



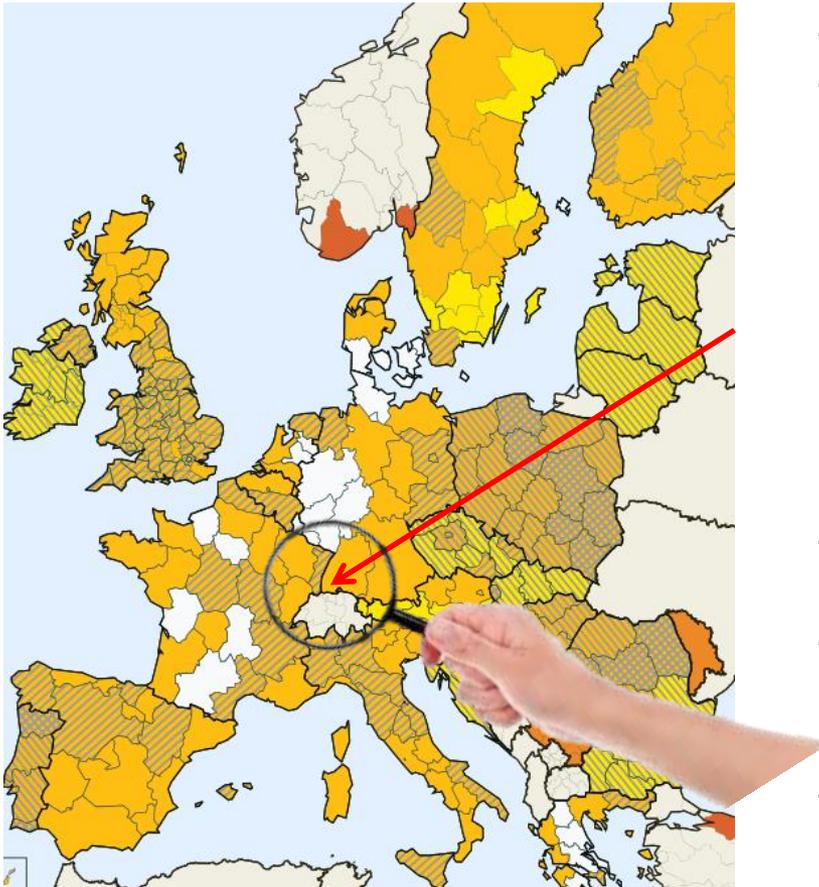
Digital Innovation Hubs & Smart Specialisation

EIT House (Brussels)
28 Nov 2017

**Information about
DIHs in Baden-
Württemberg**

Region: Baden-Württemberg

- One of the 16 States within Germany
- Statistical Data:
 - Area 35.000 km²
 - 10,8 Mio. inhabitants
 - Annual State Budget appr. 46 Mrd. €
 - GDP p.a. appr. 477 Mrd. € (2016)
 - 4,8 % R&D Investment (2015) thereof 81,4 % private investment
 - ERDF - OP 2014-2020 = 246 Mio. € (35 Mio. € p.a.)
- Most innovative region within EU (Innovation monitor 2016)
- Long tradition of Strategic Innovation Policy, resulting in a closely tied net of innovation infrastructures and clusters
- Regional Innovation policy at state level aims at strategic development schemes and practices a dialog oriented policy style.

