

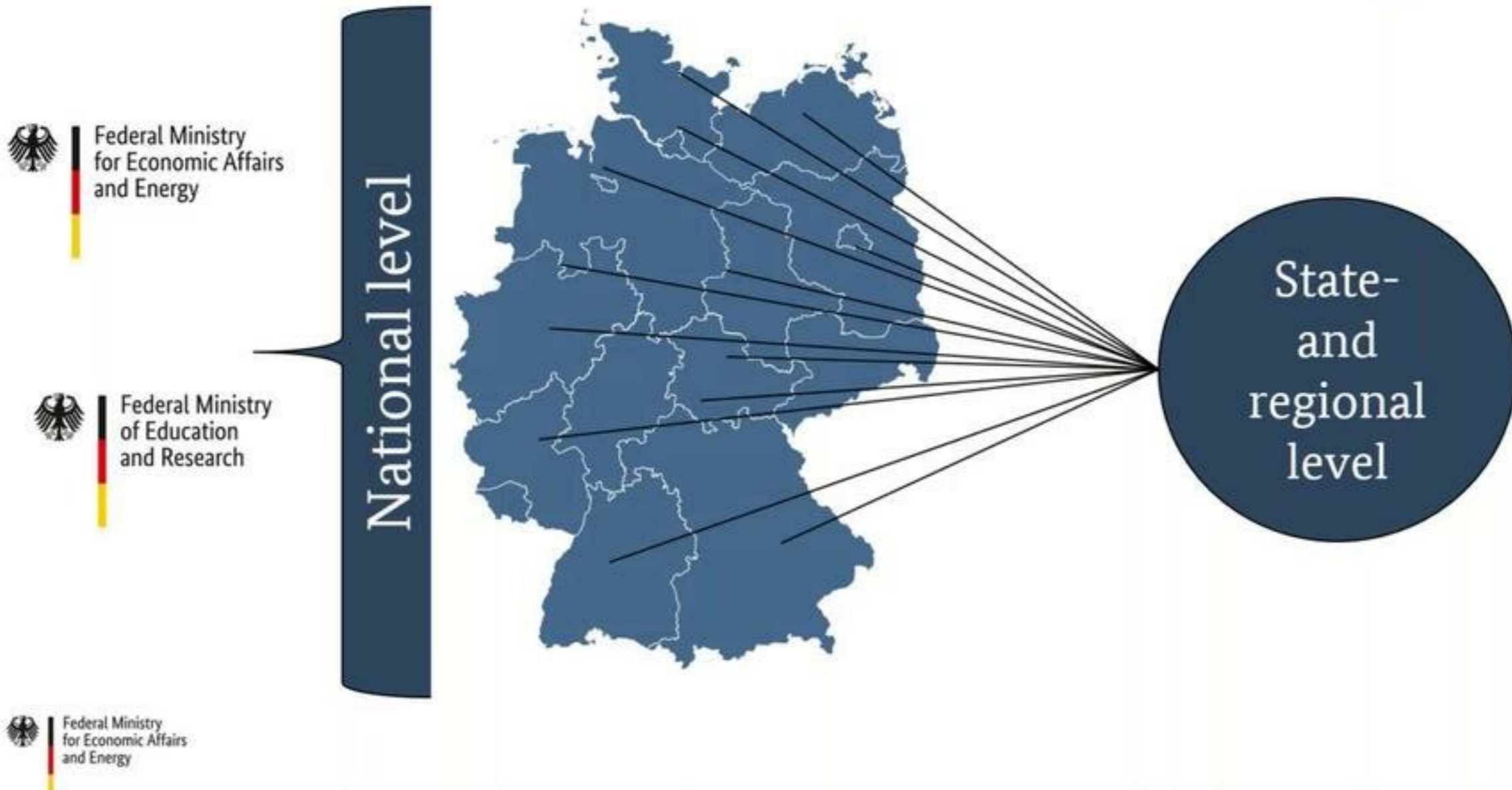
Cluster Policy in Germany

General development and the role of the
„go cluster“ programme

Theresa Gerdes und Lukas Nögel
VDI/VDE Innovation + Technik GmbH



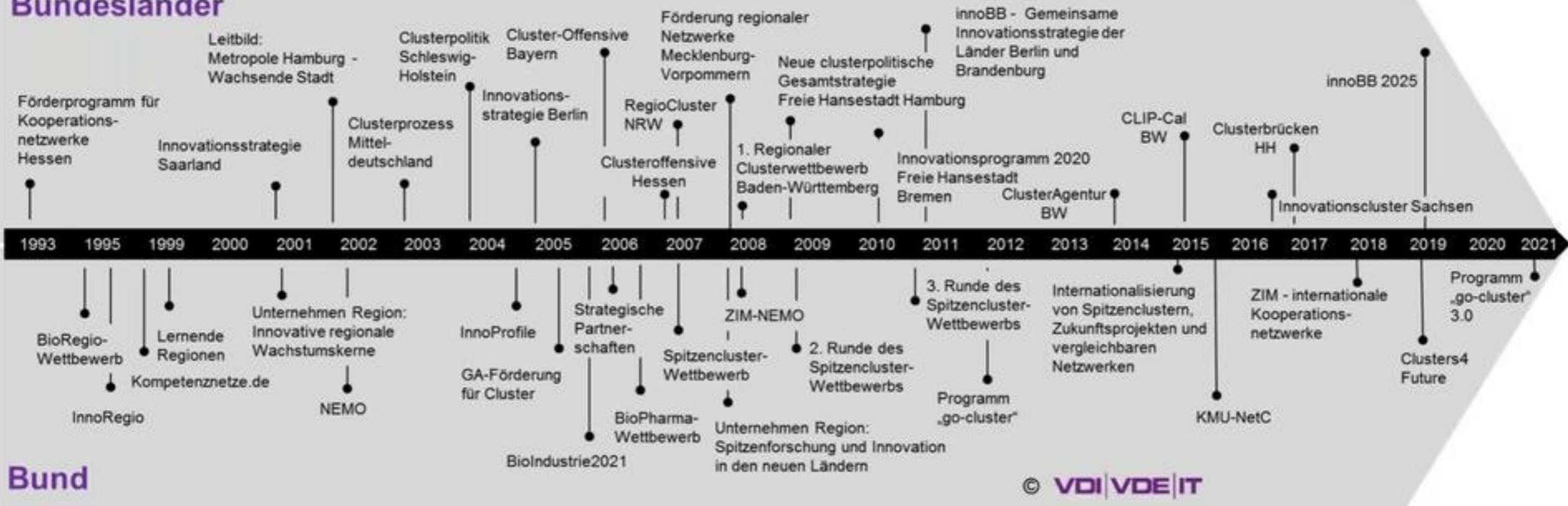
Cluster Policy Actors



Long History of Cluster Funding in Germany



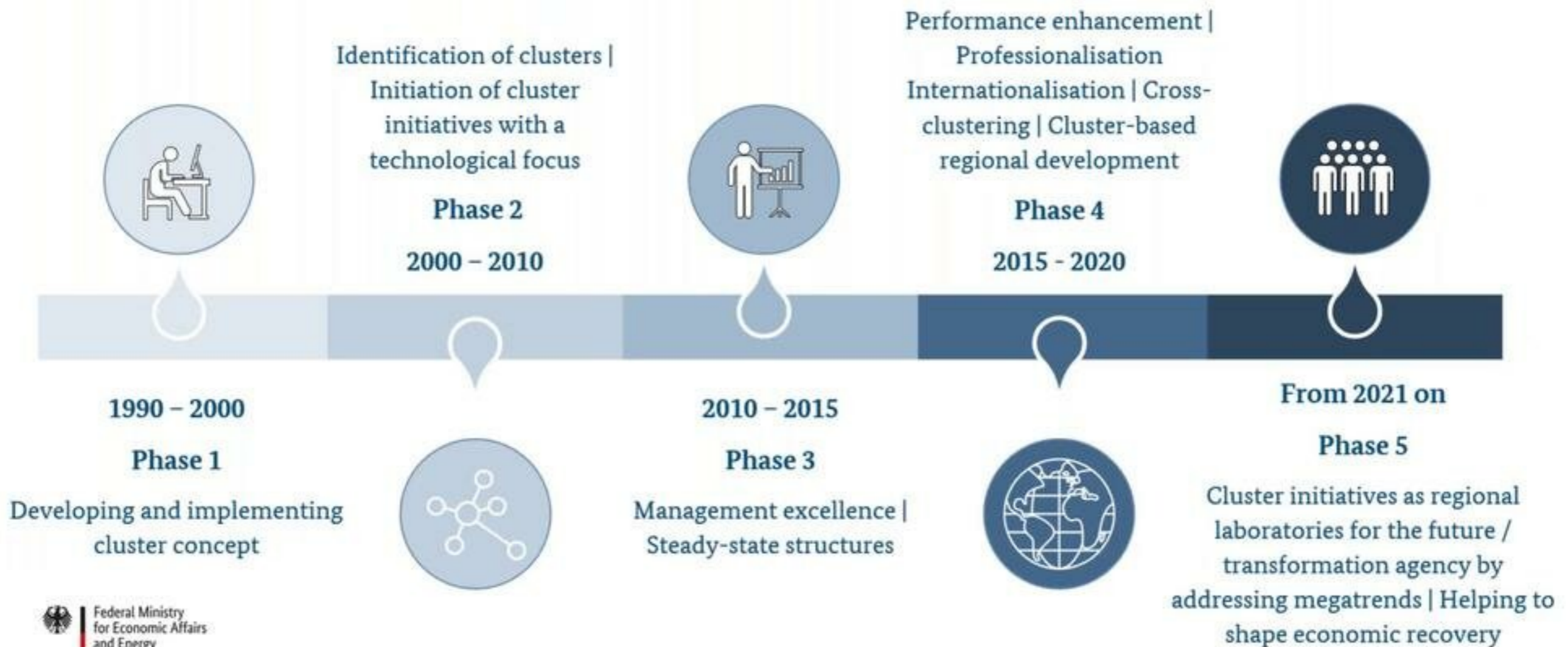
Bundesländer



Bund

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Long History of Cluster Funding in Germany



„go-cluster“ programme

Federal Ministry for Economic Affairs and Energy

The „go-cluster“ programme is



- the **cluster policy excellence programme** of the **Federal Ministry for Economic Affairs and Energy**
- supports cluster management organisations with the **development** of their innovation cluster
- in existence since 2012, entered its third phase in January 2021
- Project implementation agency: **VDI | VDE | IT**

Target groups of the programme



- ✓ **Innovation clusters** that meet the quality criteria of the European Cluster Excellence Initiative (ECEI) and that want to continuously develop
- ✓ **International clusters** for networking activities
- ✓ Cluster **policy representatives** of the federal and state governments
- ✓ Representatives of other **national cluster programs**
- ✓ **Multipliers** from business, science, politics and administration
- ✓ **Companies** and **research institutions** wishing to participate in innovation clusters



84 members

~ 15.500 cluster actors

More than 12.000 companies
with **more than 10.000 SME's**

And more than 630 Start-ups

~800 institutes at Universities
~ 600 departments in non-university research institutions
~1.400 Other organizations (e.g. technology parks)

Cluster initiatives from all 16 German states involved

What does the programme offer?



Acquisition and maintenance

Professionalisation

Visibility

What does the programme offer?



Acquisition and maintenance

Quality assurance

Information events

Consultation/admission process

Overview cluster landscape



What does the programme offer?



Professionalisation

Expert Forums

Webinars/Seminars

Individual Consulting

Annual Conference

Matchmakings



What does the program offer?



