

Positioning Wageningen UR

education, research and innovation in the domain of
healthy food and living environment

Dr. Ab F. Groen

Director Education & Research

Wageningen UR



Wageningen UR

- **Wageningen University**: academic research and education
- **Van Hall Larenstein**: University of Applied Sciences, professional education
- **DLO**: institutes for applied research, contract research market specialized in the further development of green knowledge in actual innovations



Wageningen University



Van Hall Larenstein



DLO Research Institutes

Wageningen UR

- Budget: 700 M€
- Co-workers: 6.500
- Students (Ba, Ma, Doc): 12.000 (>120 nationalities)
- WagUR Top 5 in agrifood domain world wide (c) ESI
- WU #2 quality research university Netherlands (c) TH ES
- WU #1 student satisfaction research university Netherlands



Message

Positioning Wageningen UR

education, research and innovation in the domain of
healthy food and living environment

an open network knowledge institute



WAGENINGEN UR

For quality of life

Positioning - five themes

1. **Profile:** mission and domain
2. **Activities:** education, research, innovation
3. **Values:** trade values, core values
4. **Orientation:** international, national, regional
5. **Location:** Wageningen Campus



1. Profile: Our mission

...To explore the potential of nature, to improve the quality of life...



1. Profile: Our domain



2. Activities

Education

Research

Innovation

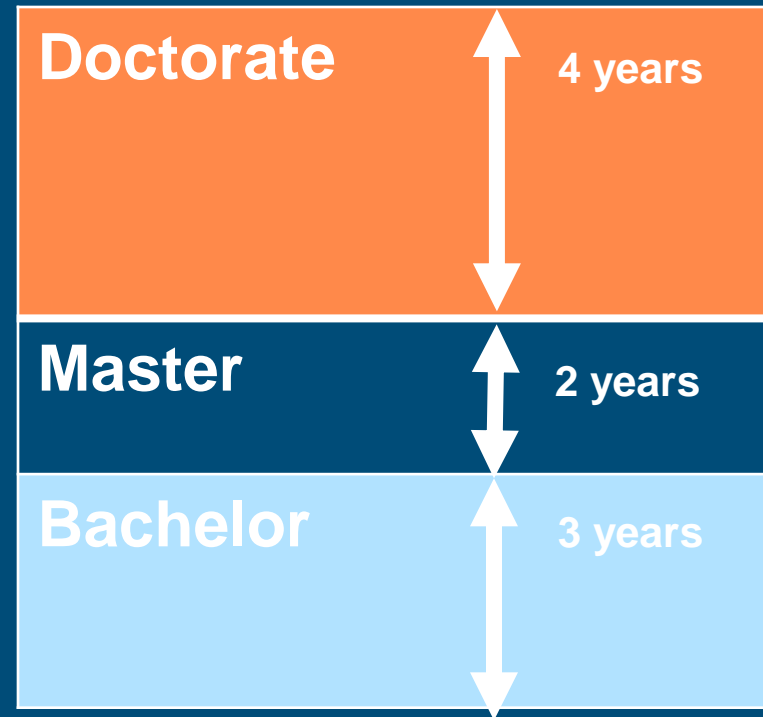
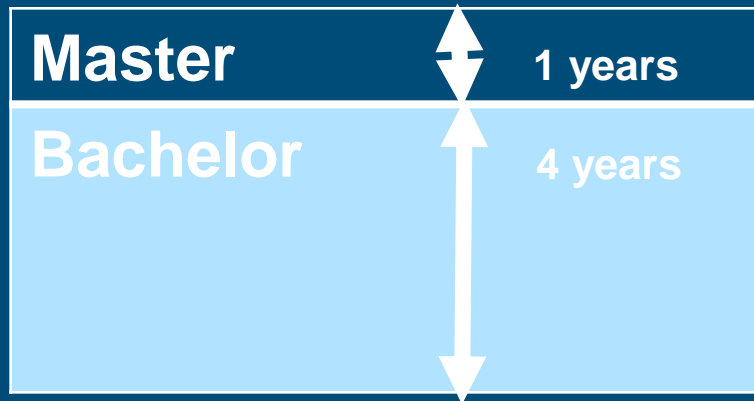


