

Towards a RIS3 strategy

- Population: 6 million
- Area: ca. 30,000 km²
(≈ Belgium)
- 2.8 million working population
- ~150 billion EUR GDP (2010)

*Source: EUROSTAT



Potsdam, 5th-6th November 2013
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Your expectations from the peer review workshop



- **Assessment of our RIS3 by other regions**
- **Information on RIS3 in other regions**
- **Information transfer on good practice**
- **Suggestions for optimizing our own RIS**

Questions you would like peers to discuss



- **Which governance structures have proven useful for including the stakeholders important to the implementation of RIS?**
- **How can we ensure that not just metropolitan areas but also the surrounding regions benefit from RIS?**
- **How can RIS help to bring new products and processes onto the market and thereby contribute to growth and employment?**
- **How can we intensify the participation of companies (especially small and medium-sized companies) in the process of RIS-implementation (including clusters)?**

Top spot in the European research landscape



An excellent range of science and research facilities:

- 7 universities
- over 30 universities of applied sciences
- over 90 research institutes
- 42 technology centres

Private investment in R&D

- a broad range, but not enough
- lack of resources (including capital)

Knowledge + technology transfer

- Planned development and optimisation of structures



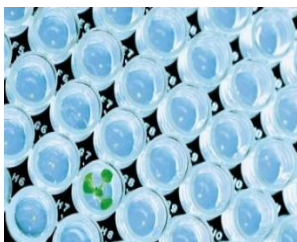
Introduction of your region's work on research and innovation



- **innoBB was enacted on 21st June, 2011, by the federal state governments of Berlin and Brandenburg**
- **Its precursors are the Berlin Coherent Innovation Strategy (2005) and the Brandenburg State Innovation Concept (2006)**
- **Five joint future fields of excellence identified in 2007, based on work with the listed strategies and the corresponding experience gained**
- **innoBB is a regional, yet cross-border strategy that also integrates the high-tech strategies of the German Federal Government and the Europe 2020 / Innovation Union**
- **Our goal is to become one of the leading innovation regions in Europe**

Strategic approach and guidelines

2007 Identification of five Future Fields of Excellence



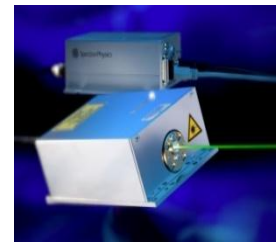
**Biotechnologies/
Medical
technologies
and pharmacy**