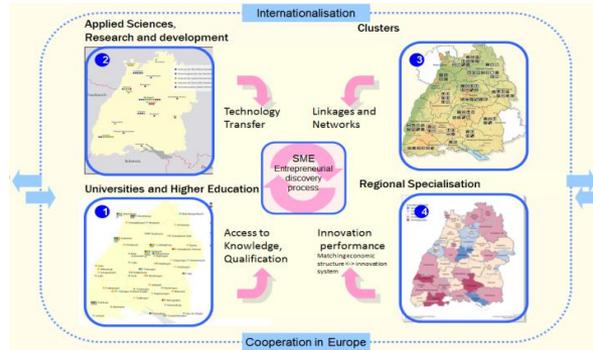


Registered countries and regions in the S3 Platform



Innovation Strategy of Baden-Württemberg Aware of Challenges

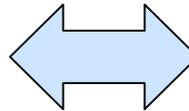
Major Focus Areas



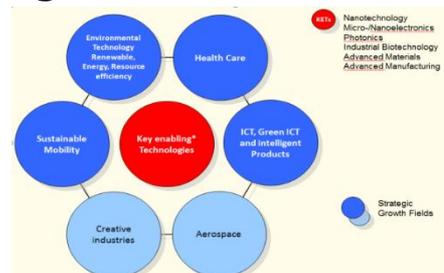
Global Challenges and Opportunities

- **Global competition for innovation** – increasing technological competence of global competitors (e.g. China)
- **Climate change** – energy transition – smart grids
- **Aging societies** – lack of qualified workforce
- **Digital revolution** - web based economy – 4th industrial revolution: „Industry 4.0“ – „smart production“ intelligent production systems and processes – „smart factories“
- **Europe: Industrial renewal? Economic convergence?**

Stakeholder Participation

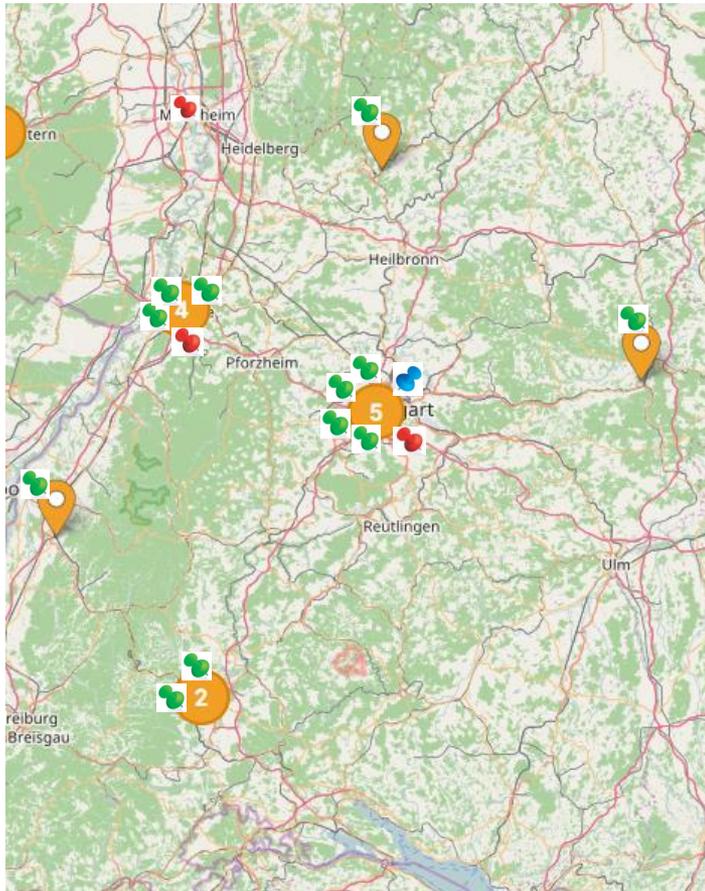


Strategic Growth Fields



Innovation Strategy of Baden-Württemberg

DIHs resulting from various Initiatives



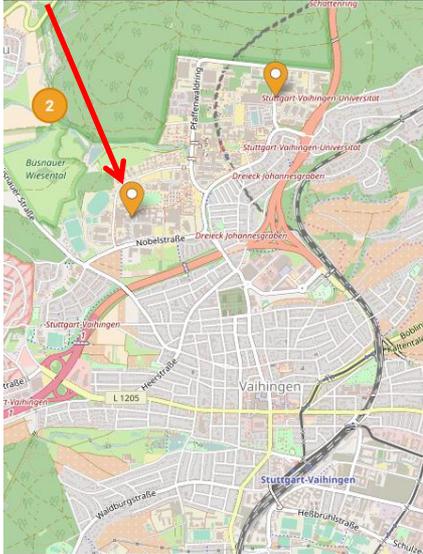
14 examples listed at <http://s3platform.jrc.ec.europa.eu/digital-innovation-hubs-tool>

