

Project overview

Boosting cREative induSTries in urbAn Regeneration
for a stronger Danube region

(<http://www.interreg-danube.eu/approved-projects/restart-4danube>)

„Follower Policivil Workshop”

**Innovative Urban and Regional Development in
Carinthia**

Prof. Alexandru MARIN

University POLITEHNICA from Bucharest

27th of May 2021

Main Objective & Result:

RESTART_4Danube will support innovative public policies through policy documents mainly focused on supporting innovative SMEs in the field of CCIs to have a stronger orientation towards business-to-business markets. It will improve framework conditions through a smart guide, a policy booklet & reports on the role of CCIs in economic, social and physical regeneration & on factors determining spatial distribution of CCIs in urban regions.

Project main outputs:

- 1 Common strategy on creative urban regeneration for the DR
- 1 Set of tools for Creative Urban Regeneration
- 5 Local Action Plans
- 1 Package of Cooperation Agreements between enterprises and R&D institutions
- 1 Package of Readiness Level Audits
- 1 Training toolkit with modules on Creativity and Urban Governance and on Urban Innovation Management

Main project outcomes/achievements/results

A.T.1.1 Mapping cultural and creative industries in DR urban communities

Danubian baseline
study

Compendium of good
practices for strengthening
CCIs in Danube urban
communities

A.T.1.2 Policy & Stakeholders dialogue

A.T.2.1 Elaboration of Methodology for Local Action Plans (LAPs)

Methodology for LAPs

A.T.2.3 Establishment of a Network of Creative Urban Service Hubs (NCUSHs) in the DR

Action plan for a
network of creative
urban service hub

A.T.3.3 Danurban Taskforce (WGs for LAPs & NCUSHs)

RESTART_4Danube
Danurban Taskforce
establishment

Main project outcomes/achievements/results

CAPITALISATION STRATEGY – PHASE 2.

Group 1 Innovative Ecosystem for SMEs

Danube S3 Cluster
KnowING IPR
CINEMA
Restart4Danube
DanubePeerChains

Group 2 Entrepreneurial and social learning skills

Danube Chance2.0
DanubeEnergy_plus
Finance4SocialChange
WOMEN_IN_BUSINESS
CD_SKILLS
D-CARE
D-CARE Labs
Fem4Forests
DANOVA
eDigiStars

I wish everyone „Best of luck“ !

<https://www.linkedin.com/company/restart4danube/>

<https://www.facebook.com/Restart4Danube>

<https://www.instagram.com/restart4danube/>

<https://twitter.com/Restart4Danube>

RESTART_4Danube
Boosting cREative induSTries in urbAn
Regeneration for a stronger Danube region

Project Overview

Danubian Baseline Study

Kathrin Zupan B.A. MA
Carinthia University of Applied Sciences
Policivil Follower Workshop
Online, 27th May 2021



Table of Content

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- Funding & Partners
- Objectives & Output
- Danurban Taskforce

2. Danubian Baseline Study

- Background
- Austrian Results
- Key Strategic Alliances
- Compendium

Main Objective

... to improve the framework conditions & policy instruments for a new model of urban regeneration involving cultural & creative industries (CCIs)



Funding & Partners

Interreg Danube Transnational Programme

European Development Found

Instrument for Pre-Accession Assistance

European Neighbourhood Instrument

→ budget in 1,814,895 €

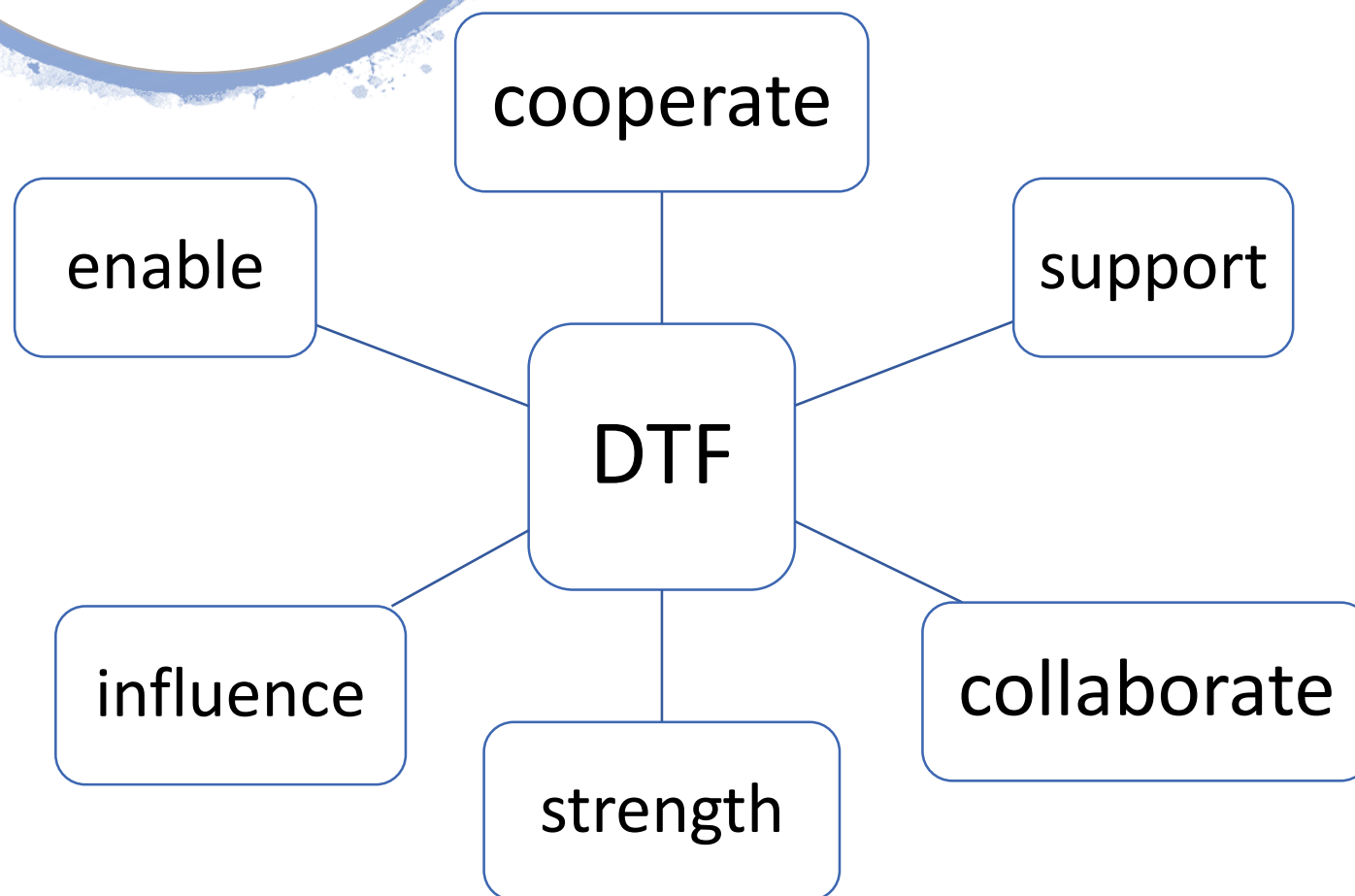


Output

- ...develop a common strategy to support creative & innovative urban developments
- ...implement 5 local action plans to boost transnational collaboration & develop cross-linkage across the Danube region
- ...give different opportunities & platforms for public authorities to discuss issues & exchange ideas



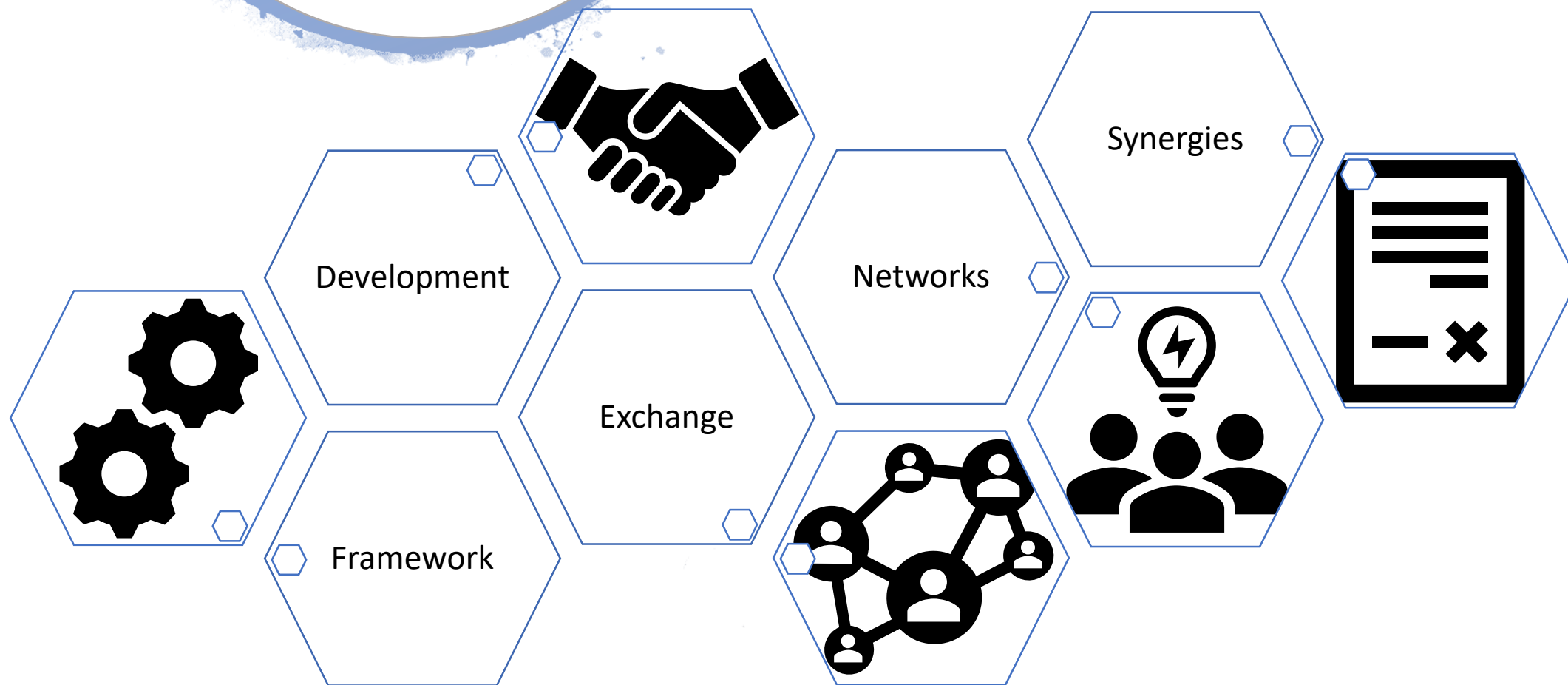
Danurban Taskforce



DTF – Working Groups

	Working Group 1	Working Group 2
Objective	Local Action Plans	Network of creative urban service hubs
Tasks	<ul style="list-style-type: none"> – Contribute to the development – Support the applying of LAPs 	<ul style="list-style-type: none"> – Offer expertise – Create a transnational network – Support policy dialogue & exchange

Conclusion



Danubian Baseline Study...