**Energy
technologies**



**ICT and new
Media**



**Optical
technologies**



**Transport
System
Technologies**

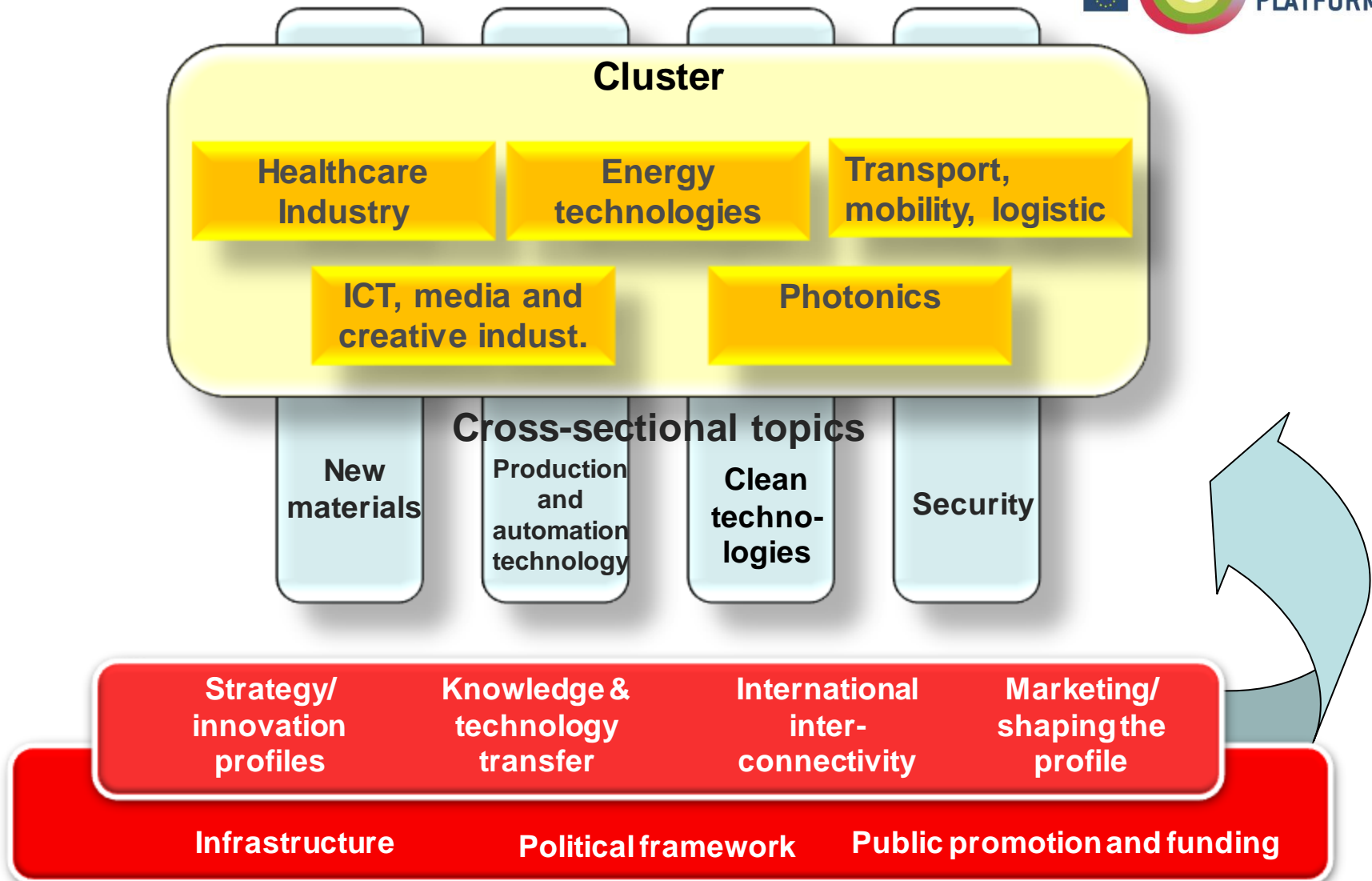
2008 Elaboration of strategic guidelines for the five Future Fields of Excellence; identification of nine pilot projects

2009 "Cross-border" commitments for joint financing of RTD as well as for the technology transfer