-  Hubs as a tool for technology transfer, individually initiated by various BW institutions of higher education, applied science and R&D-institutions
 -  DE-HUBs: network of 12 thematic hubs aiming at international visibility, federal initiative (2016-17), regionally financed
 -  Mittelstand 4.0-Competence Centres: federal initiative (2015), network of 20 (mostly) production oriented hubs
- **What digitisation support is available to SMEs in the subregional areas?**

-  BW Regional Hubs: current call for proposals, financed by region, aims at cross-sectorally working institutions addressing the needs of SMEs in their vicinity



Mittelstand 4.0-Kompetenzzentrum Stuttgart



- Transfer project
- Operational center for implementation of strategy
- www.digitales-kompetenzzentrum-stuttgart.de
- Head: Joerg Castor, joerg.castor@iao.fraunhofer.de
- Find more about us: <https://goo.gl/NaC9Hs>
- Organised as a **consortium of associations (A) and research institutes (RI)** with
 - **Host organisation** Fraunhofer IAO and
 - **Partners** Fraunhofer (RI), FZI Karlsruhe (RI), Steinbeis (RI), VDMA (Mechanical Engineering Industry Association of Germany)(A), IHK (Chamber of Industry and Commerce)(A), BWHM (business development agency for craft trades and medium-sized companies)(A)

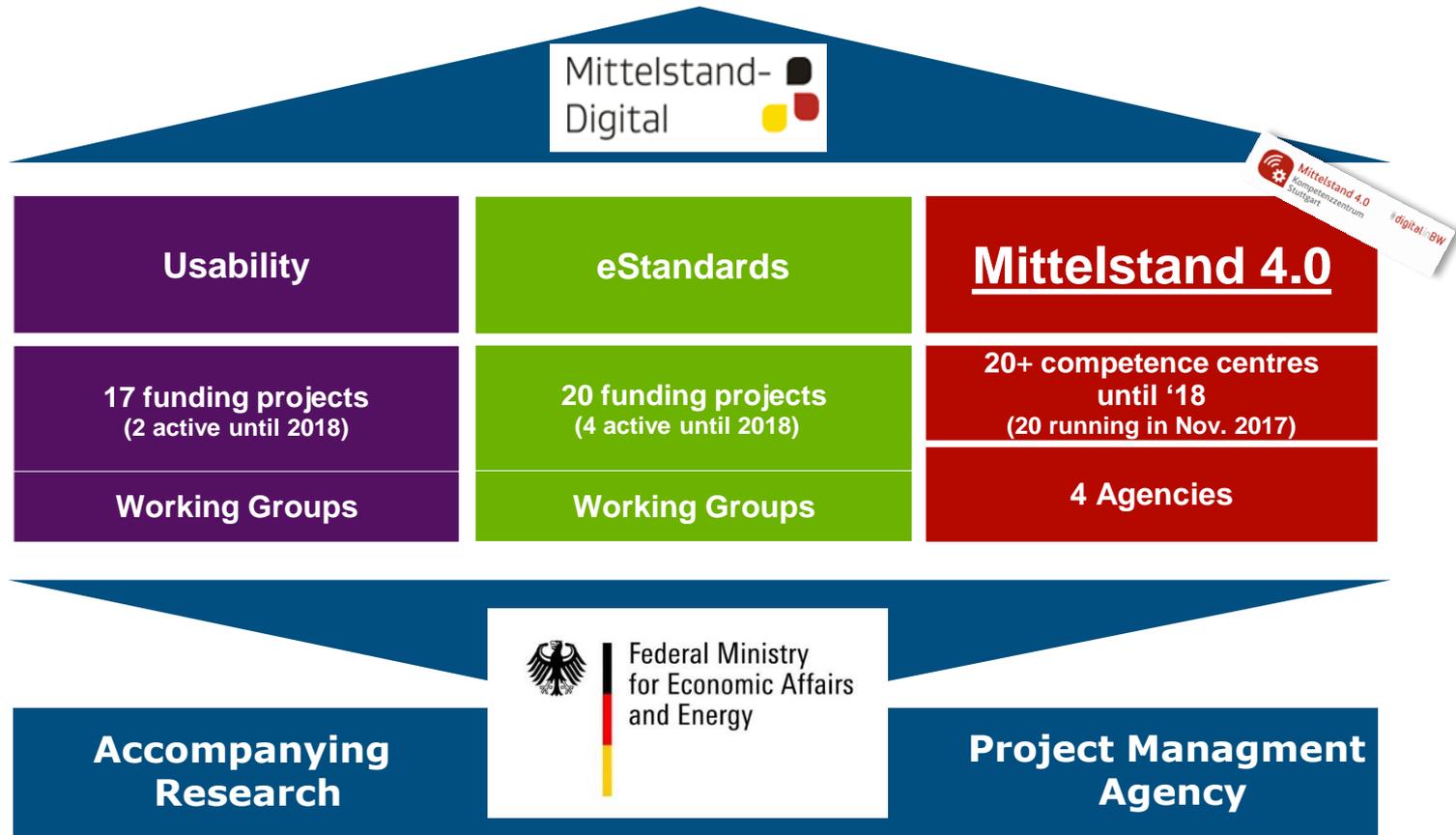
Mittelstand 4.0-Kompetenzzentrum Stuttgart

