



# CLUSTRAT

BOOSTING INNOVATION THROUGH NEW  
CLUSTER CONCEPTS IN SUPPORT OF  
EMERGING ISSUES AND CROSS-SECTORAL  
THEMES



# Outline:

- B2B & C2C-Matchmaking during international leading fairs
  - common cross-cluster activities in the field of Ambient Assisted Living (AAL)
  - ClusterMatchMaking – GREEN TECHNOLOGIES
- Cross clustering network of mechatronic, ICT and security modules for development the human-machine systems

# Pilot Action AMBIENT ASSISTED LIVING

common cross-cluster activities in the field of  
Ambient Assisted Living (AAL)



# Members of Pilot Action Ambient Assisted Living (AAL)

## 1. Lead (member of Clustrat)

**Clusterland Oberösterreich GmbH**  
**Health Technology Cluster**  
Nora Mack

## 2. Participants (members of Clustrat)

**KDRFÜ Közép-Dunántúli Regionális Fejlesztési Ügynökség Közhasznú  
Nonprofit Kft.**

Eszter Ruga, Nikolett Kantz

**Wirtschaftsförderung Sachsen GmbH**

Lucia Bellora, Susanne Rothe



# Members of Pilot Action Ambient Assisted Living (AAL)

## 3. Additional participants (representatives of Cluster-Organisations)

Representative	Cluster Organisation
Philipp Wittmann	Clusterland Oberösterreich GmbH, Gesundheits-Cluster
Roland Fuchs	Standortagentur Tirol
Gernot Eder	Human Technology Styria GmbH
Michaela Egebrecht	TIS Innovation Park
Rita Gyukics	Hungarian Investment and Trade Agency
Ilja Hagen	Forum MedTech Pharma
Christophe COPPENS	Brussels Enterprise Agency (BEA)
Andrea Schlütter	Wirtschaftsförderung Sachsen GmbH
Andrea Sándor	Pharmagora Cluster
Madlen Schiller	biosaxony Management GmbH
Gabor Simon	Hungarian Investment and Trade Agency
Mathieu LEMAY	Swiss Center for Electronics and Microtechnology
Ulrike Viertel	Medica Mountains AG
Verena Ossmann	Ecoplus

# Main focus of the Pilot Action Ambient Assisted Living (AAL)

- ... to enhance and strengthen the collaboration between clusters (nationally as well as transnationally).
- ... to provide an opportunity for the exchange of current as well as of future activities of Cluster-Organisations in the field of Ambient Assisted Living (AAL).



# Objectives of the Pilot

## Action Ambient Assisted Living (AAL)

- Meeting at the MEDICA (Europe's leading fair in the field of Medical Technology)
- Participants in this meeting: Clusters and Cluster related associations
  - in a first step there was no intention to involve companies
  - the rollout to the companies in the various organisations was planned to be implemented in a second step
- Identification of potential common cross-cluster activities in the field of Ambient Assisted Living (AAL)



# Measures of the Pilot

## Action Ambient Assisted Living (AAL)

- Presentation of current as well as of future activities in the field of Ambient Assisted Living (AAL)
- Discussion
  - activities mentioned in the presentations given in the first part of the meeting
  - common cross-cluster activities in the field of Ambient Assisted Living (AAL)
  - next steps to be taken





# Results of the Pilot

## Action Ambient Assisted Living (AAL)

ACTIVITY	REMARKS	PERSON TAKING THE LEAD
1) Meeting of the AAL Association in Brussels on 27.11.2013	give input (i.e. forward informations on aims and ideas generated at the meeting on 22.11.2013)	Michaela Egebrecht TIS Innovation Park (Italy)
2) AAL Association	receive information (e.g. on the needs of the elderly people / the end-user)	I Ija Hagen Forum MedTech Pharma (Germany)
3) Conference on E-Health with a focus on AAL, in Vienna, 22.-23. May 2014	use this opportunity to arrange for a first follow-up meeting Further details on the conference will be forwarded	Gernot Eder Human Technoloy Styria (Austria)
4) Study Visit to Denmark Best Practice AAL 16.-18. March 2014	<ul style="list-style-type: none"> <li>Organised by Forum MedTech Pharma</li> <li>Free of charge</li> <li>Travel expenses to be covered by participants themselves</li> <li>Further details to be forwarded</li> </ul>	Ija Hagen Forum MedTech Pharma (Germany)
5) EuroMedTech 2014 07.-08. May 2014, in Linz	<ul style="list-style-type: none"> <li>Suggest panel discussions on the topic of AAL</li> <li>Use this Partnering Conference to arrange for 2nd follow-up meeting</li> </ul>	Nora Mack Gesundheits-Cluster (Austria)