2010 Cluster development → Continuation of *smart specialisation*

2011 The innovation strategy decided on 21.6.2011 by the Senate of Berlin and the Brandenburg Cabinet

Strategic approach and guidelines



Governance I



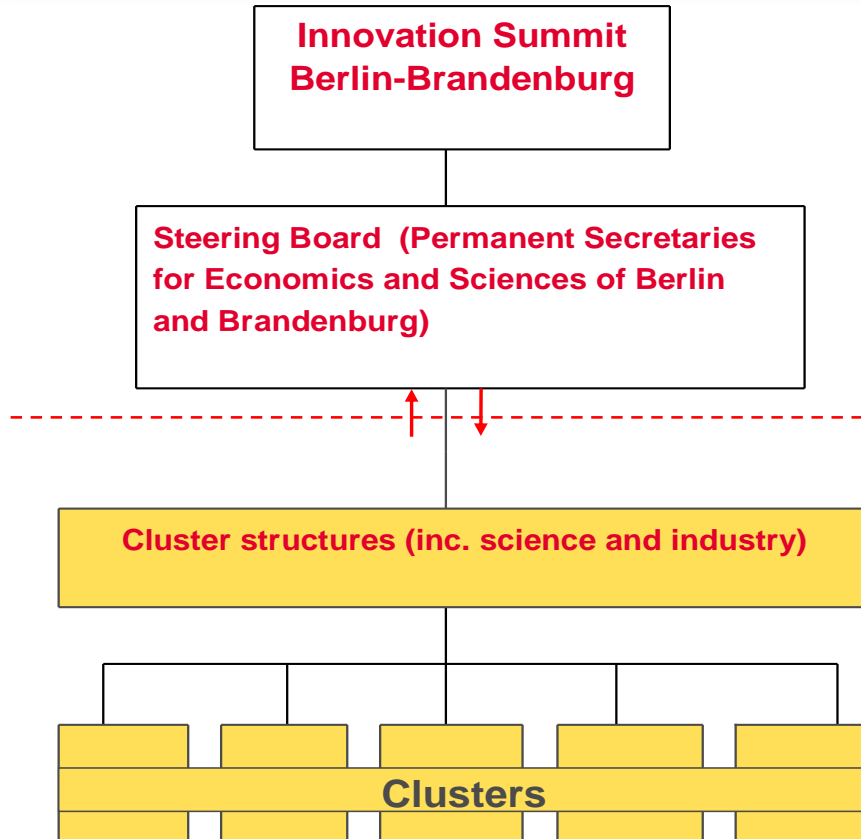
- **Annual "innovation summits" contribute to regular knowledge transfer in the areas of science – business – politics**
- **Development and update of innoBB by steering committee of the Berlin and Brandenburg State Secretaries responsible for the areas of economy and science**
- **Decision-making process on RIS priorities in the triple-helix approach (business-science-public administration), social partners are included via cluster advisory boards**
- **Implementation of innoBB is the responsibility of Berlin Partner für Wirtschaft und Technologie GmbH (BPWT) and ZukunftsAgentur Brandenburg GmbH (ZAB), and the joint cluster managements**

Governance II



- **Close cooperation with the relevant actors from companies, universities and non-university research facilities, as well as networks, chambers of commerce...**
- **The clusters are each represented at an operational level by a cluster representative and a cluster manager**
- **Master plans define lead (flagship) projects and milestones, taking into account market developments and regional strengths**
- **Four jointly-identified cross-sectional areas (materials, clean technologies, production and automation technology, as well as security) act as innovation drivers**

innoBB organisation – allocation of tasks



Political constitution

- Support for innovation and technologies
- Build-up of infrastructure for innovation

Cluster management tasks

- Strategic profile
- Knowhow and technology transfer
- Project development (i.e. RTD)
- International networking
- Marketing for identification

Building the evidence base for RIS3



Strengths

- **Outstanding science and research landscape (7 universities, over 30 universities of applied sciences, over 90 research institutes)**
- **Large pool of academically-trained potential employees**
- **Entrepreneurial climate with international influence**
- **Good regional, national and international networks**

Weaknesses

- **R&D output by business is too low due to the extremely fragmented economic structure of the region**
- **Reduced support in the upcoming structural funding period**

Looking beyond your region's boundaries



- **The European Entrepreneurial Regions (EER) transfer process provided stimuli and opportunities for strategic and content comparisons**
- **Transfer with the federal government and other federal states via the German Federal Government-Federal States Committee for Research and Technology, as well as via federal events for (top) clusters**
- **Research/delegation/business trips to cluster events of other federal states and European region. E.g. in Scandinavian countries via Interreg projects and in Polish voivodships (including Wielkopolska, Masovia and Warsaw) or the introduction of innoBB at different European Commission locations and events**
- **Workgroups were set up in all clusters specifically for internationalisation and "europeanisation"**

Looking at entrepreneurial dynamics

- I



- **Close contact of cluster management with the most important actors in business and science to determine requirements and identify trends**
- **Within the cluster, specific networks are included at the area of activity level (e.g. eMo agency for electro-mobility, BioTOP Berlin-Brandenburg)**
- **Percentage of self-employed/entrepreneurs in 2012 in Brandenburg (12.7%) greater than the German Federal average (10.9%). Highest in East Germany (not including Berlin)**
- **Strong entrepreneurial dynamic in the Berlin region (126 new companies founded in Berlin per 10,000 inhabitants. 1st place in Germany, Ø FRG: 76 new companies / 10,000 inhabitants)**
- **Founding of innovative companies in areas such as ICT, health care industry and urban tech (700 in 2011, McKinsey 2013)**