- **Services offered:** “information, demonstration, qualification” and support of micro and macro projects regarding the implementation of digitalized processes and/or business models for SMEs
- **How does it connect to the services provided?**
Via specific workshops and events for SMEs, open lab days and specific events in various demonstration labs and showcases, multi channel PR strategy
- **Main issues – good practices and challenges?**
Main challenge: contact to not-yet-involved SMEs
Good practise: mix of partners in the consortium: (A) and (RI)
- **Public funds** from the Federal Ministry for Economic Affairs and Energy BMWi; funding priority “Mittelstand-Digital”, Initiative “Mittelstand 4.0” for national activities only

The Funding Priority Mittelstand-Digital

Strategies for digital transformation of business processes and business models in SMEs

European
Commission

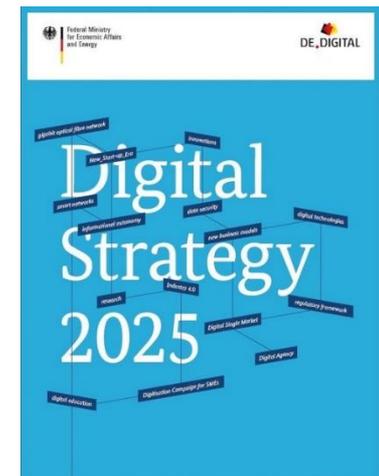


further information, publications, newsletter:
<https://www.mittelstand-digital.de/>



