

# Smart Governance for Smart Specialization Upper Austria

Christoph Brandstätter  
CATT Innovation Management

**14 May 2012, Brno**

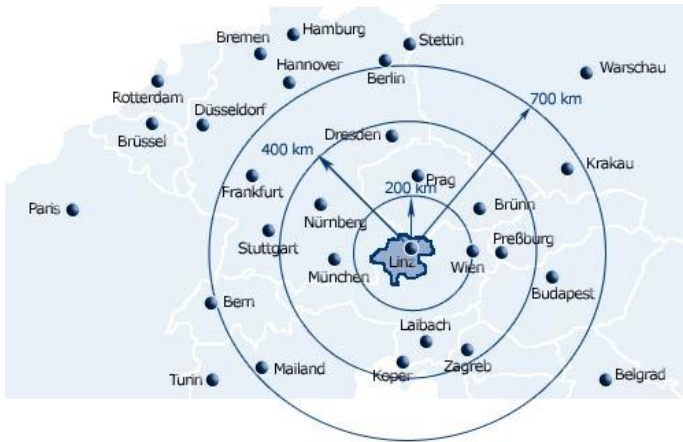
CATT Innovation Management GmbH is part of the Upper Austrian Innovation Holding and provides (mainly) **free-of-charge services** to **innovative enterprises and institutions** in Upper Austria.

## Our Focus

- **Funding programs:** management of regional innovation funding schemes (innovation assistant, easy2innovate, collaboration program for cluster members)
- Funding **services:** regional, national and European research and innovation funding programs (FP7, ...)
- National/international **technology transfer/partnering** (EEN, TIM, ...)
- **IPR services** for SMEs
- Researchers **mobility** schemes and services
- Other activities (regional innovation strategy, EU projects, ...)

## Structure:

- Private company, 100% owned and partly financed by the regional government of Upper Austria



Inhabitants 1,412,000  
 GDP 43 € bn  
 Patent appl. /Y 600

|  | Upper Austria | As a % of Austria overall |
|--|---------------|---------------------------|
| Inhabitants <sup>1)</sup>                                | 1,412,500     | 6.8% (1/6)                |
| Area in km <sup>2</sup>                                  | 12,000        | 14.0%                     |
| Workforce <sup>2)</sup>                                  | 608,145       | 17.7%                     |
| Industrial workforce 2010 <sup>3)</sup>                  | 100,600       | 25.6%                     |
| Production value 2010 (industrial) in € bn <sup>4)</sup> | 32.1          | 25.4% (1/4)               |
| Exports 2010 in € bn <sup>4)</sup>                       | 27.7          | 25.4%                     |
|  | Upper Austria | Austria                   |
| Unemployment (2011)                                      | 26,980        | 246,702                   |
| Unemployment rate (2011)                                 | 4.2%          | 6.7%                      |
| Unemployment rate (February 2012)                        | 5.9%          | 8.4%                      |

<sup>1)</sup> Statistik WK OÖ 2011

<sup>2)</sup> Hauptverband Sozialversicherungsträger 2011

<sup>3)</sup> WKO Ergebnisse d. Konjunkturstatistik im prod. Bereich Industrie gem. Kammersystematik ohne Bauwirtschaft