Professionalisation



- Participation in the silver label process **mandatory** for "go-cluster" members
- Costs for the silver label are covered by the program
- Process offers important impulses for the further development and quality improvement of CMO
- contributes to **quality assurance** in the program

What does the programme offer?



Professionalisation



Funding call 2021

„Promotion of projects for the development of **forward-looking cluster concepts** and **new types of business models**“

- 3 funding priorities :
 - "Strategic innovation and future management"
 - "New business and revenue models"
 - "New Cluster Services: Open-topic funding context"
- Max. 100.000 € grant per project
- Only for members of the programme

What does the program offer?



Visibility



News

Publications

Newsletter

Success Stories

What else do we do?



Contact



VDI/VDE Innovation + Technik GmbH

„go-cluster“ programme

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FROM „LEADING-EDGE CLUSTERS“ TO „CLUSTERS4FUTURE“ – SELECTED EXAMPLES OF CLUSTER FUNDING IN GERMANY

ECA-Morning Session, 24 June 2021 (virtual participation)

Dr. Florian Welter

Project Management Jülich (PtJ)

New Innovation Structures (PtJ-LGF4)

PROJECT MANAGEMENT JÜLICH (PTJ) AT A GLANCE (2020)



**WE SUPPORT GOVERNMENT FUNDING
 OF RESEARCH AND INNOVATION.**

On behalf of public authority:
 at federal level, at federal state level, the European Commission

**WE WORK ON A NEUTRAL
 AND INDEPENDENT BASIS.**

Four business locations with 1,372 employees:
 684 scientific administrators
 347 business administrators
 341 other employees

2.19 
 billion in funding disbursed

9,420 
 newly approved projects

**WE COMBINE SCIENTIFIC AND
 ADMINISTRATIVE EXPERTISE.**

Broad spectrum of topics:
 Energy and Climate, Sustainable Development and Innovation,
 Research and Society NRW

BMBF: “LEADING-EDGE CLUSTER COMPETITION”

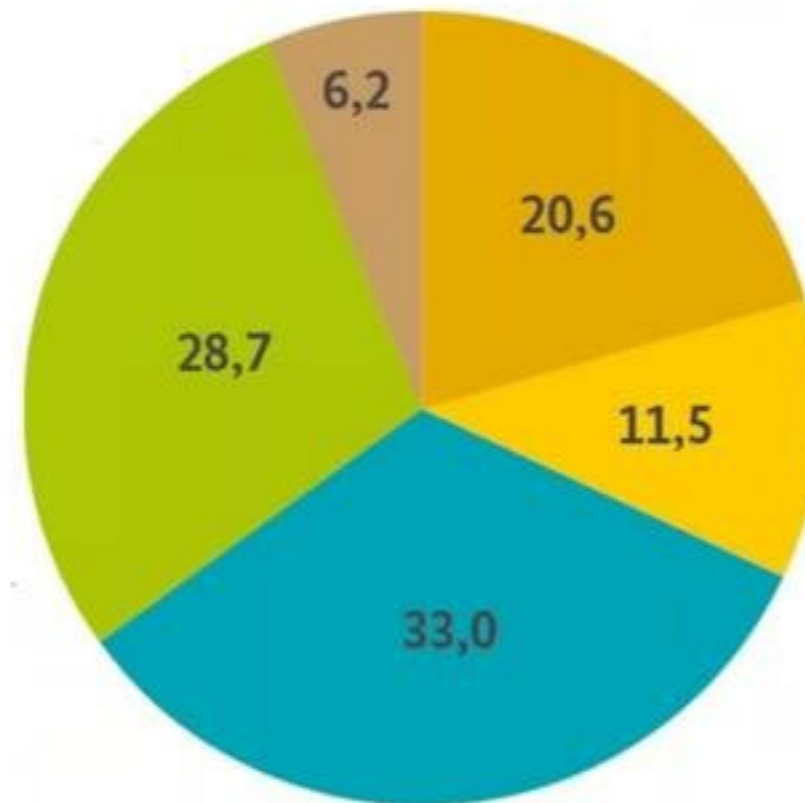
- > **Supporting innovation clusters** in a nationwide contest under the umbrella of the German High-Tech Strategy
- > **15 clusters selected in three rounds** by a high level, independent jury
- > Significant financial support of up to 40 million euro over 5 years, **overall BMBF-funding volume: ~ 576 Mio. € (additional private funds: ~ 593 Mio. €)**
- > No pre-determination of topics, technologies or regions
- > More than **3,000 partners** in more than 1,600 funded projects
- > **Sustainable mobilisation of regional economic potential** with the goal of increasing growth, securing and creating jobs, and enhancing the attractiveness of Germany as a location for innovation and business