- ... identifies the status quo, challenges and needs of CCIs
- ... in Austria, Bosnia & Herzegovina, Bulgaria, Croatia, Germany, Hungary, Moldova, Romania, Slovenia, Ukraine
- ... at national, regional and local level
- ... with an analysis of the background & a group discussion with stakeholders

Austrian Results

- CCIs are represented by the Kreativwirtschaft Austria (part of the Austrian Economic Chamber).
- CCIs are defined as companies, which create, produce and distribute creative and cultural goods and services.
- CCIs are heterogenic with commonalities
- CCIs have got some structural characteristics.

Austrian Results

- CCIs and innovation to stop demographic change?
- Political strategies, fundings and policies exist
- Carinthia increases focus on CCIs and innovation

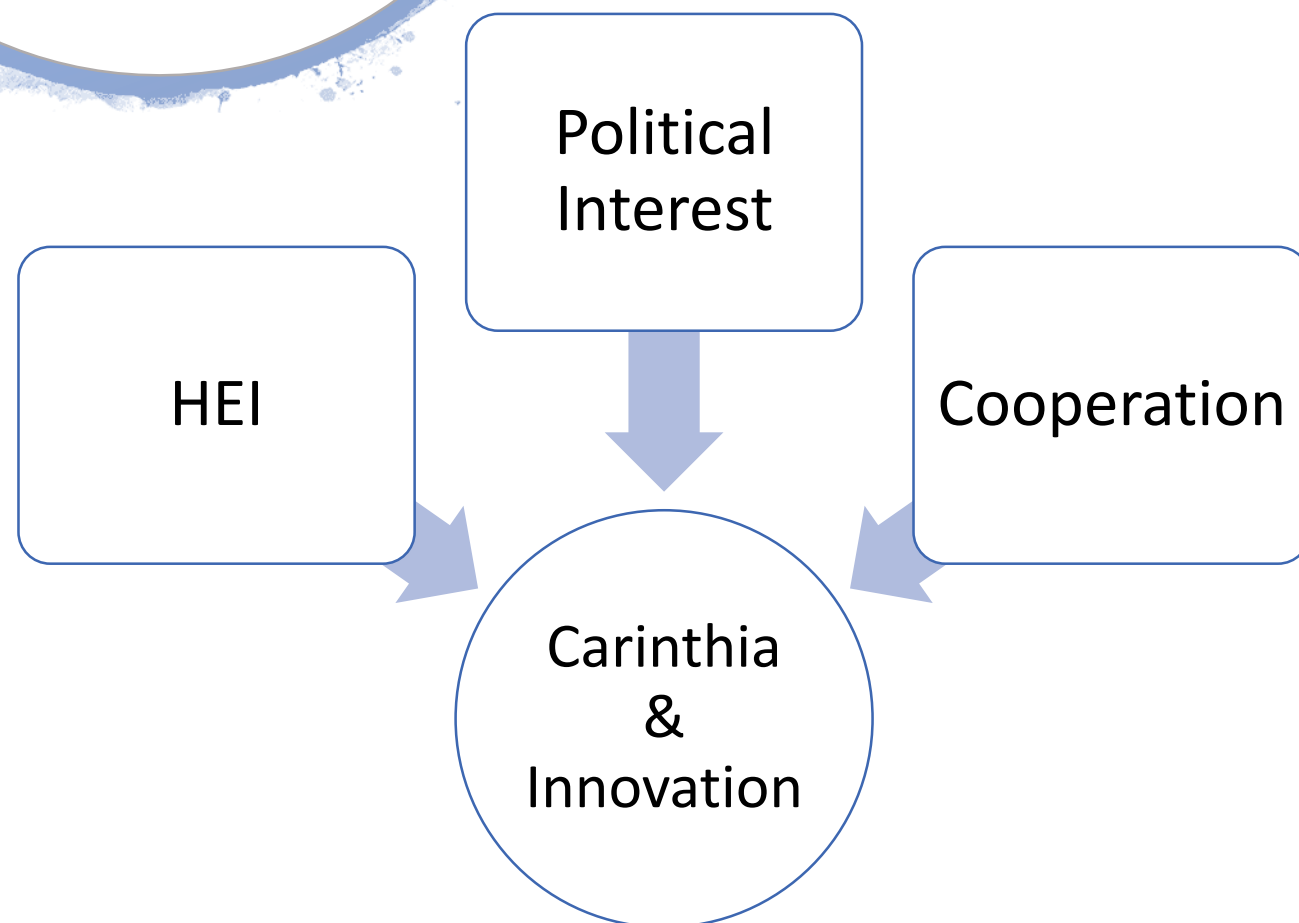
Key Strategic Alliances

K **Kreativwirtschaft**
A **Austria**
T



gründer garage
FACHHOCHSCHULE KÄRNTEN

Conclusion



Compendium of Good Practices - Austria

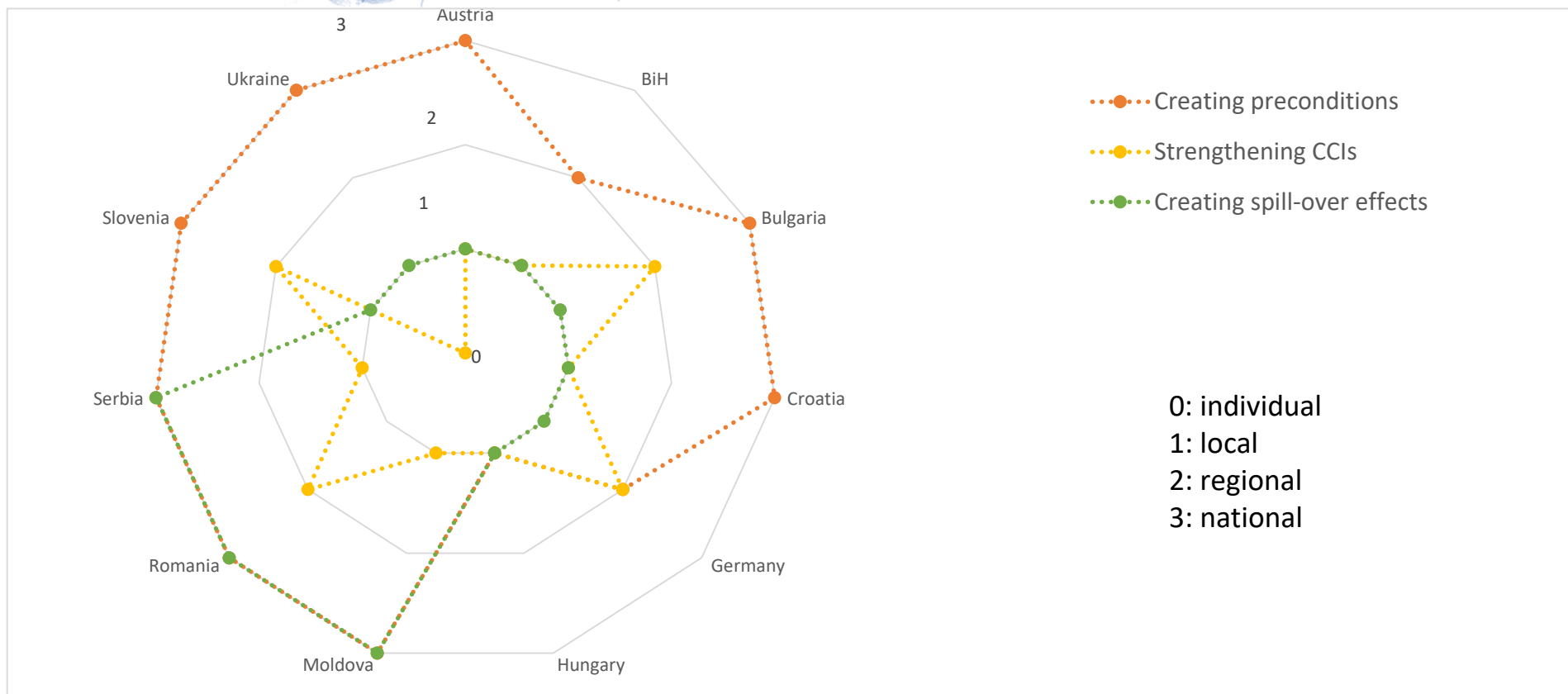


Technology Park Villach <https://villach.at/stadt-service/technologie-innovation>



Paper Mill Villach in ~1915
https://imbild.tv/index.php?option=com_pic_places&view=pic_ef_map&tmpl=component&fto=106.115&cuci=70%20

Compendium of Good Practices



Thank you for your attention!



RESTART_4Danube
Boosting cREative induSTries in urbAn
Regeneration for a stronger Danube region

***Innovation-oriented urban &
regional development in Carinthia***

Mag. Dr. Thomas Friedrich ZAMETTER
Senior Researcher & Lecturer

Carinthian University of Applied Sciences (CUAS)
Public Management
„Follower Policivil Workshop“

Villach, 27.05.2021 09:00-13:00 CET
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(Only internal use)

AGENDA

- **Innovation-oriented urban & regional development:** Understanding, concepts and models (4 Slides)
- **The creative south of Austria:** Socioeconomic description of the area (innovation-oriented key figures and "smart" specializations) (2 Slides)
- **The Carinthian central region** – Business, innovation and creativity as engines of growth (2)
- **Selected examples of innovation-oriented development in the context of Urban Regeneration (UR):** Driven by culture and creative aspects (2 Slides)
- **Strategic considerations for strengthening innovation-oriented urban and regional development in Carinthia (1 Slide):** Development of further strengthening points in the workshop
- **Presentation of the new video contribution of the location brand Carinthia:** Innovations, culture and creativity play an important role in the presentation of the location (1 Slide)
- **Summary and Discussion** of important points, development contexts and next steps (1 Slide)

Innovation-oriented urban & regional development – Understanding, concepts and models (1)

- **Innovation is an important factor for competitiveness (companies and locations): Why?**
 - **Increasing competitive pressure** and competition between companies and regions
 - **Liberalization and deregulation** trends
 - **New technologies** (information & communication sector)
 - **Increased mobility** of capital, labor and knowledge
 - **High access to information** (digitalization); also gradually possible in decentralized areas
 - **Structural change** & increasing importance of knowledge- and information-intensive goods and services
 - **Shortened product life cycles** and acceleration of technological progress
 - **Today, all industries are "forced" to permanently learn and continuously innovate**

Innovation-oriented urban & regional development – Understanding, concepts and models (2)

A look at the theories:

- **Joseph Schumpeter (1911 & 1926):** Main work *“Theory of economic development”* - The description of the nature and meaning of entrepreneurial innovation as the enforcement of new combinations of production factors; **innovative pioneering companies (innovator) lead to economic development** - it is not the idea itself that is decisive, but the enforcement on the market. The economy and society are transformed when factors of production are combined in a novel way. (Innovation = innovation and enforcement on the market)
- Innovations can also have a spatial impact (from the microanalytical level to the mesoanalytical level) - certain locations favor the spread of innovation (technical innovations) - the spread of innovation is favored by certain locations (i.e. new cultivation methods in agriculture, new technologies in industry or new social behaviors and trends in society)