Looking at entrepreneurial dynamics - II



- **One-stop offices / start-up offices at all Berlin and Brandenburg universities, providing advice, rooms and infrastructure, along with other support**
- **Networks of the most important actors in Brandenburg and Berlin with a view to providing support for prospective start-ups**
- **14 professorships for entrepreneurship in Berlin/Brandenburg. Second place in Germany after North-Rhine Westphalia (17)**
- **The Brandenburg Institute for Entrepreneurship and Small and Medium Sized Enterprises (BIEM) is the joint institute of the 9 Brandenburg universities / -of applied sciences and ZAB; it provides support for start-ups from universities and scientific facilities**

Main RIS3 objectives I



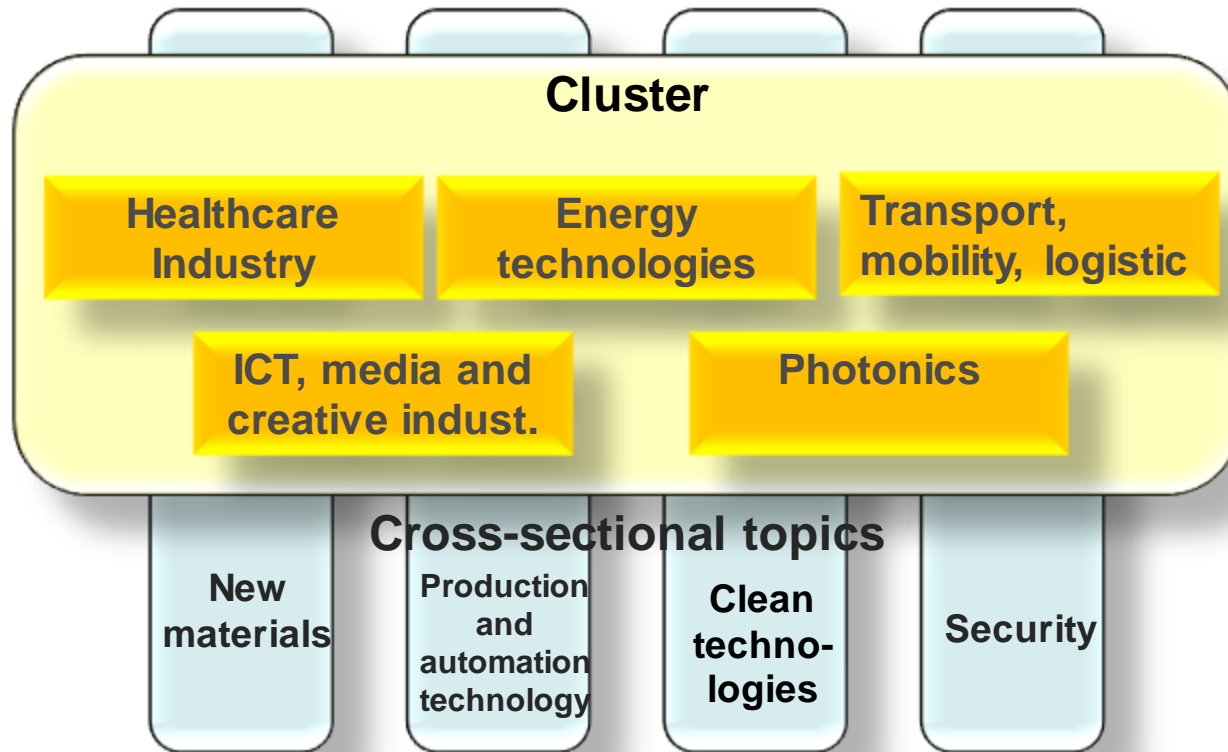
- **Focus on clusters, with the objective of increased GDP, and employment greater than the national average**
- **Work on strengths, promote regionalisation**
- **Increase private R&D investment**
- **Promote internationalisation**
- **Accelerate technology transfer, esp. implementation in business of scientific findings**
- **Secure and develop skilled employee base**
- **Drive sustainable innovations**

