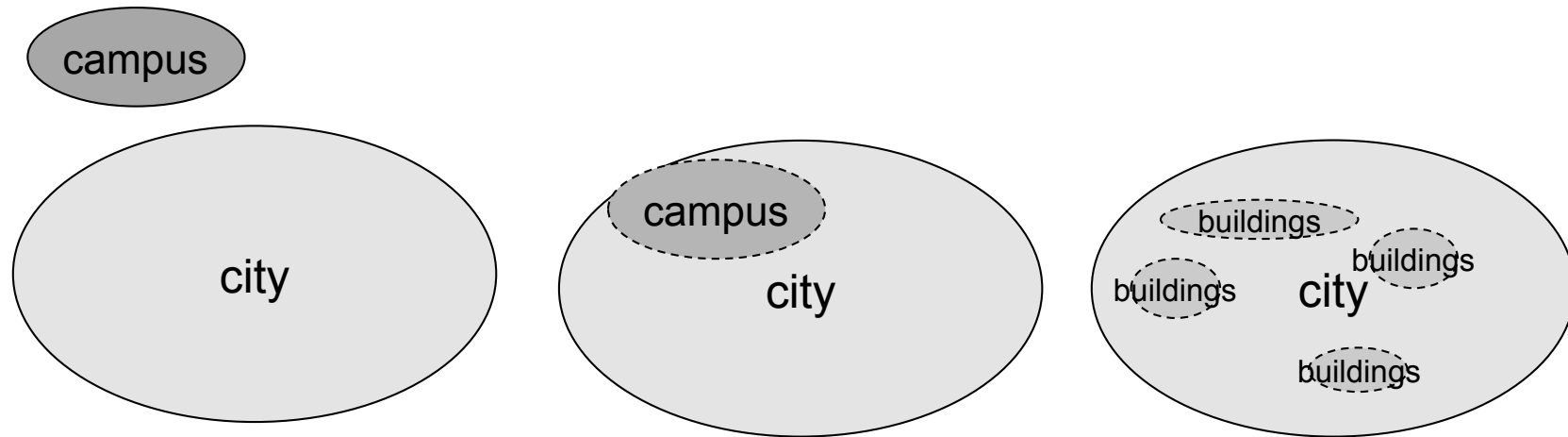


PHYSICAL definition of “campus”

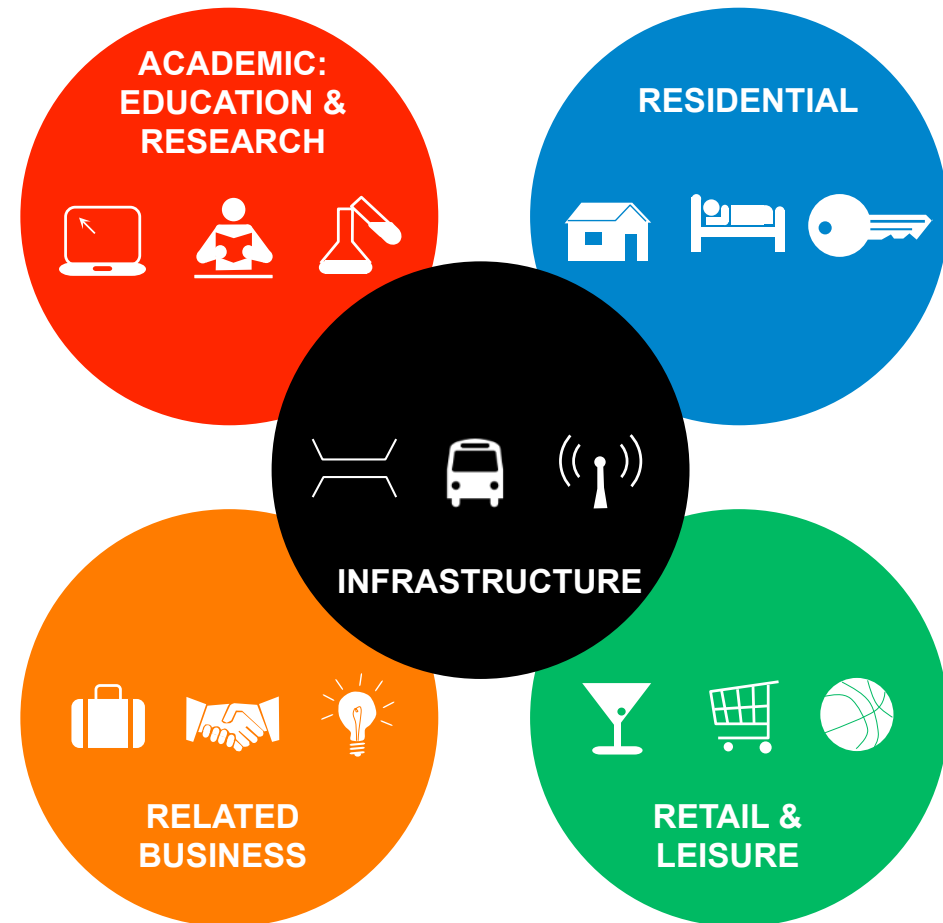


the “campus” is defined as the (collection of) buildings and land, used for university or university-related functions



FUNCTIONAL definition of “campus”

- **ACADEMIC**
classrooms, library, offices,
laboratories, lecture halls, ...
- **RESIDENTIAL**
student housing, hotels, ...
- **RELATED BUSINESS**
start-ups, incubators, industry, ...
- **RETAIL & LEISURE**
sports, restaurants, cafes, ...
- **INFRASTRUCTURE**



Why study abroad?

