

YOUR PARTNERS FOR INNOVATION



SOLUTIONS FOR POLICY MAKERS AND PUBLIC STAKEHOLDERS

EVENTS & TRAININGS

INNOVATION ECO-SYSTEMS

STUDIES

SMART CITIES

REGIONAL INNOVATION STRATEGIES

Our expertise – your gain

28 years of partnering with policy makers for innovation in Europe

Innovation is inherently an essential element of economic development and growth. It is also a core factor which the European Commission considers essential to the strength of Europe in the future.

We at Steinbeis-Europa-Zentrum, founded in 1990 as a not for profit entity to enhance competitiveness of regional industries through innovation and its spin-off Steinbeis Zi GmbH have worked for over 28 years to enhance regional innovation through targeted measures, projects and policies, working with key decision makers across Europe. This expertise makes us a unique and beneficial partner as you look to understand, develop and integrate research and innovation programmes within your region.

We support a wide range of cross-border technology transfer projects and initiate research and innovation cooperations between different European stakeholders since 1990. We provide innovation management services to small and medium sized enterprises, dissemination of research results for universities and research organisations, exploitation and replication strategies for Smart Cities and recommendations for policy makers. These are just some examples of how we can also help your region to stay innovative and competitive.

Steinbeis 2i GmbH (S2i) and Steinbeis-Europa-Zentrum (SEZ) are currently acting as coordinator or partner in more than 60 European projects and are members in networks such as Vanguard, Districts of Creativity, ENRICH in China, ARTEMIS, EFFRA and the ClusterAgentur Baden-Württemberg. We are coordinator of the Danube Transfer Centre Network. Since 2008 we are an active member of the European Commission's Enterprise Europe Network, working together with more than 600 organisations in over 60 countries to provide information and advice to companies, universities and research organisations on European matters, innovation, research and technology transfer.



Business Support on Your Doorstep



Maximising innovation strategies

The improvement and coordination of support policies in European cooperation areas is of great importance in strengthening the harmonious development of spatial areas in Europe. We help you to play an important pioneering role in regional policies, for example in the Alpine Space, the Danube Region, Central Europe, North-West Europe and many other regions.

OUR SERVICES INCLUDE:

- Specific socio-economic and place-based consultancy in order to identify unique opportunities for development and growth (Smart Specialisation Approach, Key Enabling Technologies, Open Innovation, gender and diversity),
- Initiation of transnational cooperation,
- Supporting European project application and partner search (e.g. INTERREG, H2020, SME Instrument, COSME),
- Moderation and coordination of international working groups consisting of experts from public authorities, research institutions, SMEs and civil societies and covering topics such as internationalisation of SMEs, exploitation of research results, innovation partnerships and technology transfer.

OUR SERVICES IN ACTION

Competitiveness in the Danube region

The INTERREG project “Made in Danube”, coordinated by SEZ, enhances SME competitiveness in the field of bio-economics. Focused on the Danube Region, this project has developed innovation tools which match the needs of companies with the expertise of research organisations. The focus of the project is centred around three regional initiatives: Smart and innovative precision farming (Nitra, Slovakia), Competence Center in Wood Sector (Vukovar, Croatia), Biofuel (Novi Sad, Serbia). (2017–2019)

www.steinbeis-europa.de/made_in_danube



**1st meeting Thematic Pole Innovative Ecosystems for SMEs,
23.03.2017, Karlsruhe, Germany**

As leader of the Thematic Pole 1 (“Innovative Ecosystems for SMEs”) within the INTERREG Danube Capitalisation Strategy we contribute to the design of future transnational cooperation programmes and encourage a wider take-up of project outcomes. Our role as Working Group Leader for “Innovation and Technology Transfer” in Priority Area 8 “Competitiveness” of the European Strategy for the Danube Region, supports our mission to enhance the innovation capacity of the region’s economy across all sectors.

Re-thinking innovation eco-systems

The sustainable success of regions strongly depends on recognising the most important future challenges and trends, using this knowledge as a competitive advantage for the region. Long-term thinking and planning essentially needs to consider both the regions strengths and weaknesses, as well as take into account the status of key global scientific, technological and political developments. Strategic policy and management instruments can significantly improve investment decisions and enhance existing supportive measures.

We believe that targeted cross-regional cooperation among key stakeholders in research and innovation services allow regions to target investments in key technologies that are tailor-made for the needs of their industries and economy.

