**How to build Smart Energy Regions**

**"Innovation as a key to sustainable development – regional potentials and challenges"**

JRC – TRK, Ettlingen, 2016-07-04
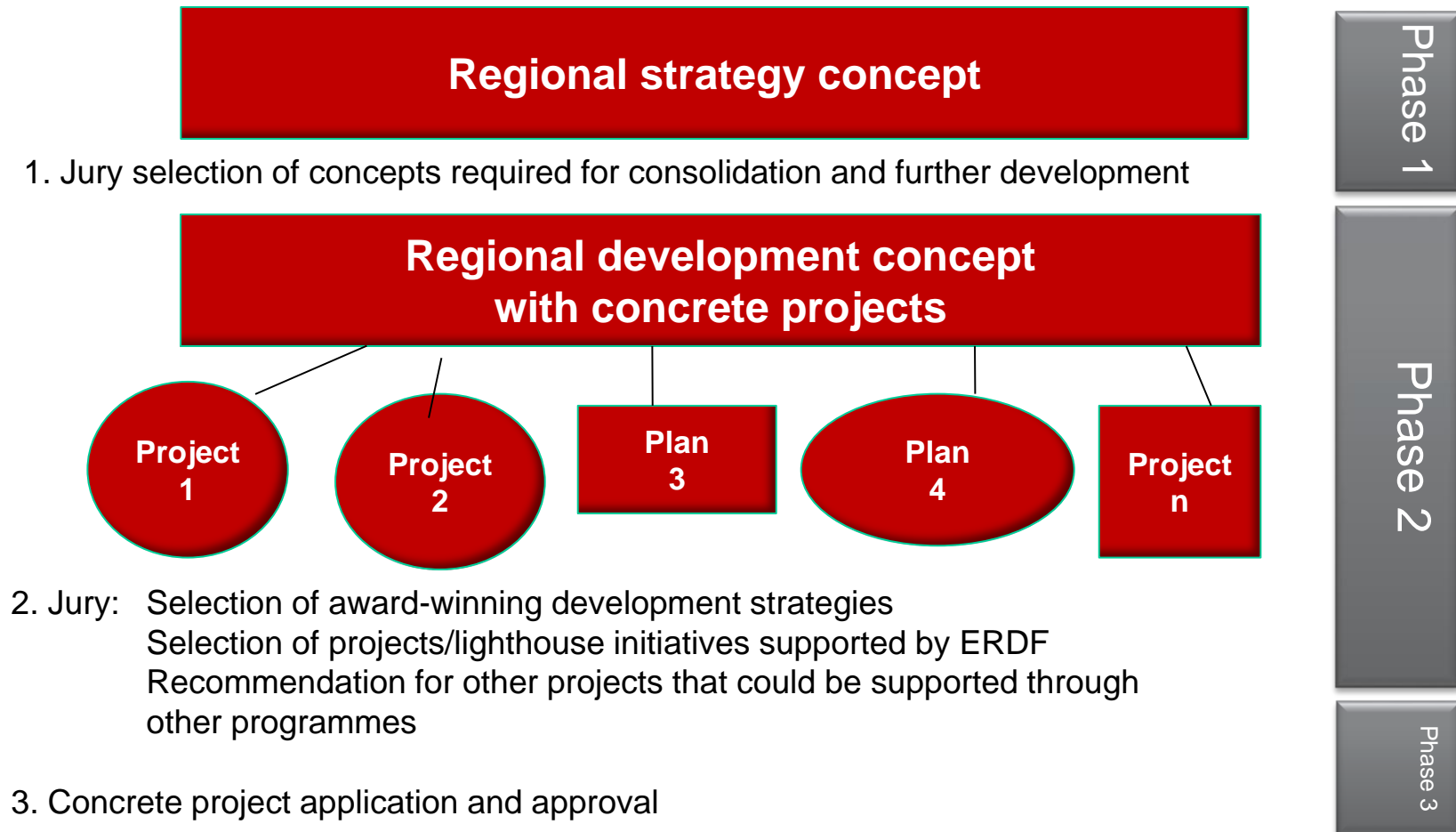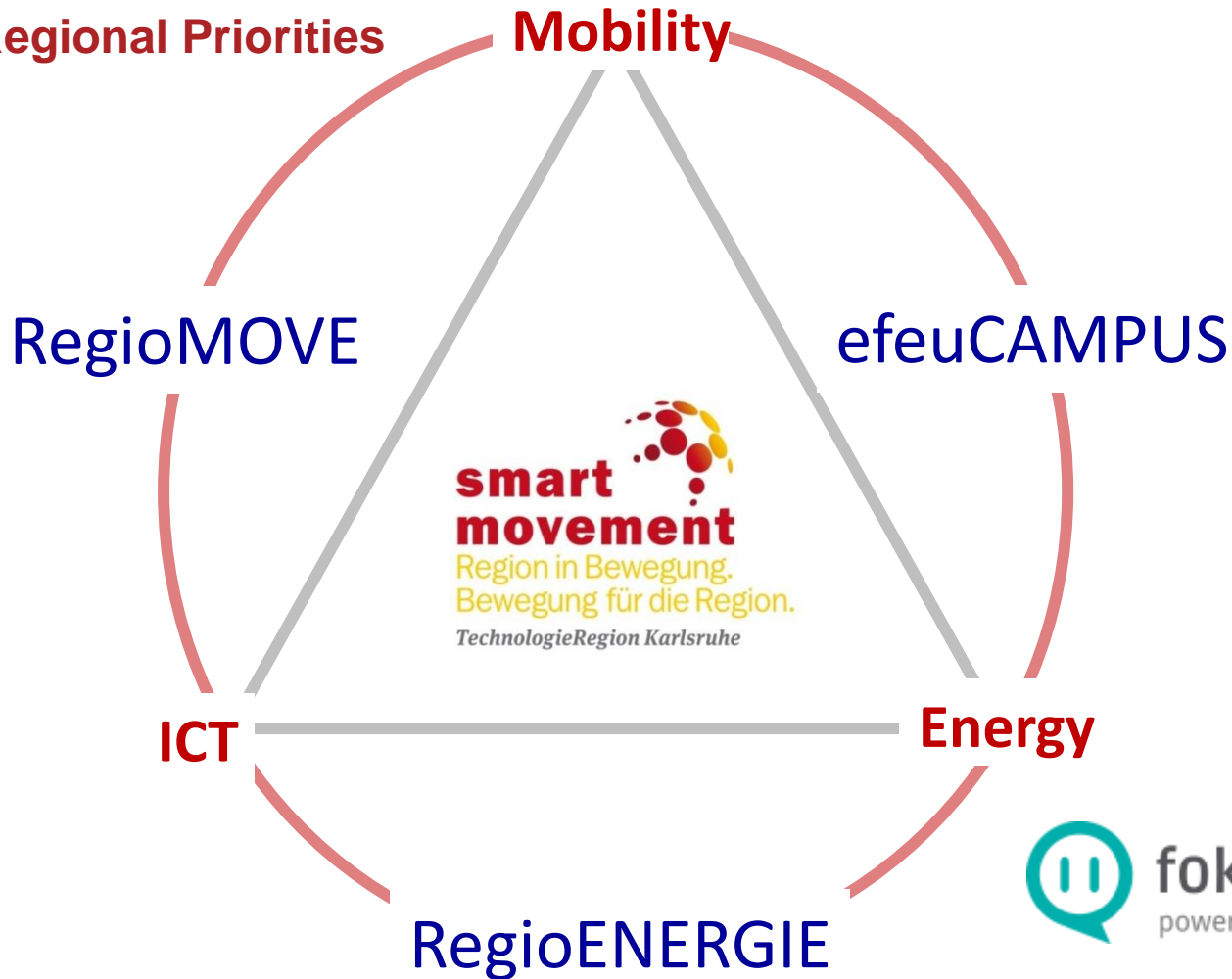
## Karlsruhe Technology Region (TRK)



