

industrie
export
innovation
kooperation



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4 December 2014
Budapest Hungary

Working Group Clusters of Excellence

Political-Strategic Meeting

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Agenda (1)

10:00 – 10:10 **Introduction**

10:10 – 12:00 **Session 1:**
Technical Assistance Facility for DanuClus

- Presentation of results: TAF for DanuClus
- Discussion of project proposals from TAF:
 - Industry at School
 - Renewable energy and energy-efficiency
 - Food technologies
- Formation of potential partnerships for project proposals

12:00 - 13:00 *Lunch*



Agenda (2)

13:00 – 13:30 **Session 2:**

DanuClus as Platform for Clusters in the Danube Region

- Financing of the platform DanuClus
- Leadership of the platform DanuClus

13:30 – 15:00 **Session 3:**

Development of a Cooperation Strategy for Clusters in the Danube Region

15:00 – 15:10 **Conclusions**

15:10 – 16:00 *Coffee*

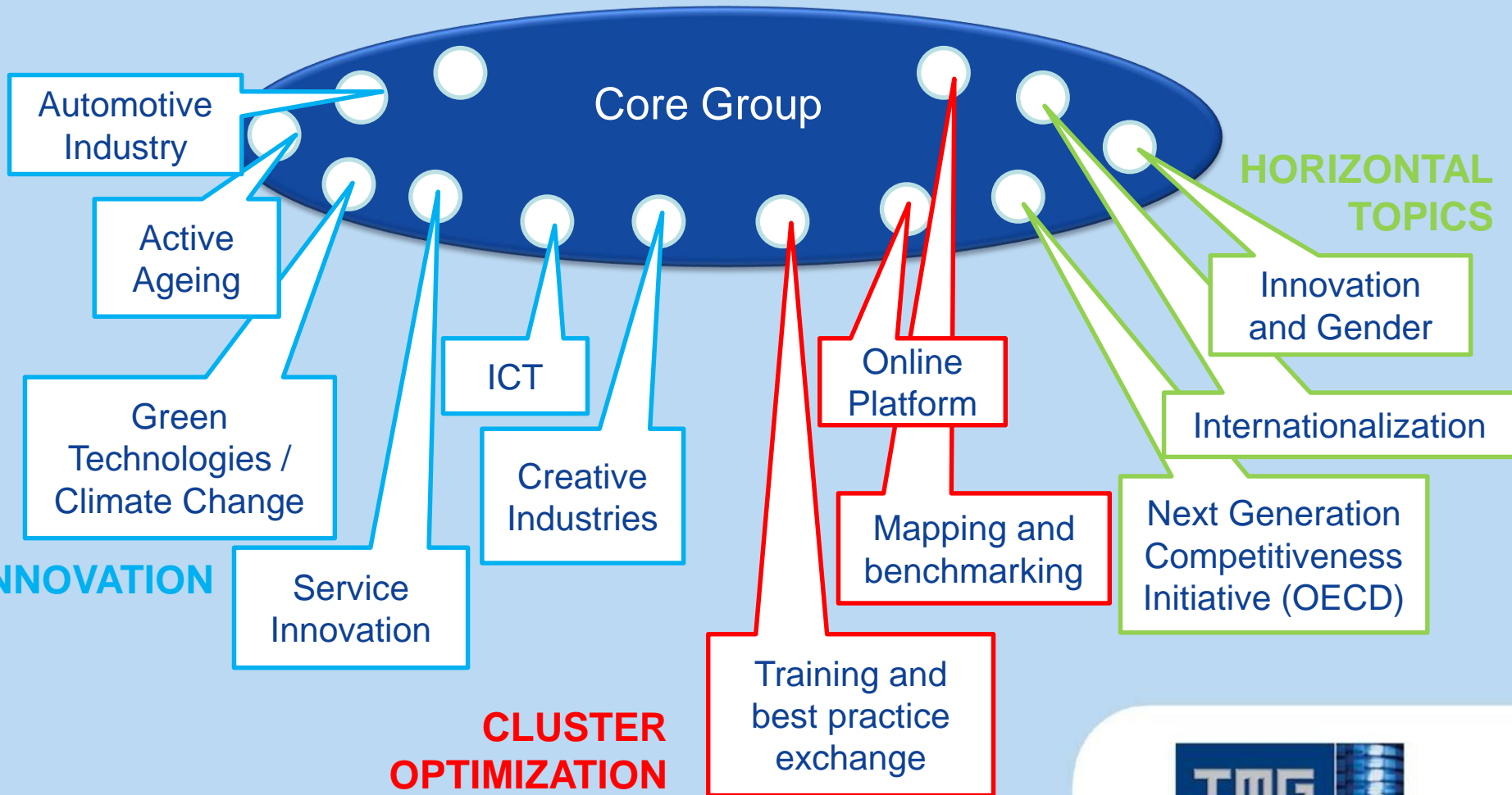
Session 1: TAF

Technical Assistance Facility for DanuClus

- Presentation of results: TAF for DanuClus
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DanuClus



TAF

Table 2. Risk matrix

Risk	Description	Likelihood	Consequences	Possible solutions
Number of involved partners in the cluster too high	A lot of stakeholders are willing to take part in the cluster and the beneficiary has still more possible options for this project	high	Risk that beneficiaries do not fit in potential calls within the Danube Programme if not planning the number of partners and the best possible option for the cluster properly	Including activity 1 in addition to the original proposal to find out the best possible structure for DanuClus. A final project report summarizing the best possible options for DanuClus

TAF Topics Identified

- Industry at School
- Energy efficient production
- Food Technologies

Industry at School (1)

- Investigate the options to develop new and strengthen existing **partnerships between school and industry** at all education levels in order to support **practical learning and job-orientation** in education and to support **stronger interest in skills** required for industries
- Unprecedented in SEE and CE
- Projects concerning education & youth tend to receive sympathy from Monitoring Committee
- Highly suitable for PR

Industry at School (2)

ETC Danube:

- IP 1B SO 1.2 Increase competences for business and social innovation
 - IP 11 SO 4.1 Increase institutional capacities to tackle major societal challenges
- ⇒ Recommendation TAF: IP 11

Partners:

- Ministries of education as strategic partners
- Most suitable to rely on intermediaries and technology brokers as main partners



