



ecoplus. The Business  
Agency of Lower Austria

## Focus on the Innovation Ecosystem of Lower Austria

Claus Zeppelzauer

26.03.2019

INKREASE Conference Bologna

service with  
the added plus.  
[ecoplus.at](http://ecoplus.at)

INKREASE  
Interreg Europe



# Lower Austria: in the center of the new Europe



**Largest** Austrian **province**



16 Mio.

**16 million** inhabitants  
**Within a 300 km radius**



Federal capital Vienna **is embedded in Lower Austria**



**400 km** border with the **Czech Republic** and **Slovakia**, close proximity to **Hungary**



St. Pölten is **provincial capital** and  
**Seat of government**



1.6 Mio.

**Lower Austria** has **1.6 million**  
inhabitants

















Runway 15

Runway 15

Runway 15





# ecoplus.

## The Business Agency of Lower Austria



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Agency of Lower Austria

**Managing Director:**  
Mag. Helmut Miernicki  
Mag. Jochen Danninger

**Owner:**  
Province of Lower  
Austria (100%)

### Companies & Technologies

- **ecoplus Clusters**
- **Internationalization**
- **Technopols**

### Projects & Initiatives

- **Regional Funding**
- **Support Processing**

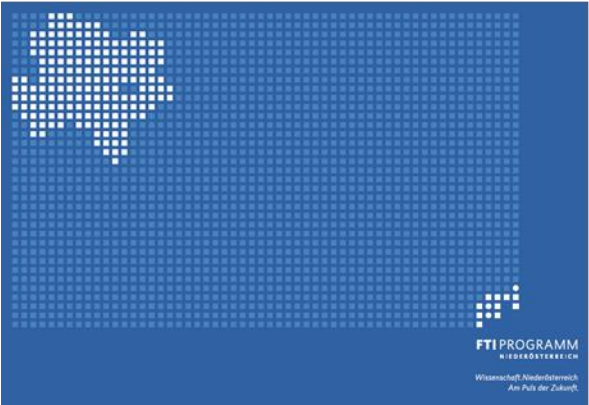
### Business Locations & Services

- **Investor Services**
- **Business Parks**





# Core Strategies for Innovation



basic research

cooperative  
research

application



# Economic Strategy - Lower Austria 2020



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## Core Strategies



- **Services:**
  - Technopol Programme
  - Cluster Programme,
  - Technology & innovation Programme
  - „Innovation Pyramide“
- **Financing** of projects
- **R&D Infrastructure** in Focus Areas

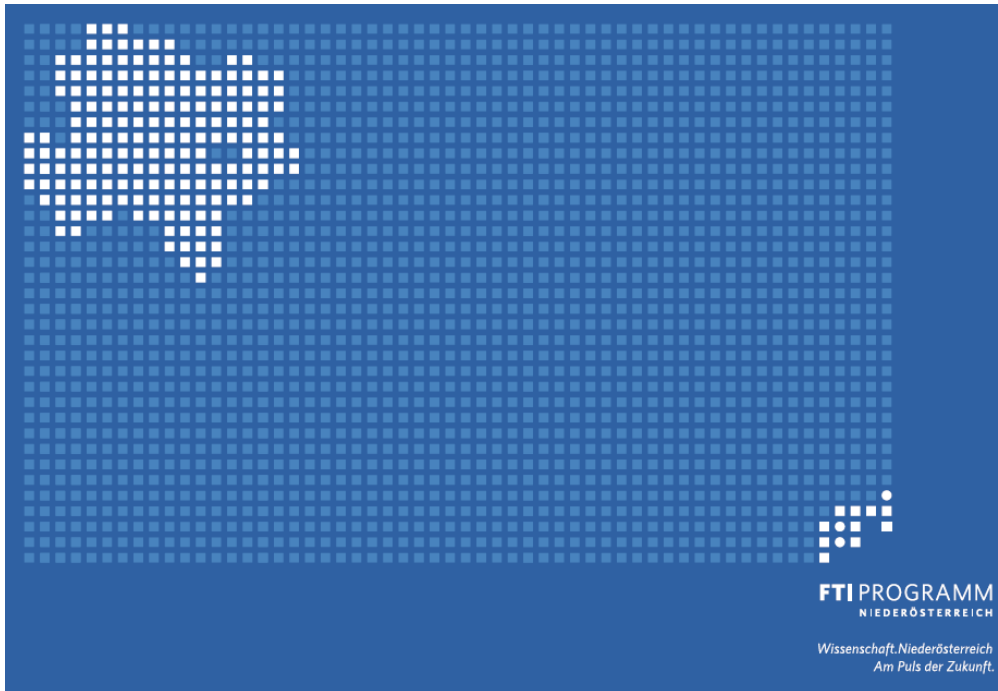


Die Gründer-Agentur  
des Landes Niederösterreich





# FTI – (research.technology.innovation) Program Lower Austria



The RTI program contributes to securing and improving the quality of life in Lower Austria.

