

Campus Groningen

Accelerating growth and enhancing success

Foreword

Our strategic plan for 2020-2025. Developed together with involved organisations and individuals, who provided input on the continued development of Campus Groningen as a hub for learning, working, care and accommodation.

Our joint ambition

Campus Groningen is the knowledge hub where every day, over 65,000 people come together to learn, work, research, develop and provide care. Campus Groningen is a unique concentration of knowledge institutions and companies with a focus on knowledge sharing, innovation, coming together and collaboration.

Campus Groningen will continue to develop. How will we jointly build the Campus ecosystem and what choices will we make together? It's in this document. With a horizon for the year 2025. However, the chosen course is one where we also look across the border.

Future-ready together

The strategic partners: University of Groningen, Hanze University of Applied Sciences, University Medical Center Groningen, Groningen Municipality, Groningen Province and business association WEST, jointly entered the conversation with Campus Management in order, on the one hand, to evaluate the last three years and, on the other, to set out the ambitions for Campus Groningen 2020-2025. This co-creation process, combined with mirroring national and international examples and involving external consultants, provided the input for the strategic plan.



Summary

Campus Groningen is the innovation hub of knowledge and industry, with impact being created in recent years by contributing towards shared social objectives: **Healthy Ageing, Sustainable Society, Energy (transition) and encouraging entrepreneurship.** Campus Groningen facilitates the strategic objectives of its partners that jointly make up the innovative eco-system.

What's been achieved

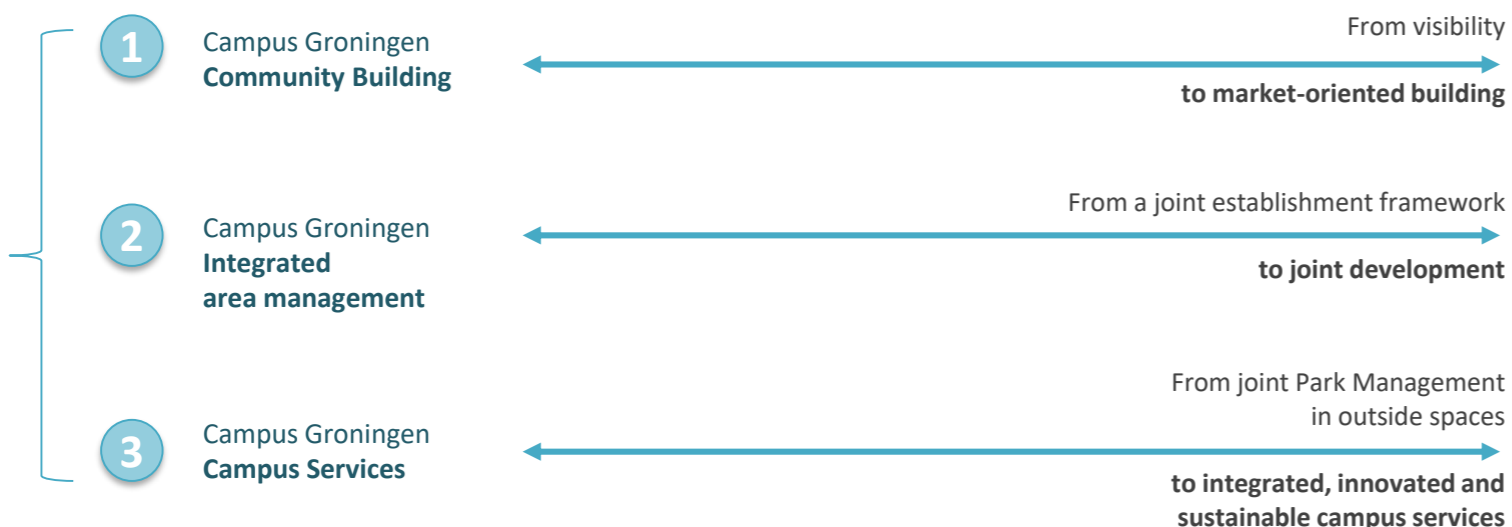
In less than five years, Campus Groningen has developed into one of the larger and more important campuses in the Netherlands. All pre-set targets have been reached, including growth of more than 220 jobs, five new companies a year and five innovation projects a year.

What we've learned

The eco-system at Campus Groningen is important for all organisations involved; for attracting talent, for the city, the province, the region, the Netherlands and for being able to remain at the forefront with our solutions to global challenges. There is both demand and potential for expansion and making 'the chains' more market-oriented, arranging and using facilities in an even smarter way, creating continued growth in knowledge-intensive employment, together building on an attractive business climate (national and international) in the Netherlands, and reinforcing the current community.

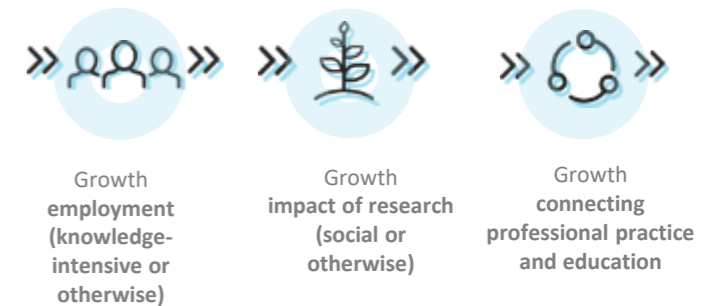
Targets with impact

Continued growth from Campus Groningen, for the region. With greater impact for users, with social targets clearly in sight and providing in-depth understanding together with the partners. Targets on which the common strategy was founded. Implemented in three coherent and strategic programme lines: **Community Building, Integrated Area Management and Campus Services.**



Campus Groningen's direction Summary

WHY: Campus Groningen as a strategic means for accelerating growth



HOW: Campus Groningen enhances success together with its stakeholders, by:

- Collaborating in and on the **campus community** and a **common brand** (content)
- Collaborating on **integrated area management** (physical)
- Active **Campus Services** with a focus on shared facilities (dynamic)

WHAT: Campus Groningen 2020-2025 promise

- 750 new, high-quality direct jobs
- 350 million in investments in infrastructure
- 25.000 m² of individual industrial space
- At least 1 multinational
- Continued growth in start-ups
- Continued growth from Groningen, for the region

Implemented in three coherent and strategic programme lines, for a common direction. The promise is to work continually, in a facilitating role, on a **Groningen Campus, for the region**, in collaboration with the partners. With continued growth in employment (750 new, high-quality jobs), continued growth in start-ups (increase in incubator/accelerator facilities), 350 million in investments (in infrastructure), at least one multinational and 25.000 m² of individual industrial space.

*The campus supports and builds on an **innovation-oriented community** by translating the shared vision into sustainable **area development** and **smart facilities***

Campus Groningen, 2020-2025 promise | overview of KPI strategic programme lines