2. Activities

Education

Professional

Academic



Clear vision

High ambition

Relevance for society and industry

state-of art scientific knowledge, impact & social awareness, problem analysing & solving

International orientation

international staff & students, content and quality standards, international network, internationalisation@home

Inspiring students

quality education, academic community, individual learning tracks, study success

- **Quality content**
- **Quality didactics**
- **Client satisfaction**
- **Employability**
- **Personnel**
- **Facilities and services**
- **Organisation**

2. Activities

Research

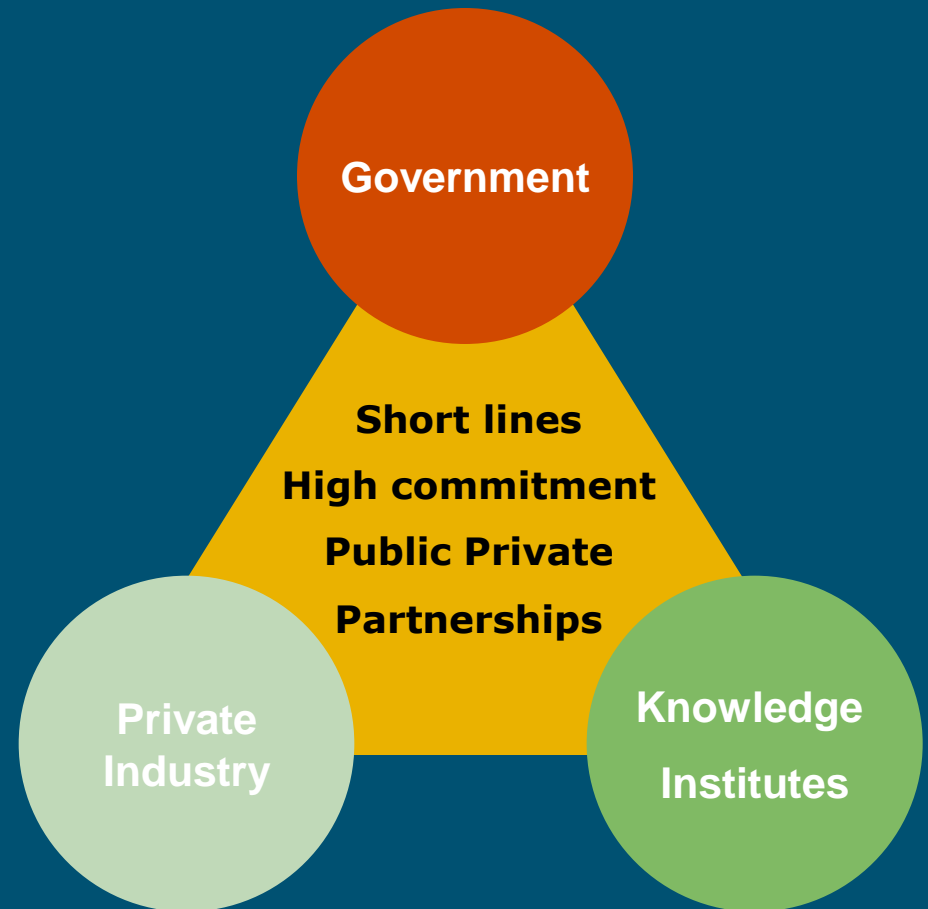
Applied

Strategic

Fundamental

- **Industry-driven** – Dutch top-sector policy a.o. Agro-food production, water, energy, bio-based systems, food, health & behaviour
- **Society-driven** – EU Grand Challenges, Millennium Goals o.a. food security, customized nutrition, Coastal zones and sea, bio-refeniry
- **Science-driven** – emerging sciences esp. systems biology, adaptive behaviour, governance
- **Talent-driven** – o.a. ERC

Dutch top-sector policy



2. Activities

Innovation

“**Process** of creating value from knowledge

- Applicable and available for economic and social use
- Transfer in competitive products, services and processes and **new industry.**”