Reasons (not) to go

reasons to go

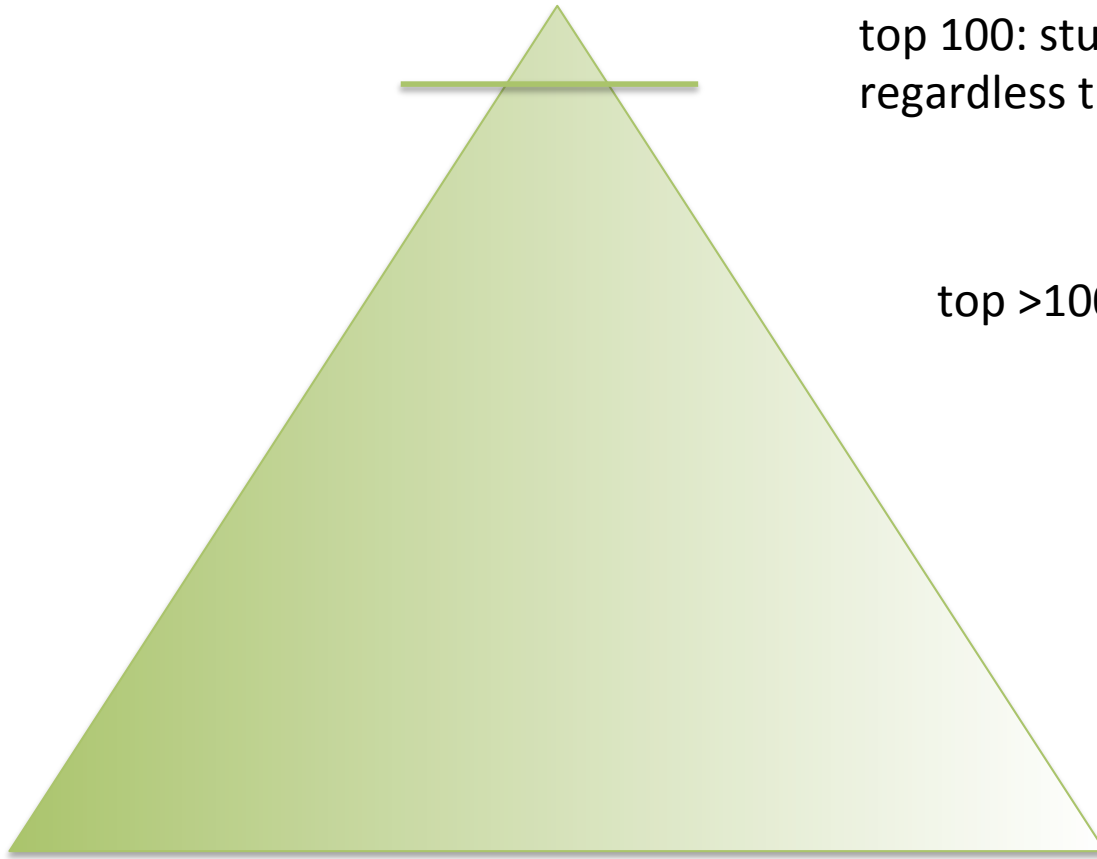
1. academic reputation 25%
- professors, programme, teaching method, rankings
2. country / city / culture 24%
3. career development 18%
- employability, learning the language, personal/intercultural relations
4. university services 17%
5. social life 11%
- quality of life, friends, love

reasons not to go

1. academic reputation 58%
- English language skills of staff, workload
2. city / culture 18%
- lack of integration
3. social life 10%
- lack of organised events
4. university services 10%



Top of the pyramid – no effect



top 100: students will enroll
regardless the quality of the campus

top >100: quality of place matters



For European 2020 (smart, inclusive, sustainable) universities are “too important to fail” and “place matters”

*for global competition **BRANDING** – attracting and retaining talent*
*for productivity **SMART** - diplomas, start-ups, innovation*
for profitability – economic impact on city (employment, consumers)
for sustainable development – shared use, small footprint, community



