

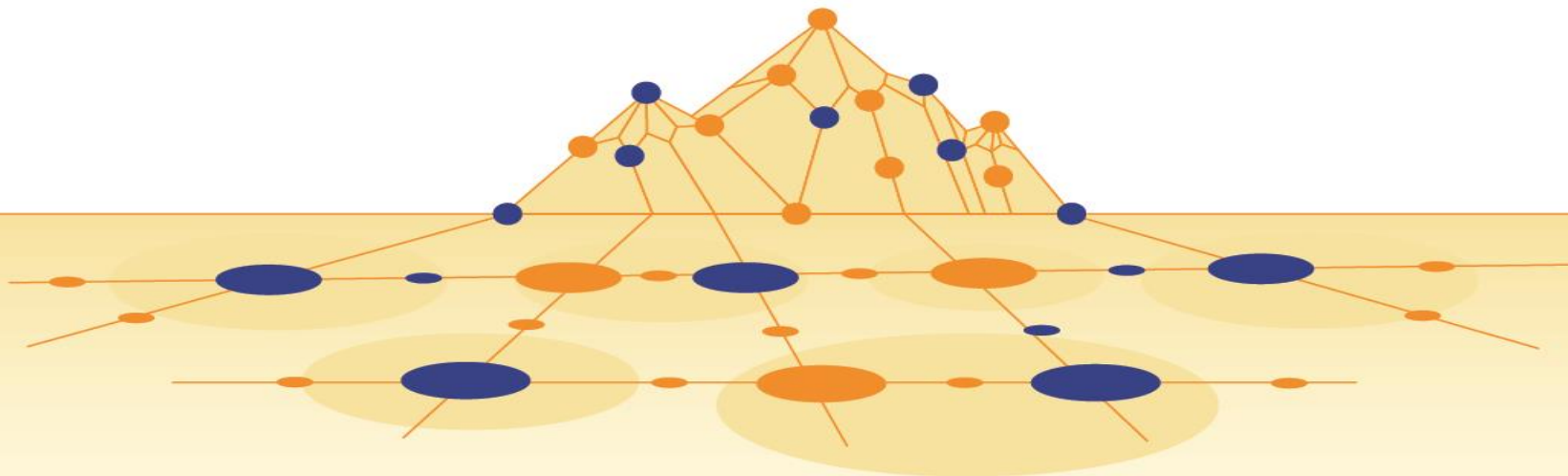
# 4<sup>TH</sup> INTERNATIONAL CLUSTER CONFERENCE

## S3-4AlpClusters Final Conference

### Clusters and S3 – The Case of Salzburg

Christian Salletmaier, Head of Unit Regional development  
and EU regional policy, Land of Salzburg, Austria

Venice, March 14, 2019



# S3 Without Clusters? – The Case of Salzburg

- Salzburg in a Nutshell
- Salzburg's S3 Strategy
- Implementation Aspects
- Lessons Learnt



# Salzburg in a Nutshell – Facts and Figures

- Area / perm. settlement area 7,156 sq km / 1,496 sq km
- Population (2017) 549,263
- GDP per resident (2017) EUR 48,700
- Tourism (2017) ~28 mill. stays/year
- Universities 6
- Regional R&D expenditure 1.5%
- Companies (>1 person) ~21,000
- Company size:
  - 1-9 employees 81.40%
  - 10-49 employees 15.30%
  - 50-249 employees 2.80%
  - 250 + employees 0.50%



