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?
5. What is already known about the general physical characteristics of innovation districts?
# Research Design & Methodology

- Interviews
- Questionnaire
- Events
- Statistical Analysis

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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
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?

<table>
<thead>
<tr>
<th>Category</th>
<th>Ambition</th>
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<tbody>
<tr>
<td><strong>Infrastructure</strong></td>
<td>• Decrease use of cars  &lt;br&gt;• Better division of use of modes of transport (modal split)  &lt;br&gt;• Optimal accessibility  &lt;br&gt;• Less space taken up by infrastructure  &lt;br&gt;• Increase walkability  &lt;br&gt;• Increase bike-ability  &lt;br&gt;• Sustainability</td>
</tr>
<tr>
<td><strong>Functions &amp; Amenities</strong></td>
<td>• Mix of functions  &lt;br&gt;• Day &amp; night activity  &lt;br&gt;• More housing  &lt;br&gt;• Start-up climate  &lt;br&gt;• Event-city  &lt;br&gt;• Student-city  &lt;br&gt;• Live- and work environment for young (entrepreneurial) people  &lt;br&gt;• City centre environment</td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td>• Increase open appearance of buildings  &lt;br&gt;• Flexibility of space (suitable for multiple uses)  &lt;br&gt;• Inviting public space  &lt;br&gt;• Connect buildings with environment (main routes)</td>
</tr>
<tr>
<td><strong>Image</strong></td>
<td>• Create a strong brand  &lt;br&gt;• Commitment  &lt;br&gt;• Strong international reputation  &lt;br&gt;• Cluster for Peace, Justice, Security and governance</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>• Start-up climate  &lt;br&gt;• Generate jobs for the metropolitan region  &lt;br&gt;• Sustainability  &lt;br&gt;• Inclusiveness</td>
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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?

<table>
<thead>
<tr>
<th>Strong connection with theory</th>
<th>Weak connection with theory</th>
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<tbody>
<tr>
<td>• Role of university/Triple Helix</td>
<td>• Definition of innovation</td>
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<tr>
<td>• Awareness of urban competitiveness/globalization</td>
<td>• Chosen cluster</td>
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<tr>
<td>• Notion of interaction environments</td>
<td>• Brand of the district</td>
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Ambitions & Policies

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

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Type</th>
<th>Sector</th>
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<tbody>
<tr>
<td>KPN</td>
<td>Firm</td>
<td>IT/Telecom</td>
</tr>
<tr>
<td>Secrid</td>
<td>Firm</td>
<td>Product Design/Security</td>
</tr>
<tr>
<td>Siemens</td>
<td>Firm</td>
<td>IT/Telecom</td>
</tr>
<tr>
<td>Q42</td>
<td>Firm</td>
<td>IT</td>
</tr>
<tr>
<td>The Hague University of Applied Sciences</td>
<td>Educational institution</td>
<td>Mixed</td>
</tr>
<tr>
<td>University of Leiden</td>
<td>Educational institution</td>
<td>Governance</td>
</tr>
<tr>
<td>Raya Conservatoire</td>
<td>Educational institution</td>
<td>Music</td>
</tr>
<tr>
<td>Raya Academy of Art</td>
<td>Educational institution</td>
<td>Art</td>
</tr>
<tr>
<td>Haag Wonen</td>
<td>Housing association</td>
<td>Housing</td>
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<td>Stadion</td>
<td>Housing association</td>
<td>Housing</td>
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<tr>
<td>Vestia</td>
<td>Housing association</td>
<td>Housing</td>
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<tr>
<td>Bink:6</td>
<td>Business cluster</td>
<td>Mixed</td>
</tr>
<tr>
<td>Hague Security Delta</td>
<td>Business cluster</td>
<td>Security</td>
</tr>
<tr>
<td>World Trade Centre</td>
<td>Business cluster</td>
<td>Mixed</td>
</tr>
<tr>
<td>New World Campus</td>
<td>Business cluster</td>
<td>Impact Economy</td>
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<tr>
<td>HTM</td>
<td>Public transport</td>
<td>Transportation</td>
</tr>
<tr>
<td>ProRail</td>
<td>Public transport</td>
<td>Transportation</td>
</tr>
<tr>
<td>National Archive</td>
<td>National institution</td>
<td>Data</td>
</tr>
<tr>
<td>Central Government Real Estate Agency</td>
<td>Governmental institution</td>
<td>Real Estate</td>
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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
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