

companies & technology

ecoplus Clusters

Experience with clusters in Lower Austria

Speaker: Simone Hagenauer

Date: 12 April, 2017, Cluster Day, Brno

**Raiffeisen
Meine Bank**



partner of ecoplus clusters

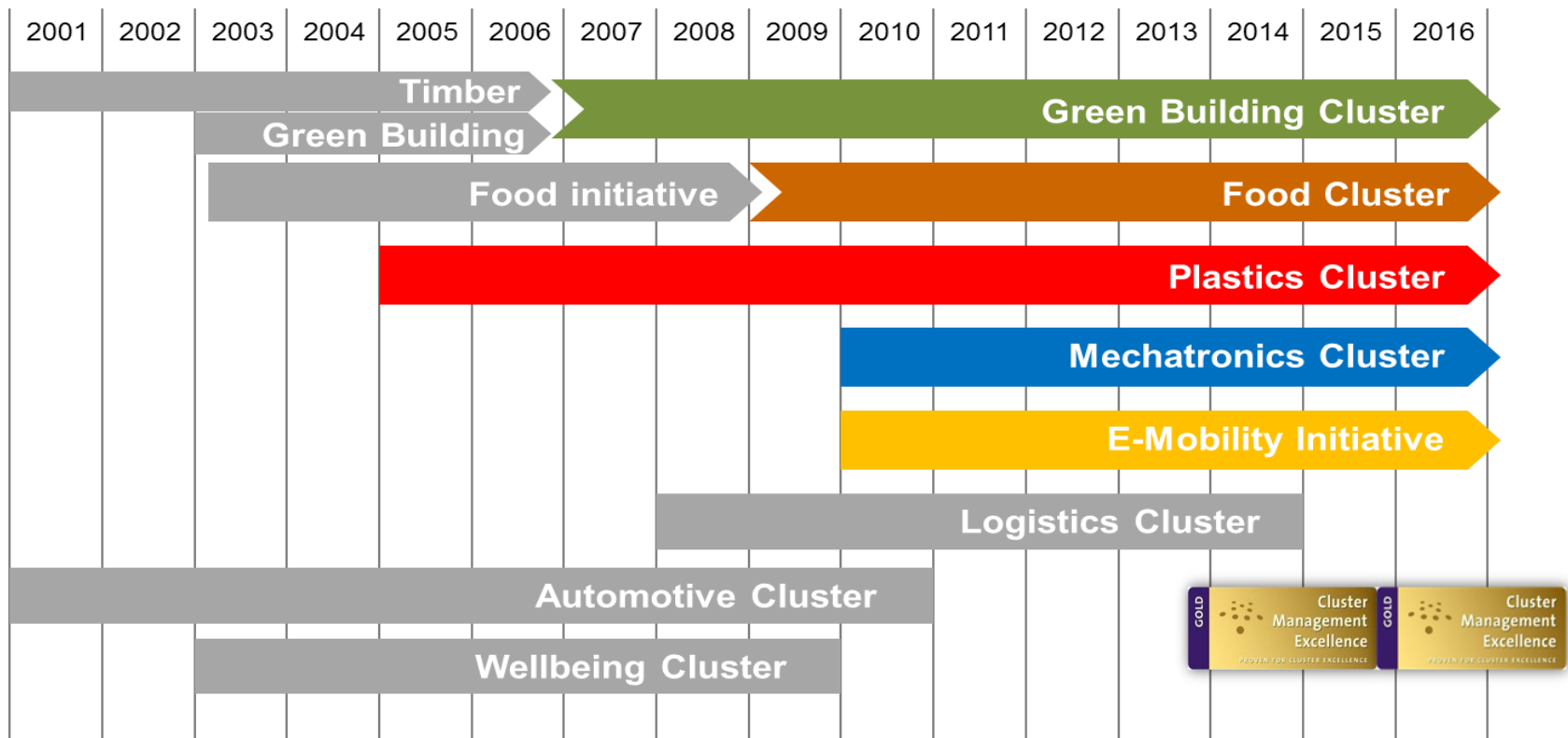


Europäische Union Investitionen in Wachstum & Beschäftigung. Österreich.