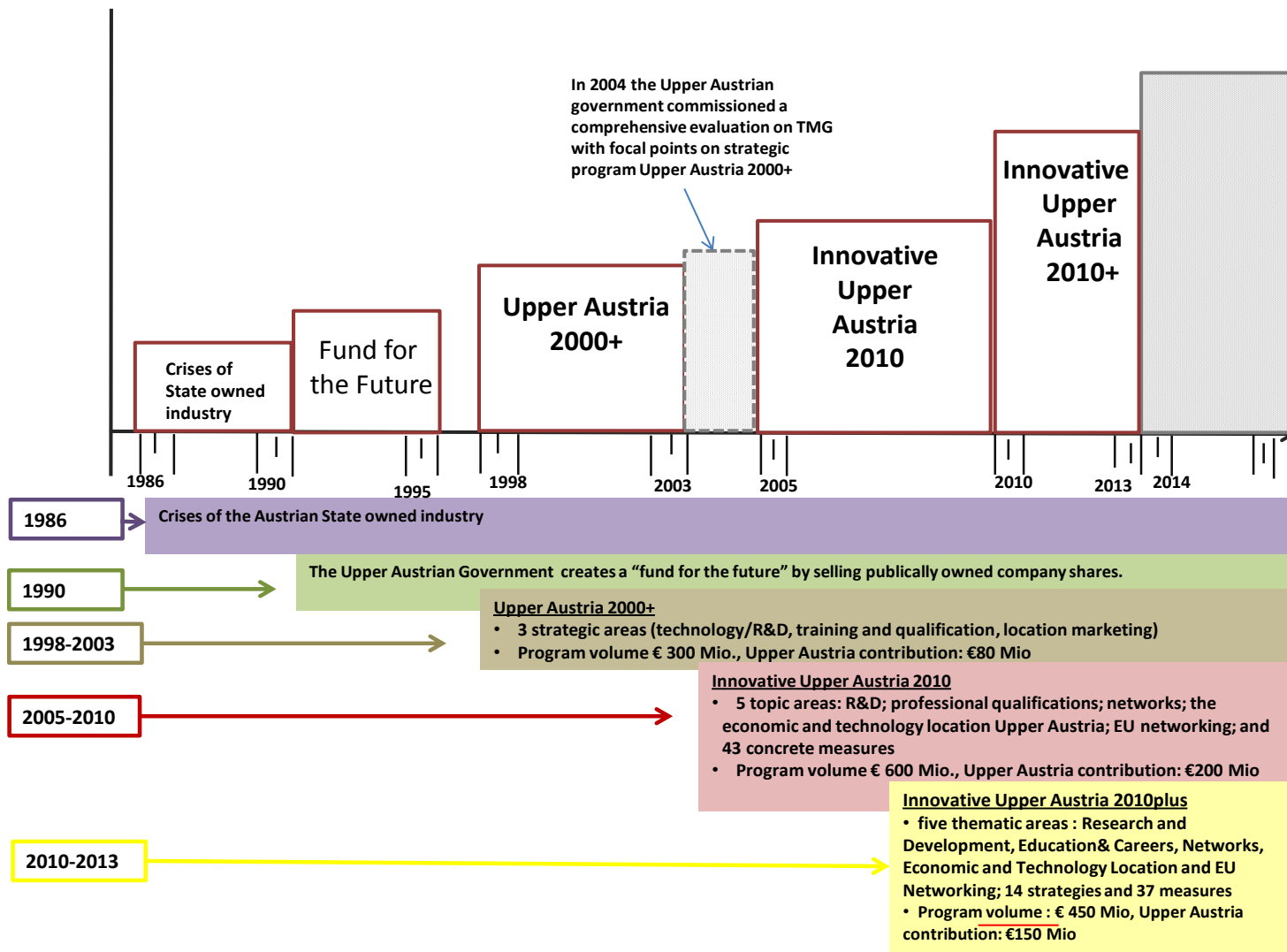
<sup>4)</sup> WKO INHOUSE – 2010

Source: Upper Austrian Statistics Office, AMS Linz, Upper Austrian Chamber of Commerce

## Motivation for introducing a regional strategic program

- 1985/1986: Downfall of major parts of Austrian state owned industry
- Dramatic increase (4x) of the regional unemployment rate from 1980 to 1987
- Strong need for regional restructuring of the industrial core
- Reorientation of the concepts and missions of public economic policy