Migration of the concept of innovation to spatial development and economic geography:

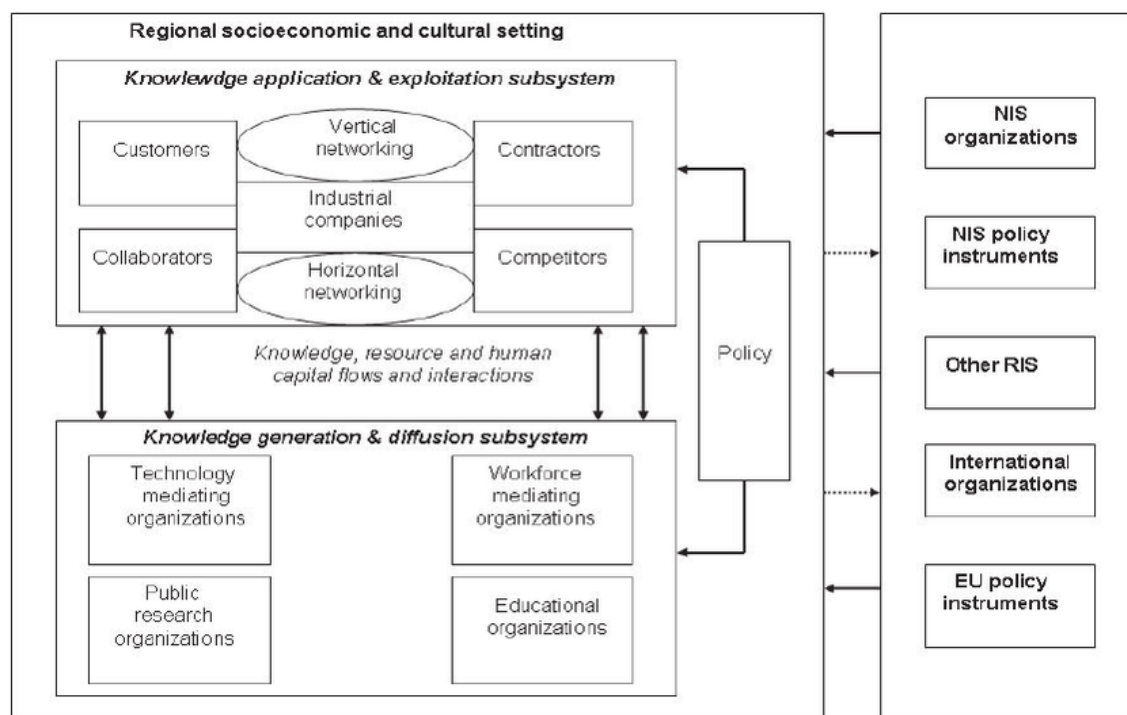
- **Michael E. Porter (1990):** *“The Competitive Advantage of Nations”*. Porter introduces the **concept of competitiveness** in the theoretical discussion. Competitiveness is high, especially in clusters. Cluster: Spatial concentration of companies, specialized suppliers, service providers, companies in related industries and institutions (such as universities or business associations) that are linked in a value chain.

Innovation-oriented urban & regional development – Understanding, concepts and models (3)

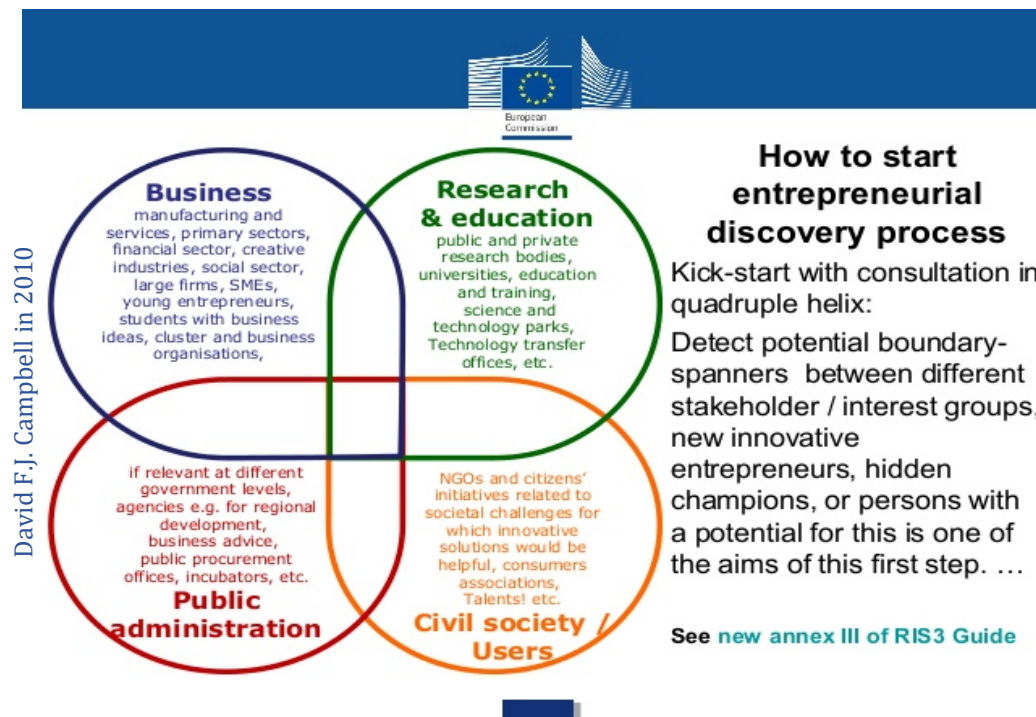
- **Paul Krugmann (1991)** and the associated emergence of the “New economic geography” and the emphasis on clusters and networks. *“Geography and Trade”*. Stronger spatial reference (the theory **explains technological progress through knowledge spillovers** “endogenously”); Outline of state interventions in case of market imperfections (**instruments of economic, technological and regional policy**)
- **Erkko Autio (1998), Franz Tödtling (2006)**: Regional Innovation System (RIS). Dominance of codified knowledge, application of scientific principles, systematic R&D, greater importance of universities, university partnerships, radical innovations, importance of political engagement of networking
- **David FJ Campbell (2010)** shows with the Quadruple Helix that the competitiveness and superiority of a knowledge system is highly determined by its adaptive capacity to combine and integrate different knowledge and innovation modes. **The ‘Quadruple Helix’ emphasises the importance of also integrating the perspective of the media-based and culture-based public.** What results is an emerging fractal knowledge and **(open)innovation ecosystem**, well-configured for the knowledge economy and society.
- **Richard Florida (2019)** focuses on **soft factors of regional development** and sees the “creative class” as the main driver of innovation. He calls the effect “creative output”. This creative class is made up of engineers and managers, academics and musicians, researchers, designers, entrepreneurs and lawyers, poets and programmer, whose work turns on the creation of new forms. He explores the factors that shape **“quality of place”** in our changing cities and suburbs. Other factors are **tolerance, aesthetics of space (cityscape or cultural landscape) or the cultural offer** *“The Rise of the Creative Class”*.

Innovation-oriented urban & regional development – Understanding, concepts and models (4)

Main structure of regional innovation systems (RIS) (Autio 1998; Tödtling & Trippel 2005).



Analytical knowledge base: **Dominance of codified knowledge, application of scientific principles, systematic R&D, greater importance of universities, university partnerships, radical innovations, importance of political engagement of networking** - The goal is to bring together the systems of knowledge production and knowledge application! More interdisciplinary findings find their way into innovation-oriented regional development!



David F.J. Campbell in 2010

The QH innovation model captures or refers to an increased complexity in knowledge production as well as knowledge and innovation application, increasing importance of civil society, media and culture-based public sphere, **open innovation**, opening of the innovation process of organizations and thus the active strategic use of the outside world to increase the innovation potential.

Federal State of Carinthia - The Creative South of Austria - socio-economic description of the area (1)

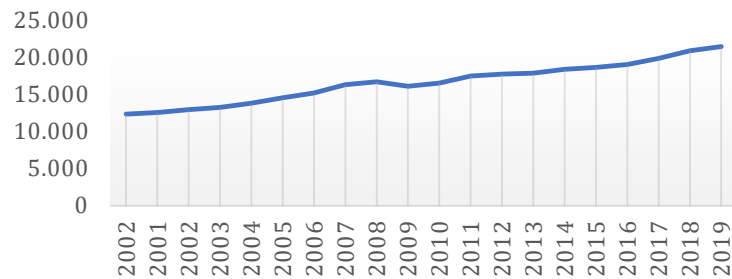


- Carinthia is a typical alpine country in the south of Austria – area 9536 km² (**11 % of Austria**)
- Population (2020): 561.293 /Population (2030): 557.295 (-0,71%)
- Inner-alpine through the mountain ranges of the alps a closed space
- Medium-sized Cities (Klagenfurt & Villach)
- **High proportion of rural areas** and small-scale agriculture, with a wealth of water bodies (1200 waters) and a dense network of small towns (**polycentric space system**), southern mild climate
- **97% of Region (area) can be in LEADER**
- 10.292 Agricultural holdings (-28% since 2000); Source: Grüner Bericht (2019)
- Carinthia was and is a land on the border
- Interface and connection to three cultures (Austria/Slovenia/Italy)
- Modernisation process/specialization process
- **Change sectors and specialization (Carinthian central region): Focus on Technology & production, electrical engineering and electronics, scientific services, research and development, information and accommodation**
- **Focus on Primary sector (rural areas): Biodiversity, regional food production, water supply and regional energy supply**

Source: <https://www.carinthia.com/de/>

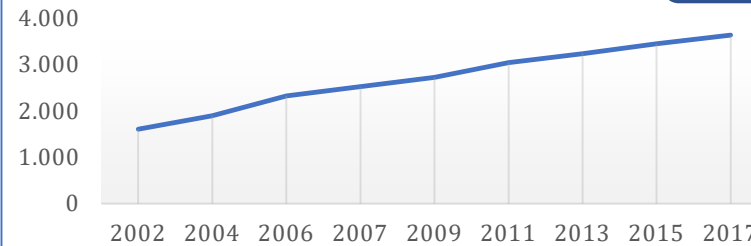
Federal State of Carinthia - The Creative South of Austria - socio-economic description of the area (2)

Development of the gross regional product in Carinthia (Mill. EUR) 2002-2019
 WIBIS Kärnten
 Zametter 2021



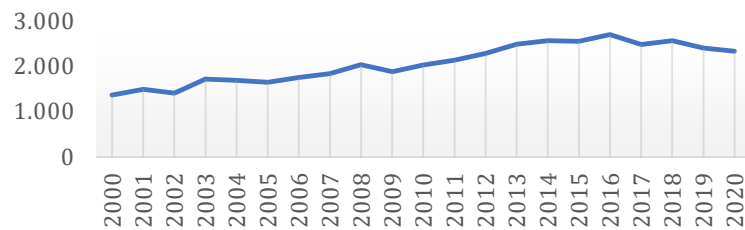
+73%

Development of research and development employees in Carinthia 2002-2017
 WIBIS
 Zametter 2021