Political objectives of Mittelstand-Digital BMW i Digital Strategy 2025

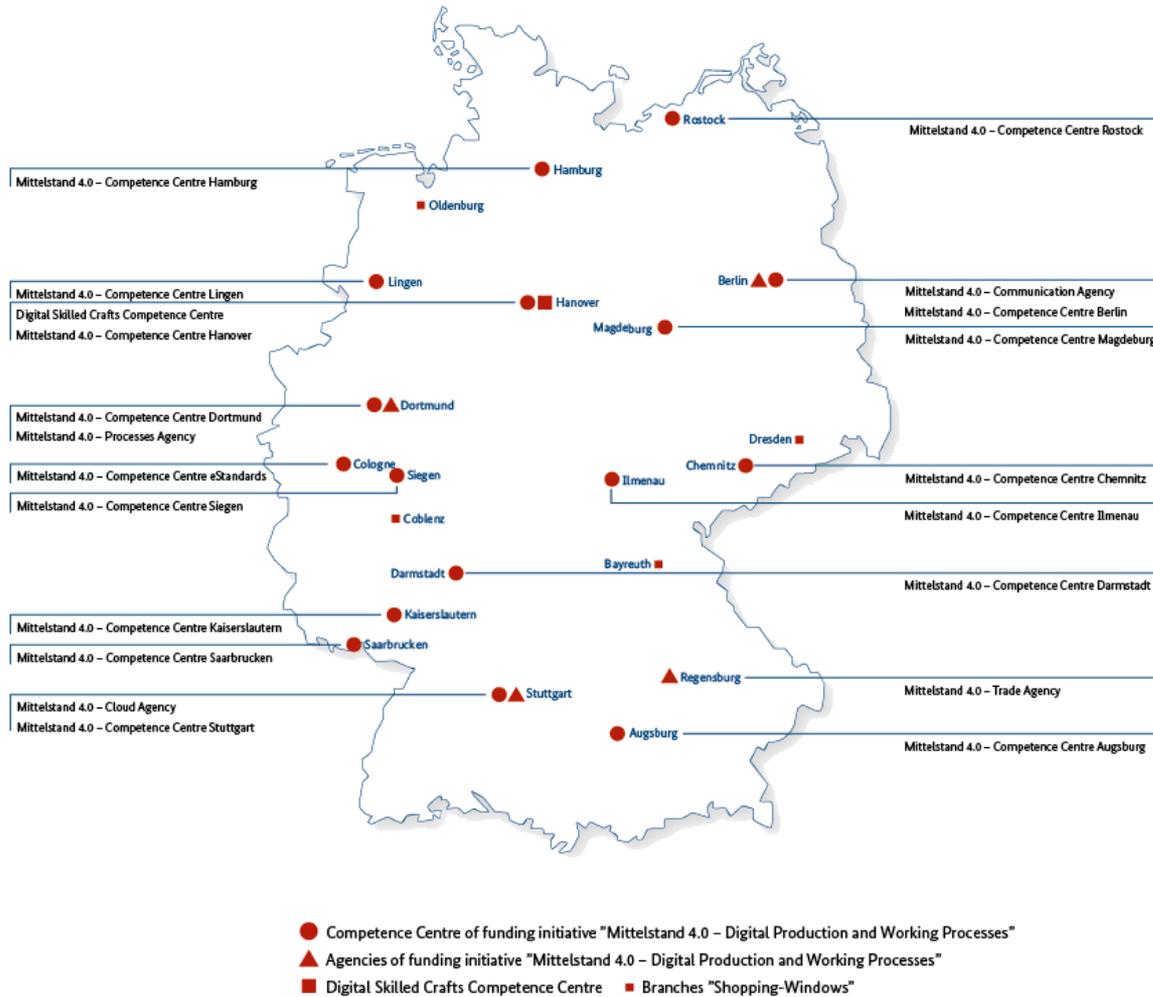
1. Create a gigabit optical fibre network by 2025
2. Launch the New_Start-up_Era
3. Create a regulatory framework for more investment and innovation
4. Encourage “smart networks” in key infrastructure areas of the economy
5. Strengthen data security and develop informational autonomy





Centres and Agencies of Mittelstand 4.0 (part of Mittelstand-Digital)

European
Commission



further information:

<http://mittelstand-digital.de/DE/Foerderinitiativen/mittelstand-4-0.html>

The Mittelstand 4.0-Competence Centre Stuttgart (part of Mittelstand 4.0)