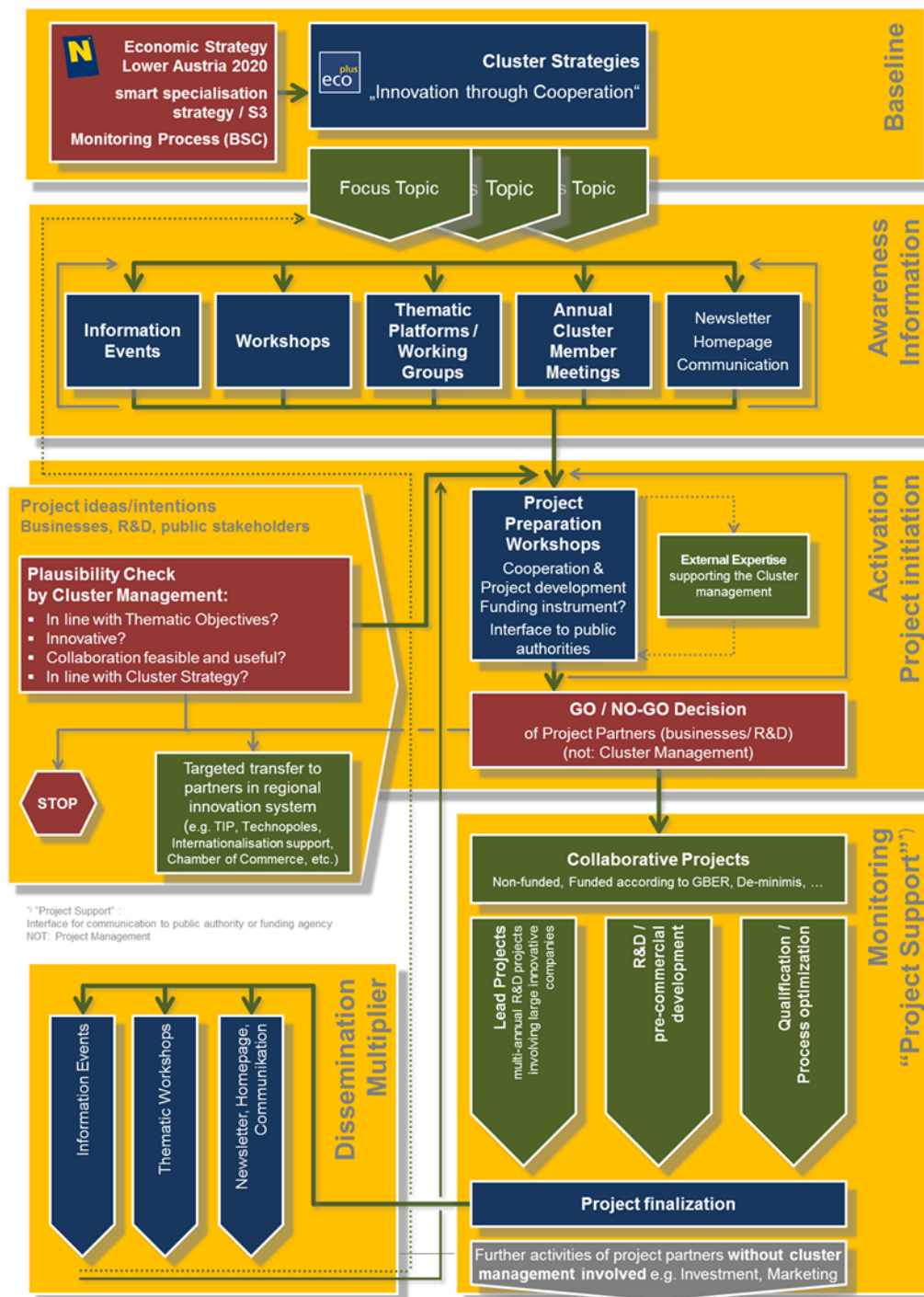
Lower Austrian Cluster Policy

THE STORY SO FAR & KEY ASPECTS OF CLUSTER POLICY

Sustainability & Responsiveness



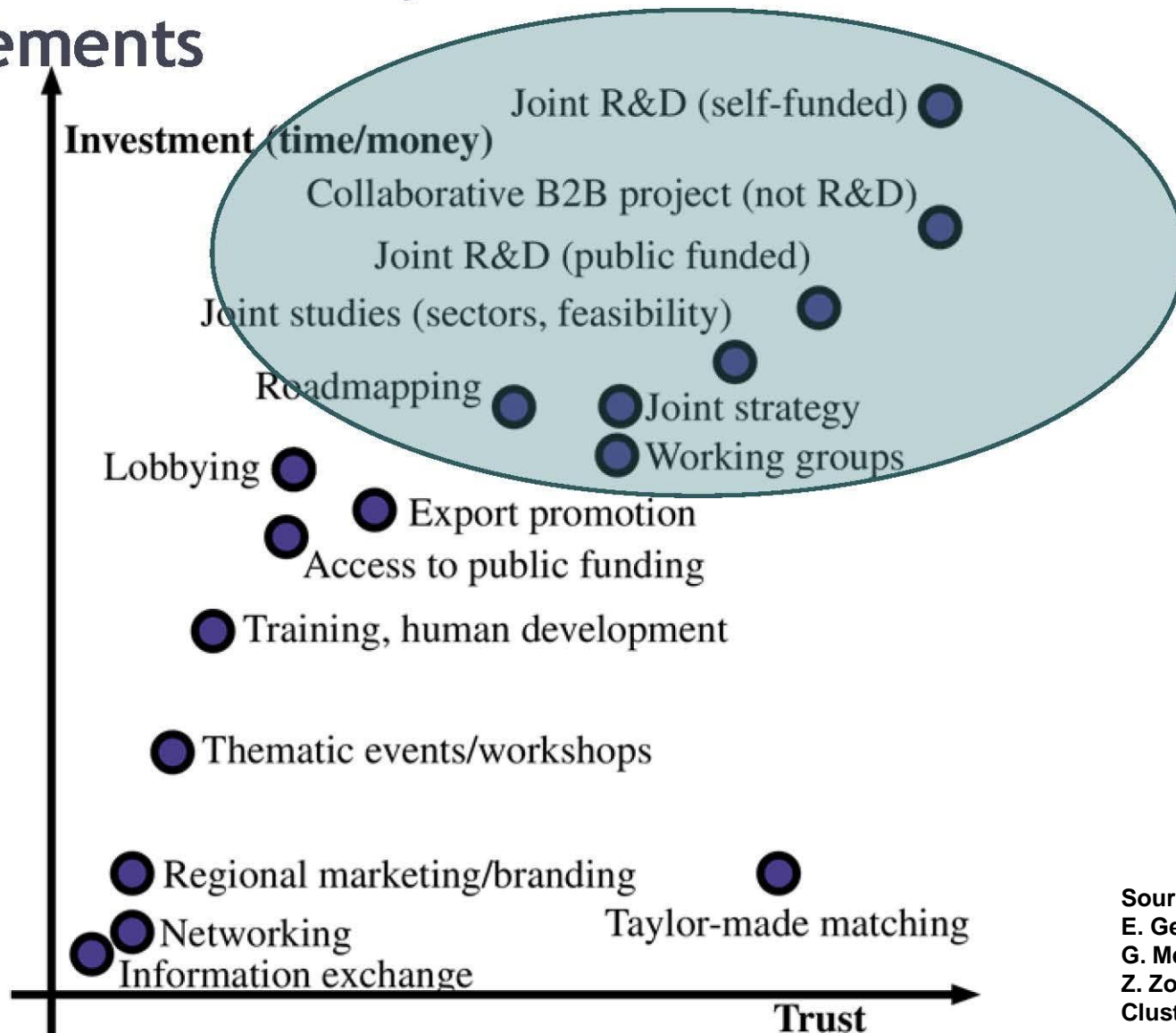
