



Federal Ministry
for Economic Affairs
and Climate Action



Cluster Policy in Germany

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

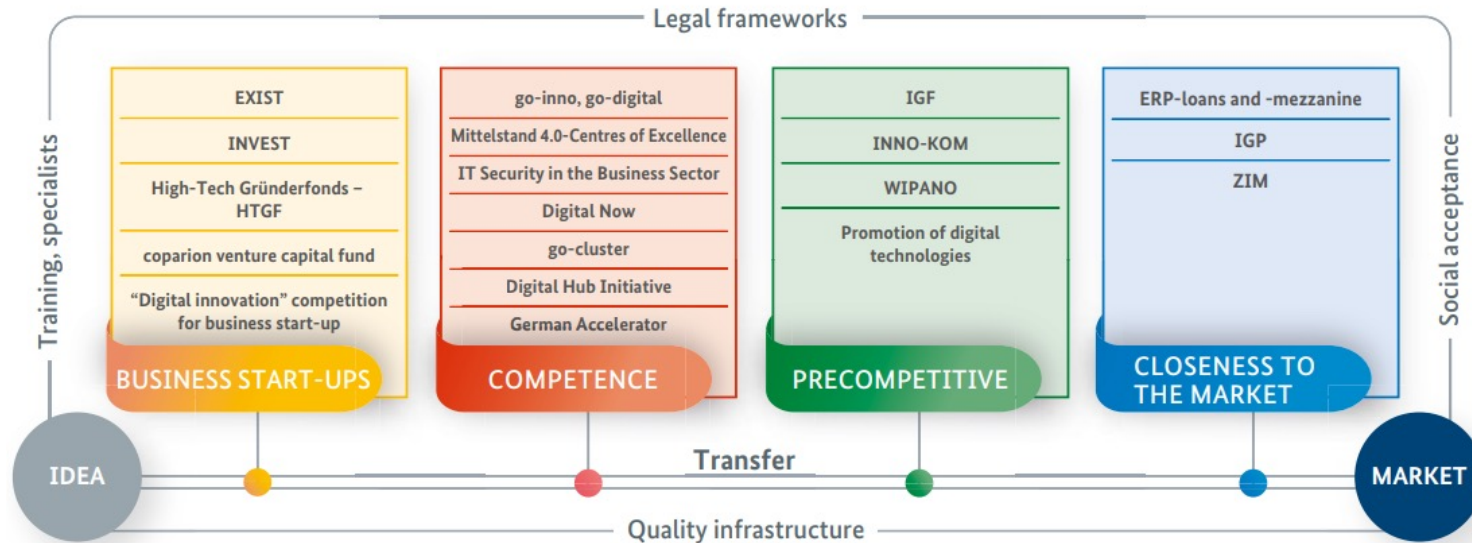
Dr. Beate Weidenhammer

German Ministry of Economic Affairs and Climate Action

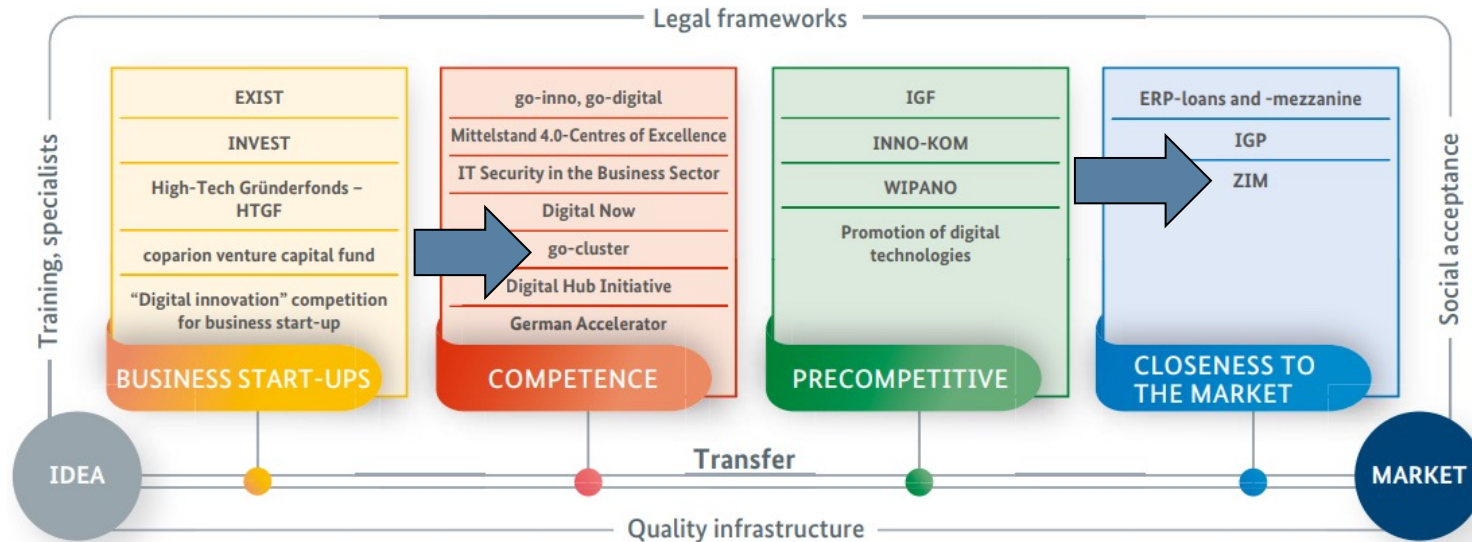
Lukas Nögel

VDI/VDE Innovation + Technik GmbH

From the idea to market success - Programmes for an innovative SME sector



From the idea to market success - Programmes for an innovative SME sector



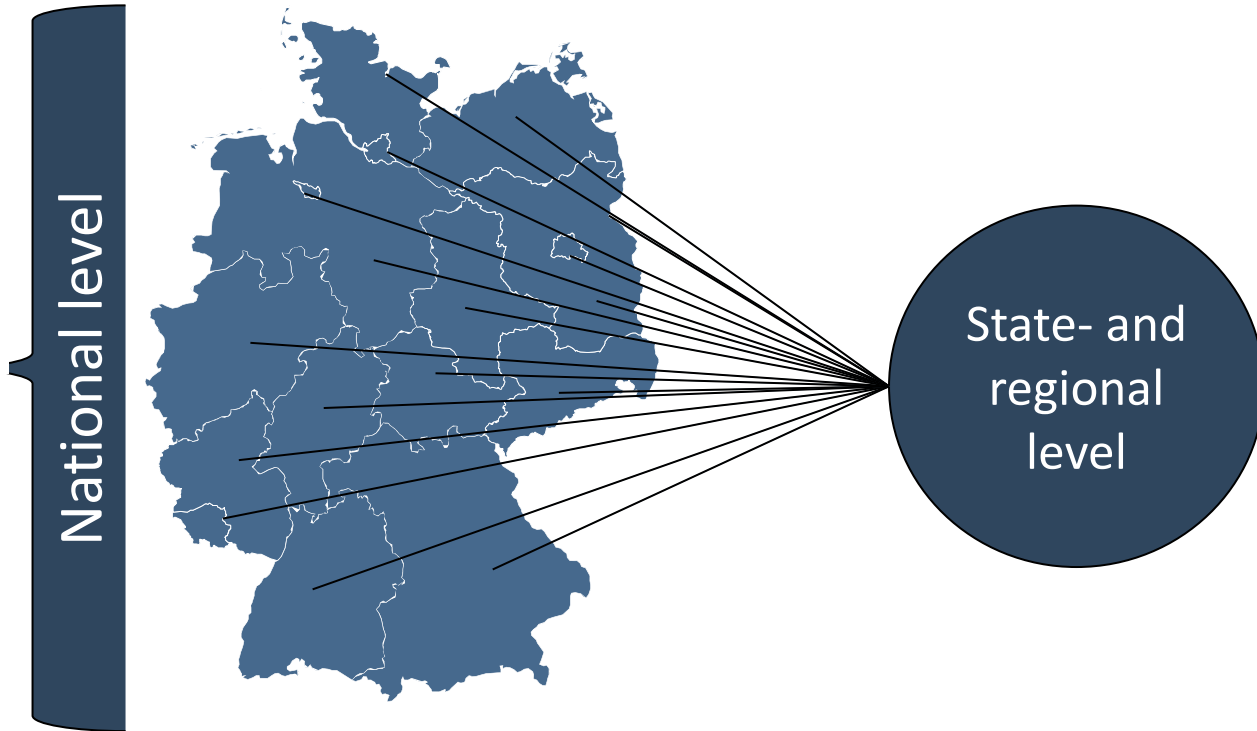
Cluster Policy Actors in Germany



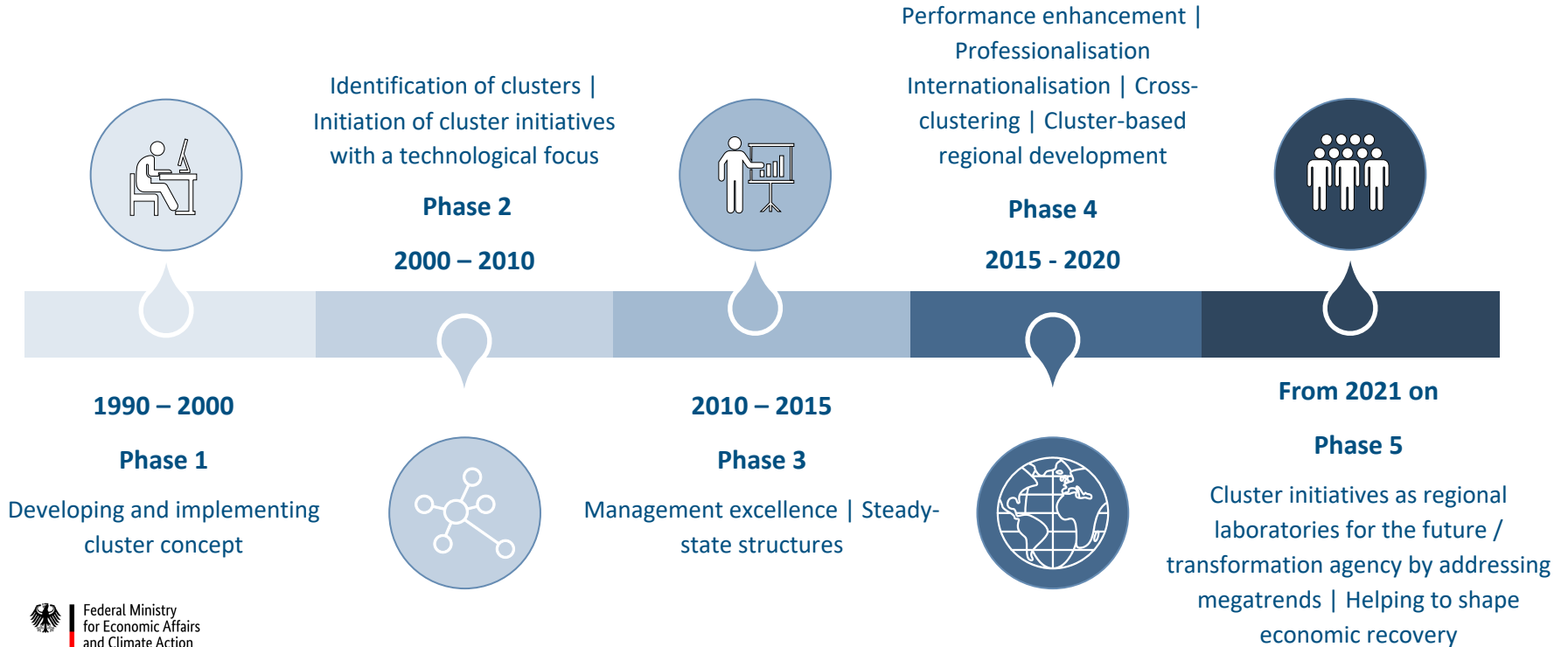
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Long History of Cluster Funding in Germany



Why Cluster Policy?



Support cluster
management teams

Strengthen innovative
capacities especially
of **SME's**

Increase
competitiveness



Federal Ministry
for Economic Affairs
and Climate Action



„go-cluster“ programme

The „go-cluster“ programme is



- the **cluster policy excellence programme** of the **Federal Ministry for Economic Affairs and Climate Action**
- 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 especially SME's** and **research institutions** wishing to participate in innovation clusters

81 members

~ 15.000 cluster actors

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

And more than 600 Start-ups

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

Cluster initiatives from 15 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 programme offer?

Professionalisation



- Participation in the silver label process **mandatory** for "go-cluster" members
- Costs for the silver and bronze 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 programme offer?



Visibility



News

Publications

Newsletter

Success Stories

Questions?



Contact



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