

## UIF

University  
Innovation  
Fellows

The University Innovation Fellows (UIF) of the University of Twente are educated by the semester programme from Stanford University to be change leaders on Entrepreneurship & Innovation.

### Main Projects

#### European Meetup

This summer, 16-21 August, 25 student world wide will fly in to Twente to experience our way of innovation. The programme is constructed around Entrepreneurship and Innovation.

#### Keeping Talent in Twente

In cooperation with the Gemeente Enschede and the Twente Board we're working on keeping talented students in Twente after graduation.



## KTIT

Keeping Talent  
in Twente

The educational institutions in Twente are becoming more and more attractive: each year hundreds of young talents come to the region for their study. Twente does not only excel in talent development, it also offers many opportunities for the future of talents as professionals. The number of job openings in the region is also increasing. Nevertheless, the regional development is facing a matching problem. Many of the young talents are less inclined to pursue their career and life in the region. National as well as international students chose to leave Twente after graduation. This is why we started KTIT, to find the reasons why talent leaves this region.



## Research

Scope of the  
survey

Our survey investigates the input of 454 students from all educational institutions on their perception of the region, what they find attractive and what hinders them to stay here. In the investigation we focussed on four areas of interest, highlighting strengths and weaknesses.

Supported by alumni research 'Behouden van Hoger Opgeleiden in Twente' conducted by Claase Consultancy (2017).

The material on this factsheet can be used freely in any publication provided that

1. It is duly credited as a project by the University Innovation Fellow UTwente, Gemeente Enschede and Novel-T.
2. A PDF of the full article or paper is sent to [ktit@universityinnovationfellows.nl](mailto:ktit@universityinnovationfellows.nl) pre-publication.



## Advice

Recommendations  
& next steps

Lets unite forces and avoid creating new initiatives. The UIF team can support you in the follow up on the results to steer initiatives in the right direction. We can help the region become its full potential.

- create a personal connection by engaging with the students in projects during the study:
 

<i>Honours Programme</i>	<i>Techniekpact</i>
<i>DesignLab</i>	<i>TalentIT</i>
<i>Living Smart Campus (living lab initiative of UT)</i>	<i>Alumnimanager</i>
<i>module projects, case studies, ...)</i>	<i>EnschedeLab</i>
- awareness & outreach of job opportunities
- *local Bedrijvendagen* - support small businesses to be at student events
- facilitate basic requirements to start-ups to stay here when they want to scale up
- "I left because my partner could not find a job here" - also job offerings in non-tech related sectors are important
- more varied housing possibilities for young professionals - also want to live in shared houses since that is cheaper and cozy
- next to job offerings, make sure that cultural offerings/ activities are diverse and international
- not only a job is decisive for staying here after graduation, a city also needs to have diverse cultural offerings and activities