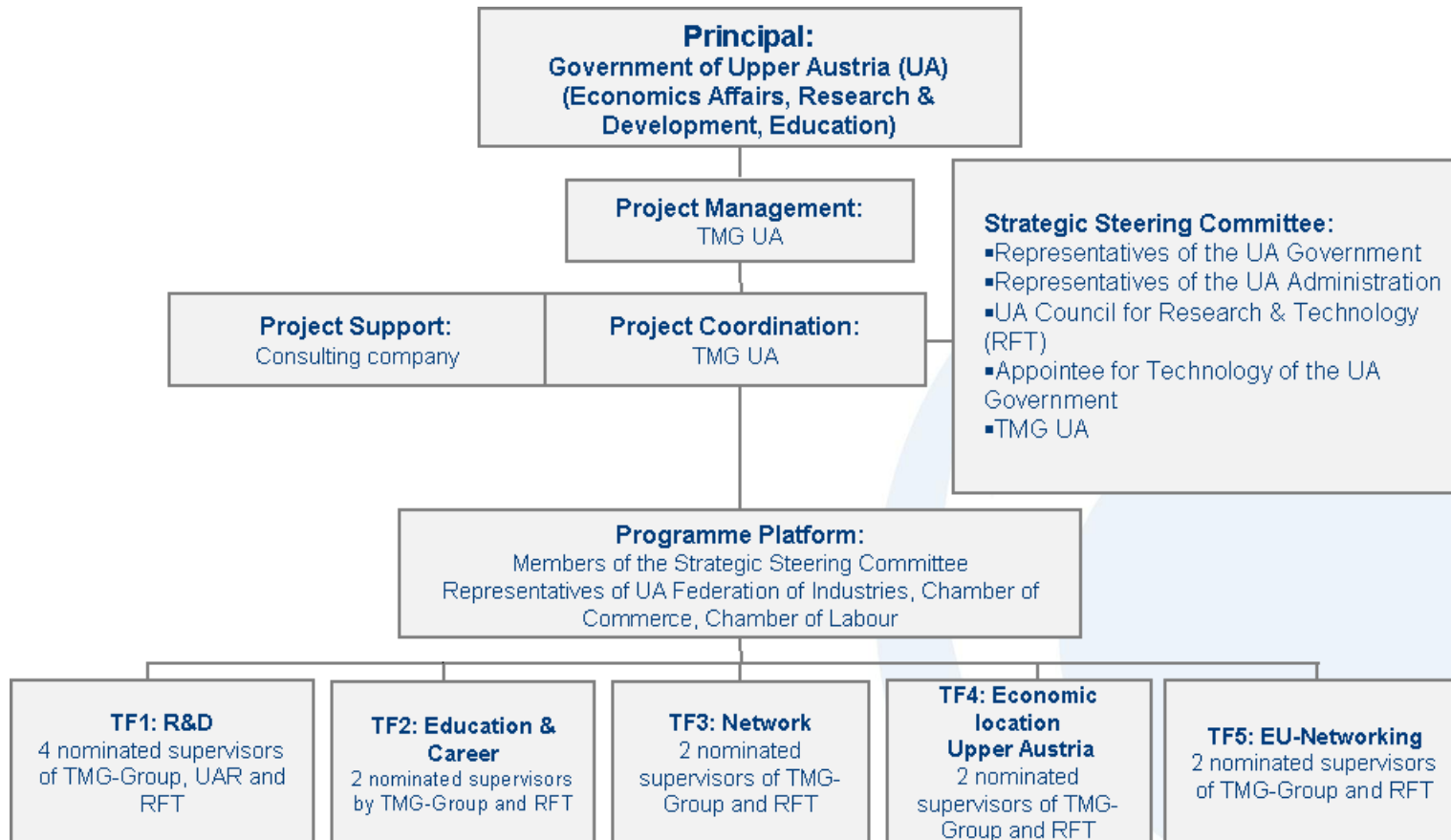
# Evolution of the Strategic Programmes in Upper Austria