Source: BMBF (ed.) (2015): Germany's Leading-Edge Clusters

THE 15 WINNERS AT A GLANCE

- Hochschulen/*Universities*
- Außeruniversitäre Forschungseinrichtungen/
Non-university research facilities
- Großunternehmen/*Large corporations*
- KMU/*SMEs*
- Sonstige Akteure/*Other players*



Empfängergruppen im Spitzencluster-Wettbewerb
 (in % des Fördervolumens)/
 Recipient groups in the Leading-Edge Cluster
 Competition (% of funding volume)

Source: BMBF (ed.) (2015): Germany's Leading-Edge Clusters



BMBF: “INTERNATIONALISATION OF LEADING-EDGE CLUSTERS, FORWARD-LOOKING PROJECTS AND COMPARABLE NETWORKS” (CLUSTERS – NETWORKS – INTERNATIONAL)

> Starting points:

- > **Global challenges** must be increasingly **tackled by a division of labour** with international partners from science and economy
- > Leading-Edge Clusters, Forward-Looking Projects and Comparable Networks have pooled their innovation competences and achieved **international visibility and reputation**

> Targets:

- > Linking local dynamics with complementary competences of leading international innovation regions by **creating joint strategies** based on a **bottom-up process (concept development phase)**
- > Establishing reliable and sustainable cooperation by realising joint **R&D&I projects (implementation phase)**



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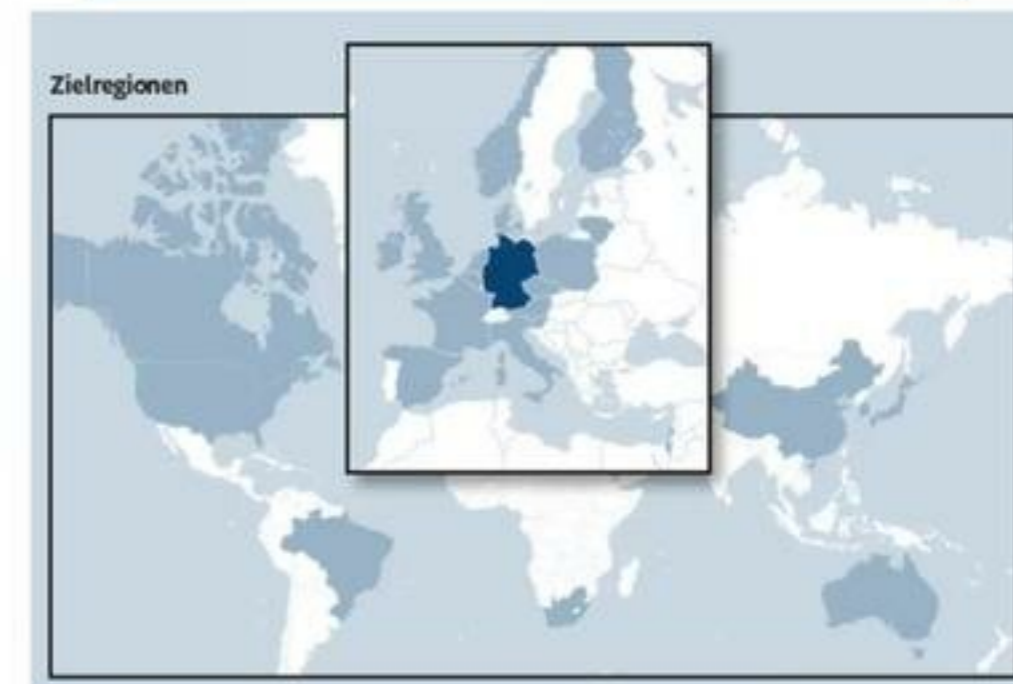
TARGET GROUP, FUNDING & FACTS