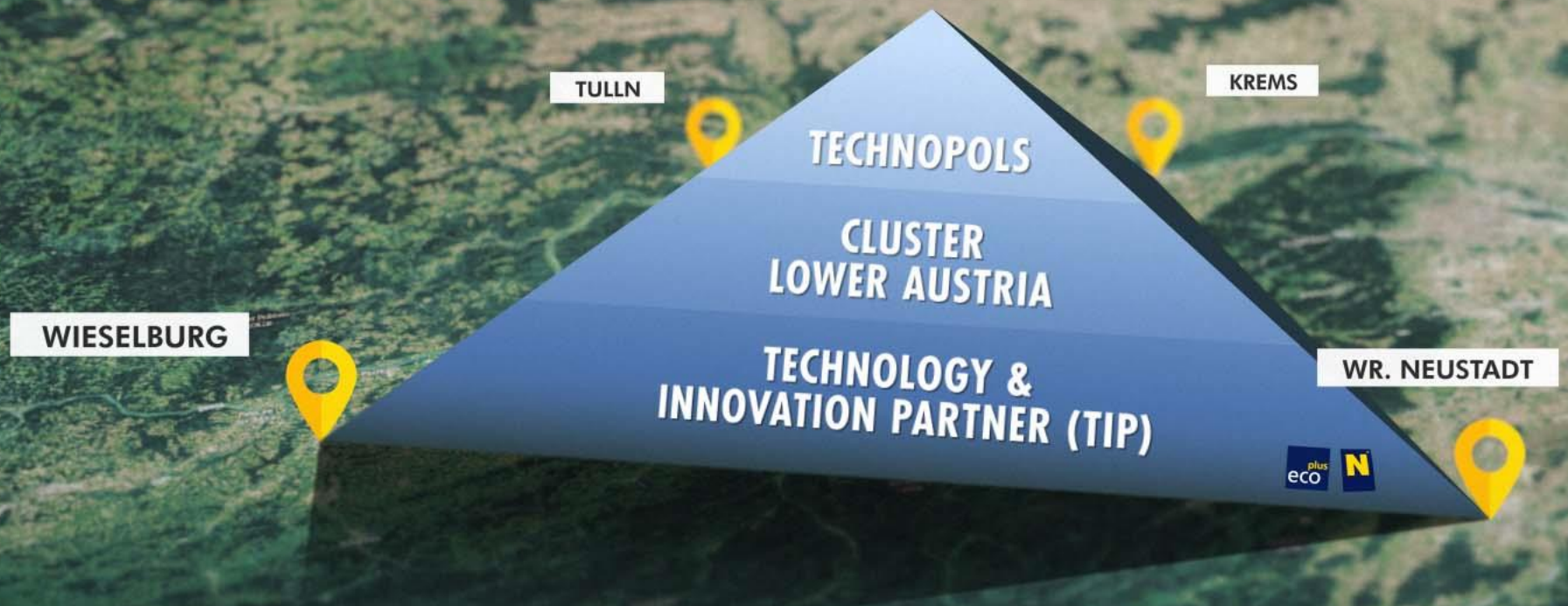
- *Humanities, Social and Cultural Studies*
- *Collections, Lower Austria*
- *Ecosystems and ecosystem services*
- *Water*
- *Renewable raw materials and bio-energy*
- *Food and feed safety*
- *Sustainable land management and production optimisation*