Objectives II



- **Accelerate business-oriented cluster development**
- **Strengthen and further develop value added chains in the clusters**
- **Promote cross innovation**
- **Implement cluster monitoring and impact monitoring**
- **Increase international recognition and networking**
- **Implement precision-targeted innoBB via master plans that are flexibly adapted to requirements**

Priorities



Digital growth priorities - I



Strategy:

Development of expertise through improved networking of business and science in the following action areas:

- **Internet of services**
- **Mobile communication/geo-information**
- **Security with IT/IT security**
- **Interconnected living**
- **Creative business**
- **Competitions**

Digital growth priorities - II



- **Prioritisation of the action areas and their support based on a SWOT analysis with experts**
- **Public sector stimulation and support for the development of significant digital infrastructures such as WLAN or fixed network-connected high-speed networks**

Why these priorities? - I



- **Two to three-level nature of innoBB**
- **innoBB - setting of basic priorities based on an evaluation of previous priorities (sector competence fields, competence fields, future fields), inclusion of political representatives, intermediaries, stakeholders**
- **Master plan process in each of the clusters: sector-specific SWOT, sector-specific focus (intensive inclusion of cluster actors from business and science across various cluster formats, Web-based participation platform)**

Why these priorities? - II

- **Regionalisation process, particularly in Brandenburg: regional SWOT, regional focus based on innoBB and clusters (intensive inclusion of regional companies - especially small and medium-sized companies, and regional intermediaries)**
- **Links between levels of the governance structure and feedback loops are decisive**
- **Our priorities result from processes in the region**

Implementation and budget - I



- **innoBB is implemented via master plans for every cluster created in participative processes (including via area of activity conferences, Internet consultation) and communicated and discussed via the event formats**
- **Standard structure of master plans, taking into account cross-sector themes**
- **Cluster management is responsible for implementation**
- **Berlin and Brandenburg define the framework as well as monitoring and checking implementation**

Implementation and budget - II



- **All the relevant guidelines for business and innovation funding programs have been aligned primarily for implementation of innoBB**
- **innoBB is included in all operational programmes of the EU structural fund (EFRE, ESF, EPLR) as well as in strategies for other portfolios (including sustainability strategy) - financial contribution by companies**
- **Policy mix of financial and non-financial support options**
- **One area of focus of the RIS is to initiate additional cooperation projects (e.g. between business and science)**
- **Budget for cluster work in 2013: around 5.6 million € (Berlin and Brandenburg)**