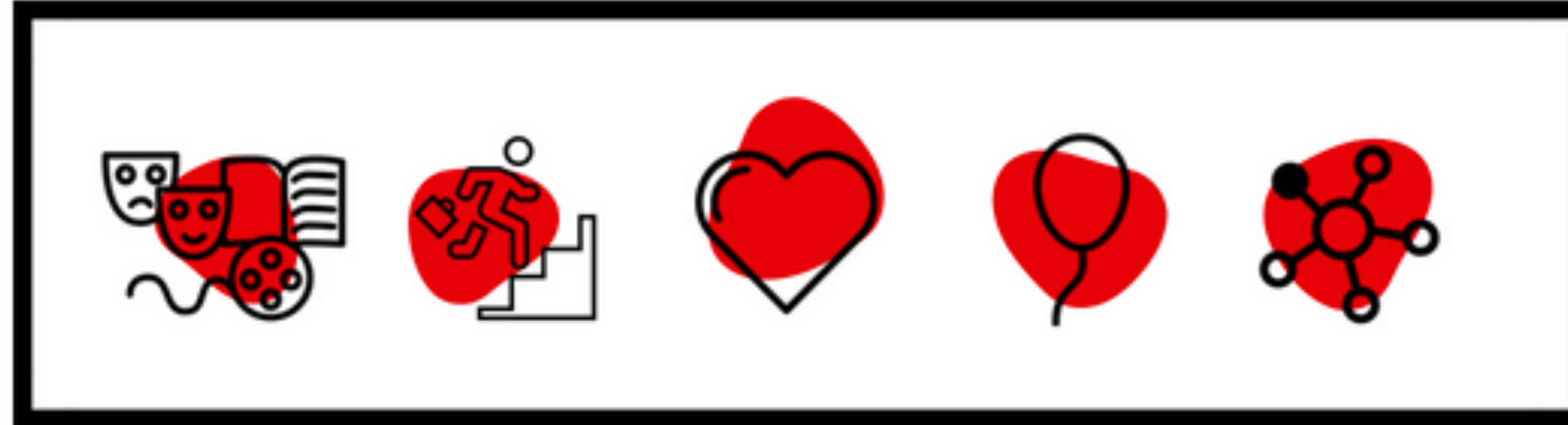
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# HERE TO STUDY



# HERE TO STAY

The University Innovation Fellows present in collaboration with Novel-T, the municipality of Enschede, DesignLab and the Twente Board the survey outcomes on the attractors and threats of the Twente region from a student perspective.

## Contacts

### University Innovation Fellows

UT students that have been educated by Stanford University on E&I change leadership

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## Background & Overview



■ UT (84.50%) ■ Saxion (4%)  
■ ROC (9%) ■ AKI (0.50%)  
■ Other (2%)

### Background of respondents:

Total # responses: 454  
Average age: 18 - 25  
Heritage: 1/3 Twente, 1/3 Dutch, 1/3 international  
Majority: UT students with 40% Bsc, 40% Msc and 20% other  
88% active students (study/ student/ sport/ culture associations, Honours Programme, ...)

### Top 3 Reasons to come to Twente

1. Education
2. Atmosphere
3. Campus

### Top 6 Study Backgrounds

1. Engineering & Technology, 61%
2. Economics, 11%
3. Medicine & Health, 9%
4. Computer Science, 8%
5. Psychology, 6%
6. Other behavioural sciences, 5%

### Top 7 Prospective Job Sectors

1. Engineering & manufacturing, 16%
2. Business, consulting & management, 14%
3. IT, 13%
4. R&D, 10%
5. Healthcare, 10%
6. Creative arts & design & marketing, 9%
7. Other, 28%