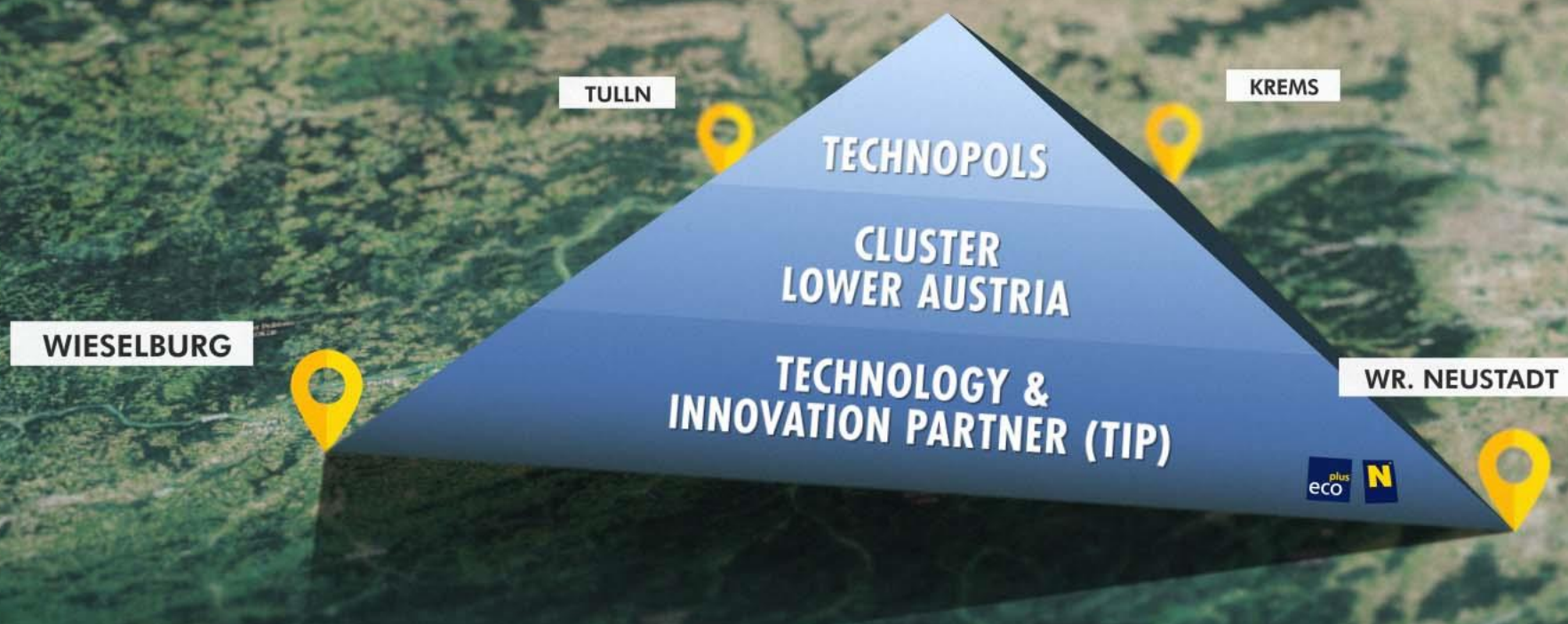


# TIP: Identification and mobilization of innovation potential in companies





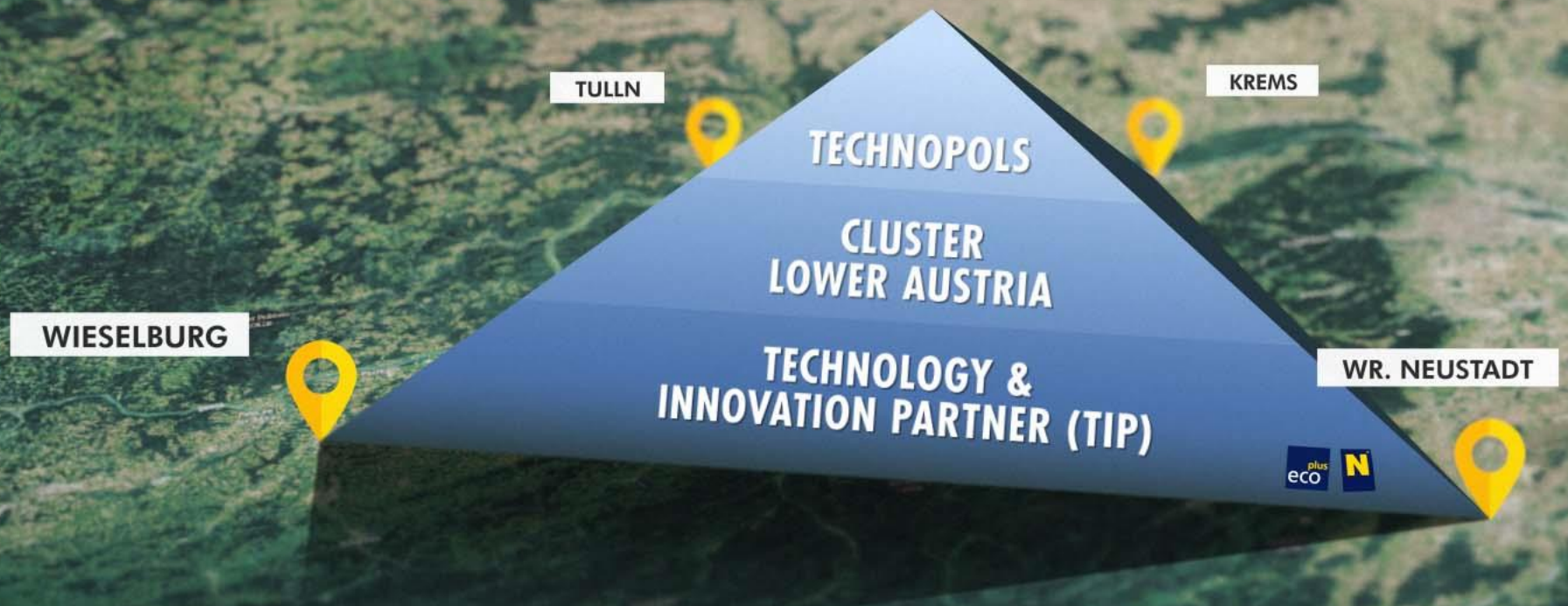
# Cluster Lower Austria: Innovation through cooperation