Role of cluster organisations



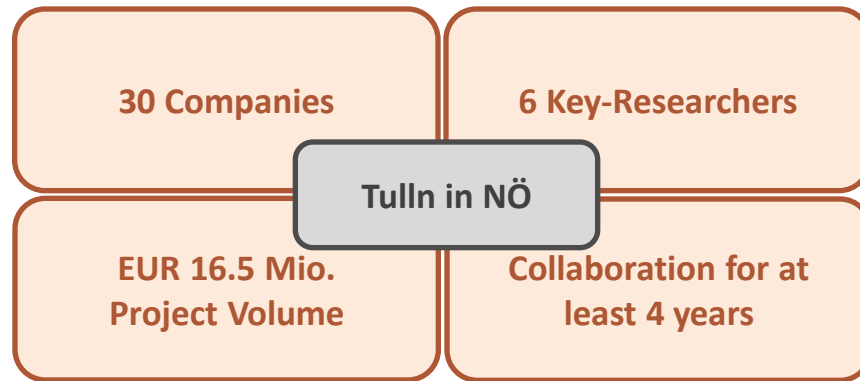
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MAIN ACHIEVEMENTS & LESSONS LEARNED

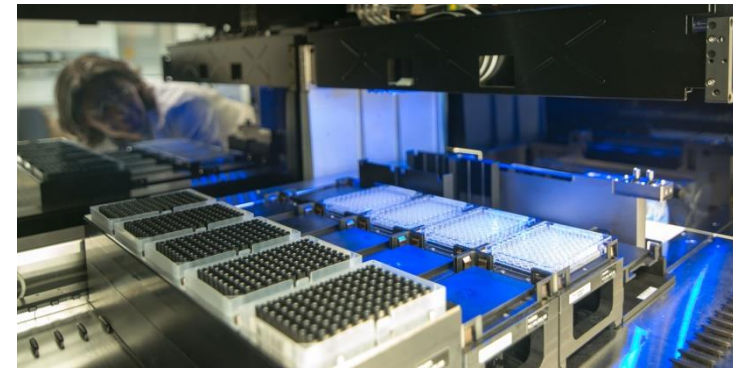
Services Provided by Excellent Cluster Managements



Source:
E. Gedai, L. Kóczy,
G. Meier zu Köcker,
Z. Zombori,
Cluster Games II. (2015)



