

Twente Business Innovation Valley:

SYMBIOSIS

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Group 1: *economic efficiency and moderate impact of IT*

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1. Introduction

The basic outlines of our scenario were *economic efficiency* and *moderate impact of IT*. We had to examine the development opportunities for the study area ("Knowledge Park Twente"), and come up with a planning strategy and some design proposals, based on this initial scenario, also described as "exploiting our traditional economy".

The main point in this scenario is to find the balance between the two main drivers for the area towards the future concerning the campus of the university of Twente and the science and business-park. The main drivers mainly stress on economic efficiency but at the same time a moderate impact of IT. This means that the development of IT in society does go on in future as is now the case: the impact of information technology and the role of IT are very much supportive and related to efficiency and effectiveness in logistics, commerce and communications. It is more an exploiting of the more traditional economy.

2. Methodology

Exploiting the traditional economy, having a somewhat pragmatic vision of the future means, in our case, to focus on the existing strengths of the area and develop them; they configure the basic shape of our group vision. So we started by studying the area (both directly - making a field tour and some punctual field research interventions, and indirectly - studying the documents provided by the workshop organisers and those available on the net) and then made a SWOT analysis, in order to identify those existing strengths.

We tried to overlook the complete area on different levels, for instance on regional level, city level, network level and of course on the level of UT and the business-park itself. The strengths, weaknesses, chances and threats we identified show this multi-level perspective: some of them concern local level, and others are related to regional or global networks and to global phenomena.

The main point of the scenario creating process was the next stage: drawing the *causal map*. We studied the relations between the features identified in the previous stage and came to some concrete outlines for the vision.

Then we concentrated these outlines into one vision and one main concept; the design proposals are only some examples to show how this vision could materialise in the future. We think there may be other possible design proposals that fit our vision, but our objective was not exploring all of them; it was creating a scenario and a vision for the future.

The main concepts of this vision are expressed once more in the final conclusions.

3. SWOT analysis: key points

The main strengths of the study area (Twente University campus and the business park) are: the existing IT infrastructure, lower housing costs (compared with the western part of the Netherlands), available labour force on local and regional level, and the existing green environment (quality open space).

The weaknesses are: low educated local employment, the fact that TU and the Business Center are separated by Hengelose Street, and the cross-border network not well developed.

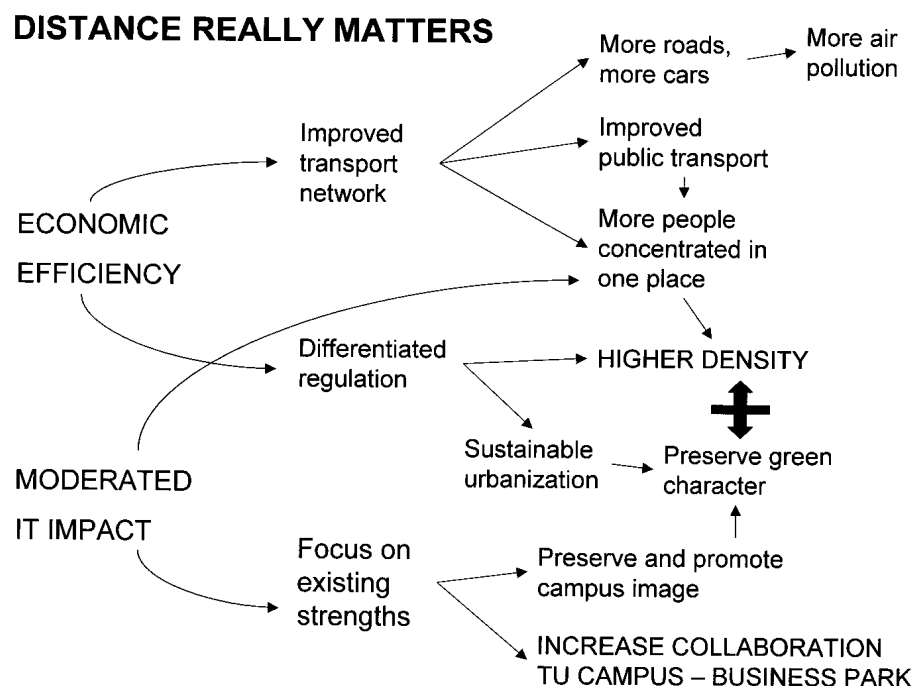
The opportunities (focusing on exploiting the traditional economy) are: the possibility to offer complementary education at TU, the companies could use TU facilities to educate the staff (local employment), and the chance to improve transport network (taking into account the vicinity to Germany).