Location: Lower Austria

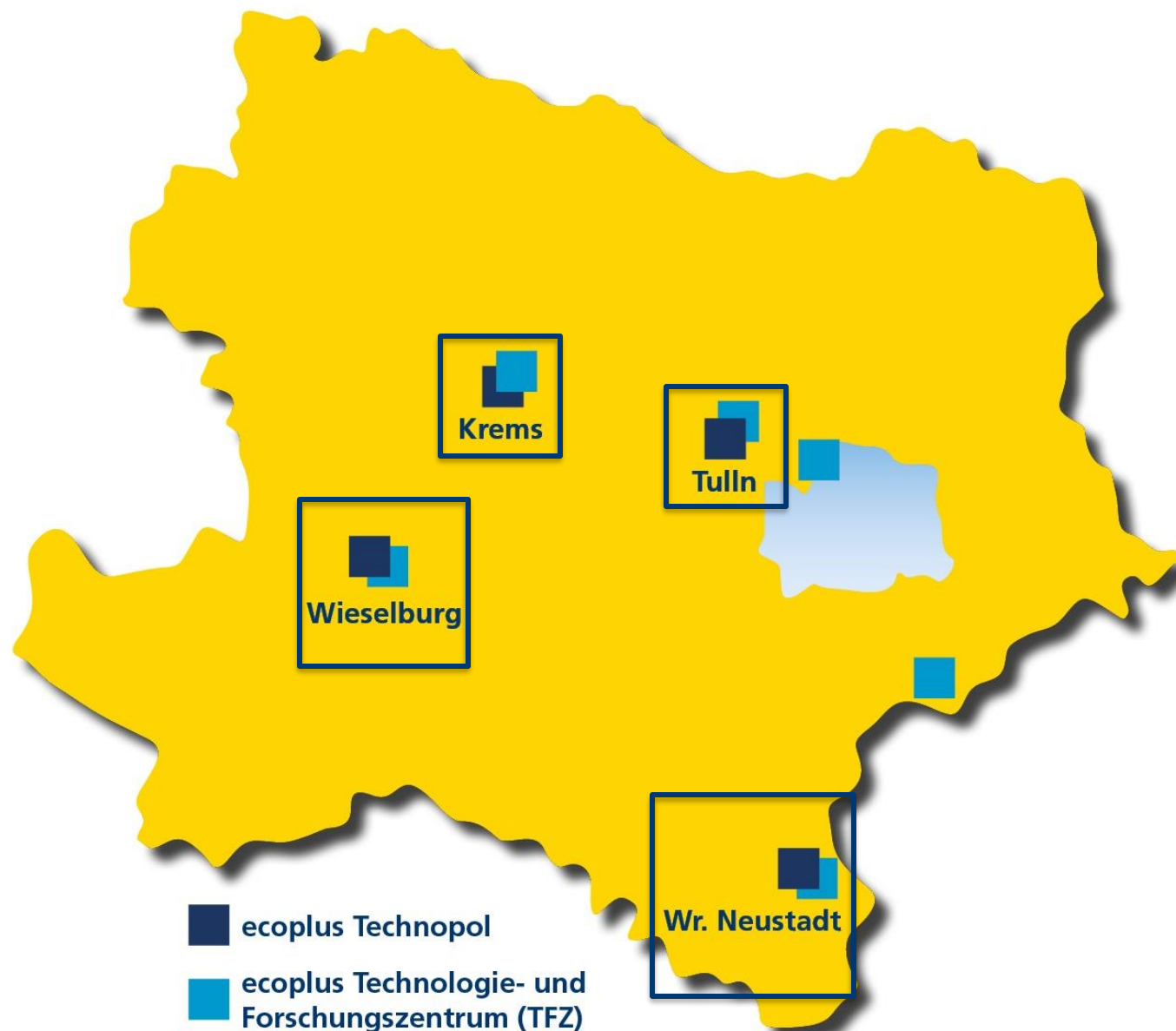


**Technopols:  
location-based regional and thematic expansion,  
science – education - economy**



Location: Lower Austria





4  
Technopols in  
Lower Austria



# Lower Austrian Technopols

in figures since the start of the Technopol program in 2004

15 years Technopol program Lower Austria



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77

Business start-ups in the  
technology fields

982

Jobs created in the technology  
fields

1.500

Researchers in  
technology fields

290

Research projects in  
technology fields

428

million have been  
invested in  
research projects



## Technopol Movie

<https://youtu.be/u5E1ZKZ5Eac>





## Regional Importance of INTERREG



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- Enlarging networks
- Learning from other Innovations systems
- New contacts for the regional innovation ecosystem
- New approaches for existing innovations system
- Ideas for new grants and implementation reports
- Possibility for pilot projects and honest feedback from INTERREG partners
- Faster and direct access to potential project partners
- Learning from failures





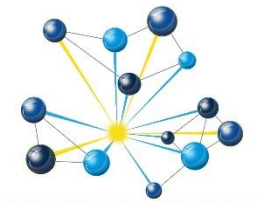
# Interests in international Project Cooperation



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European Entrepreneurial Region



**VANGUARD INITIATIVE**  
New growth through smart specialisation



European Union | European Regional Development Fund



- **Digital transformation** - Digital Innovation Hub: Network, interactive platform [www.virtuelleshaus.at](http://www.virtuelleshaus.at)
- **Additive Manufacturing** - Focus area in Mechatronics Cluster, Infrastructure at Technopol for medicine- and material technology in Wiener Neustadt (Vanguard pilot 3DP)
- **BIM Building** Information Modelling - Focus area in Green Building Cluster
- **Precision farming** - Focus area at the Technopol for bioenergy, agriculture- and food technology in Wieselburg with connection to Mechatronics Cluster
- **Bio Economy** - Bio aromatics: focus area at the Technopol for natural resources & bio-based technology in Tulln (pilot action bio aromatics) Bio plastics: focus area in Plastics Cluster
- **Open Innovation Platforms** - Interreg Europe “InnoBridge” (2016-2021):



