

Hochschule Niederrhein
University of Applied Sciences



NIERS

Niederrhein Institut für
Regional- und Strukturforschung

Niederrhein Institute for
Regional and Structural Research

Knowledge Transfer in Niederrhein Area



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Niederrhein Institute for Regional- and Structural Research

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Content of Presentation

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2. STEPforward and NIERS

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- b. Aims of STEPforward
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3. Summary

Our Region

Middle Lower Rhine Area

- Two cities (Krefeld, Mönchengladbach)
- Two Counties (Neuss, Viersen)
- 1,7 mill. Inhabitants
- More than 550 000 employees
- GDP: 35,5 bill. € in 2009
- Industrial orientation a little bit higher than in NRW
- Main industries:
 - Mechanical engineering
 - Textile and Clothing
 - Production of metals and metal products
 - Chemics



Our University

Niederrhein University of Applied Sciences

- Two Locations: Krefeld and Mönchengladbach
- Foundation: 1971
- Students: 12.002
- Professors: 233
- Faculties 10
- Research Institutes 9
- Competence Centers 13
- Alumni: 1.726



Our Institute

NIERS

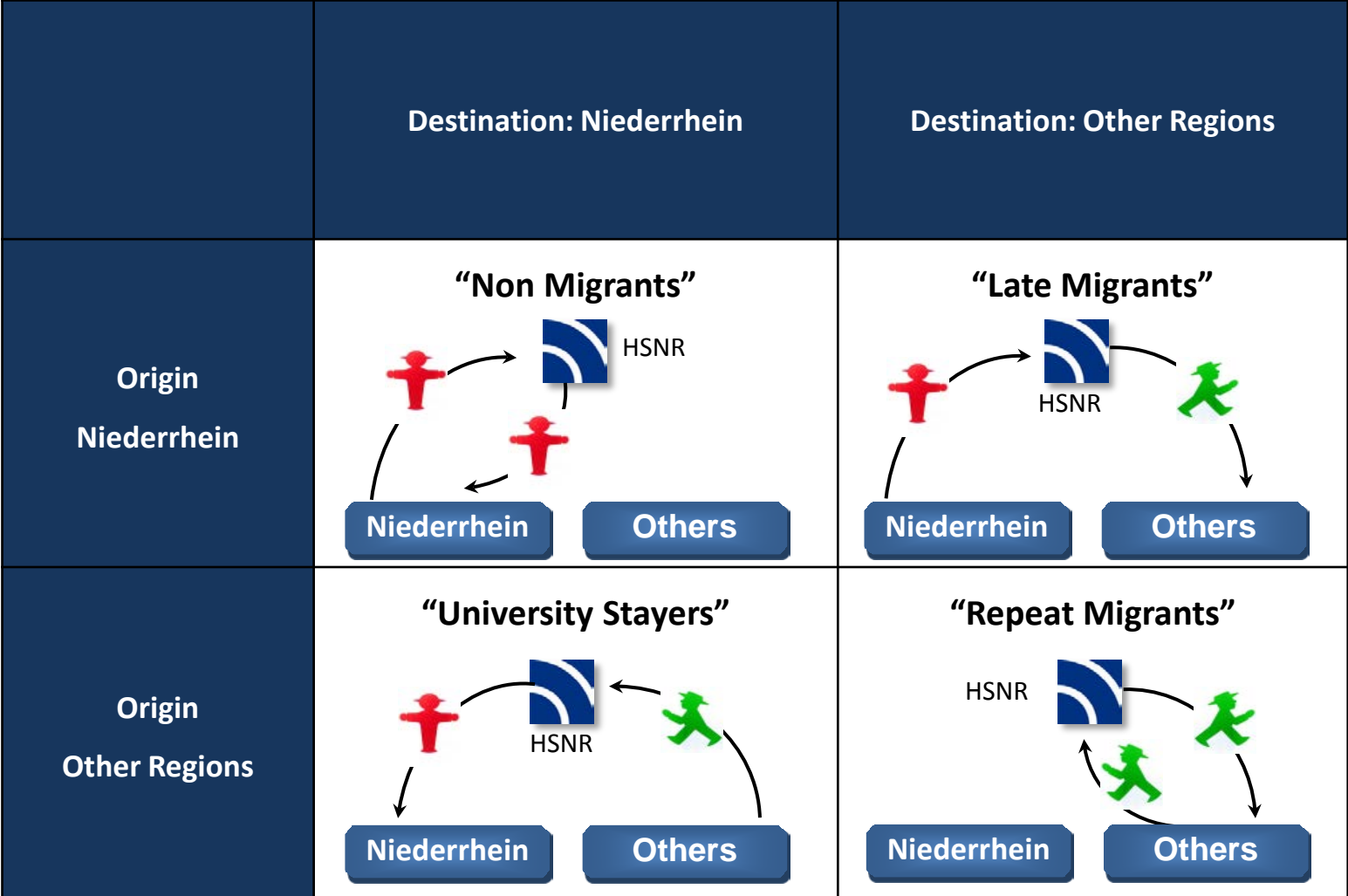
- = Niederrhein Institute for Regional and Structural Research
- = 4 Professors, 7 research fellows and 4 students
- = Applied empirical oriented research, policy advising
- = Different types of regional and structural research; analyses of ...
 - ... regional and urban structures and developments,
 - ... regional location conditions,
 - ... regional consequences of demographical change,
 - ... regional effects of HEIs,
 - ... regional labour markets,
 - ... regional multipliers,
 - ... cluster analysis.