European
Commission

 **Fraunhofer**

- Qualification of SMEs concerning data security
- Support of implementation projects
- Requirements analysis
- Evaluation & monitoring


FZI


CyberForum

- Coordination of micro and macro projects
- Support regarding the integration of demonstration centres/labs
- Supporting the establishment of the competence centre

 **IHK** Die Industrie- und Handelskammern
in Baden-Württemberg

- Providing contacts to SMEs/dissemination
- Supporting overall marketing

Branch Karlsruhe
Haid-und-Neu Str. 10-14
76131 Karlsruhe



Head Office Stuttgart
Nobelstr. 12
70569 Stuttgart

 **Mittelstand 4.0**
Kompetenzzentrum
Stuttgart

 **Mittelstand-
Digital**

 **digital-BW**

 **Baden-Württemberg**
Landesministerium
für Wirtschaft
und Energie

 **Baden-Württemberg**
Landesministerium
für Wirtschaft
und Energie

 **BWHM**

 **RKW
BW**

- Digitisation checkups with SMEs
- Development of educational concepts in cooperation with RKW BW to reach SMEs

 **Fraunhofer**

- Consortium leader (project management)
- Qualification of SMEs
- Coordination of demonstration centres
- Thematic transfer of topics regarding automatisisation, technology integration & connected production
- Fostering the implementation of micro and macro projects with SMEs

 **Steinbeis**

 **bwcon**
baden
württemberg.
connected

- Qualification of SMEs concerning business model and service development via digitisation
- Supervision of micro and macro projects

 **VDMA**

 **Baden-Württemberg**

- Dissemination
- Application and customization of digitised solutions

further information, news, projects, events:
www.digitales-kompetenzzentrum-stuttgart.de
<https://twitter.com/digitalinBW>

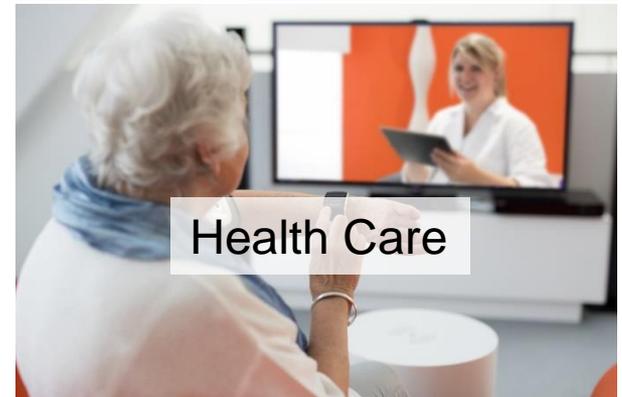
Our Thematic Fields and Expertise



Business Model Development

cross-sectional topics

IT Security



further information, news, projects, events:
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<https://twitter.com/digitalinBW>

Interaction DIH – RIS3 and Collaboration

- **Feedback to the S3** via networking workshops under the auspices of the Ministry of Economics, Labour and Housing BW (WM);
- **Good Practice**
 - The Ministry in charge of the RIS3 actively encourages the development of activities / projects / institutions supporting the RIS3 goals from all possible sources (federal, regional, EU, private...)
 - The partners involved in the DIH see to it that it meets the regional needs
- **Nationwide network** within Initiative Mittelstand 4.0; various other national®ional partners
- **Synergies** via regular meetings and exchange between all competence centres and agencies within the initiative “Mittelstand 4.0”, common PR strategy. Overall management and PR support by a specific agency for project management and accompanying research
- **Content:** Industry 4.0, IT-Security, development of business models for SMEs
- **Interregional interest** in general exchange of ideas and practises
- **Good Practice/Challenges**
 - Support and networking among all centres and agencies involved, e.g. via close coordination within professional groups
 - Organising synergetic and continuous collaboration of different hubs and initiatives