OUR SERVICES INCLUDE:

- Analysis of the research and innovation potential of clusters, networks and enterprises,
- Identification of technology needs and trends regarding technology foresight,
- Advice on available financial support and partnerships,
- Transnational matchmaking facility between industry and research organisations,
- Training on technology transfer, exploitation, dissemination and communication,
- Project management (Financial, IPR, administration, culture, communication),
- Connecting innovation actors across regions for joint service offers and cross-sectoral learning to develop sustainable links for regional SMEs to access best fitting technological and innovation services.

Dr. Jonathan Loeffler (CEO Steinbeis 2i GmbH) and Luka Burilović (President of the Croatian Chamber of Economy) during ceremonial signing and launch of DTC Zagreb, December 2017



OUR SERVICES IN ACTION

Danube Transfer Centres

S2i initiated the installation of Danube Transfer Centres (DTCs) as “one-stop-shops” for SMEs with regard to innovation & technology transfer. Starting out with three pilot centres, the network has since expanded to include 11 members in 9 countries. DTCs encourage and support a culture of communication and cooperation between universities and companies, as well as facilitating solutions for SMEs through providing innovation management, support for technology cooperation and supporting knowledge and technology transfer. (started in 2010)

www.dtcnetwork.eu

ENRICH in China

S2i is a key service coordinator within the ENRICH in China Horizon 2020 project which was initiated by the EU and Chinese governments in 2017 to foster collaboration between European and Chinese RTI organisations. S2i specifically developed the market analysis and business and financial models for this project which has now established China-based centres and softlanding zones as well as a strong network of partners providing support to organisations navigating this EU-Chinese collaboration environment.

www.china.enrichcentres.eu



Evolving policies through analytical studies

Regular dialogues with policy makers and administrations on regional, national and European level enable us to use our expertise where it is of greatest impact, providing reports and studies that result in concrete conclusions, recommendations and policy implementations – both visionary and realistic in the given environment.

OUR SERVICES INCLUDE:

- Targeted analysis of status and trends leading to evidence based policy recommendations,
- Local Action Plans with tailor made measures and road maps,
- Practical implementation handbooks and best practices,
- Observing and identifying ongoing policy development requirements and future fields of action (e.g. social innovation, gender and diversity as a field of action for innovation policy).



OUR SERVICES IN ACTION

Access to Key Enabling Technologies

Contracted by the European Commission DG Grow, SEZ developed the basis for the identification and mapping of technology centres across Europe with the aim to deliver technology services on high technology readiness levels for SMEs. Intensive discussions with a selected group of high level research organisations in four countries as well as stakeholder workshops lead to a deeper understanding of needs and barriers and finally to very specific and targeted policy recommendations. The map lead to several policy actions and innovation projects, such as KETGATE (Interreg Central Europe). (2013–2015)

Study on social innovation

To investigate the economic and technical relevance of social innovations was the subject of a European research study focused on social innovation and new technologies, funded by the Ministry of Economic Affairs, Labour and Housing Baden-Württemberg. SEZ and the Centre for Social Investment and Innovation at the Heidelberg University investigated 19 social innovations in detail, with data being collected through desk-based research, semi-structured interviews and site visits. The results have been transferred into different project implementations. (2017–2018)



Supporting Smart Cities and Communities

Renewable energy, energy efficiency measures, smart mobility, ICT solutions and the reduction of CO₂ emissions are the current challenges for European cities and communities. S2i and SEZ have been partners in more than 15 European Smart City projects, working to demonstrate good examples of Smart City and energy solutions throughout Europe. The focus of these activities is on replication strategies, technology transfer, exploitation, dissemination and communication.

OUR SERVICES INCLUDE:

- Support for project application and consortium building,
- Administrative and financial project management, IPR and knowledge management,
- Bringing relevant stakeholders together to foster cooperation,
- Dissemination, exploitation and communication of results,
- Developing replication strategies,
- Identifying and promoting good practices.

OUR SERVICES IN ACTION

Smart Cities Information System

As partner in the European project Smart Cities Information System (SCIS), SEZ is responsible for the marketing and communication of project developments and results. SCIS is a measure of the DG ENERGY within the European Commission and thus a one-stop-shop for bringing together project developers, cities, institutions, industry and experts from across Europe to exchange know-how, experience and data in innovative energy initiatives, thus collaborating on the creation of Smart Cities and energy-efficient urban environments. (2017–2020)

www.smartcities-infosystem.eu

Exploitation, communication and replication strategies

In the European projects CITYFiED (Towards high performance energy districts across Europe) and REMOURBAN (REgeneration MODEL for accelerating smart URBAN transformation), SEZ is a partner for exploitation, market deployment and replication activities (2014–2019). In the project TRIANGULUM (2015–2020), SEZ assists with administrative, financial and legal project coordination as well as the dissemination and communication of project results. That way, we are able to utilize our wide range of skills and experience for the benefit of international cities and regions.