The threats are: diminishing regulations (in the perspective of an increased economic efficiency as a global rule) and the fact that high density affects green environment.

<p style="text-align: center;">Strengths</p> <p style="text-align: center;">IT infrastructure</p> <p style="text-align: center;">Lower housing costs</p> <p style="text-align: center;">Available labour force</p> <p style="text-align: center;">Green environment</p>	<p style="text-align: center;">Opportunities</p> <p>Complementary education at TU Companies can use TU facilities to educate the staff (local employment) Improve transport network (vicinity to Germany)</p>
<p style="text-align: center;">Weaknesses</p> <p>Low educated local employment TU and Business Center separated by Hengelose Street Cross-border network not well developed</p>	<p style="text-align: center;">Threats</p> <p>Diminishing regulations High density affects green environment</p>

5. Causal Map

The *Economic Efficiency* oriented development translates into an improved transport network (we suppose that people still need to travel quite a lot, and concentrate in some focal points), and differentiated regulation. The vision of a *Moderated IT Impact* means focusing on existing strengths and taking into account even a greater number of people concentrated in the same place.



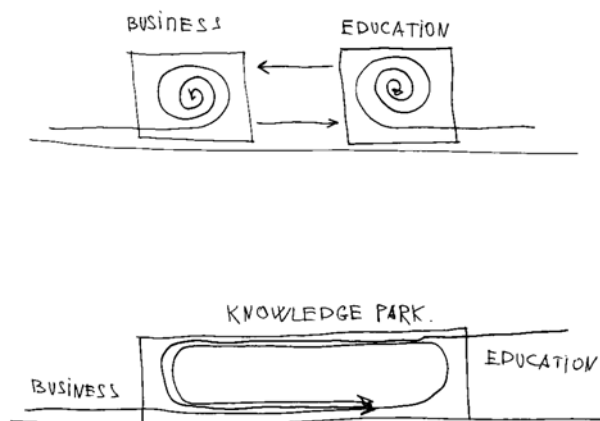
The conclusion is: *distance really matters*.

Comparing the main points of the causal map, we came to some more precise objectives and side-effects. Developing the existing strengths means, in this context, preserving and promoting the campus image and increasing collaboration between UT campus and the Business Park. We can anticipate higher transportation volumes: more people concentrated in the same place, more cars on the streets, more air pollution and the need for advanced public transport.

In our vision, the business park will not be really an IT park; it will be a business park with some amount of IT companies. The vicinity of the university is an important opportunity: neighbors could become partners.

The most important bottleneck is the one between the high density built-up area and the need to preserve the green character of TU campus. Another bottleneck is the one between the need to connect TU campus and the business park spatially and the need to maintain the existing road which separates them.