Measuring progress



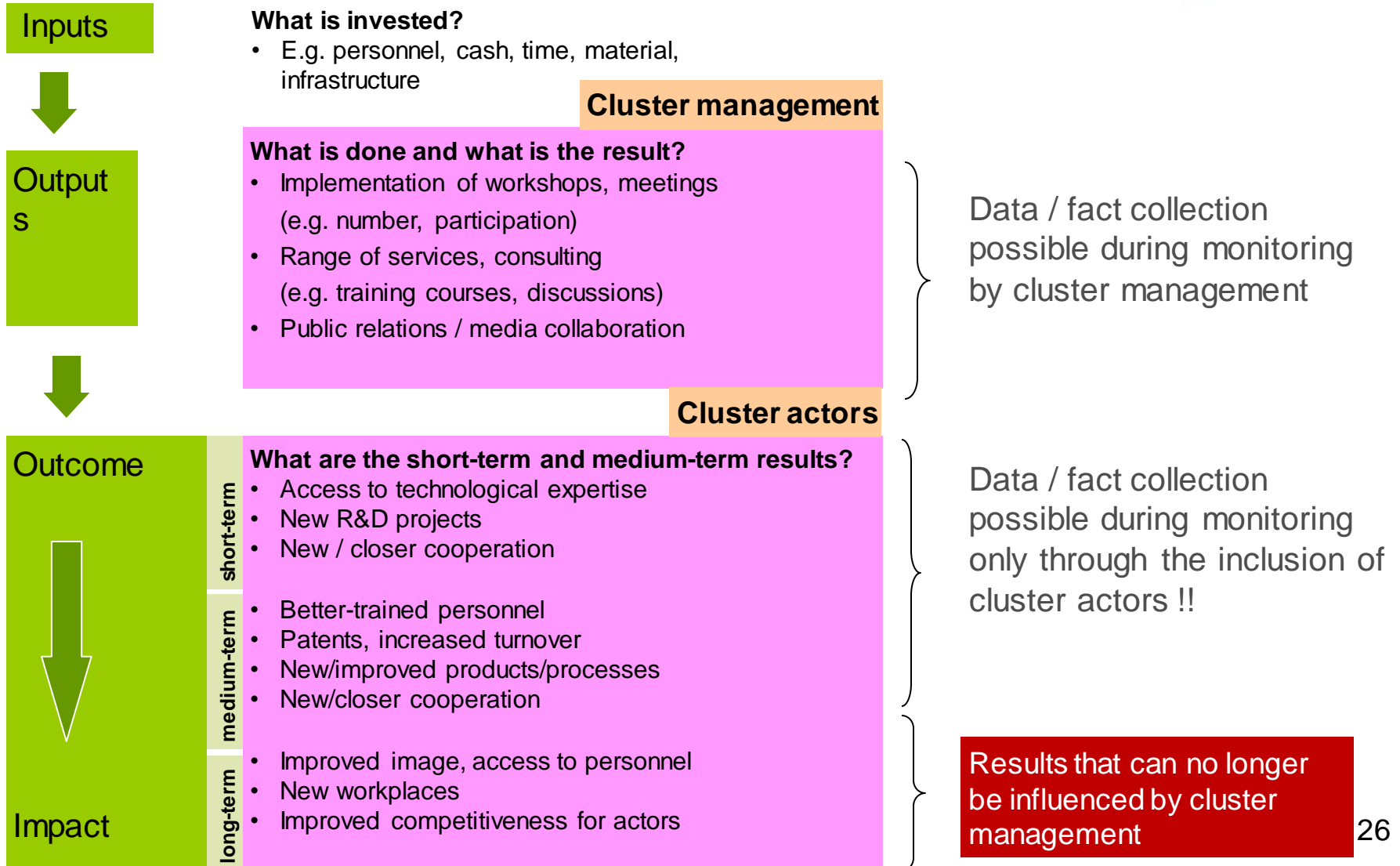
- **Joint, regular meetings of working group from the federal state ministries responsible for economy and science as well as from the science and technology support facilities responsible for cluster management**
- **Economic cluster monitoring based on official statistics (number of businesses, turnover, number of employees) - completion end of 2013**
- **Impact monitoring of cluster support - completion middle of 2014**
- **Monitoring should enable assessment and fine-tuning of innoBB**