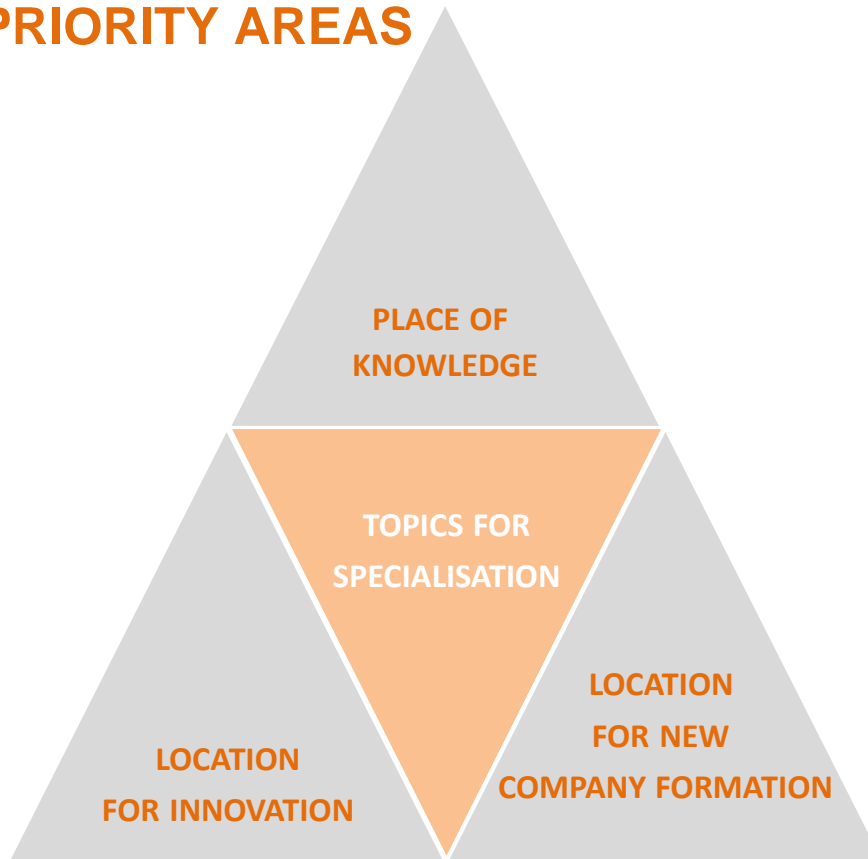
# Salzburg in a Nutshell – R&I

- S** Relatively strong but small high-tech sector (ICT & Life Sciences) in enterprises and R&I institutions, well developed institutional landscape
- W** Heterogeneity of R&I-organisations complicates the accumulation of a 'critical mass' and of core competencies
- O** National and international cooperations in science and innovation to bridge existing gaps
- T** Weakening specialisation and profiling due to the breadth of topics, a lack of coordination and insufficient concentration of resources



# Salzburg's S3 Strategy

## 3 PRIORITY AREAS



## 5 TOPICS FOR SPECIALISATION

LIFE SCIENCES

SALZBURG ICT REGION –  
SMART DATA AND SERVICES

SMART MATERIALS

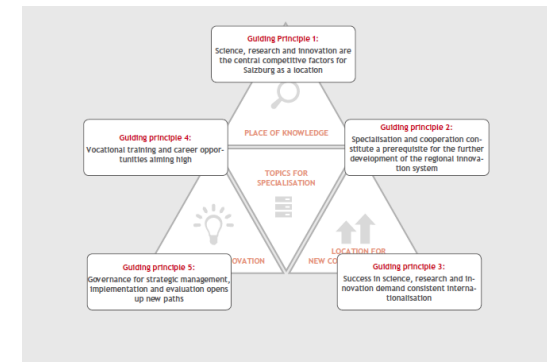
INTELLIGENT BUILDING AND  
SETTLEMENT SYSTEMS

CREATIVE INDUSTRIES AND  
SERVICE INNOVATIONS



# Implementation - Guidance

- Science, research and innovation are the central competitive factors for Salzburg as a location
- Specialisation and cooperation constitute a prerequisite for further development of the regional innovation system
- Success in science, research and innovation demands consistent internationalisation
- Qualification, training and career opportunities are oriented towards high standards
- Governance for strategic management, implementation and evaluation opens up new paths

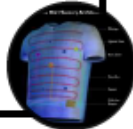


# ICT Masterplan

## IKT Masterplan, Digitaler Standort, Vernetzung, Vermarktung des Standortes im Aufbau

- Ausbau der Kompetenzen und Exzellenz
- Schaffung Anwendungsschwerpunkten und Themenfokus für Wirtschaft
- Stärkung kritischer Größen durch mehr Kooperation
- Demoprojekte und Labs

**Stärkung  
Wissenschaft und  
Forschung**



- Unterstützung der Unternehmen/ Umsetzungsprojekte
- Schaffung von Transferangeboten an den Hochschulen
- Bereitstellung von Knowhow, Impulse für Umsetzung
- Arbeit 4.0 und Organisation 4.0
- Startups, Verwertung ausbauen

**Transferinitiative  
Digitalisierung der  
Wirtschaft,  
Unternehmen 4.0**



- Offensive von der Elementarpädagogik, Kindergärten über Lehre, Schule und Ausbildung bis zum tertiären Bildungssektor und zur Erwachsenenbildung
- Nachwuchs- / Fachkräftestärkung
- Digitale Kompetenz, Lust auf MINT
- Digitalisierung der Gesellschaft

**Modellregion  
MINT-  
Fachkräfte für den  
Standort**



- Initiative des Landes für die Verwaltung
- Strategieentwicklung zu: Digitaler Wandel und Transformation, Das Land als Innovationstreiber, Partizipation und Dialog
- Firmen erwarten moderne Verwaltung, Visitenkarte Standort

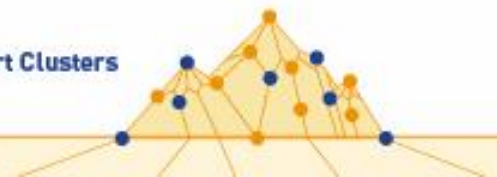
**Innovation und  
Digitalisierung  
Salzburg@2022**



