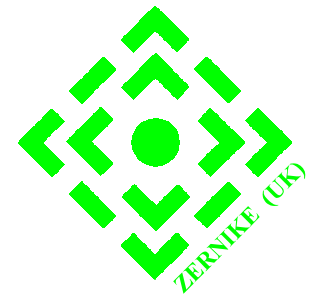


Catalyzing Innovation: From Concepts to Commitments
Istanbul: May 26-28 2014

Session 5: The impact of techno parks

Models and contributions of Technology Parks

Bob Hodgson
Zernike (UK) Limited



Istanbul
May 2014



Structure

- Presentation structure
 - First: models plans and a little history
 - Second: some concrete examples and stories
 - Third: reflections and issues
 - Fourth: potential and real impacts

S&T Parks: some ancient history



- Stage 1: Recording of natural developments – 1950s
- Stage 2: Stimulus to accelerate nature – 1970s
- Stage 3: Base for new model for economic and social development in cities - late 1970s
- Stage 4: Tool to use everywhere - including inverting the logic - 1980s onward
- Stage 5: Moving from component to process – 1990s
- Stage 6: Extending beyond property – 2000s

Objectives of Techno Parks



- Dedicated place for Technology based activities – special property and facilities
- Place on the map – nationally and internationally
- New model of interaction research/industry – bridging the gap
- Service supplier – using asset to fund public good activities
- Administer incentives – places for economic priority activities

Three generations of Parks



- *First Generation: Parks as Places*
- *Second Generation: Parks as Motors*
- *Third Generation: Parks as Network Hubs*



First Generation: Parks as the Place

- New property offer for selected S&T activities
- Asset – expensive, fixed, income generating
- Legitimacy – for park managers with tenant firms
- Distinctive – something new and visible for the region
- Facilities – specialist offer to attract and enable

Cambridge Science Park and St John's Innovation Centre

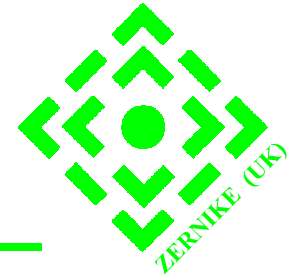




Second Generation: Parks as the Motor

- Extending the commercial offer by adding services
- Incubation of new S&T firms
- Extended specialist functionality
- Animated the tenant base and succeeded through them
- Drew in additional partners
- Facilities – became even more specialised

Bob Hodgson



Oslo Research Park: Forskningsparken



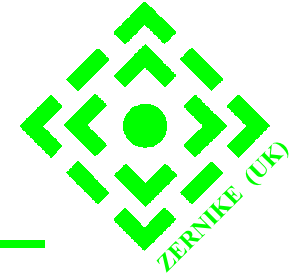
National Research Council

University of Oslo

Oslo Research Park
Phase 2: 12,000m²

Phase 1

Phase 3 (now built)



Third Generation: Parks as network hubs

- Innovation as the driving force to competitiveness
- Building on partnership to shared vision
- Ignoring the boundaries contributing with the best
- Connecting internationally and bridging
- Sweating assets and capturing resources

Zamudia Technology Park Pays Vasco Spain



Istanbul, May 2014

Bob Hodgson

Reflections and issues: Distance



- Between research and business
- But also found to be important
 - Technological distance
 - Social distance
- How can these distances be bridged?
- Legitimacy and the battle for minds

Reflections and Issues: Incentives



- Attracting mobile investments – internationally competitive
- Clustering and raising visibility – local and national signal
- Hijacking the relationships – from friend to supervisor
- Dead weight and loss of tax base – time and functional limits

Reflections and Issues: Assets



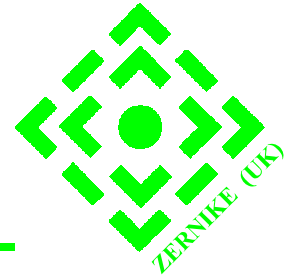
- Use and return – especially in partnership models
 - Warwick back to University
 - Surrey debating sell to private investors
 - Aston now owned by municipality

- Value and taxation – the rape of T^{*****}

- Public to private migration – proven model no public stimulus needed?

- Ownership and control – ensuring the long term public goods

Reflections and Issues: networks



- Predominance of verticals – engineers to engineers; financiers to financiers
- Building the horizontal – to enable the combinations that create value
- Participation and contributions – purpose oriented and fit for purpose
- Skills and learning opportunities – a useful conjunction for a participation sport
- National and international – essential in quality assurance and critical mass

Potential and real impacts: culture



- Special place, special behaviour – how to spread the virus
- Moving to the mainstream – breaking down the boundaries
- Celebration and marketing – building the future culture
- Open and intergenerational - schools and elderly!

Potential and real impacts: development



- How to address environmental issues – are the Parks green?
- General or specialist – ICT everywhere, Bio and manufacturing need specialist treatment?
- And open innovation for the future – a different dynamic or more of the same?
- With monitoring and evaluation

Potential and real impacts: economic



- On the firms on the park
 - UKSP research and several following studies

- On the attraction of inward investment
 - Singapore and the development of backward linkages

- On the development of new tech firms
 - Taguspark and the development of new firms

- On the upgrading of existing firms
 - Zamudia and the regional technology networks of Pays Vasco



Thank You

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