Advantages of the proposed impact monitoring

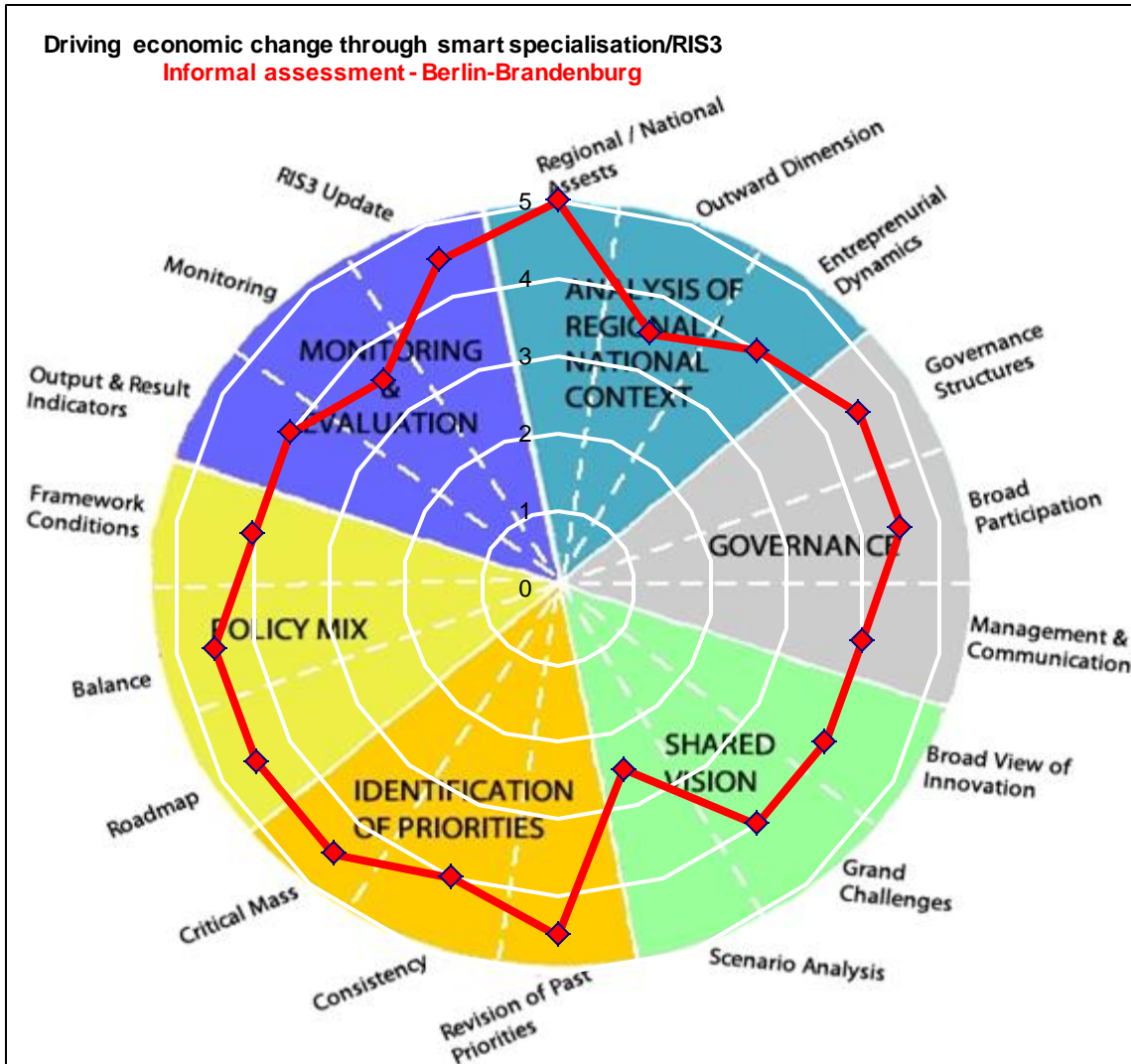


- **Active monitoring by cluster management and funding providers**
- **Practical tool for impact-oriented cluster management**
- **Transparent evaluation process of cluster management and the impact achieved**
- **Special characteristics of the different clusters are taken into account**

Output – Outcome – Impact - Indicators



Your self-assessment



Summary and next steps I



- **Promote wide interest and positive participation of actors from business and science for systemic reworking and elaboration of the measures**
- **Intensify participation of companies in projects within cluster implementation**
- **Intensify technology transfer between business and science**

Summary and next steps II



- **Set up monitoring of the overall strategy, implementation of the master plan, flagship and lead projects, as well as of individual milestones**
- **Implement impact monitoring**
- **Complete reworking of master plans including measure plans in the clusters**

Question 1:



Which governance structures have proven useful for including the stakeholders important to the implementation of RIS?

- **decision-making process in triple-helix-approach**
- **Advisory boards (e.g. social partners)**
- **Economic development boards responsible for cluster management**

Question 2:



**How can we ensure that not just metropolitan areas
but also the surrounding regions benefit from RIS?**

- **Inclusion of regional partners, e.g. regional economic development boards**
- **Implementation of regional contact points**

Question 3:



How can RIS help to bring new products and processes onto the market and thereby contribute to growth and employment?

- **How to stimulate SMEs for more R&D activities?**
- **Which are the best incentives/framework conditions?**
- **Best practise: Project „I2M - Ideas to Market “**

Question 4:



How can we intensify the participation of companies (especially small and medium-sized companies) in the process of RIS-implementation (including clusters)?

- **What are good practices in other regions?**
- **Special incentives? Special services?**
- **Best practise: Network „OpTecBB“**

Thank you very much!

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