

## Master Class on Adaptive Strategy For Changing Economic and Social Landscapes

*An Interreg activity in the North Sea Region: 'Opening Up'*

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The Master Class programme is an initiative of Hanze University as work package leader of the Opening Up Project on the role of government in supporting businesses and economic development. The changing role of governments in the triple-helix model of economic and regional development in combination with the changing context of businesses has led to the development of a master class programme where economic actors and intermediaries in the partner municipalities and regions are invited to participate and explore these issues collectively. The programme offers strategy development approaches and insights into social media and networks that will help participants deal with the complex challenges and changing roles.

### Objective:

To support senior policy makers and intermediaries in the area of economic development

- To support economic development in complex economic and social context, e.g. through cluster policy
- To understand and support complex social media and social network developments as part of changing economic contexts

### Target groups:

- Senior policy managers
- Cluster managers
- Business intermediaries
- Regional development officers

### Nature of programme:

- The programme offers an excellent opportunity for collaborative transnational learning.
- The programme will provide knowledge on current developments and tools for policy development that will be applied to cases that are brought in by the participants based on the own situation.
- The programme will offer participants to learn by applying the tools and knowledge to case studies in groups to enhance learning by the diversity of cases and participants.
- The programme will address current developments in social and economic arenas, including social media and changing roles of governments, businesses and civil society and how policy makers and other agencies need to re-examine the interventions and policy that support economic development. European policy, digitalization and globalization contribute to the need for different competences and paradigms in the public and semi-public sector.
- The programme will help participants in a trans-national setting gain insights into the challenges that are driving a need for different economic and social policy.

**Topics:**

- European policy and regional development
- Mapping complex economic and social landscapes
- Historical and geographical contexts – understanding these in future planning
- Wicked problems and strategy
- New communication and interactions – social media and social networks
- Using diversity and game changing rules
- Transition to new economic and regional development

**Didactics:**

The programme deals with different aspects of the complex settings in which support for economic and regional development needs to take place. The programme will cover strategy and policy development through

- Examples of cases from practice and new developments
- Guest speakers who are leading innovative national or regional projects
- Apply directly the knowledge and tools gained in the programme
- Interactive sessions where groups work with colleagues dealing with similar issues in the North Sea Region (Sweden, Norway, the Netherlands, Belgium, UK, Denmark)
- Benchmarking and international perspectives to the own cases

**Duration:**

The programme will take place in 2 sessions in April/May 2013 (location to be determined, dependent on participants)

**Session 1 in April**

- **Adaptive Strategy Development 1** – 1 ½ day
- **Directing social media and networks** – ½ day

**Session 2 in May**

- **Adaptive Strategy Development 2** – ½ day
- **Participant presentation** – ½ day  
North Sea Region challenges: adaptive strategies applied to local cases (½ day)

**Programme by:**

Hanze University of Applied Sciences Groningen, in collaboration with Opening Up partners