### Focus of survey:

1 **IMAGE & ATMOSPHERE**

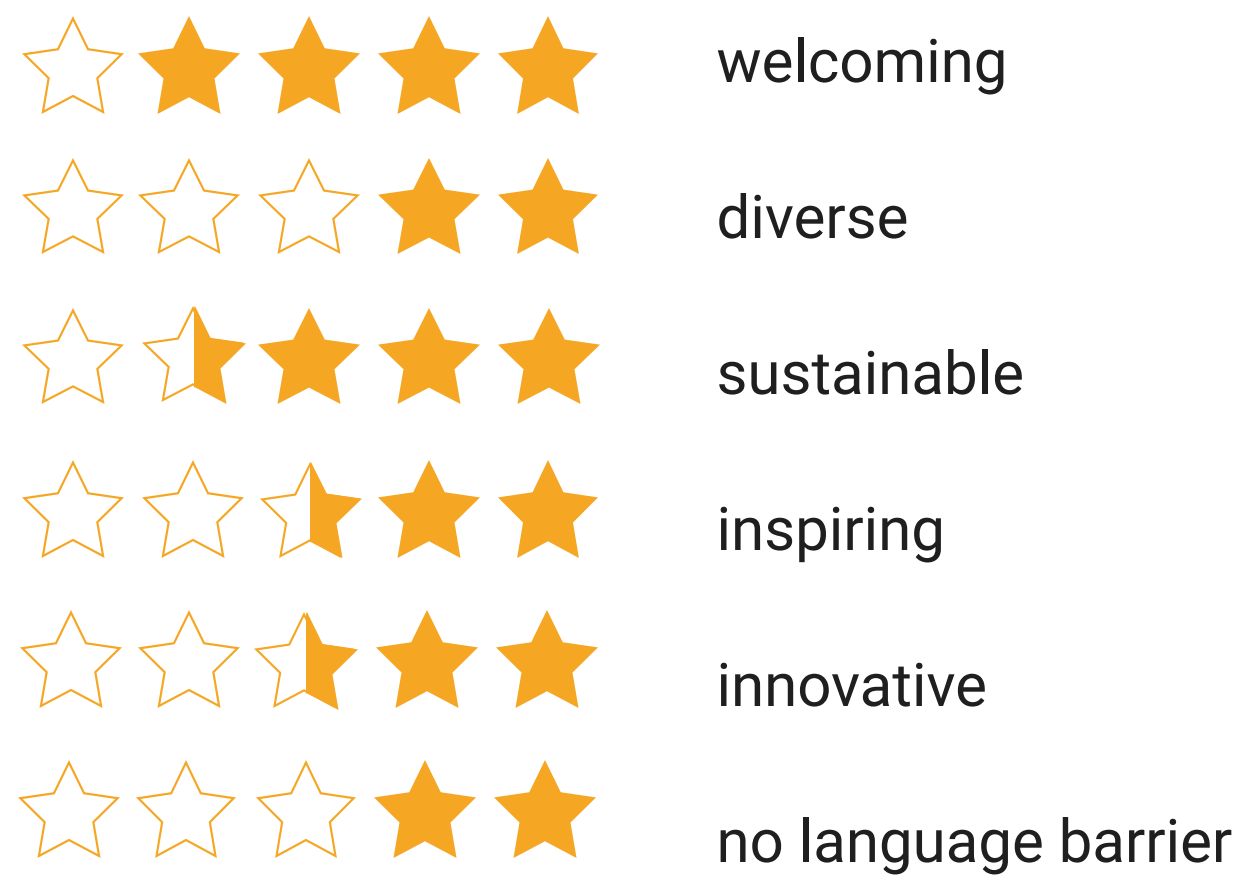
2 **ACTIVITIES & CULTURE**

3 **FACILITIES & INFRASTRUCTURE**

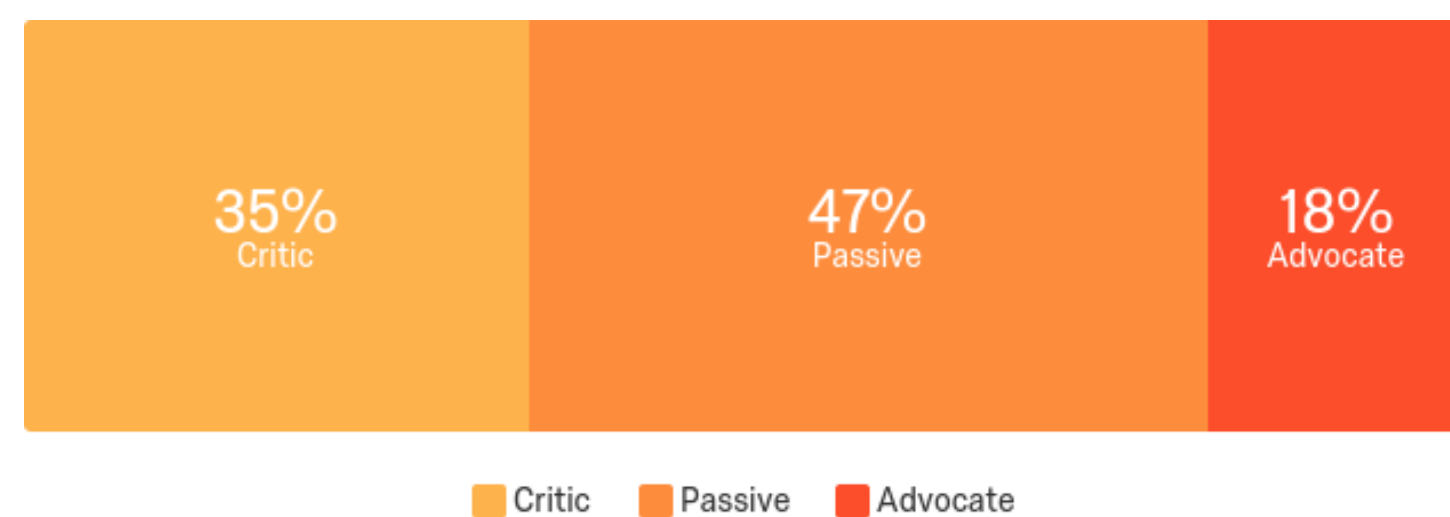
4 **CAREER**

1

# Image & Atmosphere



How likely are you to recommend living in Twente ?



## What are you surprised by in Twente?

- welcoming, friendly, nice atmosphere (warm-hearted, 'everyone is accepted')<sup>(A)</sup>
- entrepreneurial & innovative projects & initiatives
- surprised by the high tech factor of Twente
- international culture: the international community is what keeps the diversity and the spirit in I&E