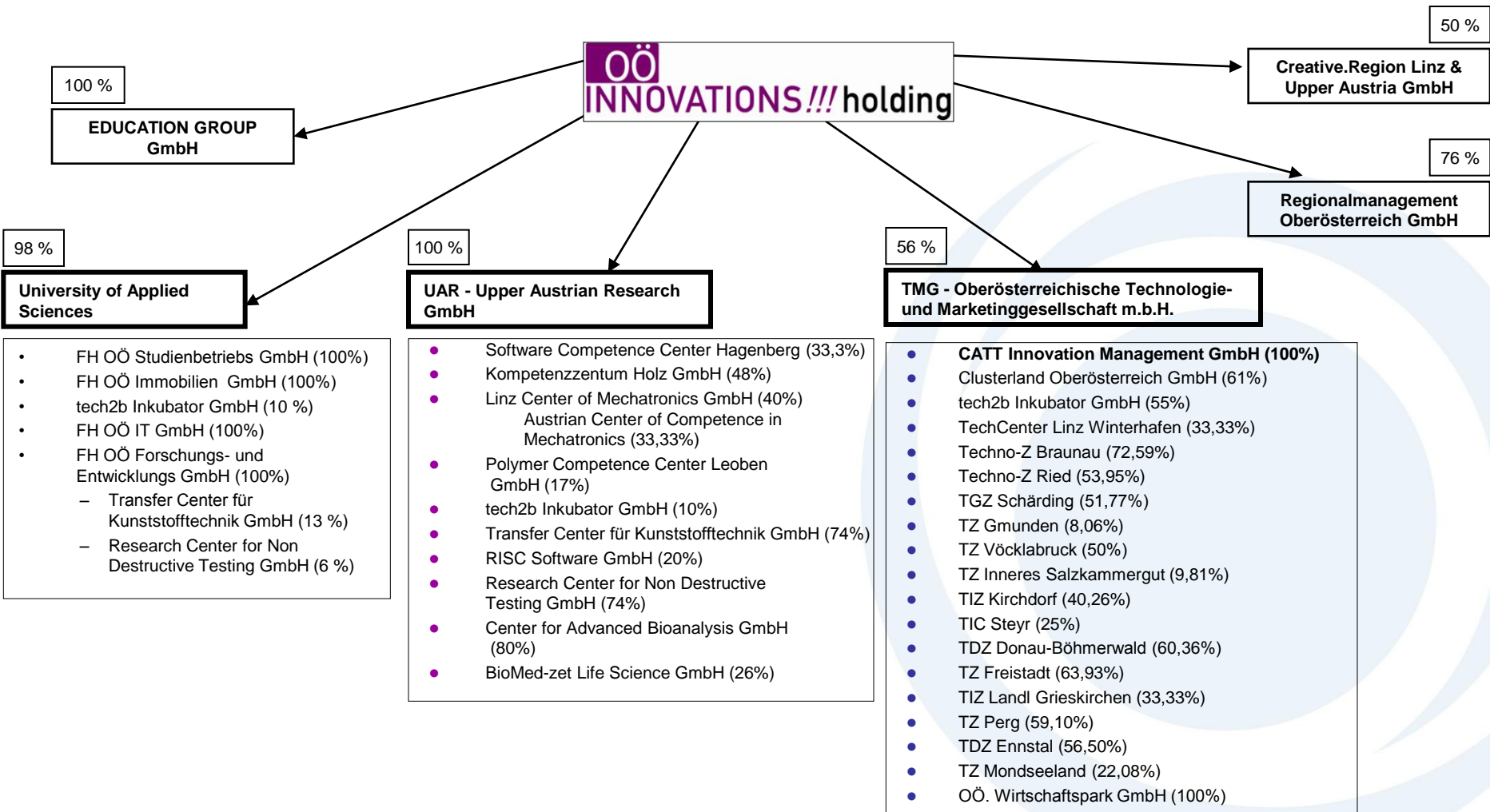
Source: JR-POLICIES

- **Continuation approach** that builds on the preceding strategy concepts
  - Successful R&D&I requires a sustainable policy framework and not leap-frogging between various areas (hypes)
- **Bottom-up dynamic**, which can be captured in the context of **working groups**
  - working groups focus on specific regional issues and are organized by regional promoters from the business sector, the public sector, the social partners and by members of the Council for Research and Technology for Upper Austria