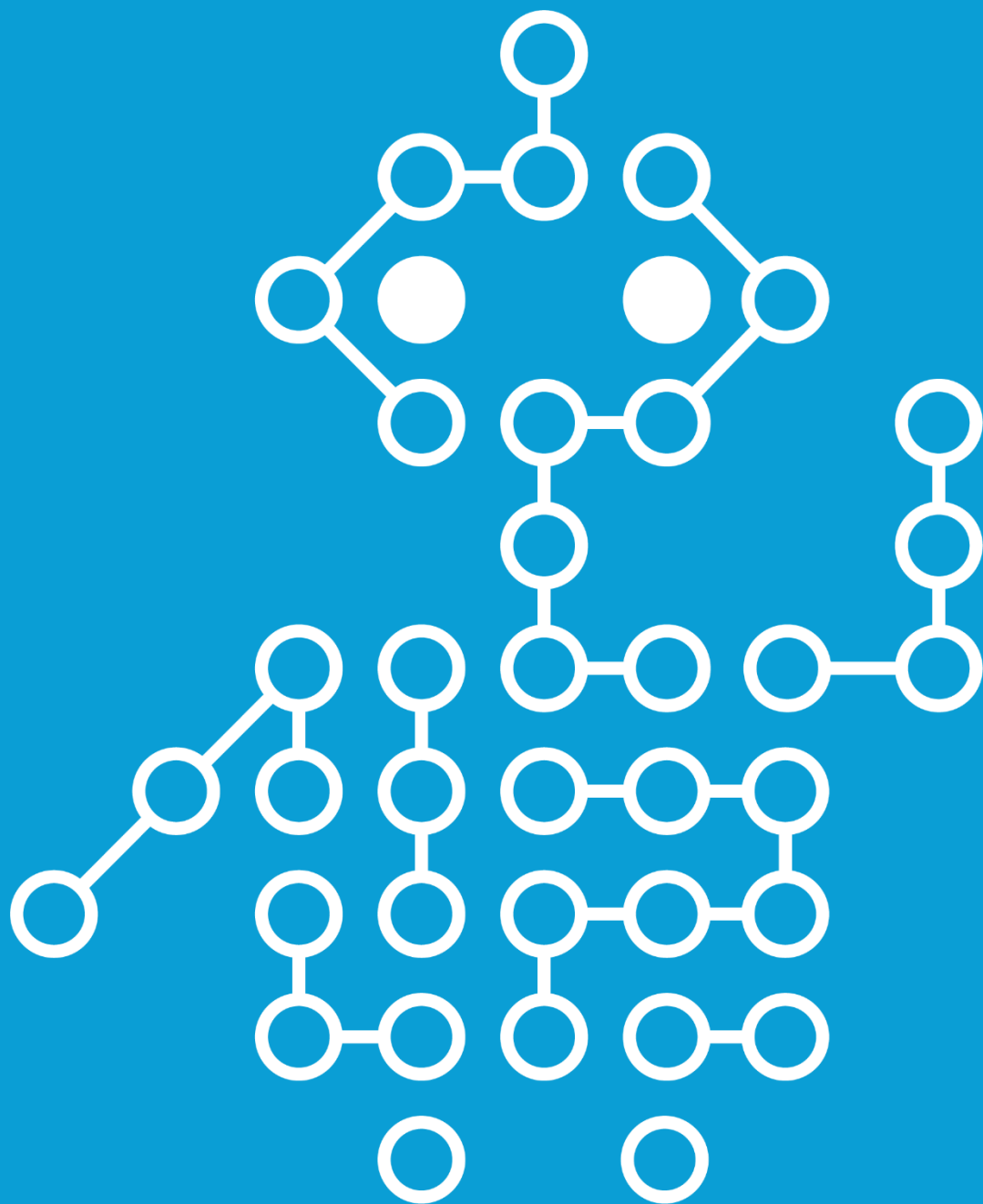


Digitalization Strategy - Lower Austria

**Use the digital  
transformation.  
For country and people.**







Our Vision for the  
regional Ecosystem:



A person is shown from the chest up, holding a smartphone in their right hand. They are wearing a blue and white plaid shirt. The background is blurred, showing what appears to be a window with light coming through. Overlaid on the image is the text 'Understanding Technology.' in a blue, sans-serif font.

# Understanding Technology.

# Building Networks.





# Gathering Skills.

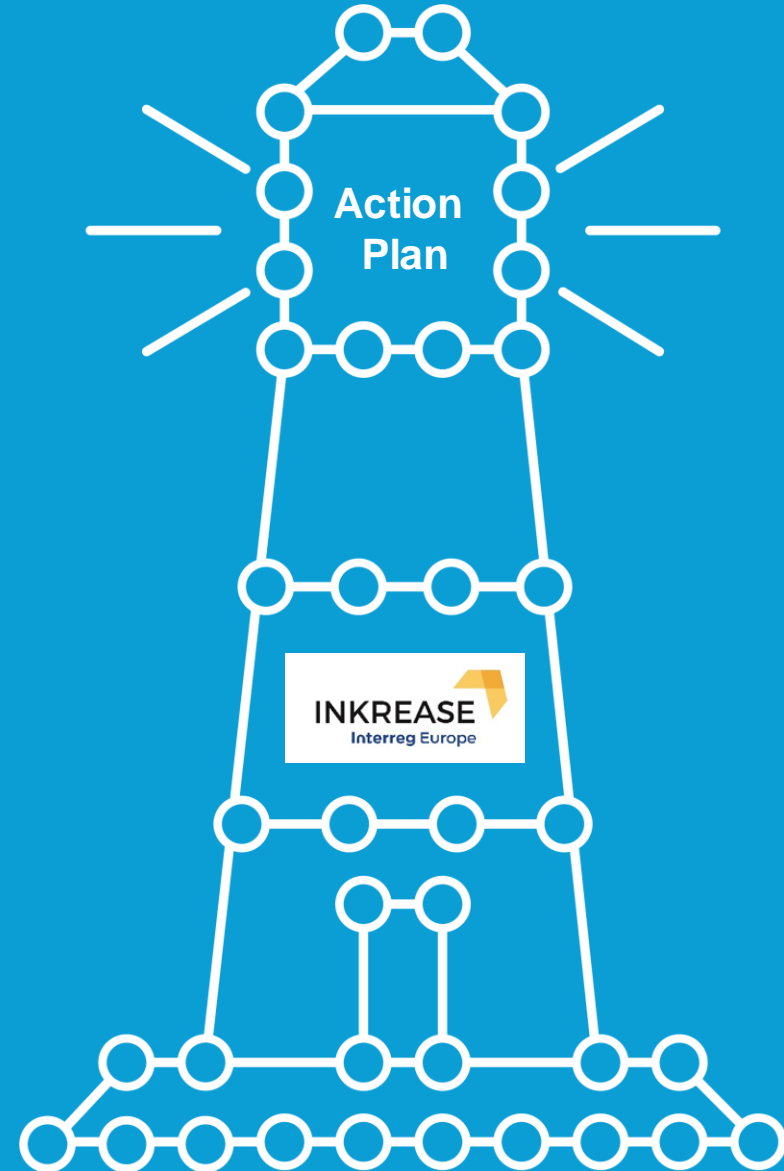


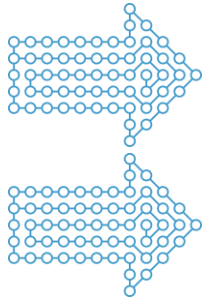
A woman with long blonde hair, wearing a white long-sleeved shirt and a VR headset, is shown in profile on the left. She is reaching out with her right hand towards a white humanoid robot on the right. The robot has a boxy head with a black visor, a blue circular light on its chest, and blue accents on its joints. The background is a bright, out-of-focus indoor space. The text "Generating Ideas." is centered in the middle of the image in a blue, sans-serif font.

Generating  
Ideas.