# Results of the Pilot

## Action Ambient Assisted Living (AAL)



ACTIVITY	REMARKS	PERSON TAKING THE LEAD
6) Technology exchange between companies and clusters	e.g. based on a list of profiles which is shared virtually	Ilja Hagen Forum MedTech Pharma
7) List of activities in the field of Ambient Assisted Living	<ul style="list-style-type: none"> <li>To be shared with all partners of the meeting</li> </ul>	Ulrike Viertel Medical Mountains AG
8) Installation of a virtual platform for the exchange of ideas in the field of AAL		Ilja Hagen Forum MedTech Pharma
9) Existing virtual platform for the exchange of ideas in the field of AAL	<ul style="list-style-type: none"> <li>Provide detailed information</li> <li>Check possibility to use this platform for our exchange of ideas on AAL</li> </ul>	Ulrike Viertel Medical Mountains AG
10) EEN Subgroup	<ul style="list-style-type: none"> <li>Use this „platform“ for our exchange of ideas on AAL</li> </ul>	Ulrike Viertel Medical Mountains AG

# Recommendations

per participating CluStrat partner region:

**Why should this PA be implemented in your region and how could a successful implementing process look like?**

For region	Recommendation
Austria / Upper Austria	<p>... maxim Clusterland Upper Austria “innovation through cooperation” -&gt; concept of cross-cluster activities is essential.</p> <p>Such collaboration is the basis for common activities between organisations being partners in/of the various Clusters / Cluster related organisations; i.e. starting from the top, the idea of “innovation through cooperation” can then be broken down to all partners in the network.</p>
Austria / Upper Austria	<p>... topic of the PA at hand was related to the emerging industry of Active Ageing.</p> <p>Based on the experience of Clusterland Upper Austria this topic becomes more and more important – not only to organisations but to society as such, enhancing the value of this topic for enterprises.</p>
Austria / Upper Austria	<p>... implementing process could be to include talks about cross-cluster activities within Austria – in the field of Active Ageing / Ambient Assisted Living – in the regular meetings of the Austrian Cluster Organisations organised by LISA.</p>



# Recommendations

per participating CluStrat partner region:

**Why should this PA be implemented in your region and how could a successful implementing process look like?**

For region	Recommendation
Germany / Saxony	<ul style="list-style-type: none"><li>- High degree of cross-clustering within this PA → only few clusters in Saxony are accustomed to these types of activities</li></ul>
Germany / Saxony	<ul style="list-style-type: none"><li>- Ambient Assisted Living as topic: need to raise awareness in Saxony on economic potentials emanated from this emerging industry → need for clusters (and their companies) to work along such an innovative value chain</li></ul>



# Recommendations

per participating CluStrat partner region:

**Why should this PA be implemented in your region and how could a successful implementing process look like?**

For region	Recommendation
Hungary	<p>The cross-cluster activities are and will be crucial in the emerging industries such as in Active Ageing.</p> <p>Strategic partnerships are requested to follow the needs for example in a new market segment like active ageing. Between clusters the co-operation, the R&amp;D activities can be faster and more efficient than between single companies.</p> <p>So regular meetings, 'brain-storming', partner search events are essentially needed for the development.</p>
Hungary	<p>Clusters are organising several events among their members and also with other clusters together so on these events the cross-clustering and strategic partnership building could be highlighted and put to priority.</p>



# CLUSTRAT PILOT ClusterMatchMaking – GREEN TECHNOLOGIES



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# PILOT discription

## 1. Basic information:

<b>Applicant:</b>	Clusterland Oberösterreich GmbH
<b>Title:</b>	<b>Organizing a b2b-matchmaking event in the course of world's leading trade fair "IFAT" for water, sewage, waste and raw materials management</b>
<b>Sector:</b>	Green Economy
<b>Location/regions:</b>	Munich, Bavaria
<b>Overall costs:</b>	25.000 €
<b>Duration:</b>	09/2013 – 05/2014



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# PILOT discription

## 2.1 Overall Objective:

Overall objective of this pilot action is to enable technology transfer and internationalization in the field of green economy, especially environmental technology and resource- and energy-efficiency.