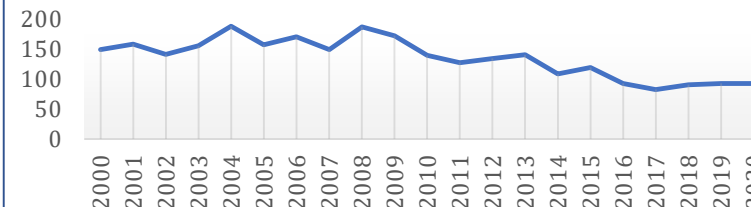
+126%

Development of business start-ups in Carinthia (absolute values) 2000-2020
 WIBIS
 Zametter 2021



+70%

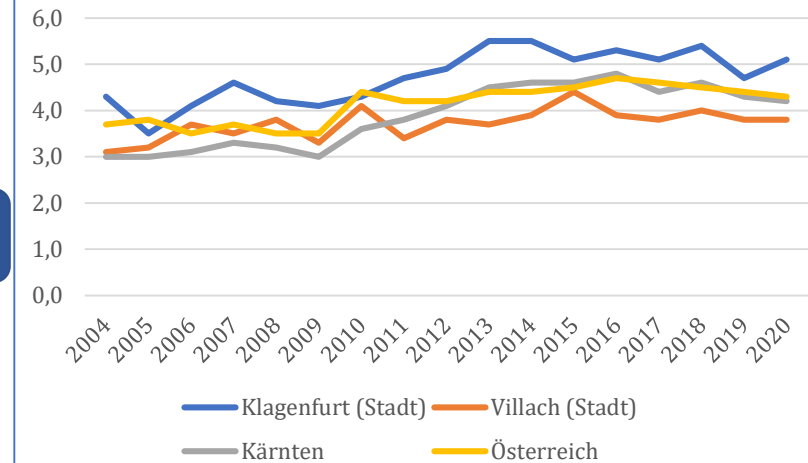
Development of patent and utility model applications in Carinthia 2000-2020
 WIBIS
 Zametter 2021



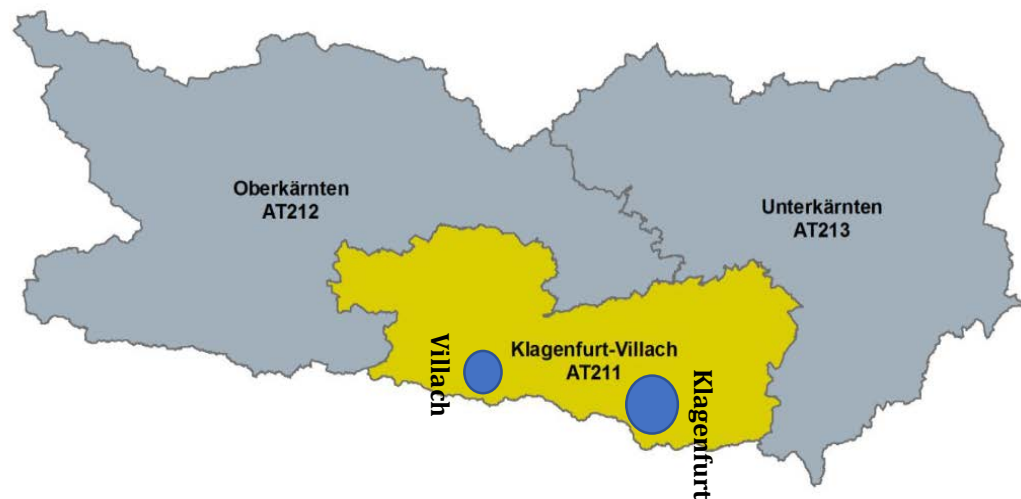
-38%

Klagenfurt has the highest start-up density. Followed by the average value for Carinthia and Austria. Villach has a strikingly low start-up density. 0,4% lower than the average. 1,3% lower than Klagenfurt.

Start-up intensity per 1.000 inhabitants 2004-2020
 Selected areas and averages
 WIBIS
 Zametter 2021



Carinthian Central Region – Business, innovation and creativity as engines of growth (1)



The cities of Villach and Klagenfurt are around 43 kilometres apart. Klagenfurt is the provincial capital and seat of the provincial government and the Alpen-Adria University (12.000 Students). Villach is the technology capital of Carinthia and is growing in the **microelectronics segment**. 7.85% of the labour force commute from Villach to Klagenfurt and 8.81% the other way round.

Most dynamic region of Carinthia with high incomes, strongly developed service sector with focus on innovation, research and development

Area: 2030 km² **(21 % of Carinthia)**

Population (2020): 288.814

Population (2030): 296.233(+2,57 %)

Stronger intermediate typology

2 Medium-sized Cities (Klagenfurt & Villach)

2 LEADER-Regions embodied

40 municipalities (NUTS 3 AT211)

International immigration (F&E) and immigration from other communities in Carinthia

Carinthian Central Region – Business, innovation and creativity as engines of growth (2)

Change sectors and specialization (2015-2019 in %) - dependent employees:

- **Primary sector (-10,9%) / Austria (+2,2%)**
- **Production sector (+2%) / Austria (+2,1%)**
- **Service sector (+1,3%) Austria (+1,8%)**
- **Technology sector (+4,6%) / Austria (+3,6%)**
- **Electrical engineering and electronics (+6,6%) / Austria (+1,6%)**
- **Information and communication (+3,9%) / Austria (+4,5%)**
- **Scientific services (+5%) / Austria (+3,4%)**
- **Research & Development (+45,4%) / Austria (+3,9%)**
- **Economic development fund Carinthia (KWF) +4,7% / Austria (+3,8%)**
- **Accommodation & gastronomy (+1,4%) / Austria (+2,1%)**

<https://wibis.kwf.at/>



1.6 billion investment, Infineon Technologies AG is building a fully automated chip factory at Villach



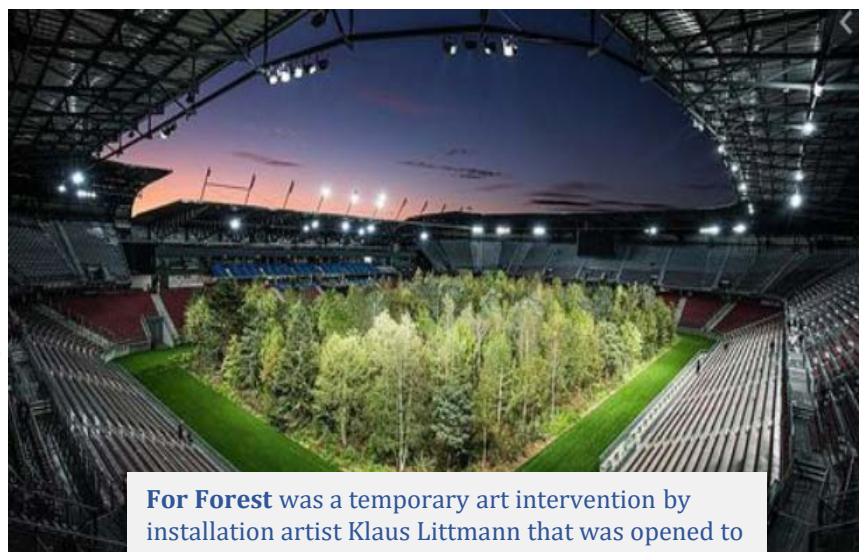
The Koralm Railway will connect the two agglomerations of Graz and Klagenfurt. Maximum speed: 250km/h
Travel time to Graz will be reduced from 3 hours to 45 minutes
Investment costs: **5.2 billion euros**
Completion: 2025/26

<https://www.infineon.com/cms/austria/de/>

<https://www.unsererobb.at/>

Selected examples of innovation-oriented development in the context of Urban Regeneration (UR) – driven by culture and creative aspects (1)

For the development of **Carinthia's central region**, the concept of innovation plays a particularly important role. The focus is primarily on technological innovations. **The link with the art and culture scene is not yet strong.** Nevertheless, the factor "creativity" is emphasized in the context of urban and regional development. However, a steady professionalization of the development of the central region can already be observed.



For Forest was a temporary art intervention by installation artist Klaus Littmann that was opened to the public in Klagenfurt in 2019. 299 trees around 14 metres high were placed on the pitch at the Wörthersee Stadium in the summer, which could be viewed free of charge. Around two hundred thousand people visited the exhibition. **Alternative use of the sports stadium.**

<https://www.makerspace-carinthia.com/>



The working place is the technical heart of **MAKERSPACE Carinthia** in Klagenfurt. The focus here is on digital production, electrical engineering, metalworking, woodworking, welding and surface treatment. Workspace features work options such as shared desks, meeting rooms in cool containers and space for events, discussions and exchange. **Re-use of the old post office garage.**

Klagenfurt (Dataset 2019)

Population: 101.300 (2030: 108.003) / +6,6%

Service Sector: 88,4% / Carinthia 72,8%

Technology sector: 2,5% / Carinthia 7,4%

Knowledge-intensive services: 10,4% / Carinthia 8%

KWF: 6,2% / Carinthia 11,3%

*Measured against the number of employees

<https://wibis.kwf.at/>

Selected examples of innovation-oriented development in the context of Urban Regeneration (UR) – driven by culture and creative aspects (2)



Villach (Dataset 2019)

Population: 62,882 (2030: 64:431) /+2,5%

Service Sector: 68,8% / Carinthia 72,8%

Technology sector: 17,9% / Carinthia 7,4%

Knowledge-intensive services: 8,4% / Carinthia 8%

KWF: 21,3% / Carinthia 11,3%

*Measured against the number of employees

For Urban Regeneration (UR), **the Drau river** is increasingly being discovered and "creatively" staged.

Urban Regeneration in Villach is characterised by an interplay between a liberal and international world view „**colorful flair, diversity and tolerance**“, and the development of the technology sector. The Strength is that the city is developing along a technology path (growth industry).



Strategic considerations for strengthening innovation-oriented urban and regional development in Carinthia

- Creating a **broad understanding of the importance of innovation** (which sectors interact and how innovation can be organized?)
- Creating an **environment that fosters innovation** (hard facts i.e. Funds, infrastructure, advisory services / soft facts i.e. opportunity spaces, quality of life, tolerance and education)
- **Spatial proximity** increases the exchange of knowledge (“tacit knowledge”) – use of synergies
- **Avoidance of lock-in** effects and path dependencies
- **Strengthening diffusion effects** through cooperation and integration in innovation systems
- Implementation of a **central coordination office** (hub) for innovation processes - stronger links between system members
- Development of a “**more understanding**” of **technology assessment** - stronger consideration of the links between technological and societal change
- Development of **city centers and Urban Regeneration (UR)** with approaches from the cultural and creative industries
- Also build innovation-oriented region development more strongly in **the direction of balance and cohesion**. Innovations in the central regions are often based on innovations from rural areas. The development of the central areas are linked to the development of the surrounding countryside and the periphery
- **Stronger consideration of the culture and creative industries** in the innovation process and for urban and regional development

Presentation of the new video contribution of the location brand Carinthia - Innovations, culture and creativity play an important role in the presentation of the location



<https://www.youtube.com/watch?v=nVYVR7DzI2s>

Summary and Discussion of important points, development contexts and next steps

- **We have heard what innovation-oriented urban & regional development is all about:**
 - What factors favors innovation? How must an environment be designed so that it fosters innovation?
 - What does Urban Regeneration (UR) look like when it is based on innovation-oriented aspects and approaches?
 - What role does the culture and creative industries (CCI's) play in such a concept?
 - How do culture and creative industries (CCI's) strengthen an Urban Regeneration (UR) process and the local development?
 - How can CCI's be supported? What instruments do we have at our disposal?