2. Activities

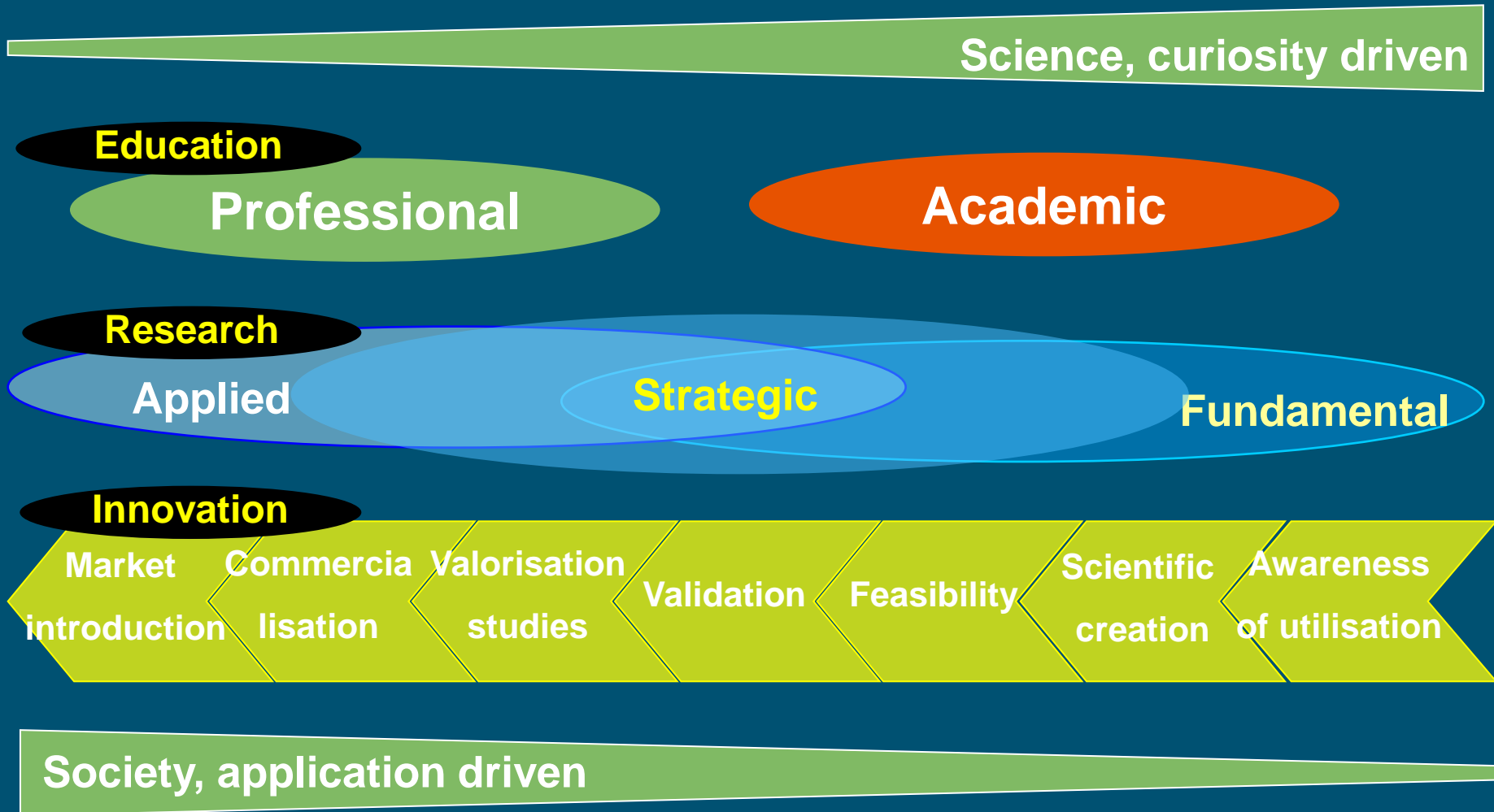
Innovation



- Centre of Entrepreneurship
- Screening and scouting
- Protecting intellectual property rights
- Preseed funding, Proof of concept funding
- Account management
- Facility sharing
- Networking, meet & greet: industry, governments & knowledge