<div> <div>Industry</div> <div>at</div> <div>School</div> <div>(3)</div> </div>	<div>Work Package (WP)</div> <div>WP</div> <div>Analysis and mapping</div>	<div>Rough sketch of key points</div> <ul style="list-style-type: none"> Identification of country specific needs and expectations (e.g. dual education etc.) Identification and classification of schools and universities (i.e. to highlight those which might be of particular interest for companies since for these more specific packages might be developed) Contact with intermediaries and organisations which might assist in contacts to companies (e.g. chambers of commerce, association of industries, interest groupings etc.) Check and analysis of the legislative framework related to education (in order to investigate options which go beyond mere one-off events such as
	<div>WP</div> <div>Learning from other countries (capacity building)</div>	<ul style="list-style-type: none"> Identification of positive examples (e.g. in AT, DE, UK etc.) and presentation of approaches and key success factors for representatives of education authorities Workshops and seminars which aim at the development of the most suitable approaches for each partner country (mapping, prioritising, identification of stakeholders etc.) Elaboration of the tools (approaches to surveys, publicity among schools and industries etc...)
	<div>WP</div> <div>Getting in touch and making first steps</div>	<ul style="list-style-type: none"> Survey on needs and expectations of the industries (which skills might be of interest, which offers for pupils could be implemented etc.) Expert talks with representatives of authorities/schools which might be of particular interest for industries Identification of potential actions in mutual interest
	<div>WP</div> <div>Programme and strategy development</div>	<ul style="list-style-type: none"> Detailed development of the most promising programmes or approaches which might be implemented in the short-term (as pilot actions) – depending on the situation on the ground in each partner country Detailed elaboration of a strategy on the most pressing mid- to longer-term issues and attempt to anchor those with key stakeholders (such as Ministries of Education, school authorities etc.)
	<div>WP</div> <div>Pilot actions (pilot implementation)</div>	<ul style="list-style-type: none"> Implementation of the most promising programmes or approaches plus press work

Energy efficient production (1)

- The project aims at strengthening the aspect of energy-efficiency in support to firms at all levels of management of **national ERDF-programmes**; it seeks to develop new tools and approaches which can be implemented by actors such as **programme authorities, intermediate bodies, innovation agencies** etc. in order to **develop an attractive set of incentives for firms**
- High relevance: strengthening / developing economic ties to countries in DR for technology providers (AT, DE)