- nature
- # startups
- innovation happens in the heart of the UT, but not Twente

### STRENGTHS

### WEAKNESSES

- culture is lacking but at the same time the majority is surprised by the amount of activities and events happening in Twente (outreach & awareness)
- opening times of shops
- transportation to randstad + short driving times
- no career prospects
- green but not sustainable (e.g. waste separation)

## Quotes

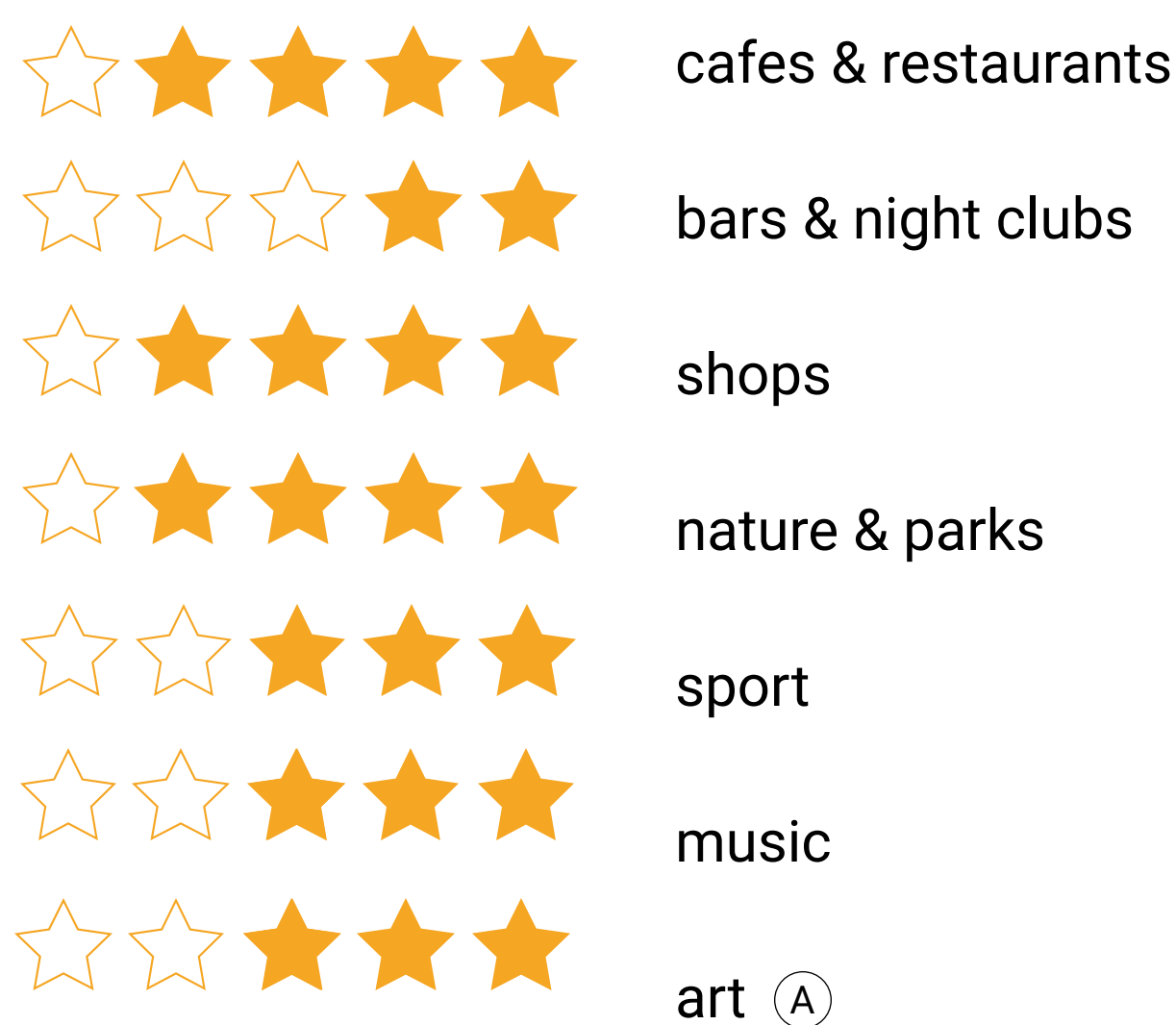
*'I used to dream about moving to a big city, but when I came to Enschede I realised I had found the place where I felt home: Twente.'*

