

**UNIVERSITY PARTNER
CHALLENGE GELDERLAND**

Seeking education partners to attract
and educate talent for Gelderland

THE OPPORTUNITY

The Province of Gelderland actively seeks partnerships with public and private academic institutes to welcome additional talent in Province of Gelderland. There are huge opportunities for educational partners and international students to locate in Gelderland. There are interesting job openings for graduates in industries like ICT, healthcare, paramedics, engineering, agri-food science and in education. Gelderland invites interested local and international academic institutes and educational partners to provide the Province with a partner proposal. We are looking for proposals which include an opportunity for collaboration with the employers and educational partners in the region, for attracting international talent, and with requirements for setting up a satellite campus, gateway or any other organizational set-up in Gelderland.

The winners of the University Partner Challenge will receive a formal invitation, travel budget and red carpet reception by Michiel Scheffer, Regional Minister of Economic Affairs and Work from Province of Gelderland. The winners will also meet with the top employers, educational institutes and local government executives. During the stay in Province of Gelderland, a partner program will be discussed to jointly identify conditions for success.

BACKGROUND

The Province of Gelderland is only one hour away from Amsterdam, the capital of the Netherlands. It is the largest province in the Netherlands, positioned in the middle of the country, with a border and direct entry into Germany. With 11,000 students at the agricultural-focused Wageningen University, 20,000 students at Radboud University Nijmegen, 33,000 students at HAN University of Applied Sciences, the Christelijke Hogeschool Ede, Theological University Apeldoorn and Wittenborg University of Applied Sciences, there is already a good public and private educational infrastructure. However, in the coming years, Province of Gelderland would like to welcome an additional 10,000 (under)graduate talents in the region. These are required to address the shortfall in local talent and rising demand from employers in the region. Graduates and undergraduates in ICT, healthcare, paramedical, agri-food science, engineering and education are especially welcome. In addition to the shortfall, companies struggle to fill the skills gaps with new employees. The difference in job skills required and the actual skills possessed by graduates do not always match. The partner(s) we look for has ideas and solutions to attract international talent with relevant graduate and undergraduate programs, matching the needs of the employers in the region. The partner(s) with the best proposal will be invited to participate in a trade- and partner program.



Ideal partners will have

- o A strong proposition to attract international students;
- o Ambitions to expand their locations for graduate and undergraduate level programs abroad, either by collaboration with local research and educational institutes or by setting-up a satellite campus, gate-way or other physical presence in Province of Gelderland;
- o A strong collaborative mindset, looking for and creating synergy between partners;
- o Suggestions for collaboration with existing research institutes and educational partners located in Gelderland, through e.g. dual degrees, joint degrees or other forms of collaboration or partnerships;
- o Strong track record in teaching entrepreneurial skills and creating entrepreneurship;
- o Innovative collaboration models for industry collaboration;
- o An industry collaboration program for coaching, internships and other more innovative approaches to close the skills gap;
- o Examples of international collaboration programs with other universities;
- o Integrated approaches with industry-trained instructors.

The Province of Gelderland seeks to establish a real partnership to jointly create the conditions for success.

TIMELINE

Phase 1: Submission period of proposals for collaboration

January 17th 2018 till
March 21st 2018

Submission deadline is March 21st at 17.00h
Central European Time.

Phase 2: Invitation and trade mission for selected partners in the region

April 2018

Announcement and invitation to selected winners.

Phase 3: Development of a collaboration with selected partner(s)

May 2018 onward

Development and implementation of the
winning program with selected partner(s)

YOUR CONTACTS



Michiel Scheffer
Executive Sponsor
Province of Gelderland



Mark van der Heijden
Program Manager
Province of Gelderland



Rick Wielens
Managing Director
House of Open Innovation



Susanne Franken
Program Coordinator
House of Open Innovation

PROPOSALS

The Province of Gelderland is interested in proposals with:

- o Integrated approach for internships, industry certificate programs, and other more innovative approaches to address the skills gap and drive entrepreneurship;
- o Collaborations with existing universities and or educational organizations at Province of Gelderland or in the Netherlands;
- o Collaborations with future or existing employers in the region e.g. Nexperia, Rijnstate Hospital, Alliander, Achmea, FrieslandCampina, Hyster –Yale Group, Unilever and many more.

The Province of Gelderland is NOT seeking proposals related to:

- o Partners that only seek funding and are not able to invest;
- o Programs that do not aim to attract international students.