Energy efficient production (2)

ETC Danube

- IP 7E SO 3.2 Improve energy security and energy efficiency

Partners

- Main partners: intermediaries and other rather flexible institutions with broader portfolio
- Strategic partners: Ministries of Economy as the Managing Authorities of national ERDF programmes

Energy efficient production (3)

Work Package (WP)	Rough sketch of key points
WP Analysis and mapping	<ul style="list-style-type: none"> • Analysis of pre-conditions and existing programmes and support schemes for energy management in SME and industries • Mapping and benchmarking of IP 4 and other relevant IPs in national ERDF-programmes on support to firms • Analysis of major research institutes in the respective countries which work in the field of process innovation relevant to industrial processes • Survey on most pressing gaps in know-how in the programme administration as well as those fields where targeted training would be most desired • Options for the public sector to support the trend with so-called green public procurement
WP Capacity-building and strategy development	<ul style="list-style-type: none"> • Building on the results of the survey in the previous WP: seminars on best practices related to firstly measures in energy-intensive large industrial sectors and secondly energy management and energy audit for SMEs • Identification of country-specific options to improve the current and future system for support to firms (reinforcing and adding the element of energy efficiency) • Identification of pilot actions; i.e. concrete improvements which can be developed, tested and implemented in the short-term
WP Training for energy auditors	<ul style="list-style-type: none"> • Development of curricula for energy auditors which might work for firms or public agencies active in this field • Pilot training
WP Pilot actions	<ul style="list-style-type: none"> • Implementation of country-specific actions such new guidance documents for information to applicants, assessment of projects or sector-specific pathways in support to large industries etc.

Food Technologies (1)

- Option A: **food products and medicine**; focus on nutritional needs, links between diet, ageing, chronic disease and disorders and dietary patterns
 - rather for IP 1B SO 1.1 Improve Framework Conditions
- Option B: **bio-food and niche products** – e.g. focus on consumer trends or production standards, ecological foot print of processing (e.g. attempts to strive for better standards than required according to legislation)
 - rather IP 1B (see above)
- Option C: food industries rank among the resource and energy-consuming sectors of industries; focus on key factors to **reduce the ecological footprint of food production** – options in production, processing and packaging; see also reflections on energy-efficient production
 - rather for IP 7E SO 3.2
Improve energy security and energy efficiency

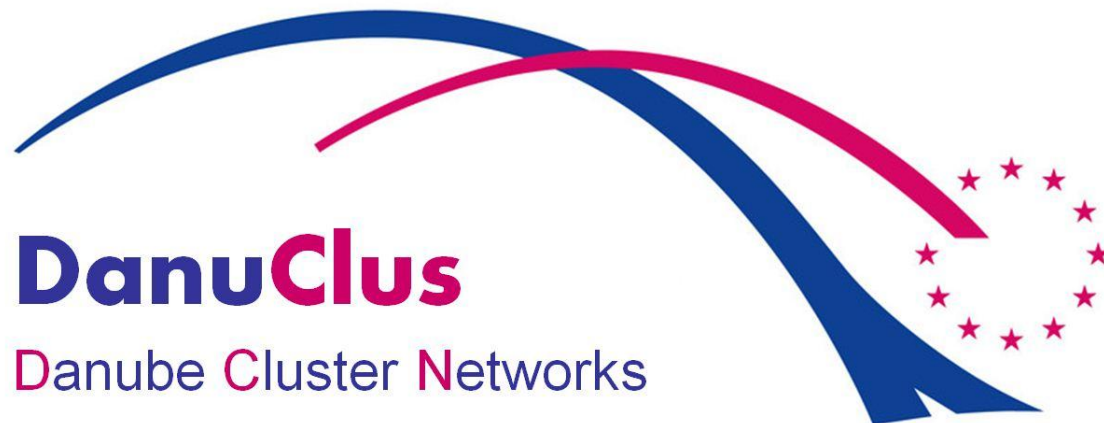
Food Technologies (2)

- Challenge: many previous projects, strong competition from Italy and Greece – right niche needs to be found!
- Partners: specialized institutions