Our Institute

How did it happen that NIERS became a partner in STEP

- NIERS is doing research on regional effects of universities.
- NIERS is analyzing its own university as to its regional transfer effects.
- That is why NIERS (was) asked to become partner in BRAND.
- NIERS started to think about and analyze regional brain-flows in Niederrhein Area.

Regional Brain-Flows in Niederrhein Area – Empirical Findings



Regional Brain-Flows in Niederrhein Area – Empirical Findings (survey of alumnis)

	Destination: Niederrhein	Destination: Other region	Σ
Origin Niederrhein	Non Migrants 12,40 vH	Late Migrants 30,46 vH	42,86
Origin Other regions	University Stayers 6,20 vH	Repeat Migrants 50,94 vH	57,14
Σ	18,60	81,40	100

→ Brain Drain: 24,26 vH

Regional Brain-Flows in Niederrhein Area – Empirical Findings (survey of graduates)

	Destination: Niederrhein	Destination: Other Regions	Σ
Origin Niederrhein	Non Migrants 14,70 vH	Late Migrants 15,27 vH	29,97*
Origin Other regions	University Stayers 11,49 vH	Repeat Migrants 58,53 vH	70,02
Σ	26,19	73,81	100

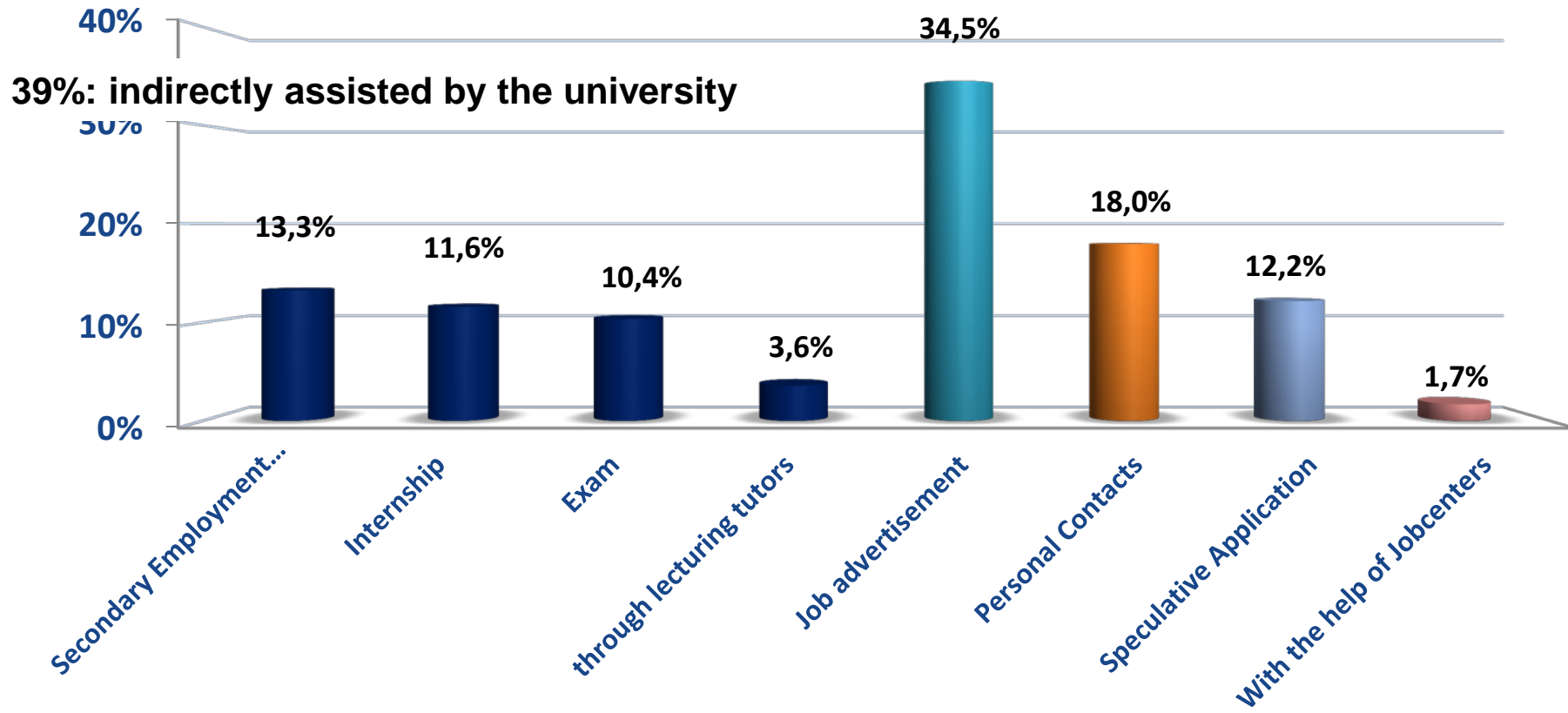
→ Brain Drain: 3,78 vH

Regional Brain-Flows in Niederrhein Area – Empirical Findings (survey of graduates)

	Destination: NRW	Destination: Other regions	Σ
Origin NRW	Non Migrants 68,0 vH	Late Migrants 14,6 vH	82,6 vH
Origin Other regions	University Stayers 6,5 vH	Repeat Migrants 10,9 vH	17,4 vH
Σ	74,5 vH	25,5vH	100

→ **Brain Drain: 8,1 vH**

Regional Brain-Flows in Niederrhein Area – Empirical Findings (survey of graduates)



Regional Brain-Flows in Niederrhein Area – Empirical Findings (summary)

Some basic findings:

- HSNR is a highly relevant place for young people to do their third level education.
- HSNR provides qualified young people to the region – that differs by faculty.
- HSNR's own Brain Flow balance is negative (we are still discussing why).

Some specific findings:

- In an indirect way the university can help graduates how and where to find a job.
- This might be helpful for the region, too.

Migration motives

- Job and its conditions: most crucial determinant of graduates' migration decisions.
- Niederrhein Area's disadvantages as to (soft) location factors hardly play a role in explaining emigration (brain drain).
- Niederrhein is surrounded by more attractive regions pulling graduates away

Aims of STEP-Forward

Aims of STEP

- Binding graduates to the region (identification of factors that help keeping graduates in the university region);
- Increasing knowledge transfer to the region (from HEIs to SMEs and vice versa);
- Analysing the fit of study programmes (types of graduation) and regional economic structures;
- Improving the networks between students, teachers, regional entrepreneurs and politicians.

Cross border aspects of STEP