Thank you for your attention!

Mag. Dr. Thomas Friedrich ZAMETTER
Senior Researcher & Lecturer

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Public Management
„Follower Policivil Workshop“

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t.zametter@fh-kaernten.at



<https://forschung.fh-kaernten.at/trans-space/>

Digital Innovation Hub – South

Roland Willmann

Carinthia University of Applied Sciences

May, 27th 2021

Challenge of Enterprises

... in manufacturing industries

Small and medium size enterprises



Where shall I start? What is my status?

Which emerging technology is relevant for me?

Which measures are important?

Which prioritization is useful?

Phases of development



2021



Digital Innovation Hub
dih.smartfab-carinthia.at



2020



Online Digital Maturity Assessment
smartindustry-carinthia.at



Initiative Industrie 4.0



2019



2018



Workshop Reihe Digitalisierung



Lieferanten Entwicklungsprogramm Digitalisierung

2017



Digital Maturity Assessment Programm

2016



ERFA Workshops

2015



Objective

Development of trainings and
technology transfer offers

Interaction with local centers of expertise

Integration with research and innovation centers



Non-Profit Base

Structure of Services

Thematic Areas	Information	Qualification	Innovation
	Manufacturing Systems		
	Cyber Security		Technology Transfer Projects
	Data Science Learning from Data	Awareness Building	
	Digital Business Models	Workshops Training Courses	
	Logistics		
	Development of Talents		

Timeline of the Project

April 2021

2022

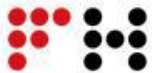
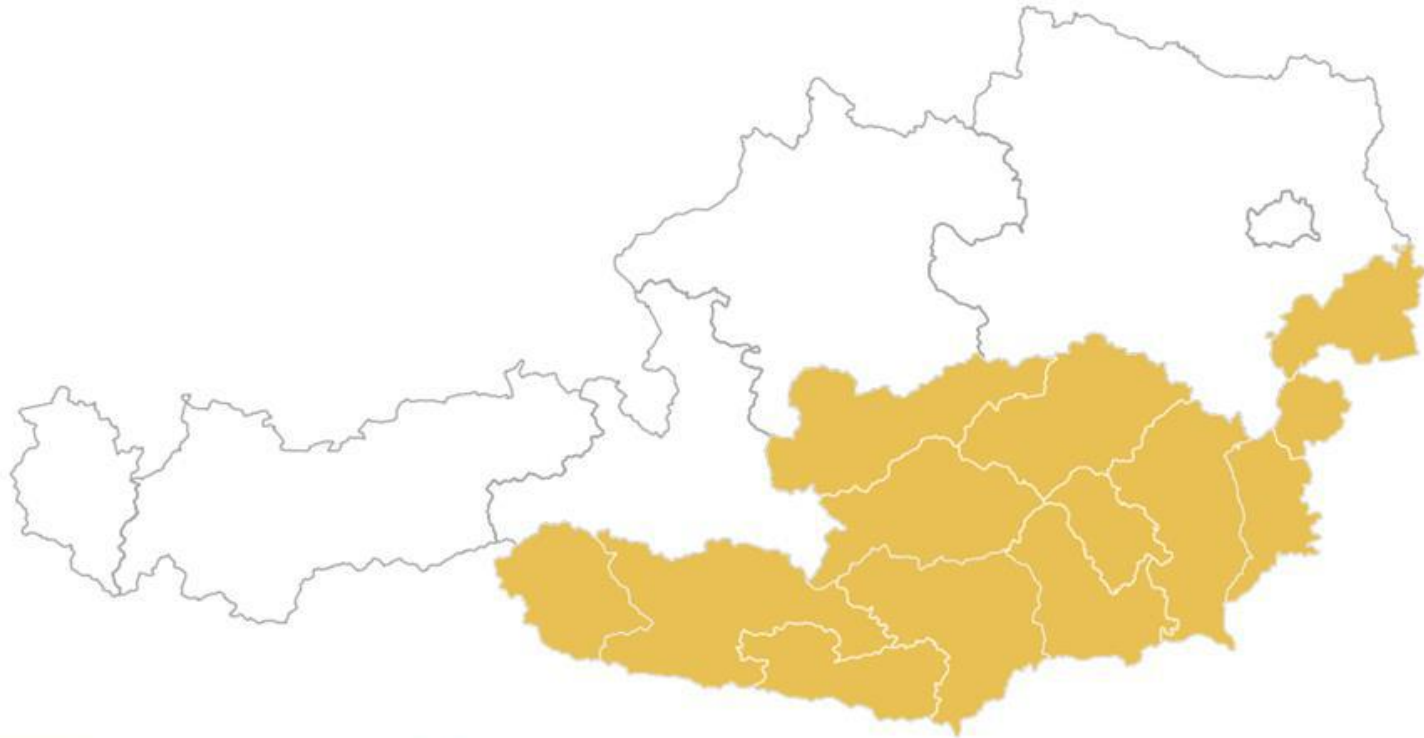
2023

2024

Setup

Operative

Digitalization Centers and Regions



KÄRNTEN
University of
Applied Sciences



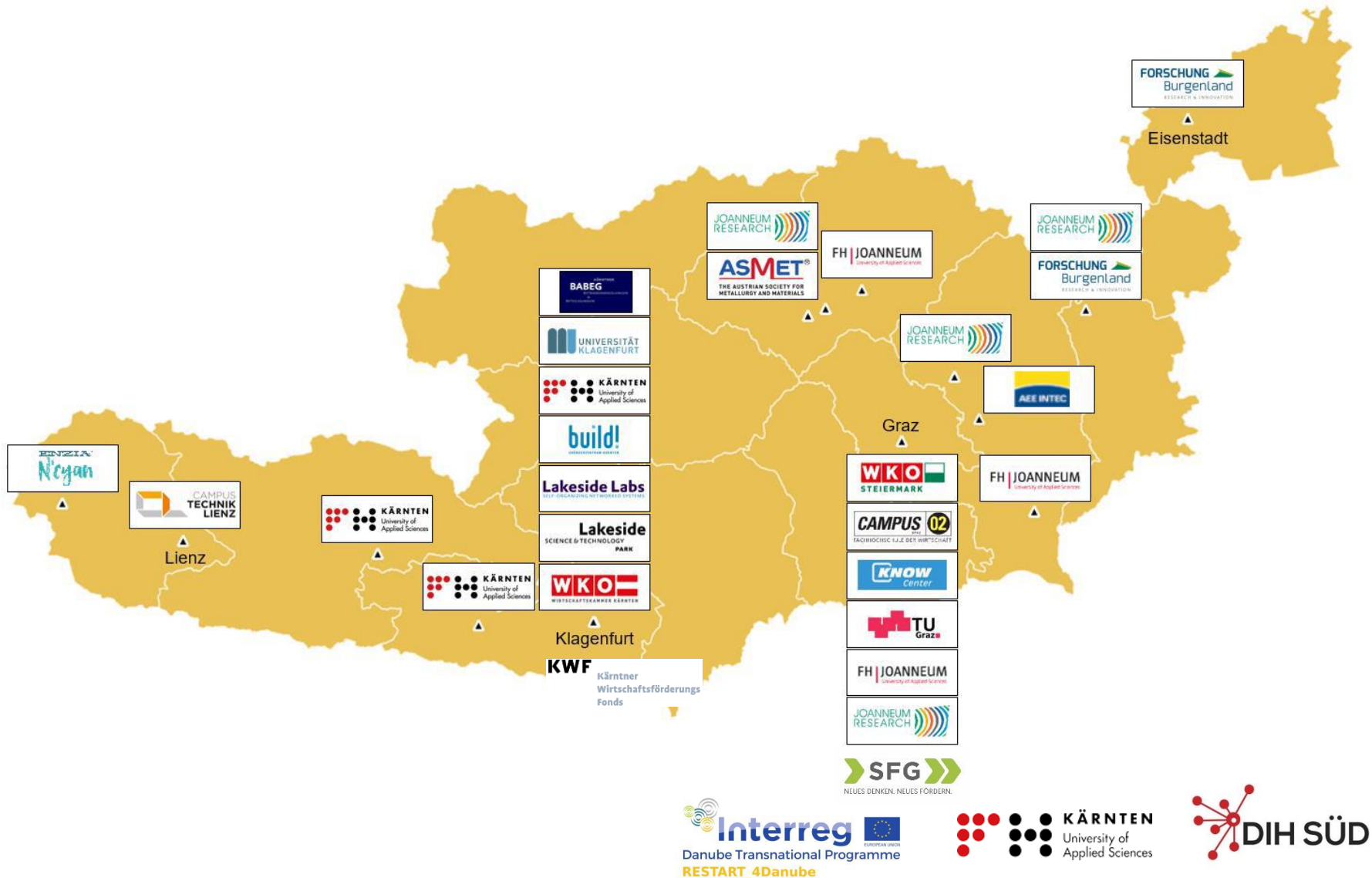
UNIVERSITÄT KLAGENFURT JOANNEUM
RESEARCH



TU FH | JOANNEUM
Graz University of Applied Sciences



Digitalization Centers and Regions



European Up-link of DIH-Süd



Promote RIS3 Implementation
through transnational cooperation
via Digital Innovation Hubs



www.dih-sued.at

Thomas Zankl

FOUNDER

*Interior designer, Carpenter,
Antropologist, Mediator,
Mountaineer & Outdoor enthusiast*



Thomas Pirkopf

FOUNDER

*Graphic designer, Industrial Climber,
Event manager, Photographer,
Creative & Nature lover*



Innovation project
Slow Food Cheese

Event project
Gailklang Festival



DELLACH
IN GAILTAL



anychair enables office work and activities on the computer to be carried out outdoors and anywhere.