Success Story FFOQSI - Feed & Food Quality, Safety and Innovation

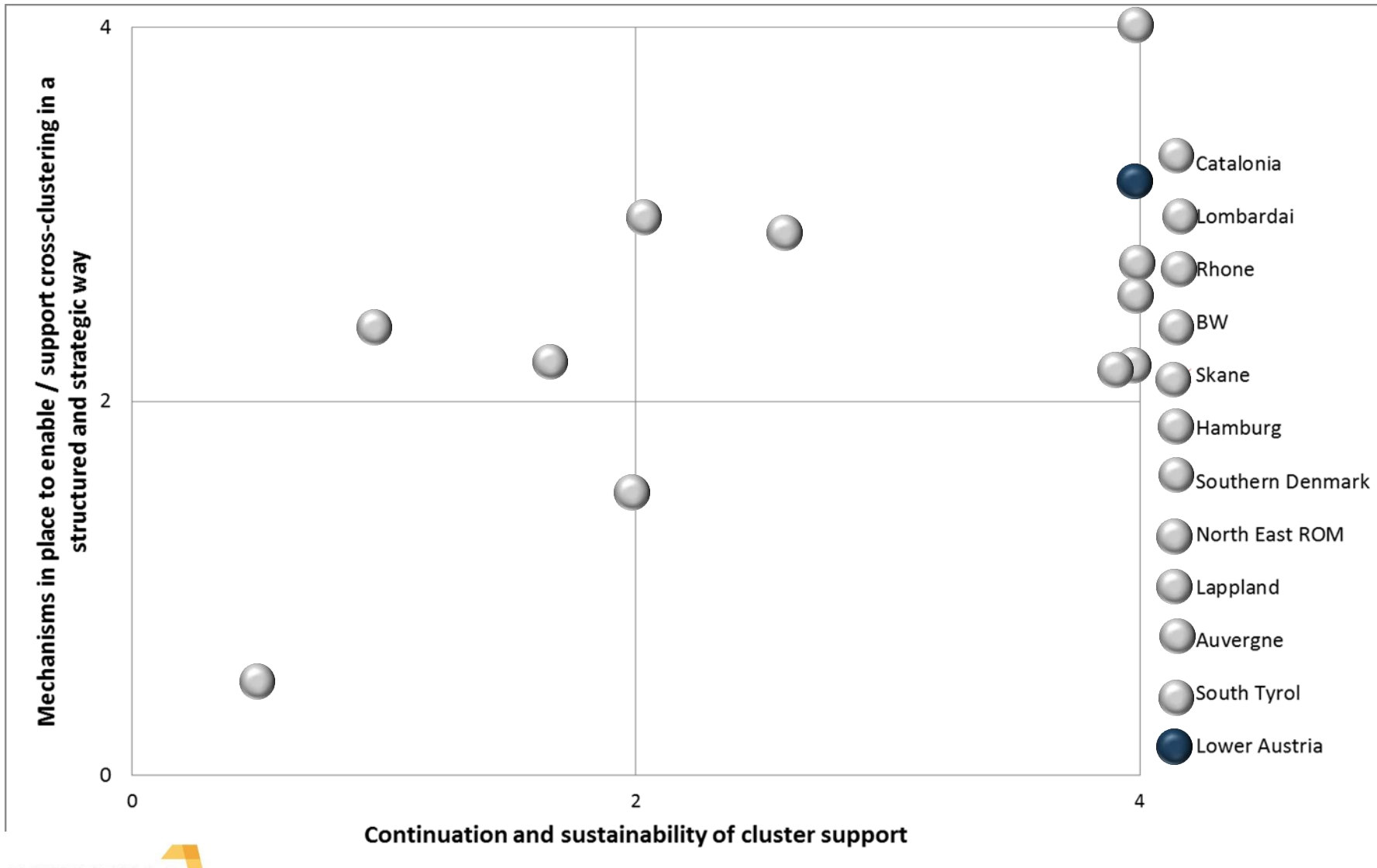


- **First large scale reserach project in the feed and food sector**
- Prioritized project in **RIS3 Lower Austria**
- **Basic and applied research:** new approaches based on cutting-edge technologies in the fields of microbiology, physical-chemical analysis and bioanalysis & application on critical process steps along major feed and food value chains