- Improving cross border cooperation of HEIs in the fields of teaching and research.
- Detecting the needs of cross border regions as to knowledge transfer.

Aims of STEP-Forward (General objectives)

General objectives:

- Disseminating experiences on a regional, interregional und international level;
- Outcomes and findings of the project should be sustainable to help other regions in similar situations.

Ideas and proposals

Combination of ...

1. ... aims of Brain-flow, BRAND and STEP,
2. ... the economic situation of Niederrhein,
3. ... the regional existence of a university that could play an even more important role as „information broker“, „transfer agency“ and „impulse giving unity for regional development“,
4. ... and the findings just described ...

... is responsible for NIERs's ideas and „STEPforward-proposals“ (which should fit into the general outline of the project).

Our proposals are:

Ideas and Proposals

1. Looking for good practices how to bind graduates to the region

- Inventory of activities already used.
- Discussions with partners to learn from each other.
- Interviews with e.g. personal consultants, regional development agencies, Chambers of Commerce, Arbeitsagentur to find new ideas.

Ideas and proposals

2. Graduates cannot stay in the region if universities' study programs (degrees) do not fit the necessities of regional firms

- NIERS tries to develop an Indicator to measure the fit of HEIs program-offers and regional economic structures.
- Besides NIERS wants to do expert interviews (Arbeitsagentur, Chambers of Industry and Commerce) to analyse the fit for its own region.
- Project partners could use the methods (indicator, questionnaire); after that discussions on measures to improve the fit are possible.

Ideas and proposals

3. If many graduates find their jobs by contacts between HEI's and enterprises (internships, students jobs ...) one should try to strengthen the regional network of cooperations.

- Inventory of already existing activities in helping students to find firms for internships, thesis, practical study phases etc.
- Find out what SMEs need for a closer cooperation with HEIs in these fields.

Ideas and Proposals

4. Cross border study programs – a way to keep graduates at the location of their graduation?

- Inventory of existing cross-border-study-programs.
- Looking for additional possibilities of cross-border-study-programs. Starting discussions about that.
- Analyze if cross border study programs can help students' to stay in the region of their graduation.

Ideas and proposals

5. Organization of a „Final Event“ (with HAN)

→ Small conference to present results

Of course we want to discuss and realize our ideas with you!

Of course we are open for many (but not all) other things!

Thanks for your attention!