- > **Target Group:** leading clusters and networks with...
 - > sustainable management structures,
 - > an implemented innovation strategy,
 - > first reliable international contacts,
 - > leading position in their area of competence.

- > **Funding:**
 - > **Concept development phase:** up to 1 Mio. €, max. 2 years
 - > **Implementation phase:** up to 3 Mio. €, max. 3 years

- > **Facts:**
 - > **overall BMBF-funding volume:** ~ 80 Mio. € (more than 300 projects)
 - > **additional private funds:** ~ 42 Mio. €
 - > other countries (e.g. Canada and Australia) set up comparable funding measures

- > 32 German clusters/networks
- > global partners from 27 countries
- > 19 branches



Source: PtJ 2021

BMBF: ZUKUNFTSCLUSTER-INITIATIVE (CLUSTERS4FUTURE) - VISION

- > “Zukunftscluster” (**Clusters4Future**) as the **next generation** of regional innovation networks
- > **Pooling regional research expertise and capacities** in order to **quickly transfer excellent research results into application** for the benefit of people and regions
- > **Taking up important approaches and technological opportunities** that shape the profile of Germany as a place for innovation (sector-, technology-, and discipline spanning cooperation in **pioneering new solutions** and topics)
- > **Targeting a dynamic and new constellation of actors**, characterised by creative forms of cooperation and an **open innovation culture** in new value chains and systems



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FUNDING & FACTS

- > Overall about **450 Mio. € funding** for first two rounds of competition
- > **Concept development phase** (max. 6 months):
 - > funding up to 0,25 Mio. € each
 - > focus: development of cluster strategies (incl. research & innovation)
- > Recommendation of funding by an independent jury
- > **Up to 3 implementation phases** (max. 3 years each)
 - > R&D&I projects for realisation of cluster strategy
- > **Interim evaluation** and ongoing jury process every three years





THANK YOU VERY MUCH!

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Picture credits front page:

3D Assembly: Project Management Jülich, Forschungszentrum Jülich GmbH;

Pictures: IvanMikhaylov/iStock/Thinkstock, palau83/iStock/Thinkstock, PN_Photo/iStock/Thinkstock

For more information:

- www.spitzencluster.de
- <https://interspin.de> & www.bmbf.de/de/cluster-netzwerke-international-547.html
- www.clusters4future.de & www.bmbf.de/zukunftscluster

Cluster Policy and the Role of the ClusterAgency in Baden-Württemberg

June 24th 2021

Cluster Policy in Baden-Württemberg

Bottom-Up Cluster Policy

- Main objective is to promote existing cluster initiatives or cluster initiatives that are strongly driven by industry.
- The policy tries to support them financially and politically. It acts as a facilitator.
- ClusterAgency as instrument to offer and implement content-related support measures driven by the needs of clusters and regions