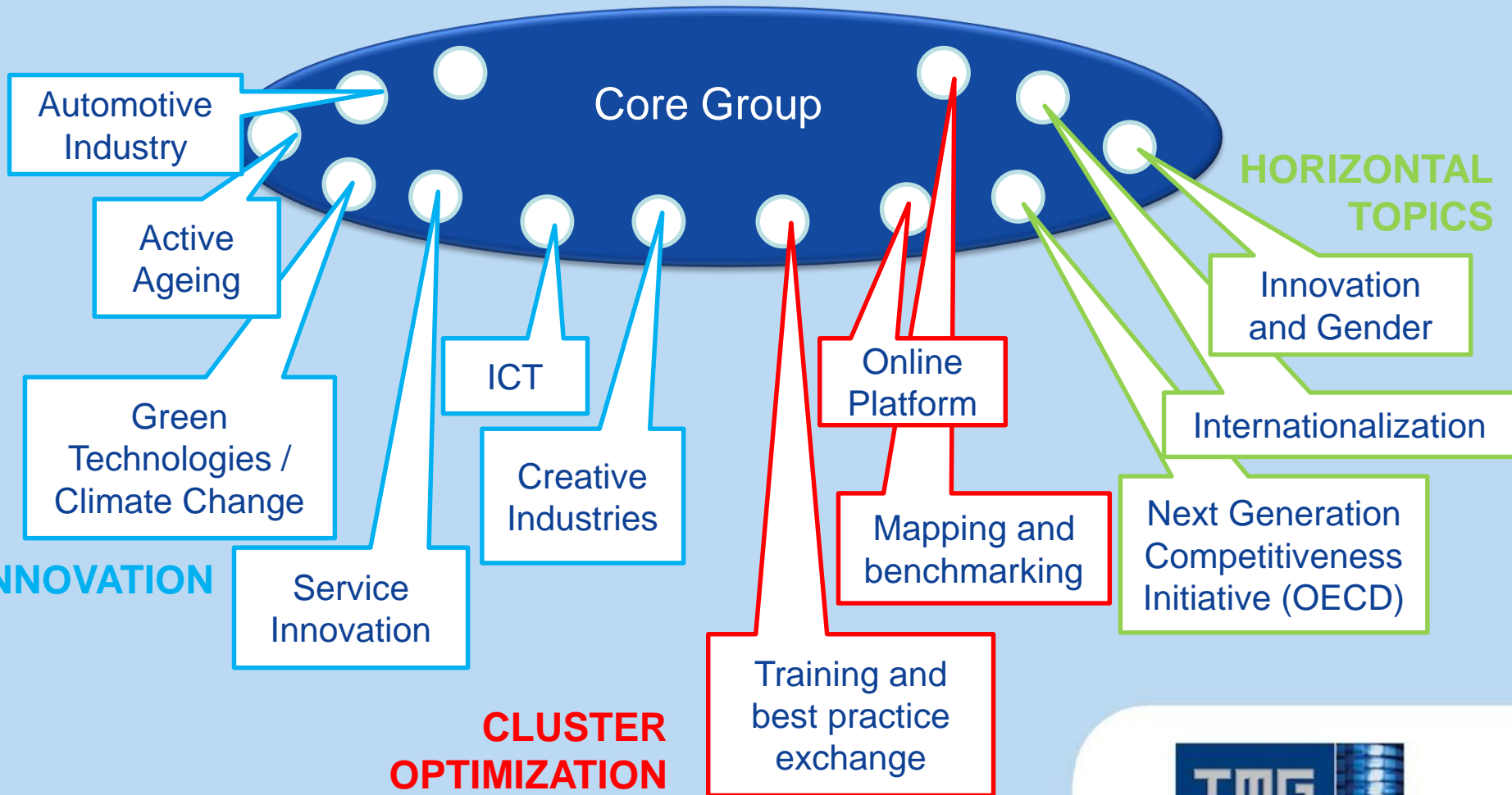
Session 2: DanuClus

DanuClus as Platform for Clusters in the Danube Region

- Financing of the platform DanuClus
- Leadership of the platform DanuClus



DanuClus



Byebye 再见 to Sigrid Winkler

Starting from March 2015:

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Thank you for your cooperation!

谢谢你们的合作！



Session 3

Development of a Cooperation Strategy for Clusters in the Danube Region