- ✓ LIGHTWEIGHT
- ✓ FOLDABLE
- ✓ MULTIFUNCTIONAL:
WORKPLACE, DECK CHAIR & EASEL
- ✓ SMALL PACK SIZE:
FITS ON YOUR BACKPACK
- ✓ COMBINABLE

THE NEW BUDDY FOR YOUR OUTDOOR OFFICE



Kärntner
Wirtschaftsförderungs
Fonds
UiG Funding Program



FH KÄRNTEN
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Applied Sciences

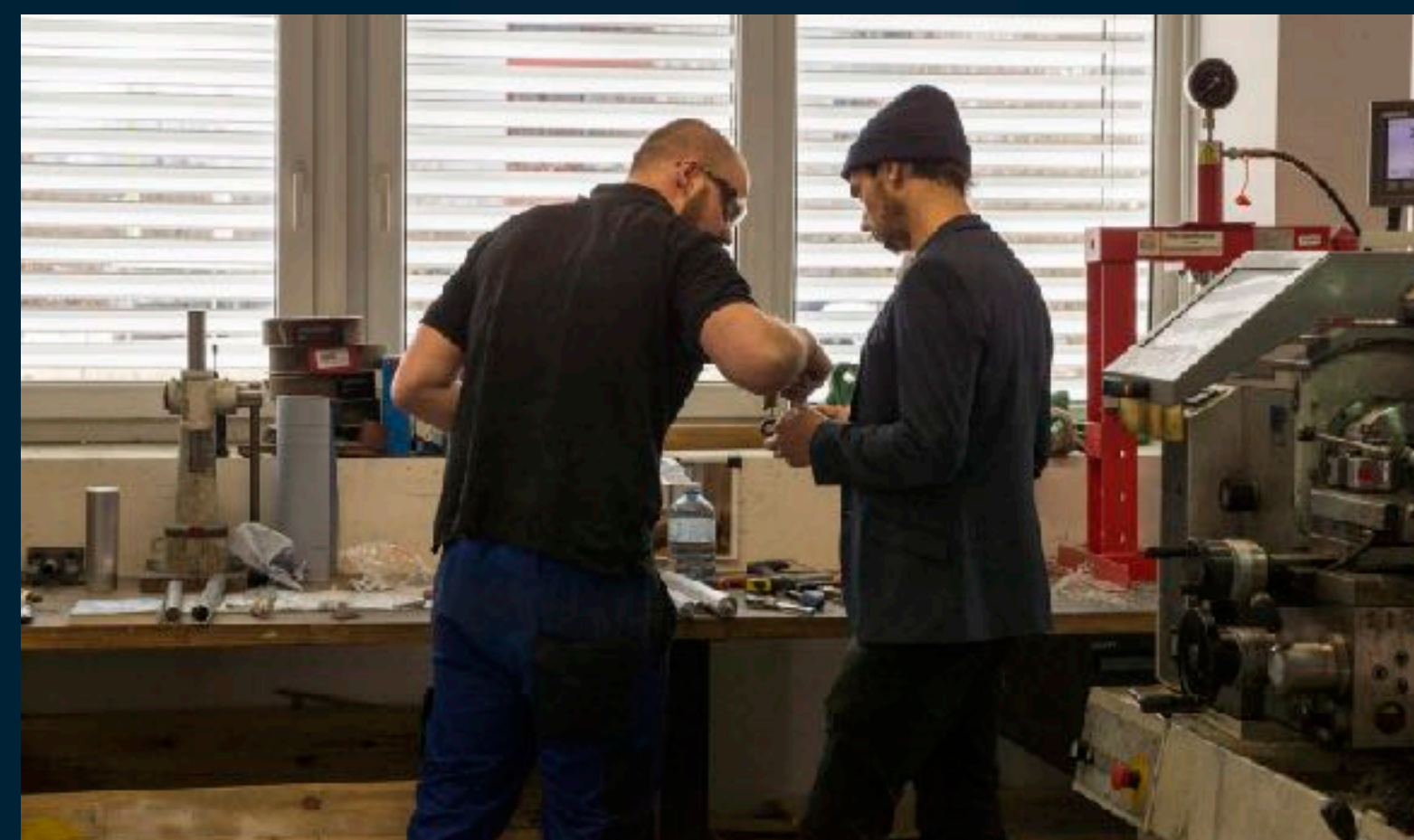


gründer garage
FACHHOCHSCHULE KÄRNTEN

smart lab

Daily Life in the Gründergarage





Prototyping in the Smart Labs

3D Printer

Cutter

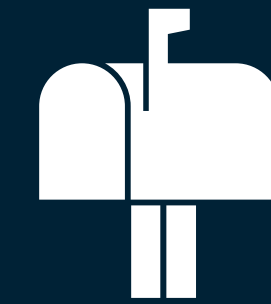
Milling machine

Test & Measurements

Innovation/Creative Lab



YOUR BUDDY FOR A THOUSAND PLACES



Stay tuned
and sign in for
our newsletter:
myanychair.com

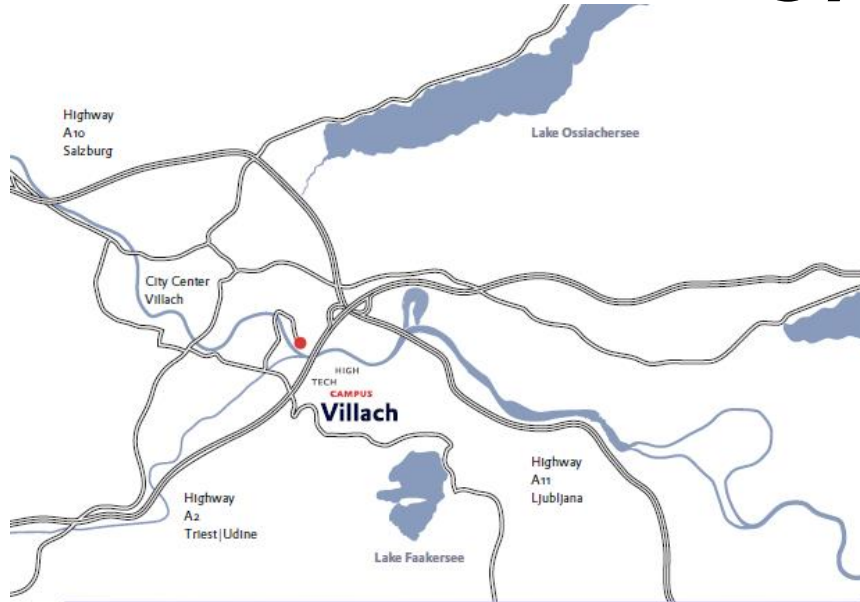
Mr. Bernhard Lamprecht

Lakeside
SCIENCE & TECHNOLOGY
PARK

Innovation in the Knowledge Triangle

as a Model for Strategic Regional Development

Knowledge Triangle in Science & Technology Parks



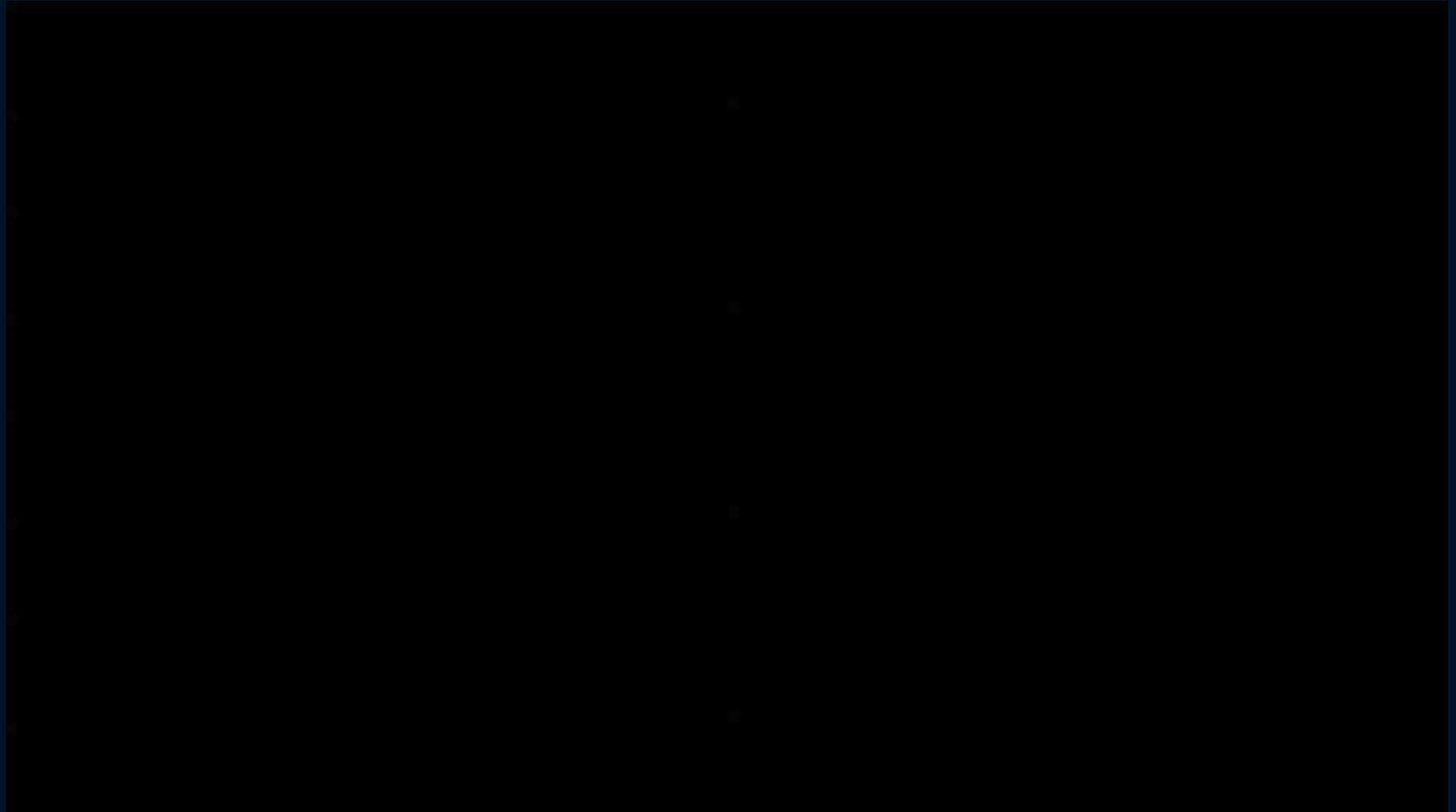
Outreach to Alps-Adriatic region



Positioning



Lakeside Park Clip



Tenant Enterprises

addIT Dienstleistungen GmbH & Co KG

ASFINAG AG

build! Gründerzentrum Kärnten GmbH

CISC Semiconductor GmbH

Dynatrace Austria GmbH

Encome Energy Performance GmbH

Infineon Technologies IT Services GmbH

Kapsch TrafficCom AG

Knapp AG

Lakeside Labs GmbH

Sensolligent GmbH

SKIDATA AG

Springer Maschinenfabrik GmbH

Trinitec IT Solution & Consulting GmbH

VUM Verfahren Umwelt Management GmbH

An unlimited Workshop on interdisciplinary Development



Research Centers & Academia

Research Centers

- **Lakeside Labs GmbH** – self organized networked systems
- **JOANNEUM RESEARCH** –robotics
- **AIT Austrian Institute of Technology** – e-security
- **SAL Silicon Austria Labs** – micro sensorics
- **Fraunhofer Austria** – artificial intelligence
- **CD Labor Athena** – adaptive streaming

Academia

- **Alpen Adria Universität Klagenfurt**
- **University of Applied Sciences**



Drone hall



5G Playground Carinthia



Use cases

- Virtual Realities, AAU
- Communication in Swarms, Lakeside Labs
- Smart City, FH Kärnten
- Wireless Industrial Robotics, JR

Infrastrucure

- 5G Lab for testing in r&d and applications
- Cooperation with A1
- Indoor drone testing Lab

»Educational Lab«

Lakeside
SCIENCE & TECHNOLOGY
PARK

Center for Education and Training



Educational Lab

Lakeside
SCIENCE & TECHNOLOGY
PARK

Educational Lab

Lakeside
SCIENCE & TECHNOLOGY
PARK

Educational Lab

**Open research laboratory for new forms
of Education and Training**

- **STEM fields
(natural sciences, technology,
engineering & IT, mathematics)**
- **Research and Development**
- **Entrepreneurship**
- **Internationality (culture, languages)**
- **Innovative learning environment**
- **10 modules**
- **Internationally awarded (IASP 2019)**

FROM THE FOUR CORNERS OF THE WORLD...