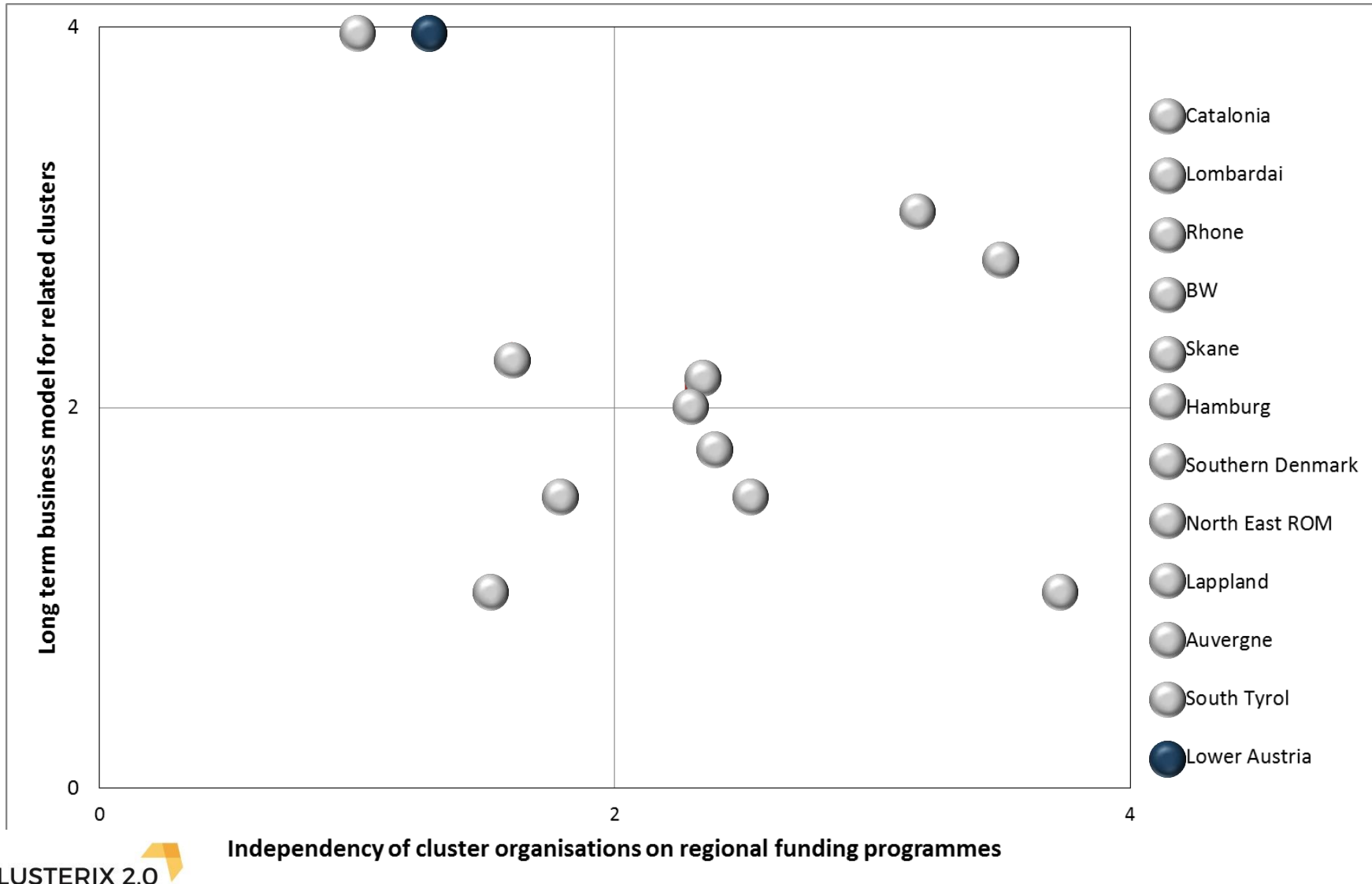
Lessons learned

- **Monitoring „You get what you measure“**
 - Define what you really want and develop right indicators
 - Steering rather than controlling
- **Continuity, predictability & trust**
 - From small qualification to large R&D&I projects with impact on the sector,
 - Cross-cluster collaboration
- **Use clusters for regional innovation and smart specialization**
 - Clear roles and close collaboration within innovation system
 - Holistic approach aligned with the regional innovation strategy; systemic solutions with regional added value instead of solitaire projects