Potential respondents may include - but are not limited to - the following parties:

- o International public and private academic institutes and colleges;
- o Local public and private academic and educational institutes with an international partner proposal;
- o Private educational companies or institutes;
- o Governmental bodies or representatives interested in partnering with Gelderland on the topic of this challenge.

JURY EVALUATION AND PROCESS

The evaluation process is done by the Province of Gelderland and a jury consisting of:

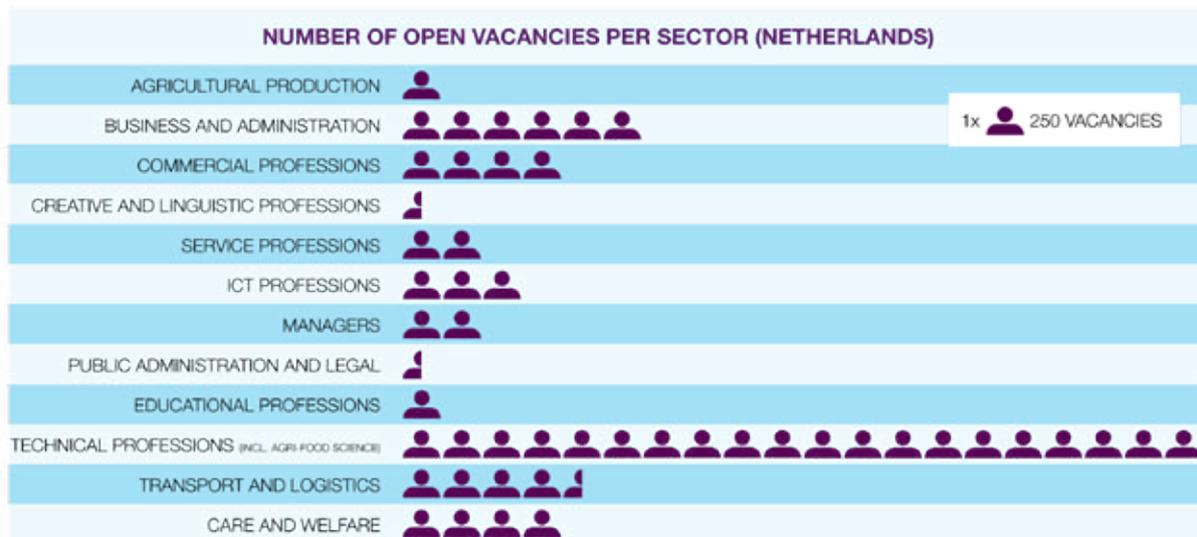
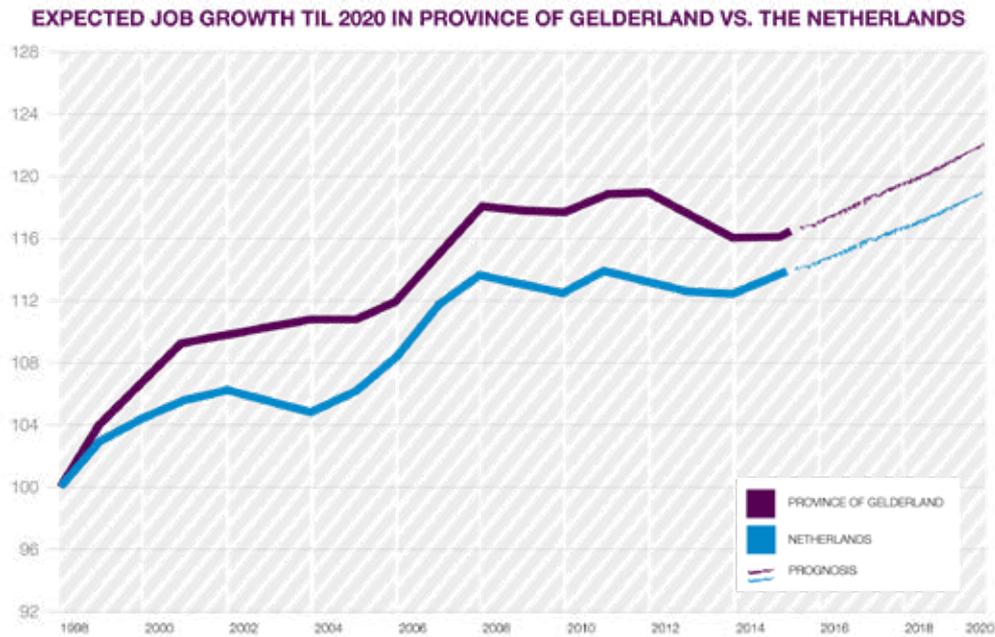
- o Michiel Scheffer (Dr) - Regional Minister of Economic Affairs and Work from the Province of Gelderland
- o Lodewijk van der Borg - Managing Director Kaak Group
- o Daniël Wigboldus (Prof.) - President of Radboud University
- o Rob Hamer (Prof.) - VP Research & Development at Unilever Discover Foods
- o Nicole Tollenaar - Director HRM Alliander
- o Rens Buchwaldt - Member of the executive board at Wageningen University
- o Kees Boele (Dr) - Chairman of the board at HAN University of Applied Sciences

