

Brightlands Best Practise



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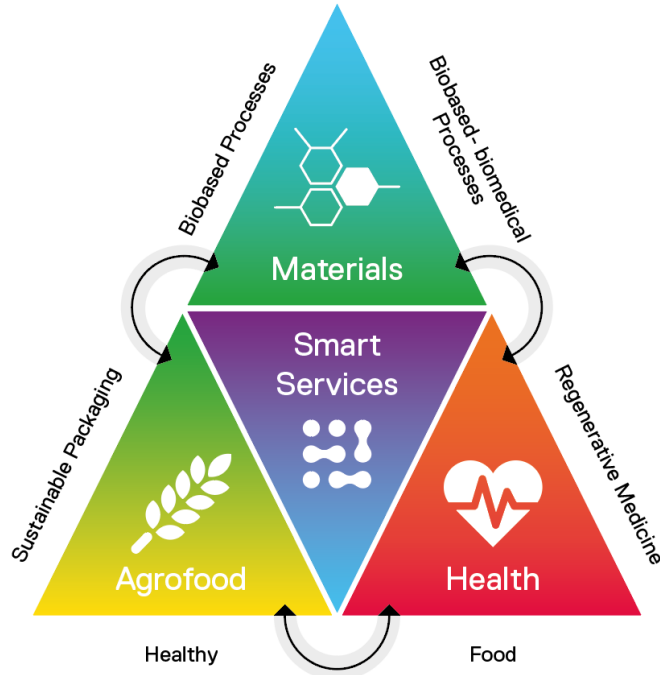


Transition as tradition

Brightlands Campuses

Four fast-growing campuses

- Driven by global challenges
- Stimulating open innovation
- Knowledge crossing borders



- 🏢 207 companies
- 👥 11.724 jobs
- 🎓 8.198 students
- 📏 > 1 million m2



Brightlands

The Triple Helix

Knowledge institutions

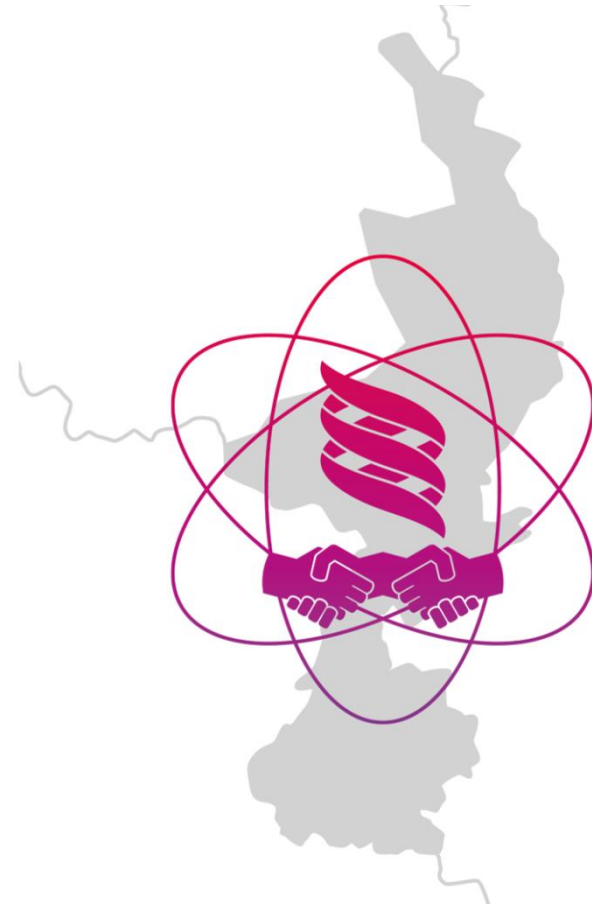
- Maastricht University, TU/e, RWTH
- OU, Zuyd, Fontys, HAS, Leeuwenborgh, Arcus
- BISS, M4I, MRLN, Inscite, BMC, AMIBM

Public sector

- Province of Limburg
- Maastricht, Sittard-Geleen, Heerlen, Venlo
- National Government