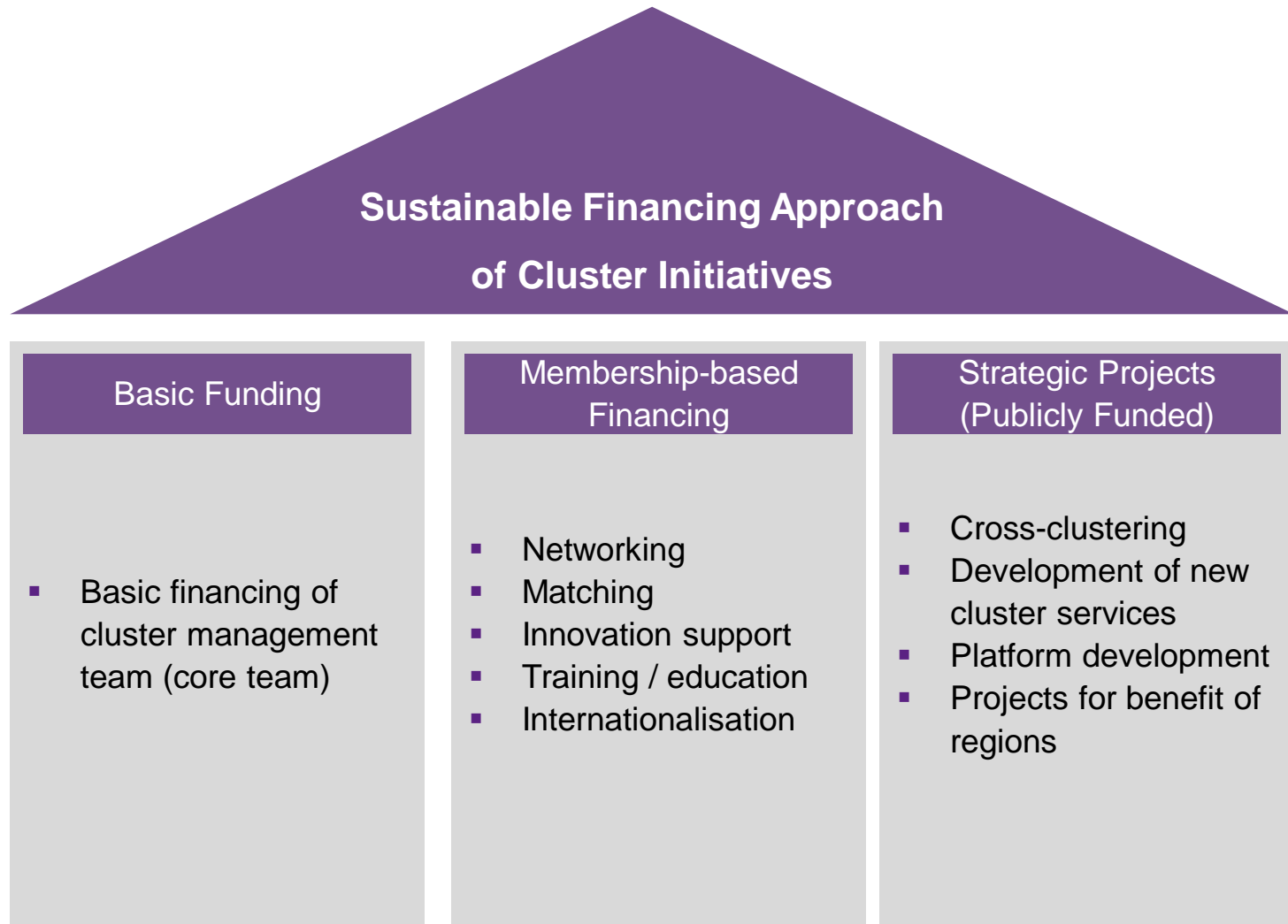
Sustainability of Cluster Support vs Mechanisms for Strategic Cross-Clustering



Independency of Cluster Organisations vs Cluster Business Model



Sustainable Financing Approach of Cluster Organisations



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INTERNATIONALISATION

INTERREG Europe project CLUSTERIX 2.0

Improvement of regional policies

Regional Innovation and Smart Specialization

- Governance: Strategy -> Implementation
- Strategic Partnerships

Support innovation

- New value chains (across sectors, disciplines, regions)
- New business / innovation models (e.g. strategic use of design, digitalization)

➤THROUGH CLUSTERS

www.interregeurope.eu/clusterix2

CORNET: www.cornet-era.net

- **Collaborative research:**
raw material → processing → application
- 46 companies
- 8 R&D institutions
- from 4 regions/ 3 countries
- **Role of the cluster**
 - Project idea development
 - Mobilization of companies
 - Identification of international partners
 - Project management (programme requirement)
 - Dissemination to a wider community

Collaborative Research Project example: AM4Industry



Lower Austria: European Entrepreneurial Region 2017



- The **Committee of the Regions** (partners: EC, UEAPME, Eurochambres, Social Economy Europe) rewards EU regions with an outstanding and innovative entrepreneurial policy strategy with the label “**European Entrepreneurial Region**” (EER) for a specific year.
- **Lower Austria** was awarded **EER 2017** because of its “**Economic Strategy Lower Austria 2020**”: Key element is to actively identify and mobilise entrepreneurial potential all over the region:
http://www.wirtschaftszentrum.at/fileadmin/dokumente/Wirtschaftsstrategie-2020_ENGL.pdf



ecoplus. The Business Agency of Lower Austria

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