# The governance structure of Innovative Upper Austria 2010plus



Source: TMG. Strategisches Wirtschafts- und Forschungsprogramm "Innovatives OÖ 2010plus"



# The process flow for identifying targeted technology fields

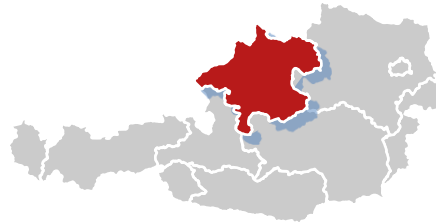




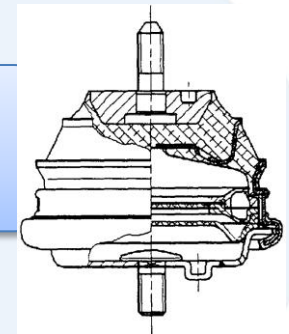
**Life Sciences**



**Light weight construction & innovative materials**



**Logistics**



**Mechatronics & Process automation**

**Information and communication technology**



**Energy**

# Leading industrial sectors

• voestalpine, AMAG, Borbet Austria

• BMW Motoren, MAN Nutzfahrzeuge, MIBA

• Siemens VAI, Trumpf Maschinen, ENGEL, Ebner

• Borealis, Greiner, Polytec

• More than 90% of Austria's kitchen are being produced in Upper Austria

• pez, Kornspitz, Nestlè, Vitalis

• Softwarepark Hagenberg

• Fronius, Scheuch, BWT, Pöttinger

Steel, aluminium, metal

Vehicles, engines, components

Mechanical, plant and environmental engineering

Plastic products, chemicals, paper

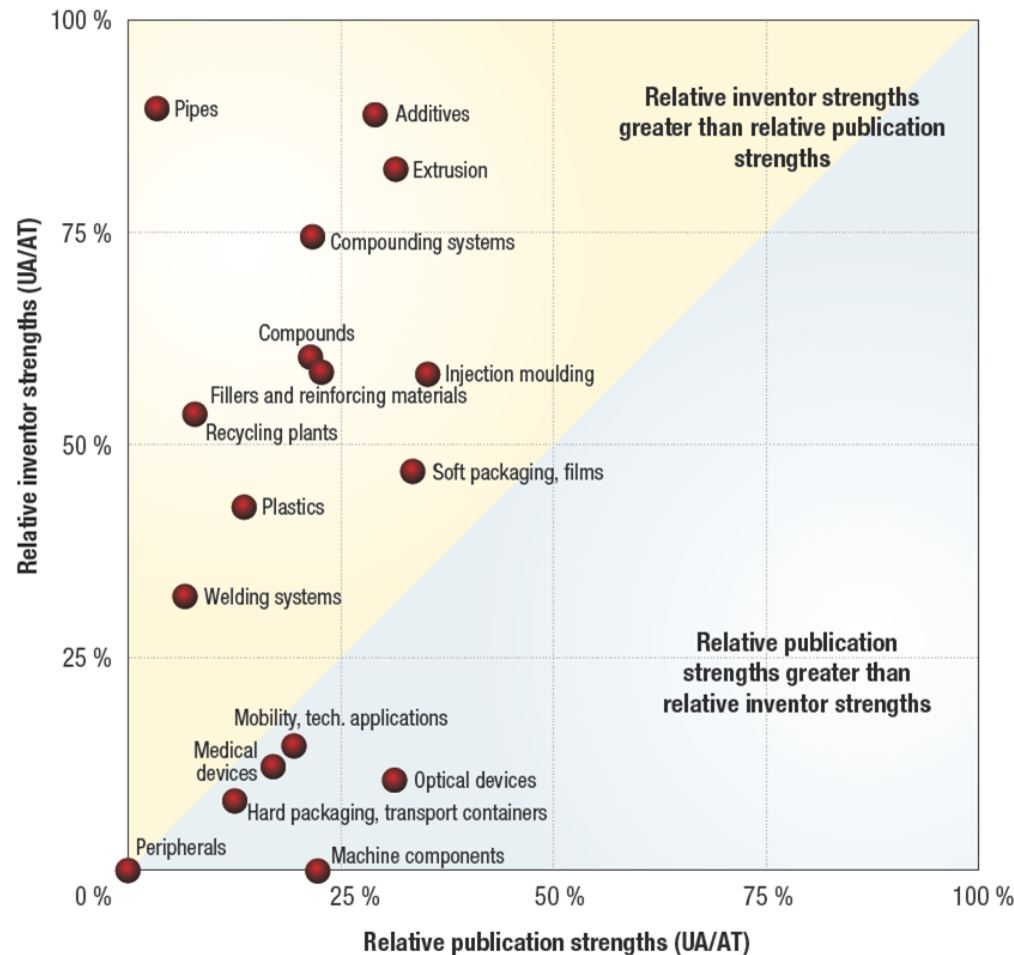
Wood, furniture, windows, doors

Food, luxury food

I&C-technologies

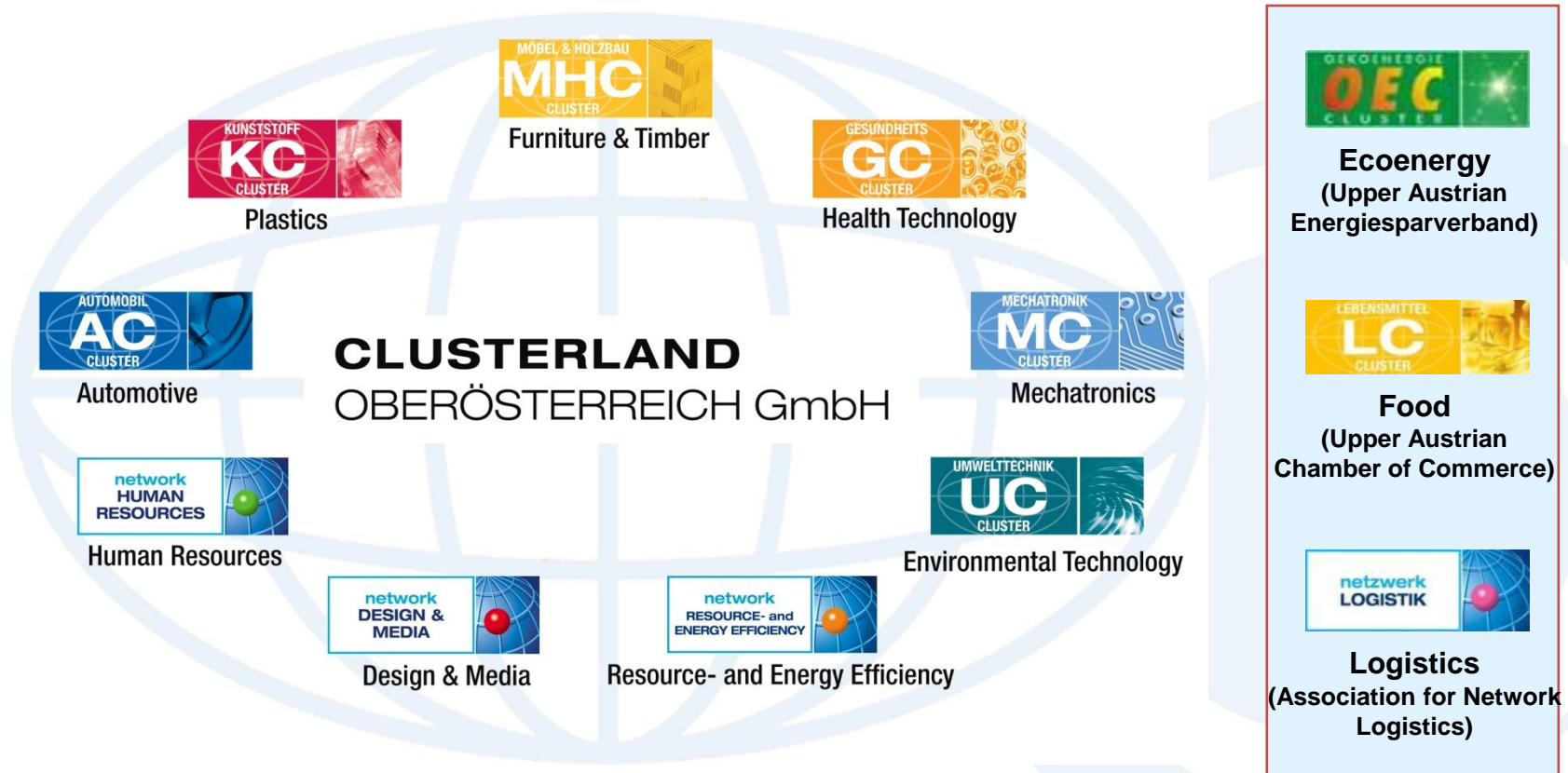
Green Tech: solar electronics, air, water, waste

