office space
- Brand / Unique identity
- Flexible contracts
- Accessibility by car

# Conclusions

1. "Leadership of the municipality is key in the early stages of a top-down initiated innovation district"
2. "Innovation districts offer more than just high levels of accessibility; they offer walkable, bike-able environments with a variety of amenities and a unique brand"
3. "Physical conditions alone are not sufficient for innovation to take place"

# Conclusions

4. “Proximity does not guarantee learning: there is a need for common ground”

5. “If innovation districts do not represent the individual needs of its users, user groups may become dispersed and the benefits of geographical proximity could decrease”

6. “The brand “innovation district” is being used by cities as a (flexible) model to strive for in order to be able to increase cities’ levels of urban competitiveness and become more resilient”



# Part 6: Answering the main RQ

“What kind of physical interventions are needed in innovation districts to stimulate the process of innovation of its users?”

# Main research question

1. Physical interventions alone are not enough
2. Optimize accessibility by public transport, bike-ability and walkability
3. Provide amenities
  - Hospitality services (HORECA)
  - Spaces for events → 22@
  - Parks → 22@
  - Flexible workplaces for students
  - Public internet connections for students

# Main research question

## 4. Attracting start-ups:

- Provide low cost office space
- Improve image/create a brand
- Provide flexible work/office space

5. Physical interventions depend on the innovation pathways of firms/institutions

*- END/EINDE/FIN -*