© City of Eindhoven (Lighthouse City in TRIANGULUM)

Enabling exchange at our events and trainings

S2i and SEZ actively equip policy makers & leaders of research organisations with practical know-how and regular opportunities to exchange with peers on international good practice in innovation management and technology transfer. We offer these services through a range of training programmes and events which ensure that these important players in the development of innovation are well equipped to drive forward the future of their regions.

OUR SERVICES INCLUDE:

■ International Conferences

- Conception and moderation of various agile event formats focusing on strategy and policy development and implementation

■ Brokerage

- Focused brokerage events e.g. on technology
- Transnational study visits and company missions
- Peer-to-peer visits & staff exchanges

■ Information days on financing and European programmes

■ Policy dialogue

■ Cross fertilisation workshops

■ Exploitation workshops

■ Training

- Innovation management
- Project development
- Technology transfer and transnational partnership
- Writing successful EU project proposals
- Cluster Management
- Social innovation



OUR SERVICES IN ACTION

- **4th Annual Forum of the EU Strategy for the Danube Region**, October 2015, Ulm, Germany, Client: State Ministry Baden-Württemberg
- **Cyber-Physical Systems: Uplifting Europe's Innovation Capacity**, October 2013, Brussels, Belgium, Client: European Commission
- **Open-Innovation-Kongress Baden-Württemberg**, 2014, 2017, 2018 Stuttgart, Germany, Client: Ministry of Economic Affairs, Labour and Housing Baden-Württemberg
- **International Conference Women4Energy**, 2013–2018 Stuttgart, Germany, Client: Ministry of Science, Research and the Arts Baden-Württemberg



Our team

Regional innovation strategies and eco-systems, networks and clusters



ROBERT GOHLA

gohla@steinbeis-europa.de



DANIELA CHIRAN

chiran@steinbeis-europa.de



HEIKE FISCHER

fischer@steinbeis-europa.de



ISABEL TRÖMEL

troemel@steinbeis-europa.de

Training and Support for Smart Cities



VALERIE BAHR

bahr@steinbeis-europa.de

Events



TRACEY FRENCH

french@steinbeis-europa.de

Ready to scale your region through innovation?

If you would like to explore further how we can help you to develop and scale your innovation policies, strategies and actions, please don't hesitate to contact us at either of our centres where we will be pleased to discuss tailored services for your requirements:

Stuttgart

Kienestraße 35

70174 Stuttgart, Germany

Tel: +49 711 123 4010

Karlsruhe

Steinhäuserstr. 12

76135 Karlsruhe, Germany

Tel: +49 721 93519 0

E-Mail: info@steinbeis-europa.de

www.steinbeis-europa.de

Head of Steinbeis-Europa-Zentrum:

Dr. Petra Püchner, Commissioner for Europe of the Minister of Economic Affairs, Labour and Housing Baden-Württemberg

CEO of Steinbeis 2i GmbH:

Dr. Jonathan Loeffler

Our team is made up of 70 qualified and experienced members of staff working across all future and key enabling technologies and innovation areas. We are the contact point for European innovation partnerships and funding in Baden-Württemberg on behalf of the Ministry of Economic Affairs, Labour and Housing for Small and Medium sized enterprises and for Universities of Applied Sciences on behalf of the Ministry of Science, Research and the Arts.

Stuttgart
Kienestraße 35
70174 Stuttgart, Germany
Tel: +49 711 123 4010

Karlsruhe
Steinhäuserstr. 12
76135 Karlsruhe, Germany
Tel: +49 721 93519 0

E-Mail: info@steinbeis-europa.de
www.steinbeis-europa.de
Facebook: @Steinbeis.Europa.Zentrum
Twitter: @SEZ_Europa

Steinbeis The platform provided by Steinbeis makes us a reliable partner for company startups and projects. We provide support to people and organizations, not only in science and academia, but also in business. Our aim is to leverage the know-how derived from research, development, consulting, and training projects and to transfer this knowledge into application – with a clear focus on entrepreneurial practice. Over 2,000 business enterprises have already been founded on the back of the Steinbeis platform. The outcome? A network spanning over 6,000 experts in approximately 1,100 business enterprises – working on projects with more than 10,000 clients every year. Our network provides professional support to enterprises and employees in acquiring competence, thus securing success in the face of competition.

www.steinbeis.de