2. Activities

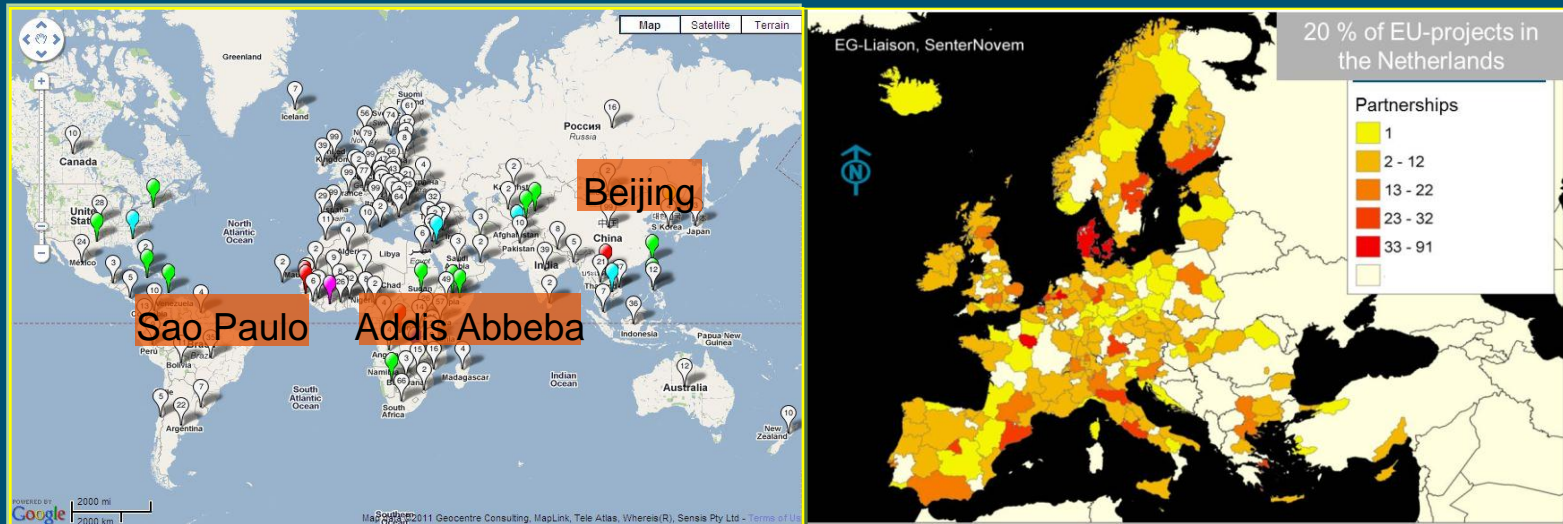


3. Values

- Trade values - intended quality of the marketed product
- Core values - intended competences and culture of the organisation
 - Entrepreneurship
 - Demand orientation
 - Talent and personal growth
 - Cooperation – teamwork
 - Reliable source