## 2.2. pilot action purpose:

The purpose of this pilot action is to organize a b2b-matching event at the IFAT world's leading trade fair for water, sewage, waste and raw materials management with partner regions and their involved clusters or cluster-related associations in the broad fields of environmental technology as well as resource- and energy-efficiency. Representatives of related regions should get in contact for further technology transfer and internationalization.





# PILOT discription

## 3.3. Activities:

Activity 1: Development of a branche-related b2b-matchmaking-concept

Activity 2: Identification of transnational partners (clusters / associations / ..)

Activity 3: Organisation of the b2b-matchmaking-event in detail

Activity 4: Enforcement of the event

- The pilot action was finally defined as “ClusterMatchMaking – Green Technologies” and took place on 5<sup>th</sup> May 2014 during the IFAT 2014 in Munich.

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# INVITATION for the ClusterMatchMaking



**Cluster-Matchmaking  
GREEN TECHNOLOGIES**  
Munich, 5<sup>th</sup> May 2014

IFAT, the world's most important trade show for innovations and services in resources, innovations, solutions, water, sewage, waste and raw materials management, takes place from May 5 to 9, 2014 in Munich. With around 3,000 exhibitors from 54 countries and approximately 125,000 visitors it will be a hotspot and meeting point for everyone, who is engaged in the field of environmental technology. Also – as we assume – for Clustermanagers of branche-related networks!

During this trade-fair the Environmental-Technology-Cluster Upper Austria organizes a Matchmaking-Event especially for responsible persons of networks and clusters facing green technologies to enable cross-regional networking and the exchange of experience!

**INTENTION**

- ❖ get2gether with colleagues from clusters and networks all over Europe
- ❖ elaboration of joint project ideas or other collaborative activities

**AGENDA**

- ❖ Introduction of the participants themselves and their organization
  - expectations especially towards fostering cooperation/internationalization
  - current and future core topics of the individual organisation/cluster towards Green Technologies
  - current activities for internationalization of individual cluster organization
- ❖ Identification of main common topics
- ❖ Elaboration of core-topics / joint project ideas / collaborative activities
- ❖ Wrap up & Closing

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**DATE:** Monday, 5<sup>th</sup> May 2014 – 14.30 to 17.30 pm

**VENUE:** Messe München, 81823 München, Germany  
Conference Room C31

In Collaboration with:





Clusterland Oberösterreich GmbH | Valeriestraße 47-51 | 4020 Linz | Austria | Tel. +43 732 79010-5182 | Fax. +43 732 79010-5180 | e-mail. umwelttechnik-cluster@clusterland.at

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OBERÖSTERREICH GmbH [www.umwelttechnik-cluster.at](http://www.umwelttechnik-cluster.at)

- Dissemination with partner of Clustrat and further contacts out of the innovation & technology networks of the involveld clusters

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# AGENDA of the ClusterMatchMaking

- Introduction of the participants themselves and their organization
  - expectations especially towards fostering cooperation/internationalization
  - current and future core topics of the individual organisation/cluster towards Green Technologies
  - current activities for internationalization of individual cluster organization
- Identification of main common topics
- Elaboration of core-topics / joint project ideas / collaborative activities
- Wrap up & Closing