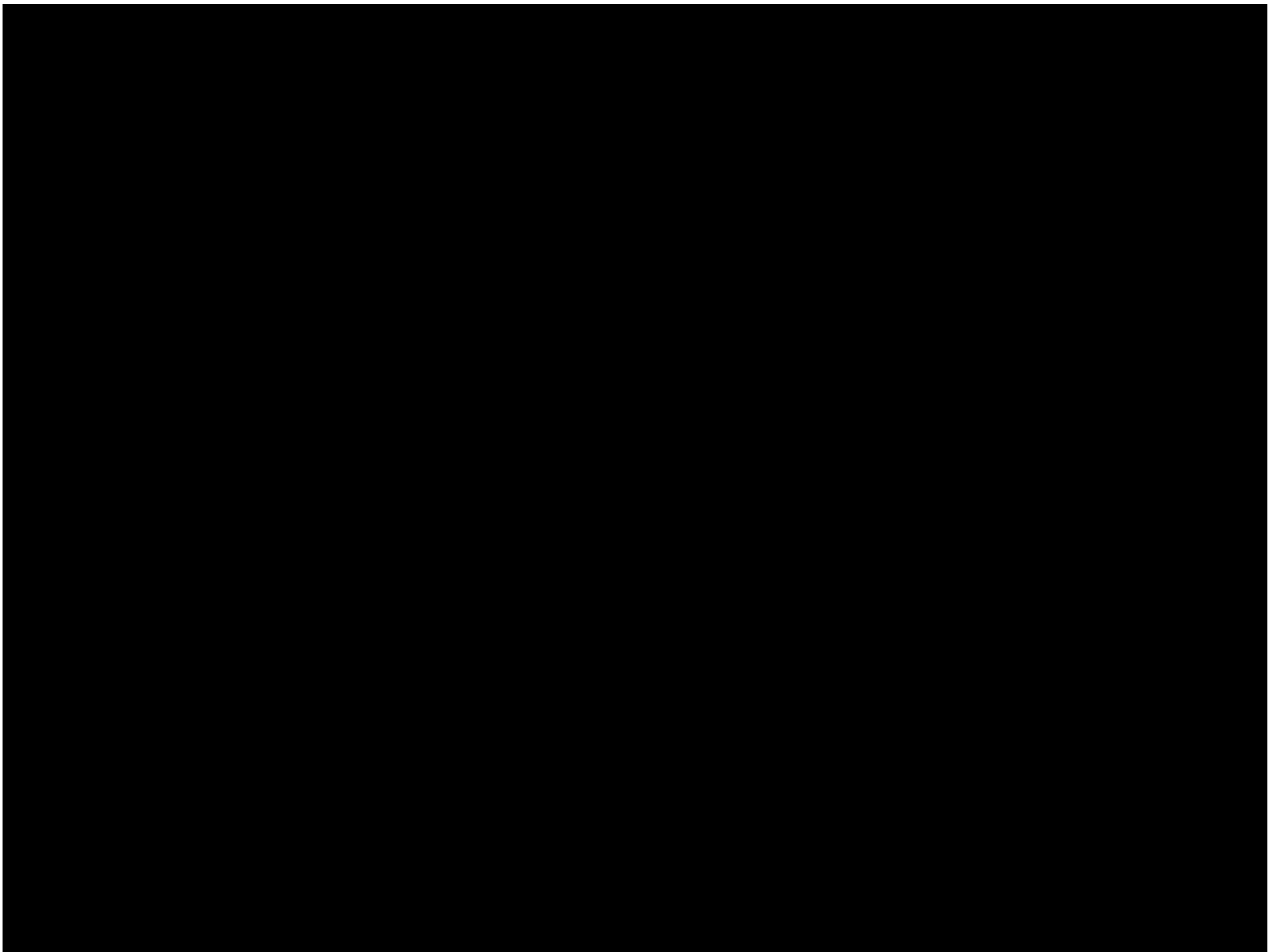
The campus of the future is a city

The city of the future is a campus (univer-city)

1. use heritage for branding – *students* become tourists*
2. reduce the footprint – *densily populated areas contribute to innovation*
3. less private, more public use of space – *showcase, open, 24/7 access*
4. ‘urban meeting rooms’ – *to merge urban and university communities*
5. regional alignment – *planning in a public-private network*



** and other knowledge workers*



European campus is key asset in “the (global) Battle for Brains”

European campus as an enabler for Europe 2020

1. Universities as economic growth engines: “place matters” (innovation, people)
2. Europe’s knowledge economy accommodated in cultural heritage buildings
3. European “univer-cities” are considered attractive places to live, work, be...

European campus as a disabler for Europe 2020

1. > 50% from 1960s/70s
2. bad functional / technical state: reinvestments required
3. low utilization rates: high vacancy rates of offices, laboratories, classrooms
4. campus 10-15% of total costs
5. negatively affects “financial sustainability” of universities



proposition (PhD defence)



The campus of the future is a city



El campus del futuro es una ciudad.



Le campus de l'avenir est une ville.



Der Campus der Zukunft ist eine Stadt.



Kampus budoucnosti je město.



Framtidens campus är en stad.



De campus van de toekomst is een stad.



The European campus is a key asset in “the (global) Battle for Brains”

good univer-cities can attract talent
bad univer-cities can chase them away...