# The House of Digitalization:





Digital Landmark Project (launched in Spring 2018)



Regional Ecosystem in Lower Austria for Education, Training, Science,  
Industry and Administration



New Topic of the Research / Technology / Innovation Program  
of Lower Austria

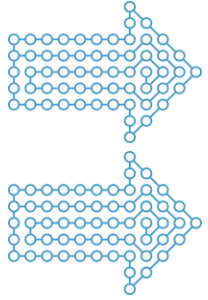
Financed by ERDF and the Lower Austrian Government





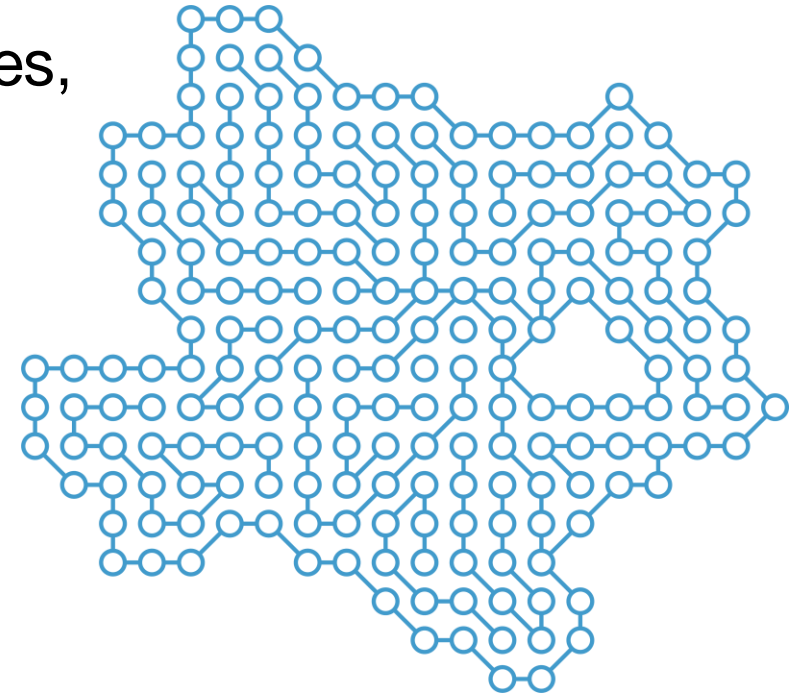
# Network

House of  digitalization  
The  **network.**



7 Hubs Experts in Centers throughout Lower Austria

Cooperation with Universities of Applied Sciences,  
Research Centres and Chamber of Commerce





# House of digitalization The network.

**Hubs Experts**  
Krems  
Klosterneuburg  
St. Pölten  
Wr. Neustadt  
Wieselburg



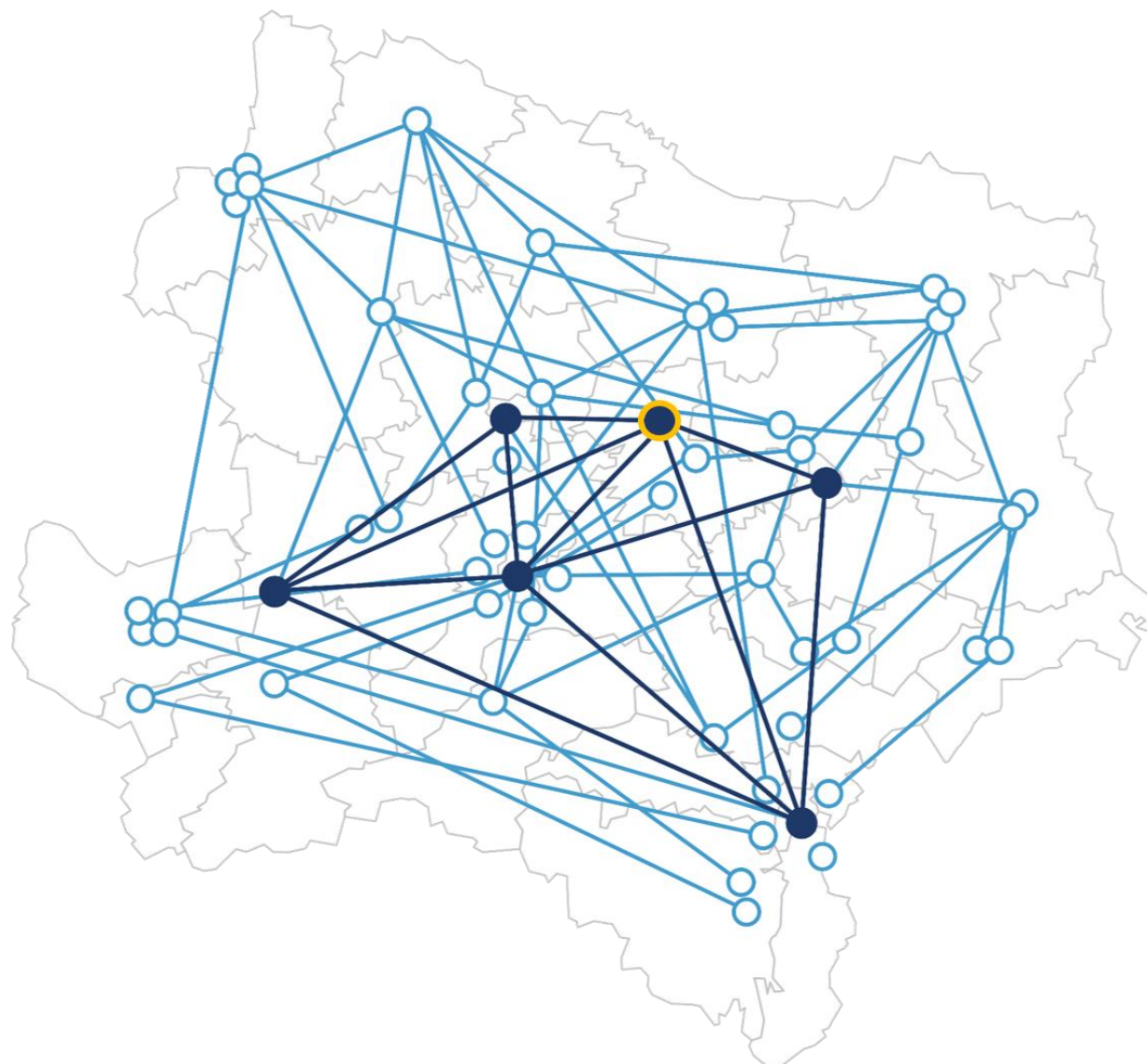
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**ecoplus -**  
**Lower Austria Cluster**  
St. Pölten