*'Meer internationalisering.'*  
*'The reason why the region is not boring is because of the university.'*

*'There are two different local communities, one are the Dutch (students or locals) and the other are the international students. They do mingle with some Dutch in the international group. But this makes all my answers centered as I perceive the international community as welcome, diverse, inspiring, innovative, however the Dutch community as close to the opposite.'*

2

# Activities & Culture



Main source to get to know about actives: Friends & Social Media

## Elaboration of respondents on their ratings:

- a lot of green parks and surrounding
- events in the city: there is always something going on (small performances, festivals, etc.)
- enjoyable museums
- large sports offerings on campus
- a lot is easily accessible/ affordable for students

### STRENGTHS

### WEAKNESSES

- lack of diversity in cultural offerings: big need for more diversity, non-mainstream, and underground initiatives such as Tankstation and Robson
- most of the events about the city never reach the students
- old fashioned
- only few night clubs and bars ('give them room aside the city centre') and small existing clubs are really audience-specific
- lack of international events and means to involve international students in public activities
- hardly any options for going out in the weekend, especially in Winter
- opening hours of shops and cafes

## Quotes

*'Laatst had ik een reünie met mensen van de UT en wat mensen het meeste misten was de natuur.'*

*'In the 7 years I have now been living in Twente I see that there are more cultural activities happening but often not attractive to the international community. Also, in terms of music, there are some big festivals but all in the same type of music. We need more variety in the region.'*

*'Initiatives that build community and cultural places like Tankstation and Robson definitely stand out. Those places add a lot to Enschede, particularly because they are internationally oriented and welcoming. They even organised activities for learning Dutch and other integration initiatives.'*

3

## Facilities & Infrastructure

### Transportation



### Important factors when looking at housing options

1. Costs
2. Neighbourhood & housemates
3. Quality
4. Size

### Elaboration of respondents on their ratings:

- affordable houses
- good bike infrastructure
- good transportation opportunities from campus to city centre (of Enschede) or Hengelo (that does not hold for smaller towns in Twente)

