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**Abstract**

In recent decades European universities have been drawn from their old academic isolation into the mainstream of life of their respective countries, especially through their stakeholders and partners. This has required policy actions at several levels, starting with consistent national innovation policies, followed by institutional policies and strategies by the HEIs themselves and supported by their own administrative structures. The HEIs need institutional, national and even international buffer and support organisations for overall socio-economic development. At local level, they need to build a 'triangle' partnership with the region and its businesses, and with the government. (HRK / Abstract übernommen)