**riz up**  
**Consultancy centers**  
Amstetten  
Gmünd  
Berndorf  
Hollabrunn  
Melk  
Mistelbach  
Korneuburg  
Krems  
Wolkersdorf  
St. Pölten  
Ternitz  
Waidhofen an der Ybbs  
Wr. Neudorf  
Wr. Neustadt

**accent**  
**Start-up**  
**service centers**  
Wr. Neustadt  
Tulln  
Krems  
St. Pölten

**tecnet equity**  
**Venture capital and**  
**technology transfer**  
St. Pölten



**Economic Chamber of**  
**Lower Austria**

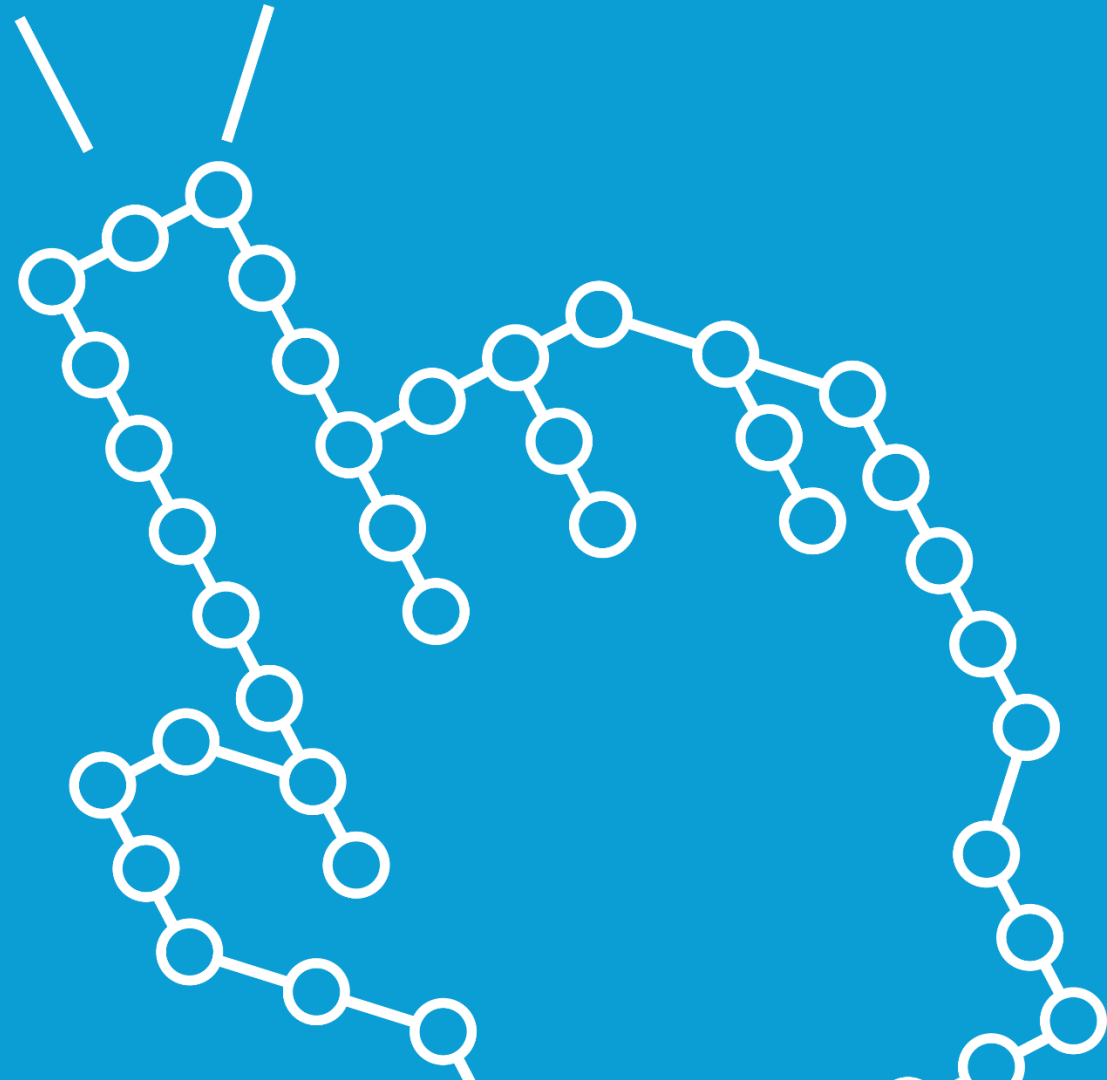
**Regional offices**  
St. Pölten  
Amstetten  
Baden  
Bruck an der Leitha  
Gmünd  
Gänserndorf  
Horn  
Hollabrunn  
Korneuburg-Stockerau  
Krems  
Lilienfeld  
Melk  
Mistelbach  
Mödling  
Neunkirchen  
Purkersdorf  
Scheibbs  
Tulln  
Waidhofen an der Thaya  
Wr. Neustadt  
Zwettl  
Klosterneuburg  
Schwechat