#### STRENGTHS

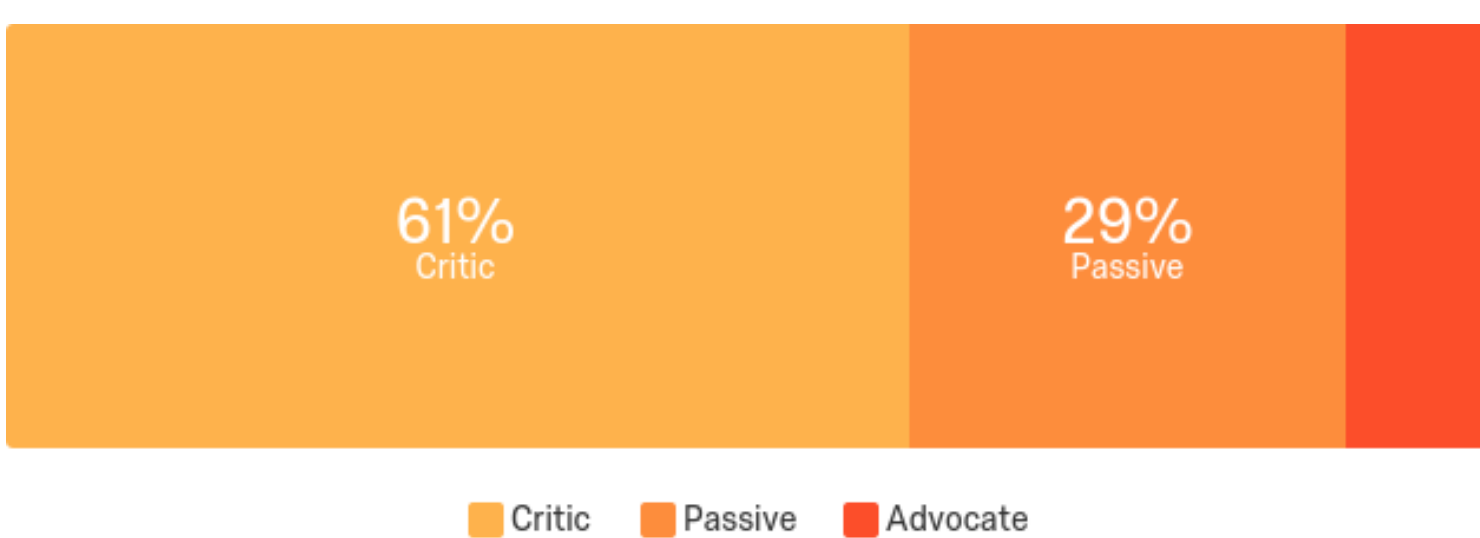
#### WEAKNESSES

- long traveling times to Randstad
- lack of transportation possibilities outside rush hours
- delays
- inefficient stoplights -> Fietsstad 2020? (Zwolle & Groningen are better examples)
- internationals don't get discount like local/ Dutch students
- Twente is disconnected<sup>A</sup>

