



UNICREDS

University Collaboration in Regional Development Spaces

Summary of key objectives

- Transform regions with underperforming economies through the creation of a new model for economic development
- Share experience to identify good practices in collaboration between universities, SMEs and larger business and the public sector
- Develop these good practices into a transferable model for regional economic development
- Integrate the model into regional, national and European policy

UNICREDS partners

Cornwall, UK

Cornwall Council: www.cornwall.gov.uk
Combined Universities in Cornwall:
www.cuc.ac.uk

Hadjú Bihar, Hungary

University of Debrecen Centre for Environmental Management and Policy:
www.envm.unideb.hu
Hadjú Bihar Regional Authority:
www.hbmo.hu

North Central Region, Bulgaria

Ministry of Regional Development and Public Works: www.mrrb.government.bg
Sofia University: www.uni-sofia.bg

Northern Sweden

Council of Skellefteå: www.skelleftea.se
Regional Council of Västerbotten:
www.regionvasterbotten.se
Akademi Norr Association of Municipalities: www.akademinorr.se

Scotland, UK

University of Highlands & Islands
Millennium Institute: www.uhi.ac.uk

Seinäjoki, Finland

City of Seinäjoki: www.seinajoki.fi
University Consortium of Seinäjoki:
www.ucs.fi
Seinäjoki Technology Centre Ltd:
www.stoy.fi/en

South Bohemia, Czech Republic

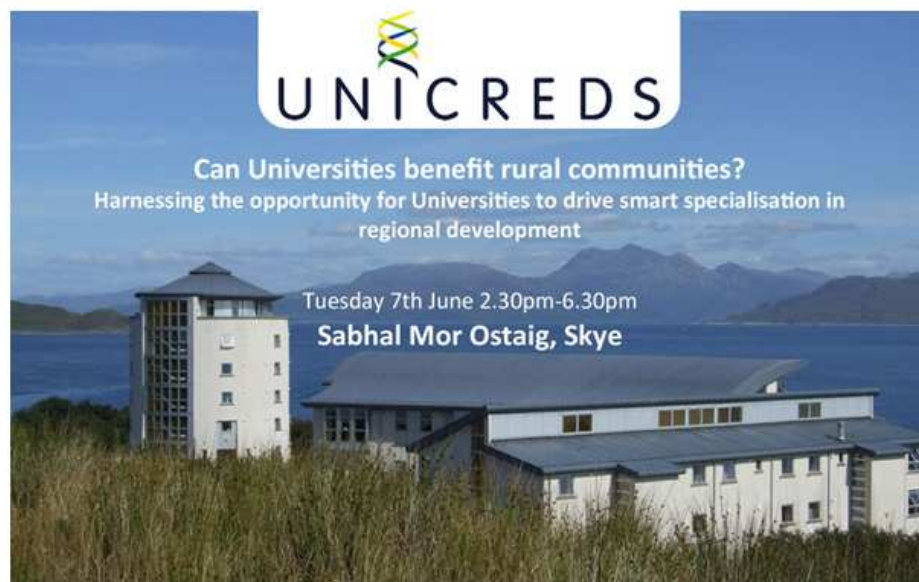
University of South Bohemia: www.jcu.cz
South Bohemian Regional Authority:
www.kraj-jihocesky.cz



About UNICREDS

The UNICREDS project aims to demonstrate how the collaboration between universities, industry and the public sector can help transform peripheral regions with underperforming economies into knowledge rich regions with the resource and capacity for excellence in research and innovation.

UNICREDS is a three year project co-funded by the European Regional Development Fund through the INTERREG IVC programme, in addition to co-financing from each of the 15 partner organisations. Partners will share knowledge and experiences with a view to driving forward economic development and ultimately to develop the 'triple helix' approach for future education and regional development programmes into a transferable model that can be adopted by the European Commission.



UNICREDS conference: Can Universities Benefit Rural Communities?

7 June 2011, Isle of Skye

The University of the Highlands and Islands is delighted to host the biannual UNICREDS conference at Sabhal Mòr Ostaig, Skye on Tuesday 7th June. The conference will bring together delegates from six comparable European countries to debate and question the role of Universities in rural communities. Keynote speakers include Norman Sharp OBE, former Director of QAA Scotland.