Companies

- DSM, APG, Maastricht UMC+
- Startups and SME's
- Sabic, Medtronic, Accenture, Conclusion, Arlanxeo
- > 200 companies active on the 4 campuses



Brightlands Campus Concept

Driven by global challenges

Excellent Science

Talent Development

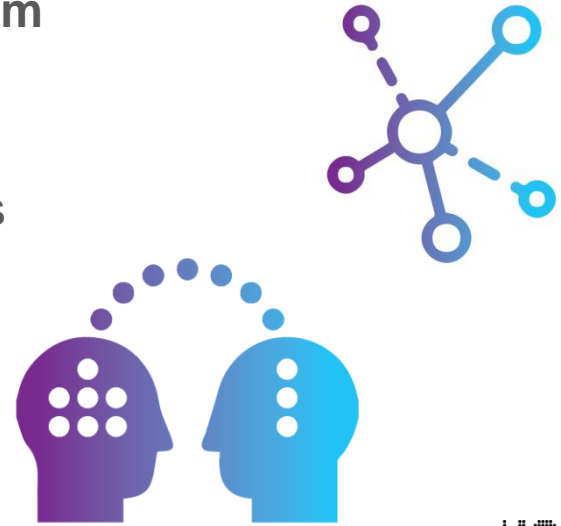
Advanced & Unique Research Infrastructures

Knowledge Transfer to Entrepreneurial



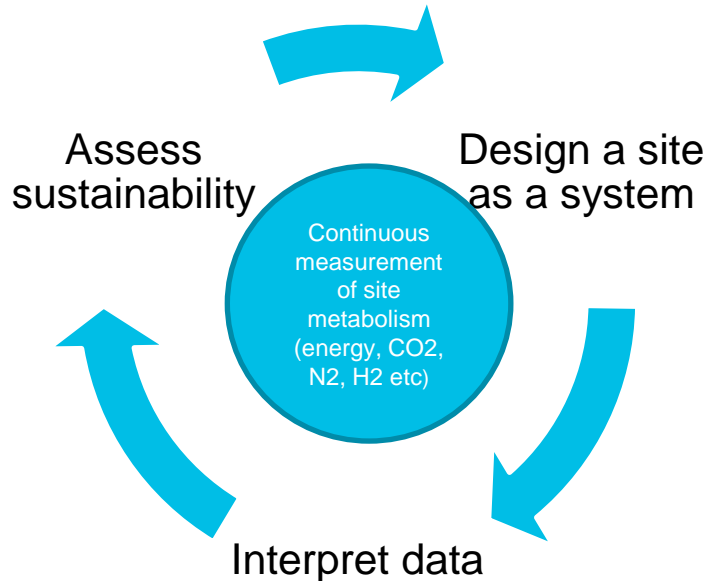
The Brightlands Smart Services Campus Ecosystem

- Consists of a *balanced* mix of
 - Startups, SMEs and large companies & institutes
 - Students, researchers, entrepreneurs
 - Local, national, international and global
- The ecosystem *synergy* effects
 - Helping to break the innovator's dilemma
 - Share resources and knowledge to drive open innovation
 - Integrate BISS research capabilities with companies' R&D
 - Get access to the latest technologies like Blockchain and IoT
 - Create business relationships within the campus ecosystem
 - Develop and get access to bright talents



Brightlands Approach: cross-over

Brightlands Chemelot Campus and Brightlands Smart Services Campus are starting up a program for improving sustainability at the Chemelot Industrial Site. The “sustainable site” proposition will contain a digital infrastructure for monitoring and optimizing in real-time





„Spuren
finden
und
verbinden“



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Brightlands
spuierijding

In summary...the Brightlands Smart Services

Campus

[short video: our campus](#)

(see:

<https://www.youtube.com/watch?v=r8Rb7E6y7sg>

And an impression of our Opening 12 September:

“A Day at the Brightlands Smart Services Campus”:

<https://www.youtube.com/watch?v=JiugnBPKO5o&feature=youtu.be>

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