**TIP**  
**Technology and**  
**innovation partners**  
St. Pölten  
Amstetten  
Gmünd  
Hollabrunn  
Wr. Neustadt

**Institute for Economic**  
**Promotion (WIFI)**  
**Lower Austria**  
St. Pölten  
Amstetten  
Gänserndorf  
Gmünd  
Mödling  
Mistelbach  
Neunkirchen

# www.virtuelleshaus.at

House of  digitalization  
The  **virtual house.**







Interactive Online Platform (launched in January 2019)



Learning Platform: Personal Recommender System



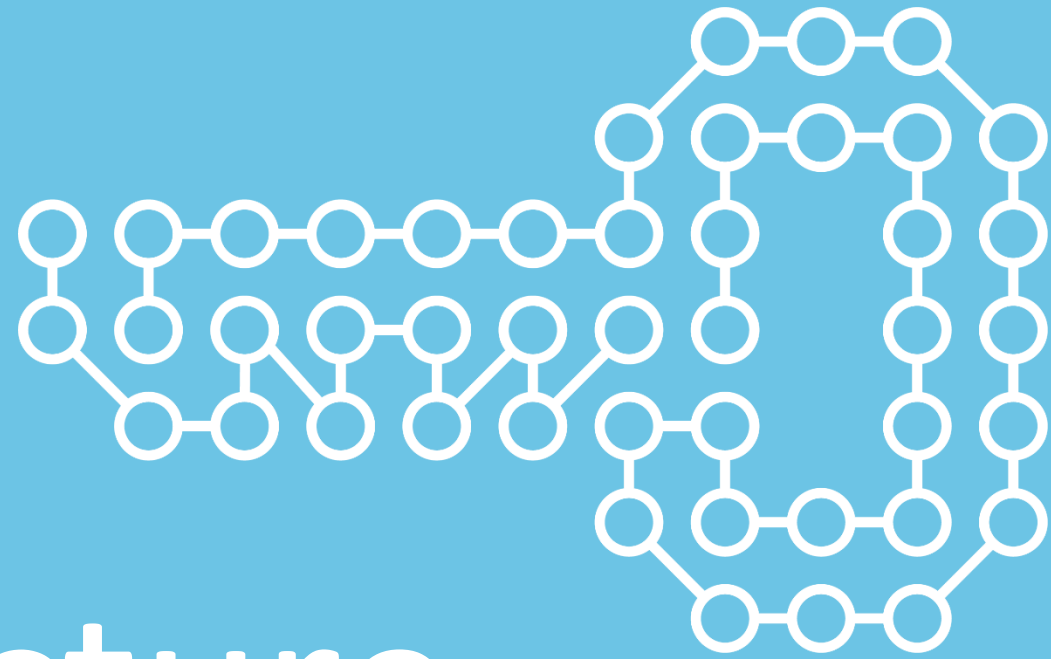
User Generated Content



Best Practices for Inspiration, Innovation- and Research Projects,  
Support to find Project Partners, Study Offers, Event Calendar, ...



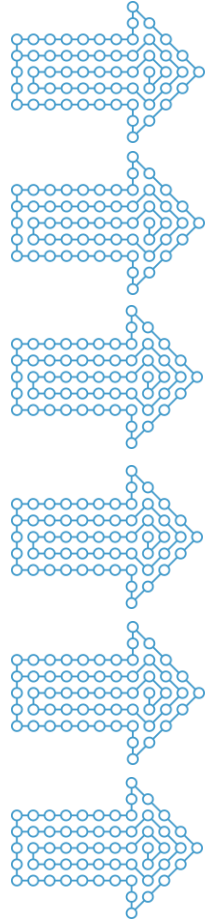
420 registered Users and 200 registered Business Enterprises



# Infrastructure

House of digitalization  
The **actual building.**





Actual „House of Digitalization“ (planned for 2022 in Tulln)

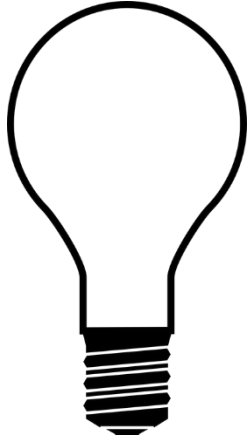
Multimedia Room: Showroom, Exhibition

Interactive Co-Working-Area for Start-ups

Living Lab: Co-Creation Lab for Research Companies

Cooperation with University of Applied Sciences Tulln

Financing still open



# Lessons learned from INKREASE Partners

## ➤ Virtual House of Digitalisation

- Inspired by **Britanny's CRAFT network**
- **Topics in Brittany:** Cybersecurity, Big Data, Data Science...
- Mix of **personal support** and **digital tools**
- **Use of IoT Applications** (e.g. Public Hospital Aarhus)
- **Development** of the focus **Additive Manufacturing** (e.g. am-Lab, HU)
- Different **platforms** / **networks** in **Emilia Romagna Region** (e.g. HT-Network)

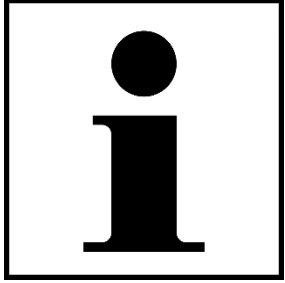


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**Movie House of Digitalization**  
**[https://youtu.be/fAmSWI\\_3N5s](https://youtu.be/fAmSWI_3N5s)**







## Interreg is a tool for developing the European Union in future

- Regions get to know each other better
- Cost savings through field reports
- Cooperation instead of duplication
- New ideas and different approaches / point of view
- Personal contact is essential for trust and trust is important for a fruitful business cooperation



**Thank you!**  
**Grazie!**  
**Tak!**  
**Köszönöm!**  
**Mercie!**  
**Gracias!**  
**Ačiū!**  
**Danke!**



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