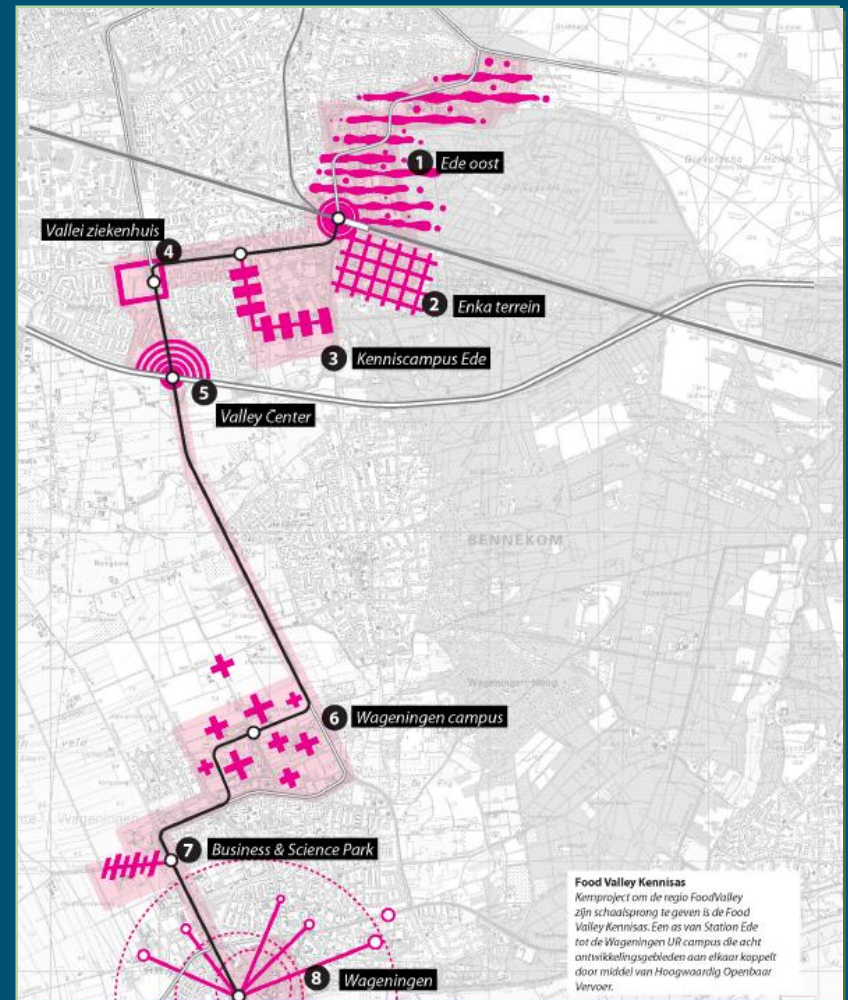
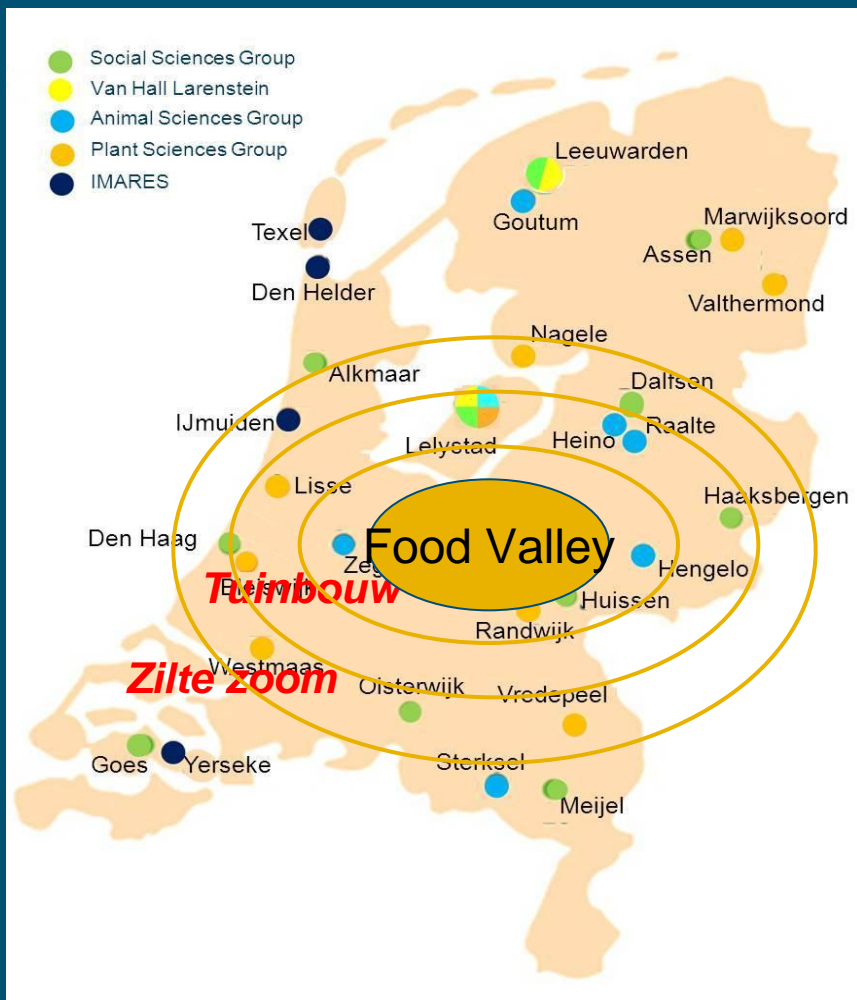


4. Orientation - international



- New cooperative ventures with leading institutes, organizations and companies
- Strengthen collaborations in emerging economies (BRIC countries and developing countries)
- Increase the number of joint degrees and participation in European Graduate Schools