1.3 Mio. inh.

3.200 km²

# Regional Development Concepts

**Regional competitiveness through innovation and sustainability**



**Regional strategy concept**

Phase 1

1. Jury selection of concepts required for consolidation and further development

**Regional development concept
with concrete projects**

Project 1

Project 2

**Plan 3**

**Plan 4**

**Project n**

Phase 2

2. Jury:  Selection of award-winning development strategies
Selection of projects/lighthouse initiatives supported by ERDF
Recommendation for other projects that could be supported through
other programmes

3. Concrete project application and approval

Phase 3

TechnologieRegion
**Karlsruhe**

Hightech trifft Lebensart

**TRK - Regional Priorities**



**Mobility**

RegioMOVE

efeuCAMPUS

smart
movement
Region in Bewegung.
Bewegung für die Region.
*TechnologieRegion Karlsruhe*

**ICT**

**Energy**

RegioENERGIE

fokus.energie
powered by ideas

## e.g. Efeu Campus – City of Bruchsal

## Common interests: politics, industry, science and administration

**Project partners: alliance of businesses, scientific institutions and public bodies**

**Research**

Institut für Förder- und Logistiksysteme (IFL), Karlsruher Institut für Technologie (KIT)

Abteilung Produktion und Logistik, FZI Forschungszentrum Informatik

Hochschule Karlsruhe, Institut für Energieeffiziente Mobilität (IEEM)

**IT, planning and operation**

PTV Planung Transport Verkehr AG

b.i.g. Gruppe

**Infrastructure**

SEW-Eurodrive GmbH & Co. KG

Stadtplanungsamt, Stadt Bruchsal

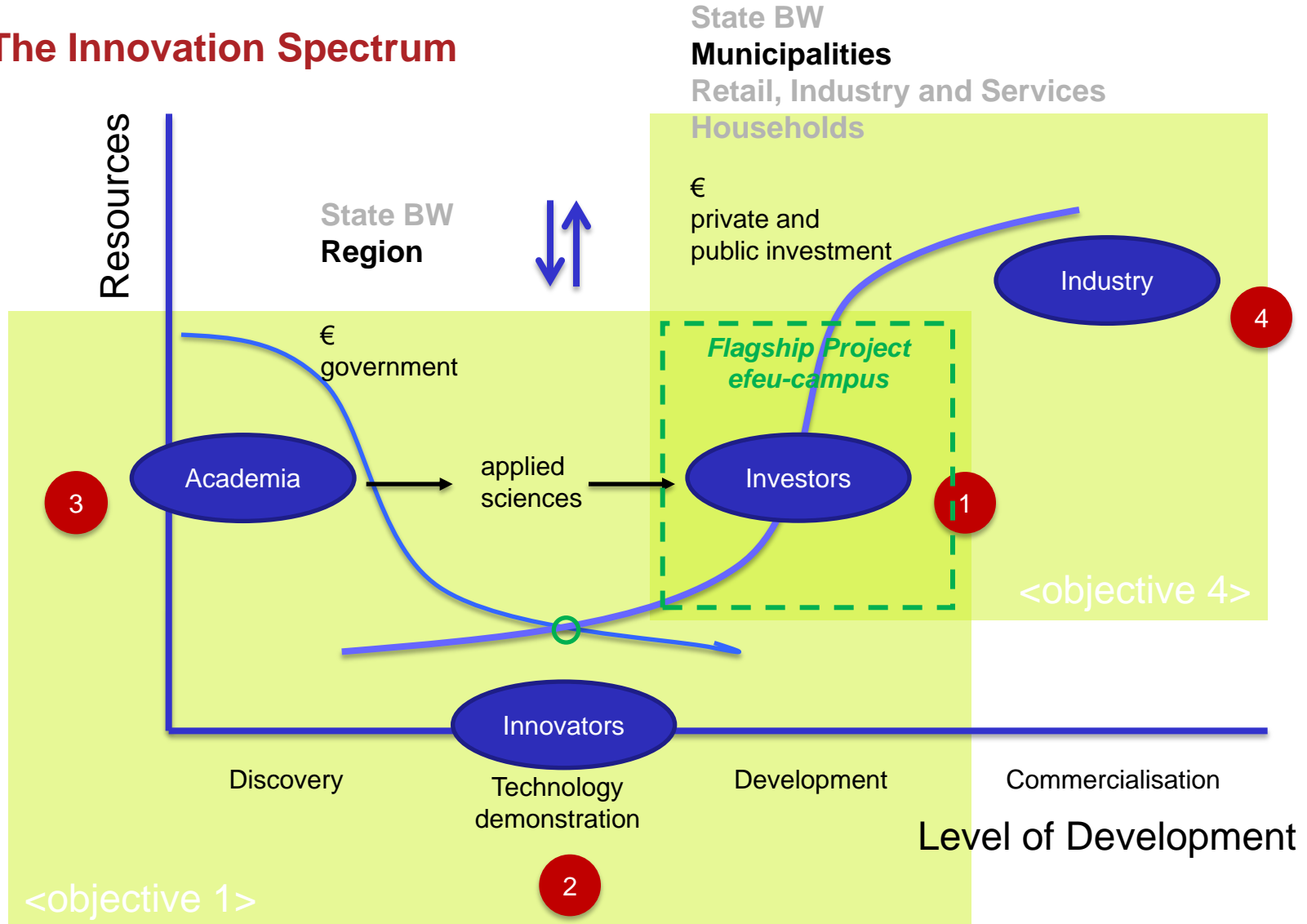Abfallwirtschaftsbetrieb des Landkreises Karlsruhe