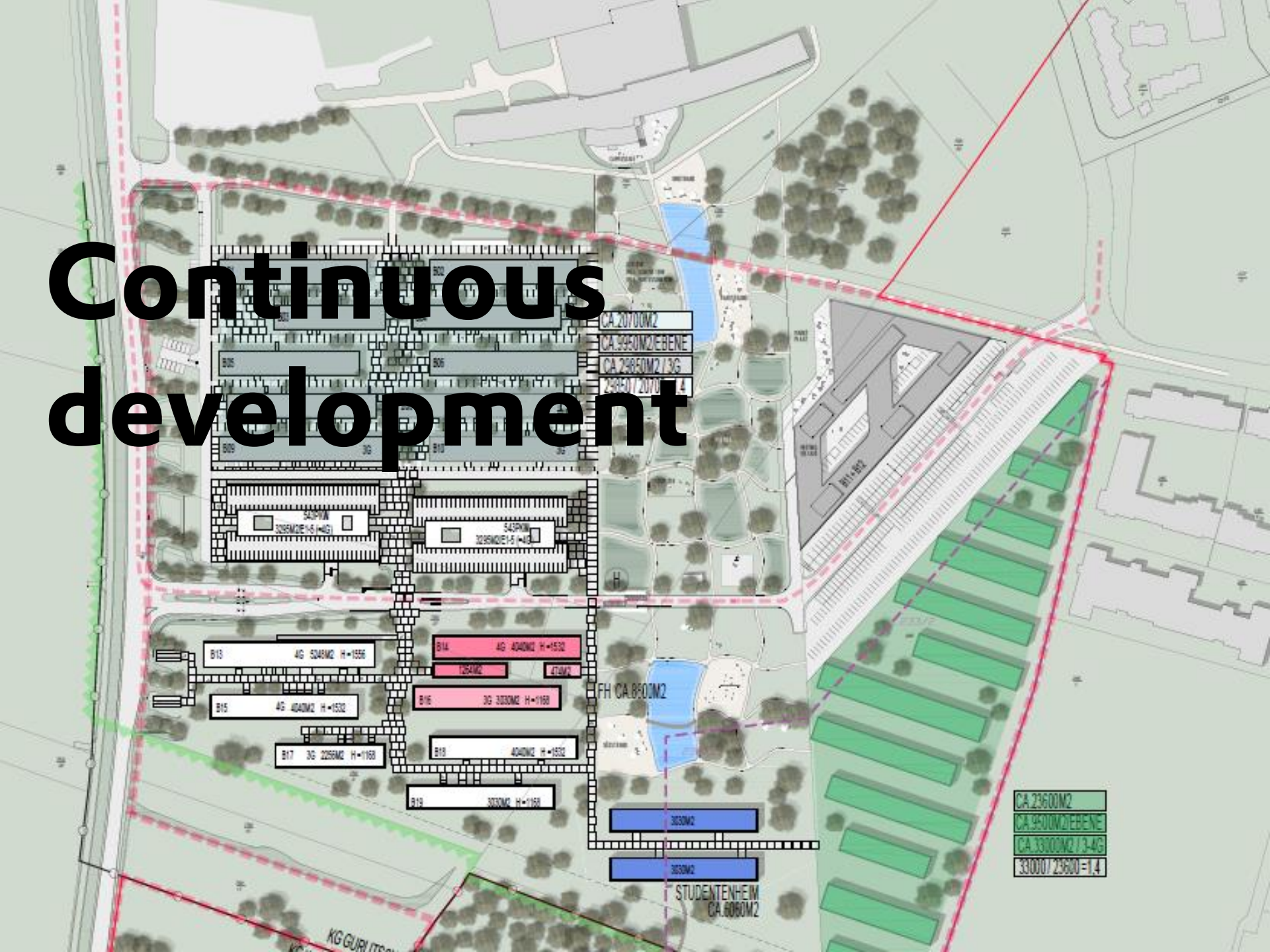


Lakeside
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PARK

Thriving Entrepreneurial Ecosystem



Continuous development



HIGH
TECH
CAMPUS
Villach

Carinthian Tech Research AG
bündel
Gründerzentrum Kärnten GmbH
High Tech Campus Villach
GmbH

Europastraße 12



Microelectronics

Attractive work | life Environment



One and One is Eleven

RESTART_4Danube



Innovative cooperations as success factor for a dynamic regional development

Mag. Sandra Venus

May, 27th 2021

Agenda

- **Cooperation as part of the KWF-strategy**
- **Cooperation at the program level**
...exemplary: Competence Group
- **Cooperation at cluster level**
...exemplary: Silicon Alps Cluster & Green Tech Cluster

Cooperations | KWF-strategy 2030

- Cooperation is an important element for dynamical regional development
- Business cooperation contributes to further education
- Business cooperation promotes cooperative research projects

Cooperation at the program level



networking program

KWF-supplier-development-program |

2015 main focus clean production

who:

- companies from commercial sector

objective:

- support by searching new supplier companies
- networking with potential supplier companies
- building trust
- appropriation of knowledge about standards of the branch-specific
- use of existing core competencies
- strategy for further market development

»Competence Group«

- bundling of competence & know-how
- 6 companies
- about 1.000 employees
- annual sales about EUR 150 Mio.



Link to the homepage

<https://www.competence-group.at/>

Cooperation at cluster level

- public-private-partnership
- together to further education
- visibility of subjects and regions



»Silicon Alps Cluster«

- Austrian technology and innovation cluster
- founded in august 2016
- development & positioning of the electronic and microelectronic sector with focus on the locations carinthia & styria

Carinthia	Styria
KWF	SFG
IV Kärnten	IV Steiermark
CISC Semiconductor	AT & S Austria
Infineon Technologies Austria	AVL List
Intel Austria	NXP Semiconductors Austria
Ortner Cleanroom Engineering	EPCOS



»Green Tech Cluster«

- Cooperation across federal states carinthia & styria
- Green Tech Cluster since 2005
carinthia since 2020 involved
- sustainable production and use of hydrogen to contribute to energy transition
green technologies as future topic
- Cluster supports with R&D-project development, technology trends, market opportunities and global contacts



**GREEN
TECH
CLUSTER**

**Thank you for your
attention**



**Kärntner
Wirtschaftsförderungs
Fonds**





Centralspace Carinthia +

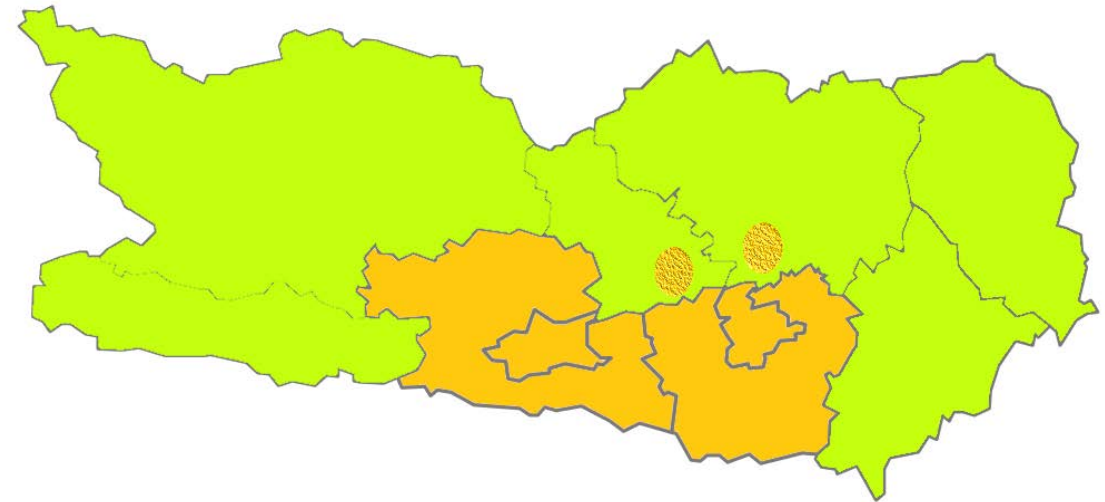
"Association for the promotion of intermunicipal cooperation for the central space of Carinthia"

Mag. Dr. Adnan Alijagić

Initial Situation

Definition: Centralspace Carinthia

- 3 districtcities (Villach, Klagenfurt, St. Veit)
- 4 districts (NUTS3 Region)
- 38 municipalities represented by the city surrounding area cooperations Villach/Villach-surrounding and Klagenfurt/Klagenfurt-surrounding with 300.000 Residents (Year 2020)



Successful region

»Definition«



- Successful region are characterized by
 - ...a high quality of life,
 - ...modern infrastructure,
 - ...Promote Entrepreneurship as well as the willingness to work together and
 - ... a future-oriented innovation, research and education policy.



