

Innovation and Human Resources in the Knowledge Economy

The role of Science Parks

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The spectre of relocation

- Economic reasons: international division of labour... expert tasks vs. routine labour.
- Psychological reasons: global mindsets.
- **Is “relocation” a real ghost for Science Parks?**

IASP survey

(June 2004)

Has your Parks been affected by the industrial relocation phenomenon?

Slightly

23%

Severely

11%

No

55%

I beg your pardon?

12%

Relocation-related thoughts

- New corporate location strategies.
- The figure of “knowledge worker”.
- Company mobility; personal mobility.
- Cosmopolitan mind-sets (the “globapolitans”).

Corporate location strategy

**Factory
driven**



**Worker
driven**

Modern Society
Industrial Economy

Information Society
Knowledge Economy

Labour-intensity

Knowledge intensity

4 propositions for Science Parks

1. Moving towards an enriching complexity.
2. From 'parks' to 'habitats'.
3. The soul of knowledge cities/regions.
4. Be appealing to people.

Urbanisation Animation



Enriching complexity

- Not only businesses, but also people.
- Not just offices, but also residences.
- Not only working, but also living.
- Local roots, but global horizons.

STPs: core of Knowledge regions

My provisional definition of “knowledge region”:

A Knowledge Region is a territorial unit with abundant human and social capital, containing structures, organisations and people actively engaged in generating [social and economic] development through science, technology and innovation, and whose interaction achieves a high concentration of technology-based firms and educational institutions.

(L. Sanz. “The Role of Science Parks in Metropolitan Science Regions”. Stockholm, 2004)

STPs: core of Knowledge regions

- STPs: quintessence of knowledge regions.
- Be appealing to knowledge workers, to attract knowledge companies.
- STPs' enlarged portfolio: business + people.

But what is a knowledge worker any how?

- Young (today, but not tomorrow...)
- Highly educated.
- Technical or managerial skills.
- Masters languages.
- Has travelled... has studied abroad.
- Comfortable in cross-cultural milieus.
- Internet and laptops are a second skin.
- Enjoys and admires innovation and creativity.
- Independent and entrepreneurial.
- Rewarded by tangible and intangible things: money, career, prestige, recognition, free time, culture, art, travelling...

Some species of knowledge workers

- Networking nomad.
 - Teleworker ('naked' worker).
 - Telecommuter.
 - Mobile worker (the FF or globapolitan).
- Glocal worker.

KW preferences and wishes

ECONOMIC – PROFESSIONAL:

- Concentration of knowledge companies.
- Flexible jobs – mobility.
- Conducive environment for entrepreneurship and firm creation.
- Abundance of business-support services.

KW preferences and wishes

SOCIOPOLITICAL - CIVIL:

- Open and tolerant society.
- Cultural and leisure possibilities.
- Life-education possibilities.

KW preferences and wishes

HABITAT - ENTOURAGE:

- Alternate trends: *Crowded city > Greenfield areas > City centre > Suburbs... Today: Quality-urban life*
- Car free.
- Residence-job proximity.
- Heavily IT equipped areas and houses.

KW preferences and wishes

FAMILIAR:

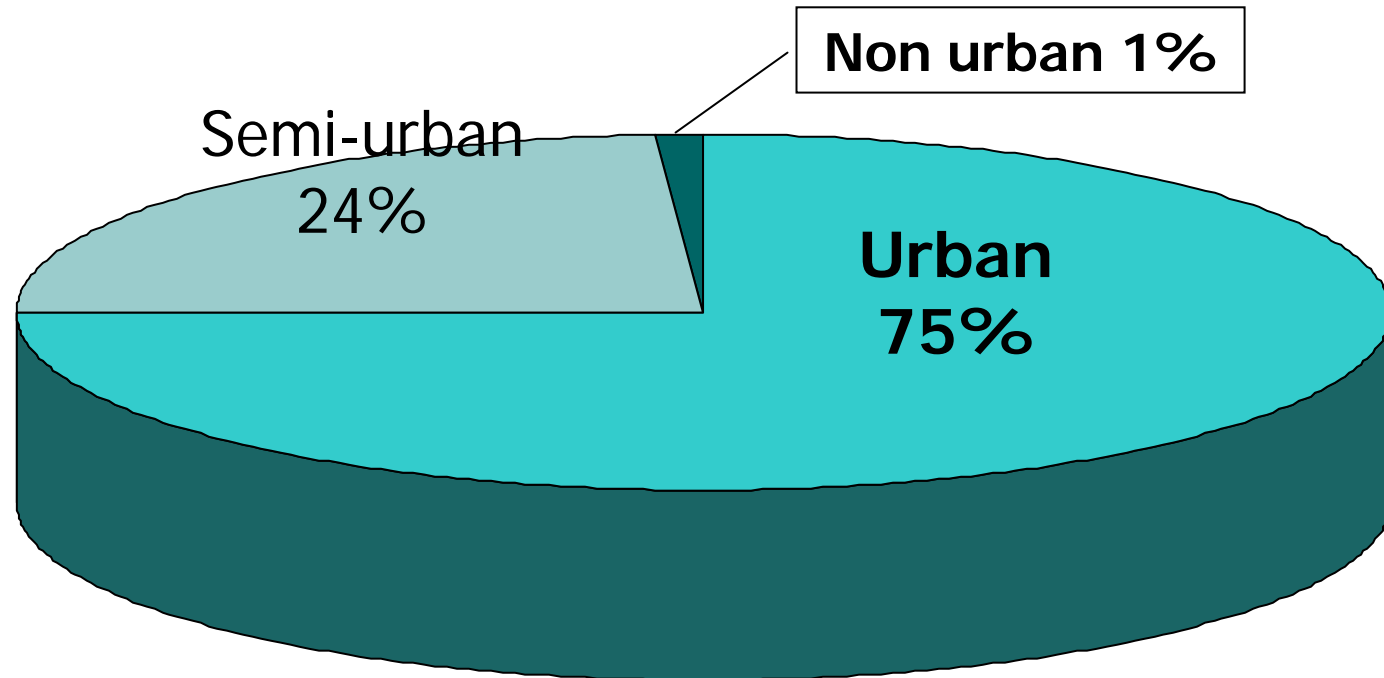
- Safe area.
- Clean environment.
- Children education facilities (with international flavour).

Envisage processes of urbanisation

Getting “urban”

- Urban Science Parks.
- SPs as “edge” cities or Learning Villages.

Location: STPs & cities



Urban= STPs located in a city.

Semi-urban= STPs out of the city, but within a 25 Km. radius of the city centre.

Non urban= STPs situated at a distance of over 25 Km. from the city centre.

City= at least 50,000 inhabitants

Urban Science Parks

- Urban regeneration through SPs
- Specific residential facilities? Or using the existing ones?
- Neighbourhoods becoming SPs, or SPs becoming neighbourhoods?
- Holistic approach
- Interdisciplinary approach: SP managers + urban sociologists + architects and town planners...

Learning Villages – (Edge cities)

- SPs no longer only-working-areas open from 8 to 8, but places with business + residential + leisure areas.
- A possible alternative for certain cities or even for mature SPs willing to increase their relevance.


Science Parks = animators

- Living for working or working for a living?
There is more to life than work.
- Creating favourable conditions for innovation is more than providing business support services.
- Crossed fertilisation remains a key issue for STPs.
- Social life > social capital > cultural activities.

Science & Technology Parks evolution

- Evolution of the parks .
- Evolution of STPs managers.

STP managers = content managers of the new knowledge cities and regions.



Thank you
for your kind attention

Děkuji



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