Handwerkskammer Karlsruhe

**Communication and moderation**

Regionale Wirtschaftsförderung Bruchsal GmbH
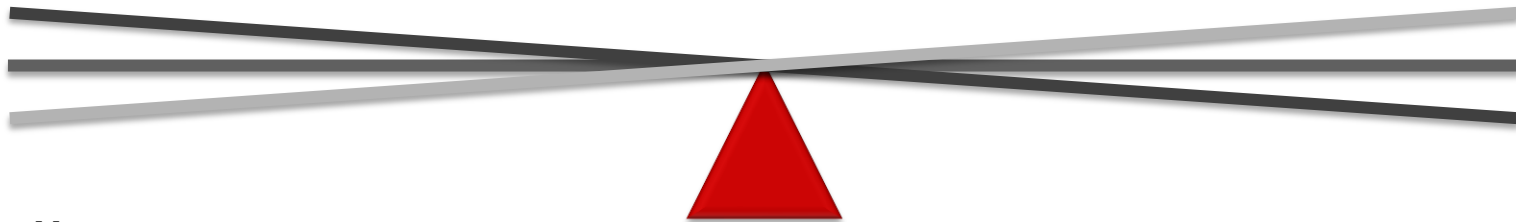
Landratsamt Karlsruhe

## The Innovation Spectrum

State BW
**Municipalities**
Retail, Industry and Services
Households

Resources

State BW
**Region**

€
private and
public investment

€
government

*Flagship Project
efeu-campus*

Industry

4

Academia

3

applied
sciences

Investors

1

<objective 4>

Innovators

Discovery

Technology
demonstration

Development

Commercialisation

Level of Development

<objective 1>

2

## Vertical and horizontal coordination

**To be successful local and regional management systems have to be able to give *orientation* and to assist *implementation*, i.e.**

- **Communicate goals**
- **Join forces**
- **Coordinate activities**

- **Support project owners**
- **Monitor and evaluate activities**
- **Communicate interests**

*However*:
**Many regions and municipalities in Europe are badly equipped and overstrained. They often lack power and sufficient resources to take an active part in their own development. They are constrained by silo-thinking and hampered by unnecessary bureaucracy.**

## Success factors

**The example of the TRK shows:**

- **there is a separate strategy, that operates independently of the state level *(bottom up).***

- **this must be approved *(top-down)* and must not be sanctioned *(competition procedure).***

- **in the context of a regional specialisation strategy, local authorities are needed initially as investors, as they provide a balanced territorial foothold for the planned investments in terms of a regional specialisation (objective 1).**

- **In the context of sustainability strategies, cities and municipalities are "enablers" whose main role is to secure their residents' support for and involve them in the conversion of the urban infrastructure and their community  (objective 4).**

- **In both cases, the managers of such processes play a key role. They act as change agents. They provide orientation and support local and regional players during the implementation.**

- **Universities are important, but institutions that can work closely with industry and local authorities play a special role in this context *(consortium partnerships).***

**TechnologieRegion**
**Karlsruhe**

Hightech trifft Lebensart

**Jochen Ehlgötz, Executive Director**

# Thank you.

**Karlsruhe TechnologyRegion**

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