There will be an interactive panel debate involving speakers from Highlands and Islands Enterprise, the Highland Council and UHI Principal, James Fraser, among others. The conference will also present case studies from Cornwall and the Czech Republic.

Results from the conference will be used to influence regional, national and European policy.

To register for the event please go to the UNICREDS website www.unicreds.eu or click on the following link to go directly http://bit.ly/unicreds_skye.

Partnerships in education are key to improving regional economies

The first UNICREDS conference of 2011 took place in Sofia, the capital of Bulgaria, and brought together representatives from across Europe. The event held on 18-19 January examined how partnerships between universities and other further and higher education institutions, local learning centres and regional agencies can help improve the economies of isolated, failing or resource-poor regions.

A leading Swedish academic on the topic of educational and business partnerships is Johan Sterte, Vice-Chancellor of Luleå University of Technology. He spoke at the event about his first-hand experience of a

partnership between a university, the municipalities and the business world in the north part of Sweden. He said:

"It is of great value that regions with similar problems and possibilities work together to identify problems and to find solutions that will promote regional development. We all have a lot to learn from each other. This conference is an important part of this process. It will give ample opportunities both for sharing experiences and for discussion."

The findings from the Sofia conference and the related research are expected to be delivered in June this year when a comprehensive report will be delivered to the UNICREDS team, along with best practice findings and policy recommendations. These will be added to



Professor Johan Sterte from Lulea University of Technology, Sweden, speaking at the UNICREDS conference hosted by the University of Sofia, Bulgaria

the findings from the other five conferences taking place over the three year lifespan of the project. In the meantime, presentations from the event are available online at www.unicreds.eu.

Seinäjoki hosts Swedish delegation to discuss 'triple helix' research and innovation in practice

On 28th March, local stakeholders in the Seinäjoki region of Finland were invited to find out more about the region's investment in research and innovation and

to share experience with partners in Skellefteå, Sweden involved in similar work there. Around 20 people attended the meeting, including representatives from universities within the University Consortium of Seinäjoki, the managing directors of the region's Chamber of Commerce and Regional Organization of Enterprises, SMEs in the Seinäjoki area working in collaboration with UCS, and

public sector leaders including the Mayor of the City of Seinäjoki.

The meeting formed part of a wider series of events to share a broader view of the development of the Seinäjoki region, with visits to Frami Ltd and Foodwest Ltd, and discussions about the role of business incubators and how to involve SMEs in research and development work.

Partner news

UHI achieves University status

On 2 February 2011, UNICREDS Partner UHI Millennium Institute became the University of the Highlands and Islands (UHI). The achievement of university title by UHI is the realisation of a long-time ambition for the region to have its own university to support economic development and to help sustain rural and island communities.



Announcing the achievement, Professor Matthew MacIver CBE, chair of the UHI Court, said: *"This is a defining moment in the history of the Highlands and Islands. For centuries we have been exporting intellectual talent to all corners of the globe. We are now at a point where that flow can be reversed. The new University of the Highlands and Islands will be a powerhouse for the economic, social and cultural development of the region."*

Seinäjoki Technology Centre Ltd becomes Frami Ltd

UNICREDS partner Seinäjoki Technology Centre Ltd celebrates its 10th anniversary by changing its name to Frami Ltd.

FRAMI:
MAKING
IDEAS
HAPPEN.

Hannu Kantonen, the Managing Director of the company explains. *"The name Technology Centre no longer suited*

our expanding activities, new focal points and target groups of the 2010s. Our mission is not to develop technology, but rather business and the Seinäjoki region as a whole".

The visual business image has been renewed together with the name. See the new Frami Ltd website at <http://www.frami.fi>

Trivia: who lives longest?



Data from 2007. Source: ec.europa.eu/eurostat

| Region | Life expectancy (at age <1 year) in the UNICREDS partner regions |
|----------------------------------|--|
| Severen tsentralen, Bulgaria | 72.8 |
| Észak-Alföld, Hungary | 72.8 |
| Jihozápad, Czech Republic | 77.4 |
| Länsi-Suomi, Finland | 79.9 |
| Highlands and Islands, Scotland | 79.9 |
| Övre Norrland, Sweden | 80.6 |
| Cornwall and Isles of Scilly, UK | 80.8 |

UNICREDS

For more information: www.unicreds.eu

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European Union
European Regional Development Fund