Four weeks after the challenge's deadline, the winners will be announced and invited to the red-carpet reception with top employers, educational institutes and local government executives. During their stay at Province of Gelderland, introductions to potential partners will be made and a partner program will be discussed to jointly identify the conditions for success.

HOW TO RESPOND AND SUBMIT

- 1 Visit the challenge website: upcgelderland.com and download the proposal template.
- 2 Fill it out and send us your proposal template including a concise summary.
- 3 The partner proposal should briefly describe the approach to locate in the region, attracting international talent and collaborating with the employers in the region.
- 4 The proposal replies to every question in the proposal template.
- 5 By submitting a proposal, you agree to the terms and conditions for this challenge.

APPENDIX: DATA AND BACKGROUND INFORMATION



ADDENDUM

This addendum provides the additional information that was shared by Regional Minister Michiel Scheffers during the webinar last week.

Focus theme's for Gelderland with a high degree of interest and a high degree of funding opportunities:

- Additional research and development of photonics. The Netherlands has a leading position in photonics. The national ambition is to invest over €500 million in the photonics cluster together with other regions in the Netherlands.
- Additional research and development of nanotech/ semiconductors. NovioTech Campus in Nijmegen with a concentration of 60 companies active in semiconductor research and healthtech. In addition there is a semiconductor business cluster with NXP in Nijmegen and Radboud University with the Institute for Molecules and Materials and University of Twente with the MESA institute for nanotechnology.
- Additional research and development of healthtech in Nijmegen within HealthValley, the biggest network of health research and industry in the Netherlands with a focus on personalized medicine, robotics & medical devices, e-health and creation of building and living solutions for cure and care environments.
- Additional research and development in line with the Sustainable Food Initiative in Wageningen. This joint industry, science and government initiative currently has a €30 million research program with a strong concentration of activities in Wageningen. The objective is to facilitate more research that helps accelerate sustainable food production to enable feeding 10 billion people. This program will expand including research more specifically focussed around the protein transition, [see here](#).
- Additional research and development in sustainable energy in Arnhem. Arnhem has a concentration of national institutes and industry around the sustainable energy sector. In Arnhem you will also find the HAN University of Applied Science with primarily undergraduate programs.

Major funding programs with European funding

Philosophy of all programs is that if a game changer comes to our region we can redesign the programs in a way that facilitates and enables influence of this game changer to the program.

- ERDF: approximately €220 million innovation fund with a focus on food, health, high tech materials and energy transition. This program runs until 2020 and any lead partner with a legal entity in the region is eligible to provide a proposal.
- Interreg program: approximately €800 million program from the 6 eastern provinces of the Netherlands and the bordering regions in Germany to promote cross border innovation and collaboration. This program runs for 7 years and any lead partner with a legal entity in the region is eligible to provide a proposal. For more details [click here](#).

Additional Resources

- Next to the programs mentioned above the Province has around €60 million funding available per year to innovate and to run programs around improvements of labour market and schools. All public funding combined there is around €300 million per year for innovation programs in Gelderland.

3 possible scenarios for engagement, tips from the minister

1. Locating or collaboration in Gelderland but with no direct connection to the innovation programs. This will be supported by a support program by the Province of Gelderland to help you find a location and the right local partners.
2. Locating or collaboration in Gelderland within one of the existing programs, then funding is set-up and available as defined per program (€1-5 million investments).
3. Locating or collaboration in Gelderland with a direct focus on Photonics, Nanotech/ Semiconductors or Protein Transition. We can design programs involving you with a bandwidth of €10 million to €30 million.



This Challenge is organized by House of Open Innovation. House of Open Innovation is the Challenge manager. It is a neutral and independent organization which develops, supervises and manages open innovation programs.

Our Challenges are an open invitation to anyone who can help solve relevant problems and challenges. Each Challenge starts with a well-defined problem, solution criteria and an implementation or experimentation step. Each challenge provides the opportunity for you and your team to collaborate with inspiring people and organizations.

Because innovation today is about collaboration.

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