# Competence Profile and Technology Hot Spot Visualisation



Source: Techmeter

# Clusters and networks in Upper Austria



- Upper Austria owes its **wealth** primarily to its **strong technology based export industry**
- The Major overall goal of the strategy thus has been to increase the **global competitiveness** of Upper Austria s technology based **export industry**
- Relatively **small influence** of inputs from external experts and external analysis.
- Active incorporation (participation) of the “**Upper Austrian Research and Technology Council**” in the program design and implementation.
- Strategic focus on “Upper Austria s **Double-Strongpoint-Fields**”
- Innovation **Leadership in Niches** rather than copying international Mega Trend Technologies

- **Active involvement** of a large number of **regional players** and stakeholders; **acceptance** and **commitment** by the relevant regional bodies
- The **quick response** (by division of labour) to very different political themes (structured according to a few thematic fields as well as according to the relevant working groups)
- **Multi-level governance history**

- **Priority setting** and aggregation of the program can be in conflict with the **unpredictable dynamics** of a broad and participative bottom up process
- **Additional analysis and external expert inputs** can be kept on a relatively **low volume** as relevant studies are already in existence or a balanced collection is provided by the bottom up process.
- **Division of competences**
- **Final control** of implementation and success of the strategic program

# Project ACCESS

(ACCElminating regional competitiveness and sector-based excellence through innovation management tools and techniques)



**ACCESS**  
Accelerating regional competitiveness and  
sector-based excellence through innovation  
management tools and techniques

# Peer-Reviewing of regional innovation systems



- Focus on sector-based innovation management tools regional innovation systems
- 10 regions from D, AT, CZ, SK, PL, H, SLO, IT
- Sectors: mechatronics, agro-food, biotech
- Activities/ outcome:
  - Regional analysis, 1-week peer-review, action plan
  - Pilot implementation
  - Best Practices tools and techniques
  - Transfer of peer-review methodology to other regions
- Further information/newsletter: [www.central-access.eu](http://www.central-access.eu)

# Thank you for your attention!

Contact/ further information:

**Christoph Brandstätter, MBA**

CATT Innovation Management GmbH

Hafenstraße 47-51, 4020 Linz, Austria

+43 732 9015-5434, [brandstaetter@catt.at](mailto:brandstaetter@catt.at)

[www.catt.at](http://www.catt.at) | [www.ooe2010plus.at](http://www.ooe2010plus.at)