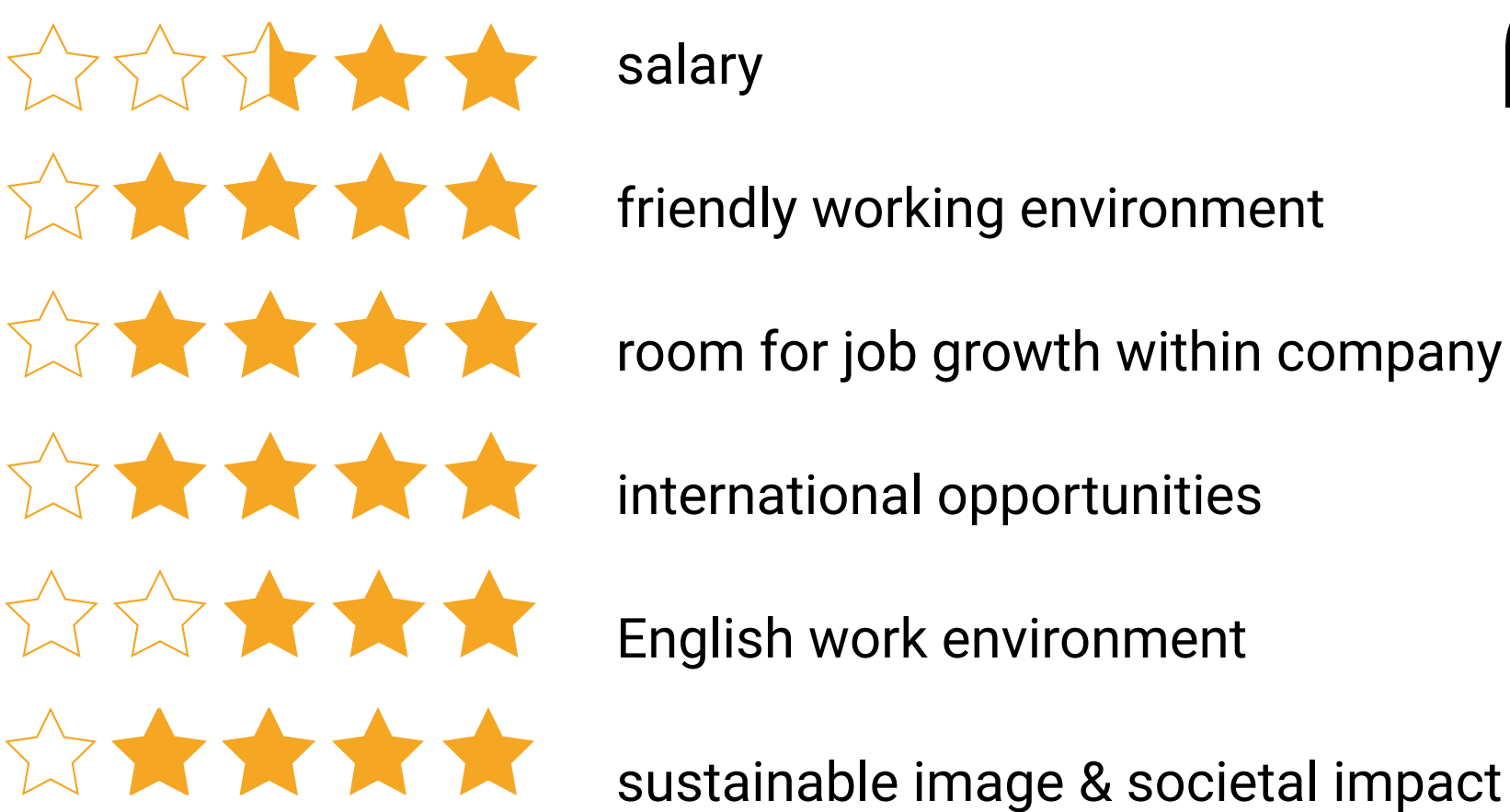
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## Career