6. The main concept and vision

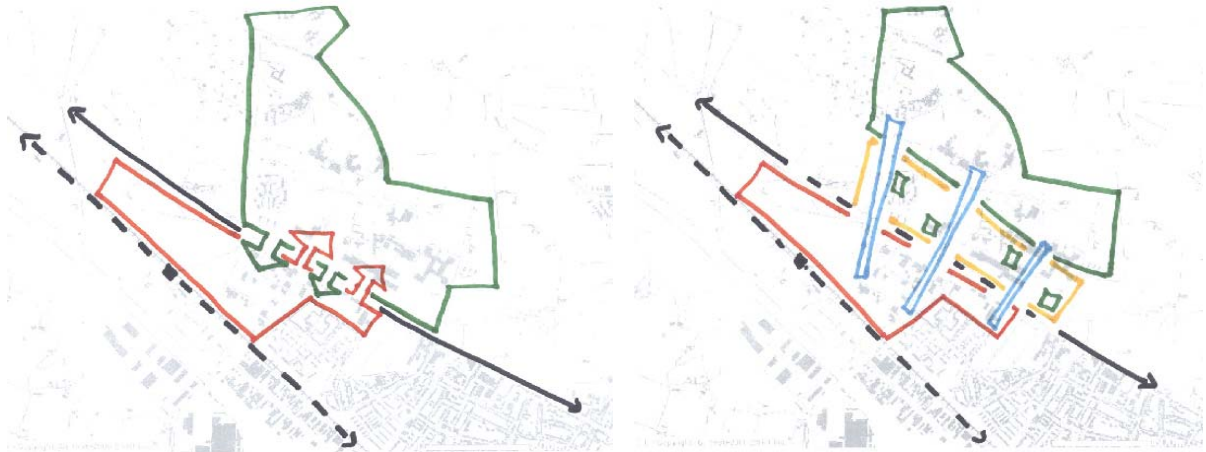


Main concept: *"The success of Silicon Valley is because companies are physically close to each other"*.

This symbolical meeting between business and education describes a center where business and TU meet: TU can help companies in educating staff, both partners can share facilities. These shared facilities should be located in new *meeting* and *attraction* places, for example in a common "strip" along and across the road.

The Knowledge Park could provide space for new functions and activities: center for starters (business-university integration); graduates, students participating in business, mixed functions between TU campus and Business park.

The preserved green area, balanced with dense, built-up business park offers the final image of a flexible spatial structure where various programs can have place.

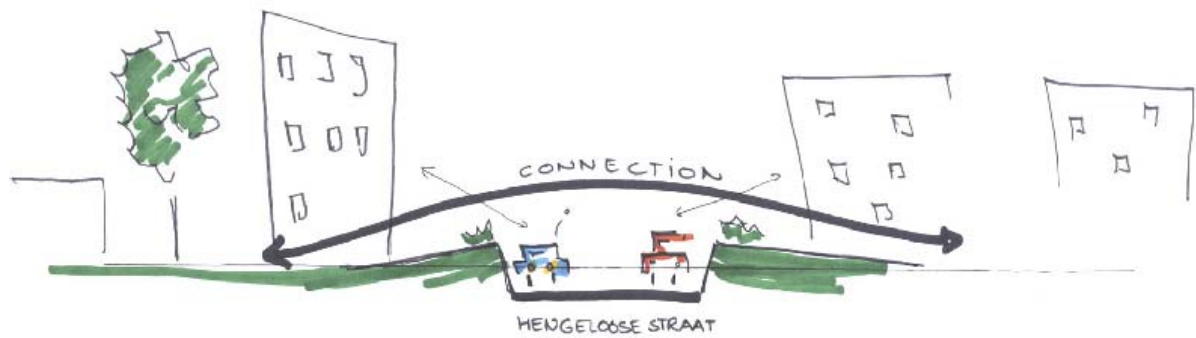


Intention: Business park and TU have to connect physically: **Neighbors become partners.**
 Future vision: mix functions between campus and Business park (**sybiotic development**)

7. Design proposals

Today, the main road acts as separation. Our proposal of a common strip along the road can overcome this impediment by building an ECO-BRIDGE which connects both sides of story. Business and Innovation meet at meeting places, situated either on the main axis (the present barrier, the future connection line) or on other places in the two parts, generating new connection axes and new flows.





The green area is preserved while balancing on dense built-up strategies.

8. Conclusions

- Green environment
 - Business innovation infrastructure
 - Symbiosis - no more isolation
 - Meeting places for people
- Science Valley