Positionierung des Kärntner Zentralraums im internationalen Kontext



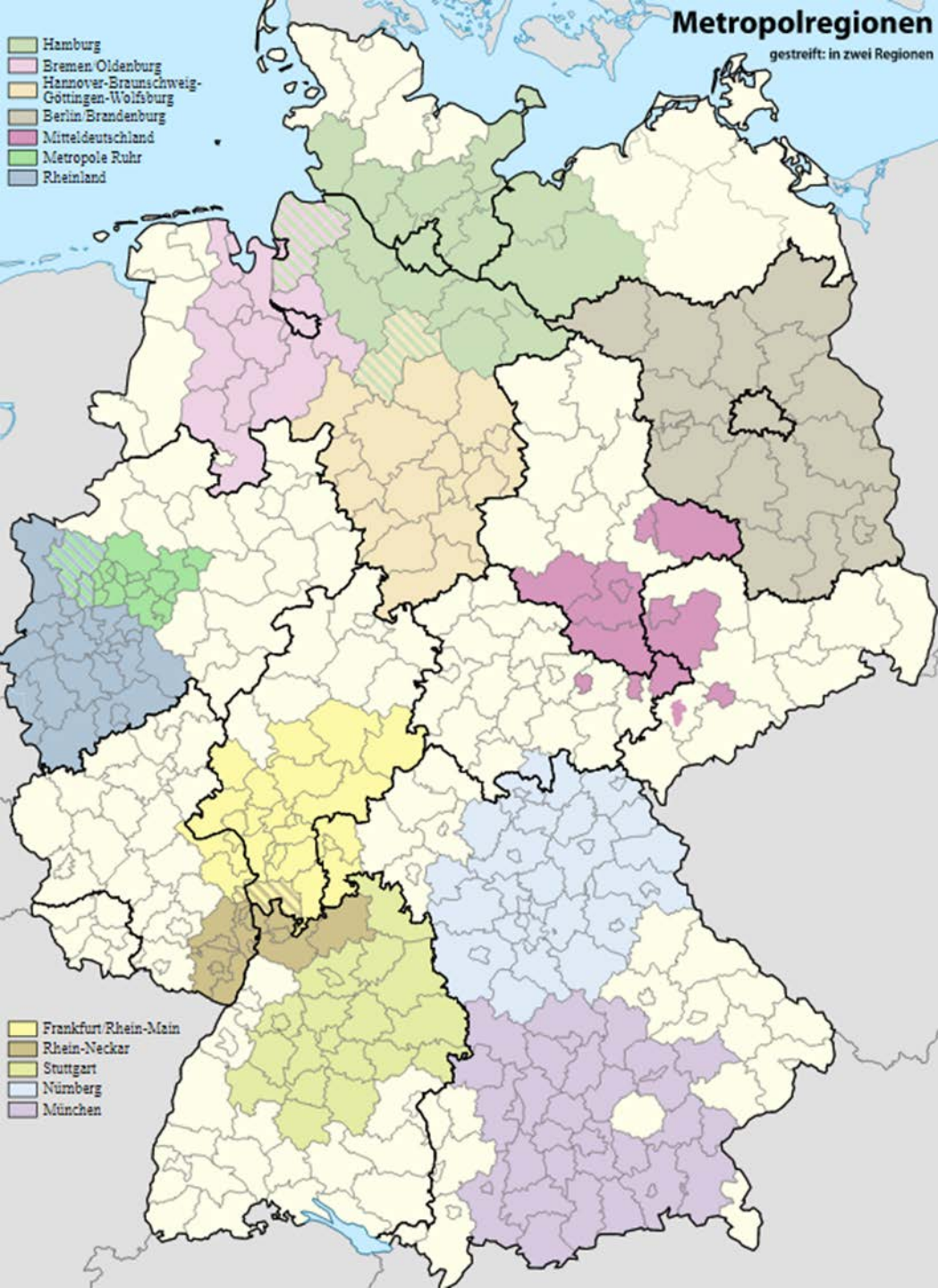
Vision

(Where do we want to go?)

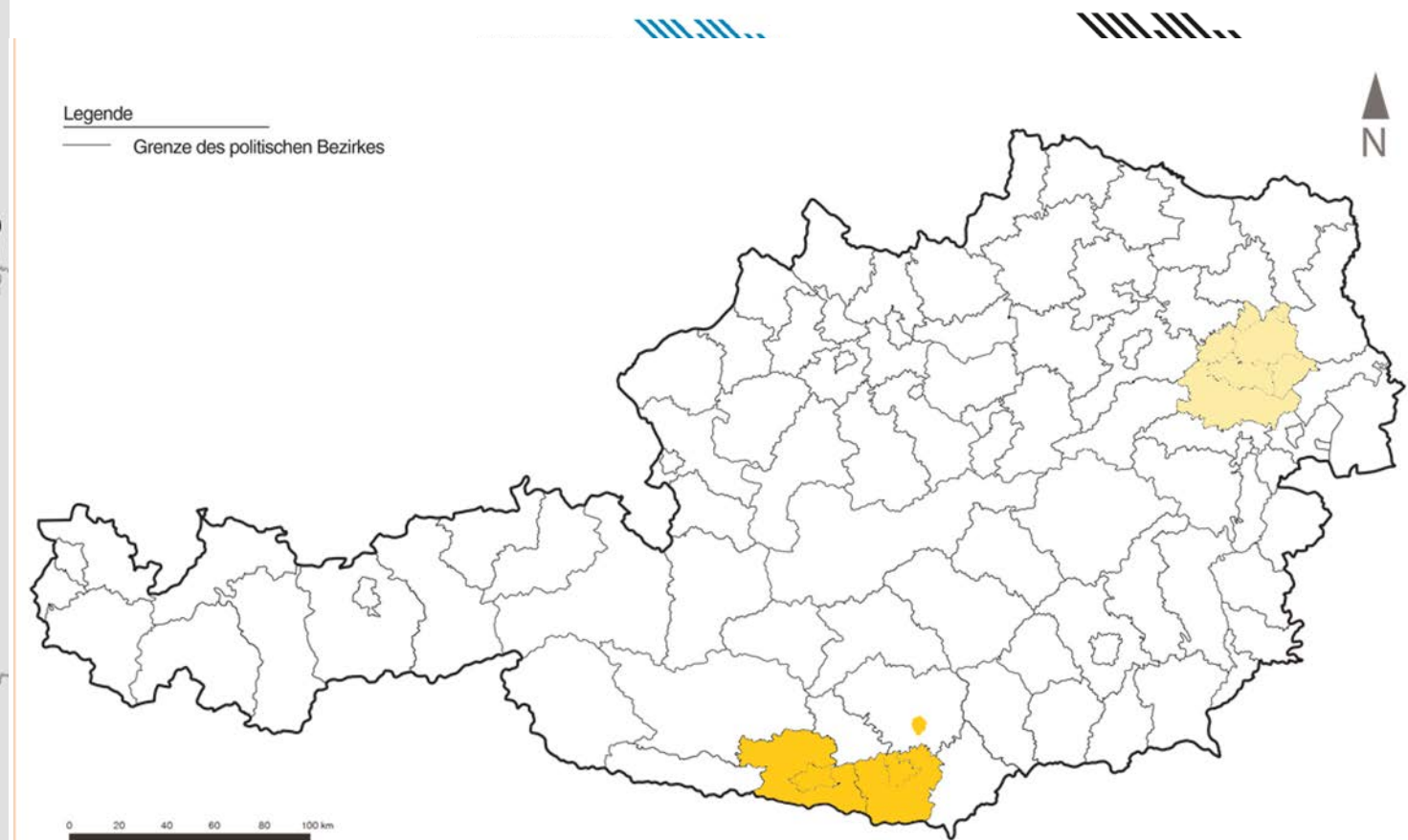
The impulse space of the south.

"Through cooperation ..."

The central space of Carinthia is an established, regionally and internationally networked and innovative form of organization, which is characterized by closely coordinated procedures and reliable cooperation and creates added value at all levels for each individuals and the entirety of its members.



: Metropolregion Ruhr





Mission



(How do we achieve our goal?)

We cooperate for the benefit of the entire organization and our members.

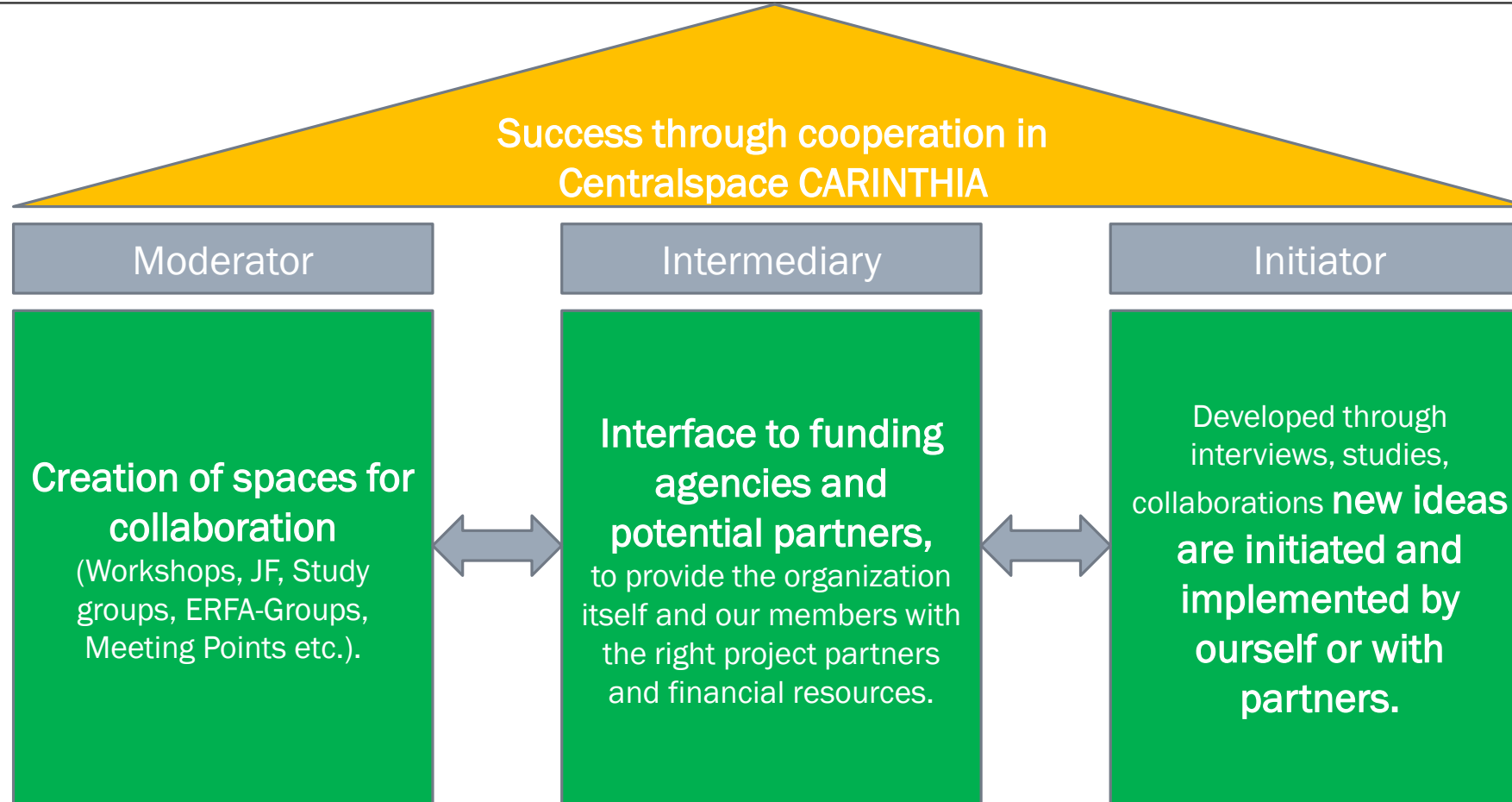
We are a space for thought and action for joint initiatives and projects.

We coordinate our strategic goals.

We make ourselves visible in a European and international environment.

We see sustainable and professional project and network management as a success factor.

Strategic orientation of the association



*"We are only as strong as we are united and as weak as we are apart.
So coming together is a beginning, keeping together is progress,
working together is success.
Because a dream that you dream alone is just a dream. A dream that
you dream together becomes reality. "*

(HENRY FORD)