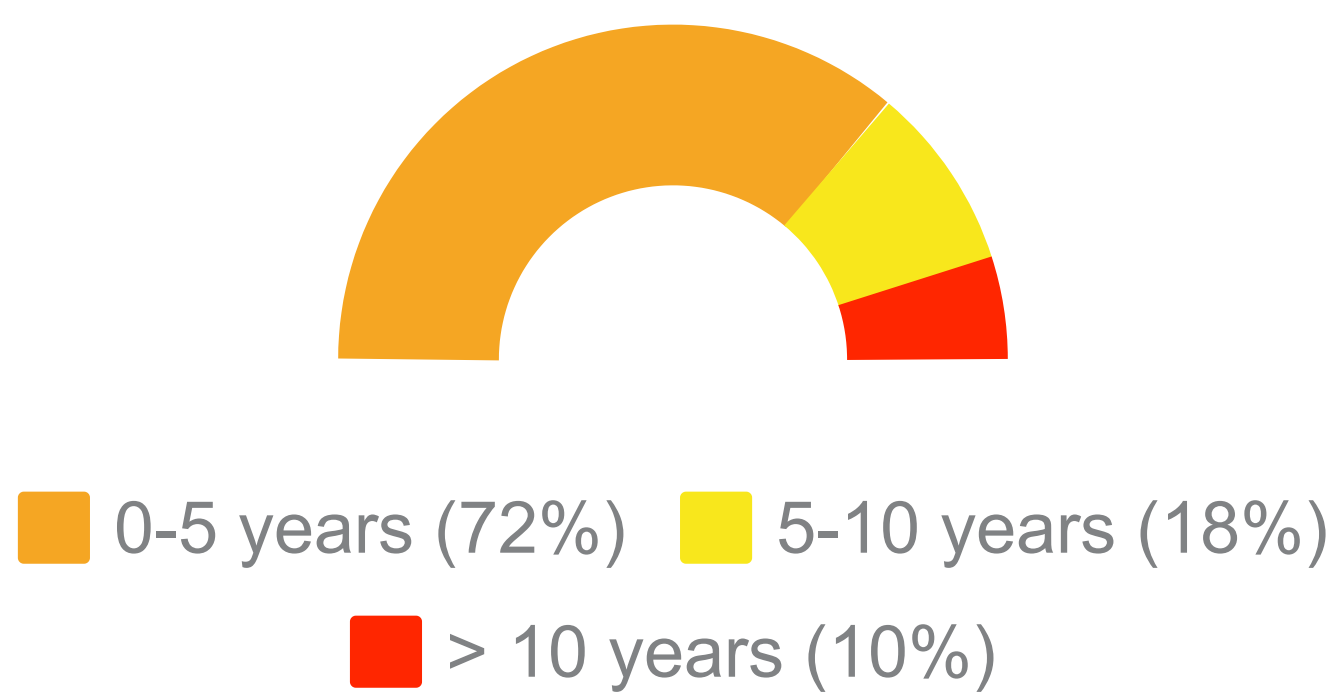
### Do you consider working in Twente?



### Importance ratings



### For how long do you see yourself living in Twente?



### Elaboration of respondents on their ratings:

- website [twente.com/werken](http://twente.com/werken) which is really a good initiative
- students would consider working here depending on the job offer
- majority is looking for small-scale & personal

#### STRENGTHS

#### WEAKNESSES

- no career prospects: people believe that they have better opportunities elsewhere<sup>A</sup>
- lack of ambition in Twentse companies
- language barrier: almost every job requires Dutch B2 (even if students want like to take courses for that, there are problems with permits)
- only job prospectives in technology sector
- almost no acceptance of international students for part- and full time jobs
- request for more activities/events with local companies who are looking for young academic starters<sup>A</sup>

### Quotes

'Maybe at a later phase in my life, but I would first like to experience how it is to live close to the big cities which means moving to the Randstad.'<sup>A</sup>

'Depends on the offers that I would have.'

'If I find an job for my study experience I may consider the chance.'

'Although I speak the language fluently, job search is not successful. Internationals don't get close to local people even if they try.'

'Not that many interesting jobs.'

### Most Mentioned Companies

Students were asked to list 3 companies. Top 7 from in total 1188 mentions:

1. 'I don't know any companies in Twente', 35%
2. University of Twente, 10%
3. Demcon, 4%
4. Thales, 4%
5. Nedap, 2%
6. Start-ups, 2%
7. El Niño, 1%

### Comments

highly international, various work possibilities, the language, and the nice working atmosphere (University of Twente)

interesting projects and offers room for self development, innovative approach (Thales)

open atmosphere and room for personal development (Nedap)

fun & interesting challenge (Start-ups)

small company, could have a substantial impact (El Niño)

small company which has big growth (Axign)