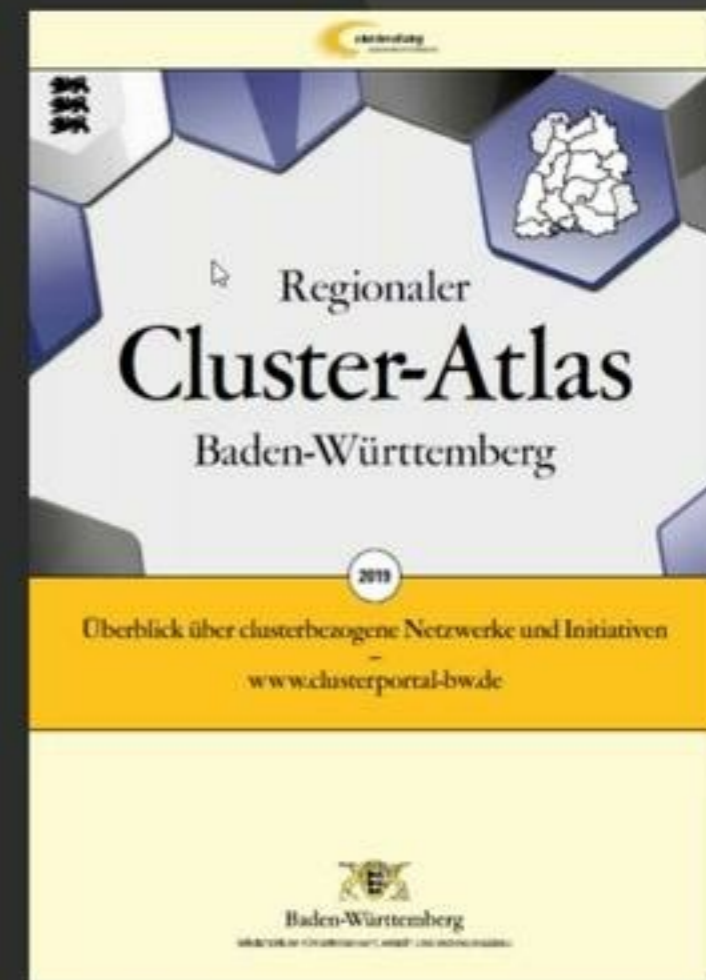
Cluster Policy in Baden-Württemberg



Cluster Policy in Baden-Württemberg

Cluster Atlas / Cluster Database Baden-Württemberg

- Identifying and Listing of all cluster initiatives in Baden-Württemberg
- Approx. 120 cluster initiatives have been identified
- Online database and publication - also in English
- The only federal state/region in Germany to have made such a comprehensive Elaboration and Overview of cluster initiatives





Cluster Policy in Baden-Württemberg



Cluster Platform

[Zum Ministerium für Wirtschaft, Arbeit und Wohnungsbau](#) [Kontakt](#) [DE](#) [EN](#)

 **Clusterportal Baden-Württemberg** 

[Aktuelles](#) [ClusterDaten](#) [Regionen](#) [Clusterpolitik](#) [ClusterAgentur](#) [Service](#)

Stellenangebote

Passende Jobs aus dem Clusterumfeld in Baden-Württemberg finden; von Festanstellungen über Praktika bis hin zu Teilzeitjobs.

[Weiterlesen](#)

Suche

Mithilfe der Suchfunktion kann das Clusterportal nach Schlagwörtern, Begrifflichkeiten und Wortgruppen rund um das Thema Cluster durchsucht werden.

Clusterdatenbank Direkreinstieg

Die Clusterdatenbank bietet einen vollständigen Überblick über die Vielfältigkeit der Cluster, Cluster-Initiativen und landesweiten Netzwerke in Baden-Württemberg.

Für Unternehmen in Baden-Württemberg

Corona-Hotline

0800 40 200 88

Wir sind für Sie da!
Von 9 bis 18 Uhr, Montag bis Freitag

www.clusterportal-bw.de

Cluster Policy in Baden-Württemberg




ClusterAgency Baden-Württemberg

The ClusterAgency is jointly operated by

- VDI/VDE Innovation + Technik GmbH
- Baden-Württemberg International GmbH
- Steinbeis Beratungszentren GmbH

VDI | VDE | IT

 **bw-i**
Baden-Württemberg International

 **STEINBEIS**
2i

ClusterAgency 2.0 – Fields of Action



Cluster Policy in Baden-Württemberg



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