

# **GLOBAL OR LOCAL? METROPOLITAN DIMENSION OF R&D. WROCŁAW EXPERIENCE**

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# THE BIG DEBATE NOW

- Friedman, T. *The World is Flat*. 2005.
- Florida, R. „The World is Spiky“. *Atlantic Monthly*. 2005.
- Florida's studies: cities as the centrepiece of development
  - 1830: *If you want to see the working classs, go to Manchester.*
  - 2010: *If you want to see the creative class ...*
- General rule: if you want to get a grasp of economy in a manner that is meaningful to ordinary people, don't think „nations“ -- think „cities.“

# WROCLAW CASE

- 1m people  
(metropolitan area)
- 4th largest city
- ~2nd budget
- Unemployment from  
14% to 3,5%
- 2006: over 100 000 new jobs
- Double-digit growth figures

## Labour Market Recap: 2002-2008

2002	2008
• 650,000 inhabitants	• 640,000 inhabitants
• 130,000 university students	• 140,000 university students
• 18,000 University graduates	• 20,000 university graduates
• 420,000 inhabitants of working age	• 430,000 inhabitants of working age
• 200,000 existing jobs	• 450,000 existing jobs
• Unemployment 14%	• Unemployment 3.4%

# STARTING POINT

- 2006: significant job creation success and FDI flowing in;
- but low-cost bids not possible in mid-term.
- Meanwhile, lingering challenges in HE sector:
  - Fragmentation,
  - Insufficient mission diversity and awareness,
  - Development policy weakly related to metropolitan initiatives (strategic level, operational level).

Service Centres		
Company	Country	Description
Bosch/Denso	Germany	R&D
CapGemini	France	IT
Central Europe BPO	USA	Call Centre
Cinterion Wireless Modules	Germany	IT, R&D
Credit Suisse	Switzerland	Finance
CSS	India	IT, R&D
Diehl Controls	Germany	R&D
Fagor Mastercook	Spain	R&D
GE Money Bank	USA	Call Centre
Google	USA	Innovation Centre
Hewlett Packard	USA	Business Services, IT
Ireva	India	KPO Centre
KPIT Cummins	India	Accounting Centre
Nokia-Siemens Networks	Finland	IT, R&D
Opera Software ASA	Norway	IT
QAD	USA	R&D
Remy International	USA	R&D
Siemens	Germany	R&D, IT
TietoEnator	Norway	IT, R&D
UPS	USA	Accounting
Volvo	Sweden	Business Services, IT
Wabco	USA	R&D
Whirlpool	USA	R&D
Wipro	India	HR Service Centre

Source: Wrocław Agglomeration Development Agency, 2009

# WORKING BOTTOM-UP

- 2005: Commission's proposal to establish EIT
- 2006: EIT Plus programme
  - stakeholder group – „metropolitan” portfolio;
  - vision paper
- 2006: EU funds for Poland
  - pooling resources: augmented leverage from a single venture
  - Ministerial recognition: the largest single project of the national strategy (Ministry for Science and Higher Education)

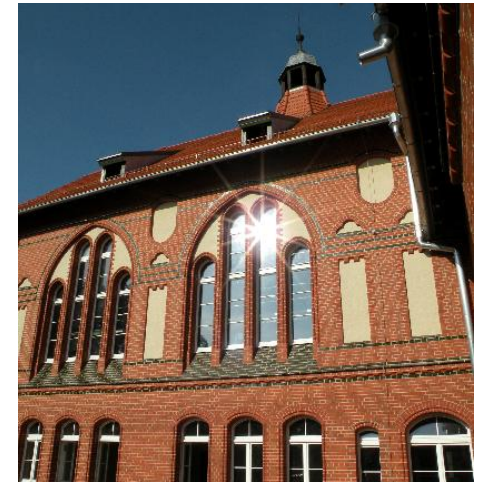


# WHAT'S NEW ABOUT 2006 STRATEGY?

- Overcoming fragmentation: joint large-scale operations of 7 HE institutions (strategic, operational levels)
- Business footing: city building on its success in attracting FDI to inform education and research
- New formula: limited company to deliver projects (profit motive inescapable)
- Sweeping scope:
  - Quarter of a billion euro coordinated investment
  - Starting in secondary education
  - Focal point: New Campus

# FIRST RESULTS: CITY POINT OF VIEW

- Wrocław Research Centre EIT+ Ltd.
  - Business interface with the academic world
  - Feeding back to home universities
- This is happening!
  - Best deal for top researchers in Poland:
    - Homecoming scientists;
    - International team;
    - High success rate: six 7FP projects within a year for ICT Unit.
  - Becoming part of international research network: e.g. Framework agreement with IBM Research



# EMBEDDED WITH THE METROPOLITAN NARRATIVE

- Metropolitan orientation for Wrocław university-business collaborations has offered manageable scope and relevant mass to ensure lasting transformations.
- EIT Plus strategy has transformed the institutional context of Wrocław incrementally:
  - 2006 -- ARAW (attracting investment; developing the metropolitan area) [www.araw.pl](http://www.araw.pl)
  - 2007 -- Wrocław Research Centre (developing research infrastructure; managing large business-oriented research schemes) [www.wcb.eitplus.pl](http://www.wcb.eitplus.pl)
  - 2008 -- Wrocław Academic Hub (academic platform for Wrocław) [www.wca.wroc.pl](http://www.wca.wroc.pl)



# WROCLAW ACADEMIC HUB

- mapping and supporting excellence (e.g. Young Scientists and Artists Academy)
- bottom-up network of student leaders and academics;
- University-Business workshop:
  - communicating skill demand;
  - developing new curricula;
  - negotiating strategic deals.
- Accountability issue: drawing universities into the investment game we make them more fully accountable to the citizens.



# CONCLUSIONS a

- For Wrocław, the metropolitan perspective has proven to be the most relevant approach for university-business collaborations.
- Joint strategic management resulted in unprecedented concentration of investment available from EU sources.
- Strong leadership made up for legislative inadequacies in shaping an innovation policy of metropolitan proportions.
- The result is a transformed institutional context where local government, on behalf of and jointly with business, is informing higher education policies bottom-up, and where universities have launched the process of academic federation.

# CONCLUSIONS b

- Large R&D project was instrumental in giving new momentum to metropolitan development.
- In the future the autonomous organism is bound to interact intensively with centres of excellence around the globe.
- However, if the centre is to grow a world-scale selling proposal, it has to be based on intangible assets of the local community.

# CONCLUSIONS b

- Florida, R. *The Rise of the Creative Class*. 2002.
  - Tolerance, Talent, Technology ...
- Dutkiewicz, R. 2007.
  - „The fourth T = *Tożsamość* (PL: identity)
  - The world around you is all the world you'll ever get!
- Creating a development language for Wrocław:
  - „Metropolitan perspective” is a thinking tool to reconcile awareness of global phenomena with a down-to-earth pragmatism that is capable of delivering policies.