# Participants



ClusterMatchMaking "GREEN TECHNOLOGIES"  
IFAT - München, 6th May 2014



Nr	Participant	Cluster/Institution	Signature
1	Almasi Alexandra Maria	Danish Business Authority	
2	Blumberga Dagnija	Technical University Riga	
3	Bretislav Skacel	CREA Hydro&Energy	
4	Dörre Stefanie	Umwelttechnik BW Technologie- und Innovationszentrum Umwelttechnik und Ressourceneffizienz Baden-Württemberg GmbH	
5	Hilpert Rumjana	Umwelttechnik BW Technologie- und Innovationszentrum Umwelttechnik und Ressourceneffizienz Baden-Württemberg GmbH	
6	Ibarra Mikael	ACLIMA Basque Country's Environmental Industry's Cluster Association	
7	Kantiz Nikolett	Közép-Dunántúli Regionális Fejlesztési Ügyvétség Nonprofit Kft.	
8	Karlisen Eva Næss	OREEC Oslo Renewable Energy and Environment Cluster	
9	Kiss Zoltan Turi	ArchEnergy Renewable Energy and Building Trade Center	
10	Mortensen Jonas	Copenhagen Cleantech Cluster	
11	Münch Heike	Umweltcluster Bayern	
12	Paireder Elmar	Clusterland Oberösterreich GmbH	
13	Pöschl Georg	Eco World Styria - Umwelttechnik-Netzwerksbetriebs GmbH	
14	Rozsa Zita	KEXPORT Cluster	
15	Ruga Eszter	Közép-Dunántúli Regionális Fejlesztési Ügyvétség Nonprofit Kft.	
16	Sarlingong Akuma	Eura Consult AG	
17	Sarc Renate	Montanuniversität Leoben	
18	Schwab Tobias	Eco World Styria - Umwelttechnik-Netzwerksbetriebs GmbH	
19	Soos-Barczy Eszter	Barczy Environmental Ltd.	
20	Toth Gergely	KEXPORT Cluster	
21	Zoller Elena	Plattform Umwelttechnik e.V.	
22	Balogh Dietrich	Hungarian Investment and Trade Agency	

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# Main topics & joint project ideas

## • BIOMASS

- BIOMASTEC – Akuma Saningong - **Project idea: „Joint Use of Biogas-HTC Technologies to Produce Biochar for Energy and Other Applications“**
  - Interested clusters:
    - Umwelttechnik BW – Technologie- und Innovationszentrum Umwelttechnik und Ressourceneffizienz Baden Württemberg GmbH (Rumjana Hilpert)
    - KDRFÜ Közép-Dunántúli Regionális Fejlesztési Ügynökség Közhasznú Nonprofit Kft. (Nikolett Kantz)
    - Technical University Riga (Dagnija Blumberga)
    - Environmental Technology Cluster Upper Austria (Elmar Paireder)
- Copenhagen Cleantech Cluster – Jonas Mortensen
  - Interested Clusters
    - Biomastec (Akuma Saningong)
- Environmentals Technology Cluster Upper Austria – Elmar Paireder - **Project Green Chemistry Belt** (in cooperation with Biocampus Straubing and wood kplus) – **Identifying new value chains along the danube in the field of biomass**
  - Interested Clusters
    - Umwelttechnik BW (Rumjana Hilpert)
    - Biomastec (Akuma Saningong)

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# Main topics & joint project ideas

- Waste2Energy
  - Technical University Riga – Dagnija Blumberga
    - Interested Clusters
      - Biomastec (Akuma Saningong) (Germany)
      - OREEC (Eva Naess Karlsen; Oslo, Norway)
- Heat Storage
  - ArchEnerg Renewable Energy and Building Trade Center - Zsolt Kiss
- New Value Chains
  - ECO World Styria – Tobias Schwab – Development of new cross-sectorial value chains

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# Next Steps

- Individual /bilateral project development
- Identification of funding programs
- Submission of joint projects



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# Catch the ball and raise your questions!





# Contact & Information

## Christoph Matthias Reiss-Schmidt

Clusterland Oberösterreich GmbH

Tel: +43 732 79810-5157

Fax: +43 732 79810-5110

Mobile: +43 664 8186586

E-Mail: [Christoph.Reiss-Schmidt@clusterland.at](mailto:Christoph.Reiss-Schmidt@clusterland.at)

[www.clusterland.at](http://www.clusterland.at)

**Clusterland Oberösterreich GmbH supports cluster and network initiatives. It promotes innovation through cooperation and competence in order to enhance the competitiveness of enterprises.**

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