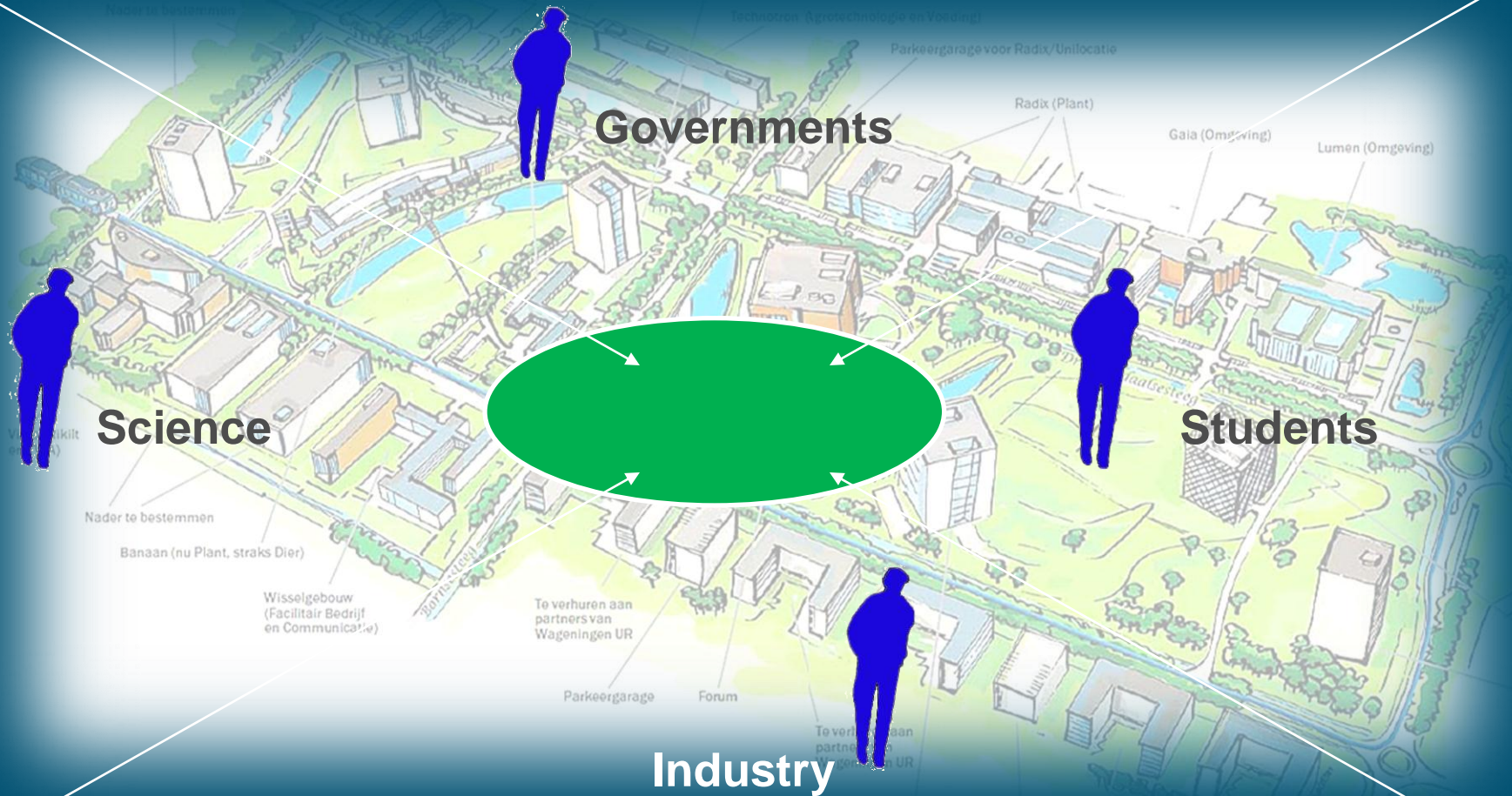
4. Orientation - regional



5. Location – Wageningen Campus



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INTERIEUR IMPRESSIE

5. Location – Wageningen Campus - Impulse

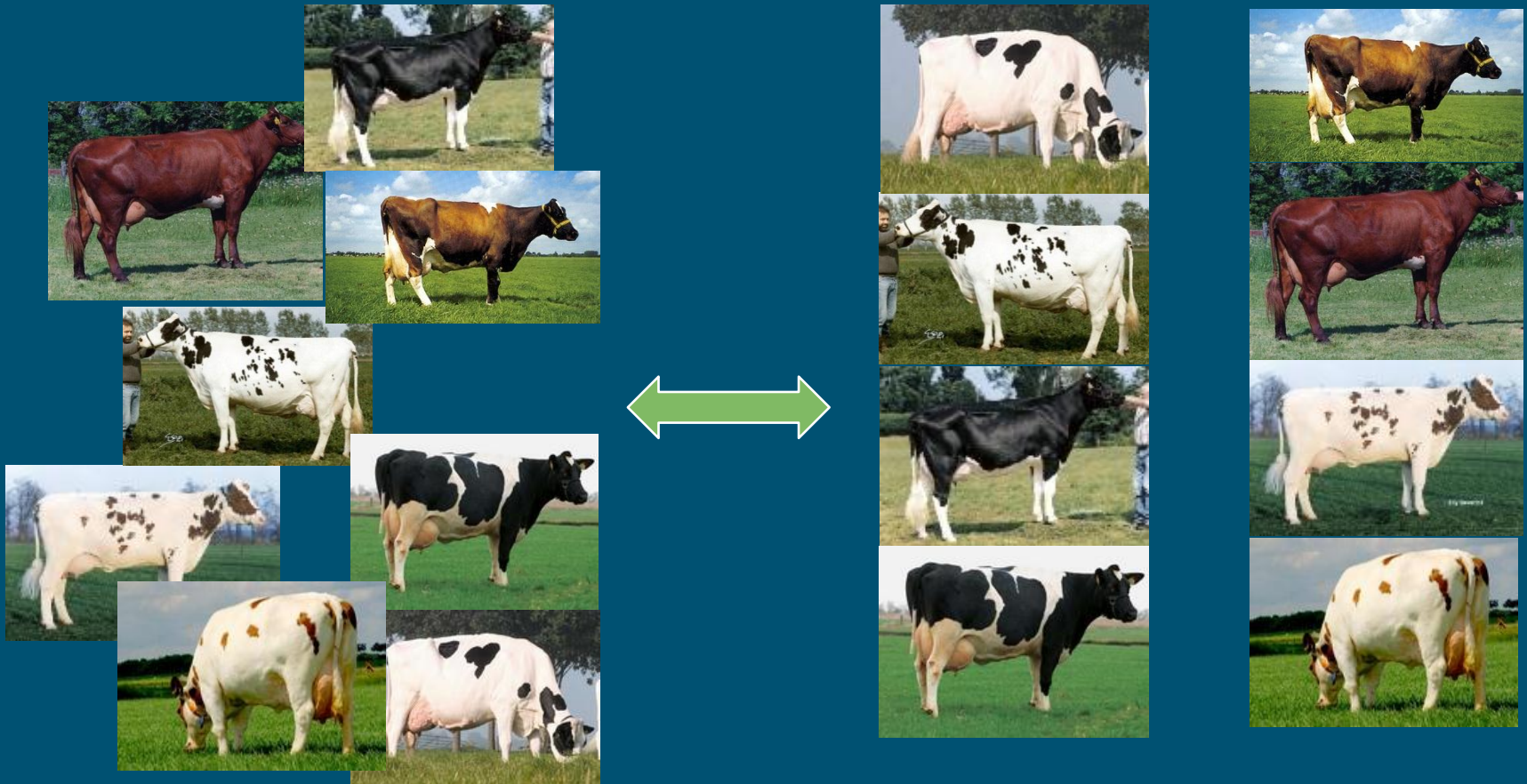


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Positioning: Covariance = Variance



Positioning: a long term process

- Internal process – choices on focus, coherence, create strength, bottom up + top down
- External process – take on your own strengths, give on strengths of others, bottom up + top down

e.g. with respect to

- Domain: Thematic, disciplinary
- Vision on education: didactics, intensity/group size
- Core values
- Quality of facilities

➔ open, continuous communication, networking

Message

**First Generation
University**

Medieval

First transition:

From reflection to education and research

**Second Generation
University**

Humboldt

Second transition:

education, research, innovation

**Third Generation
University**

an open network knowledge institute



WAGENINGEN UR

For quality of life

Thank you