**Breitbandstrategie  
des Landes Salzburg**

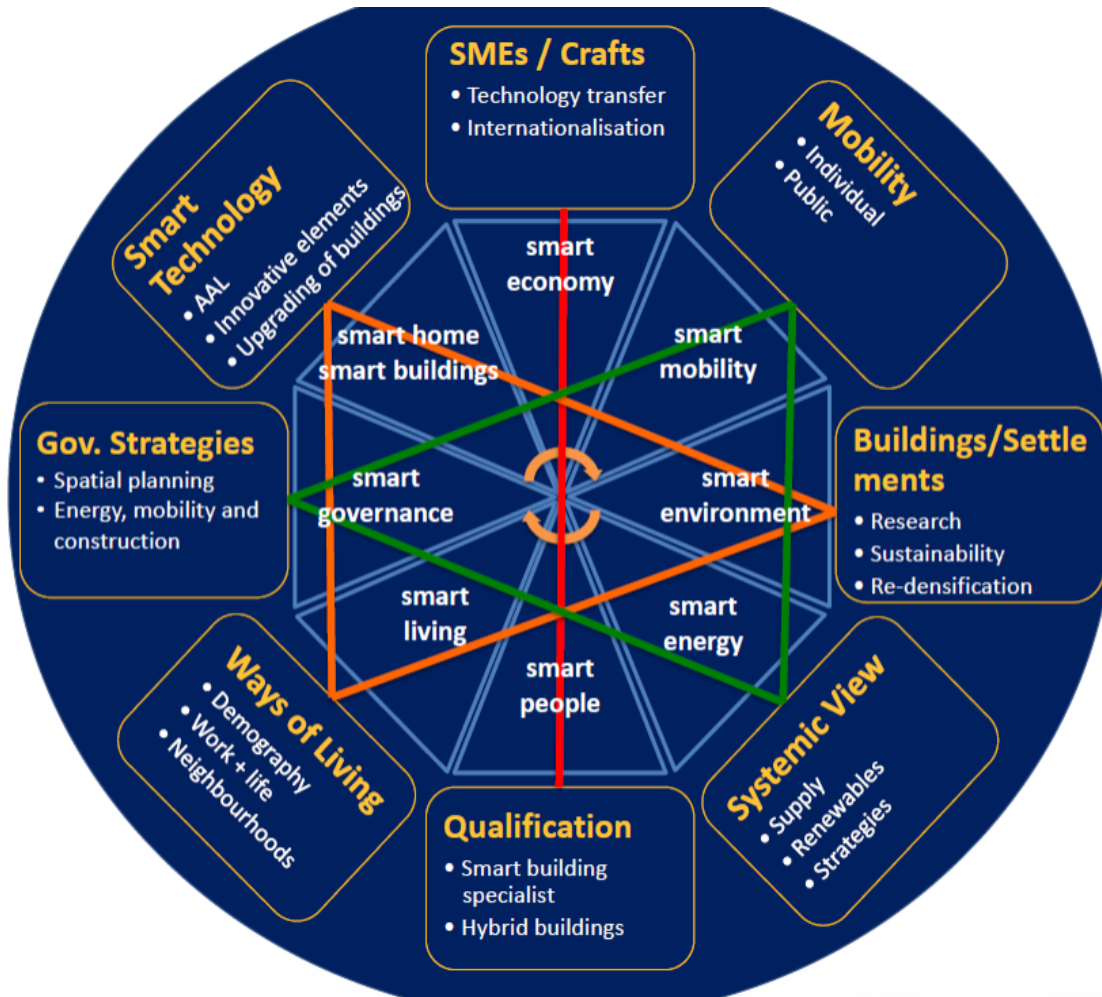


# Building Industry: From Regional Network to ...



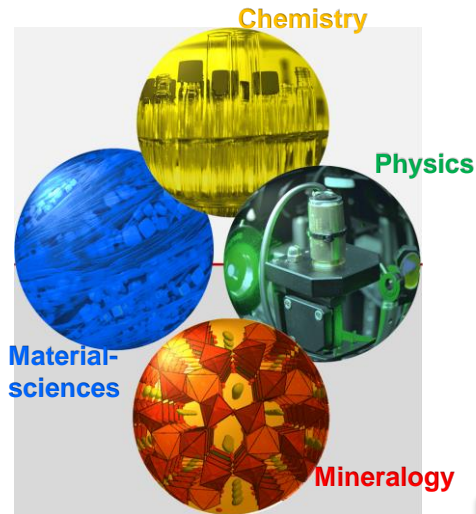


# ... Smart Alpine Region



# Transfer-Center Smart Materials: From Single Disciplines to ...

Chemistry and Physics of Materials

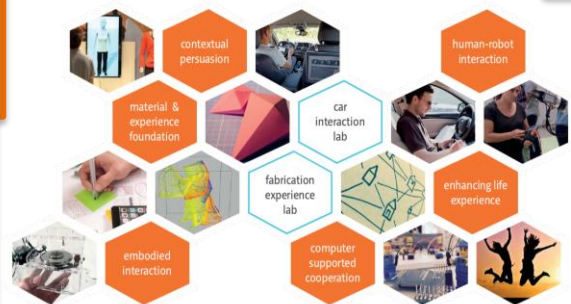


Forest Products Technology and Timber Construction

three specializations



Forest Products Technology and Timber Construction

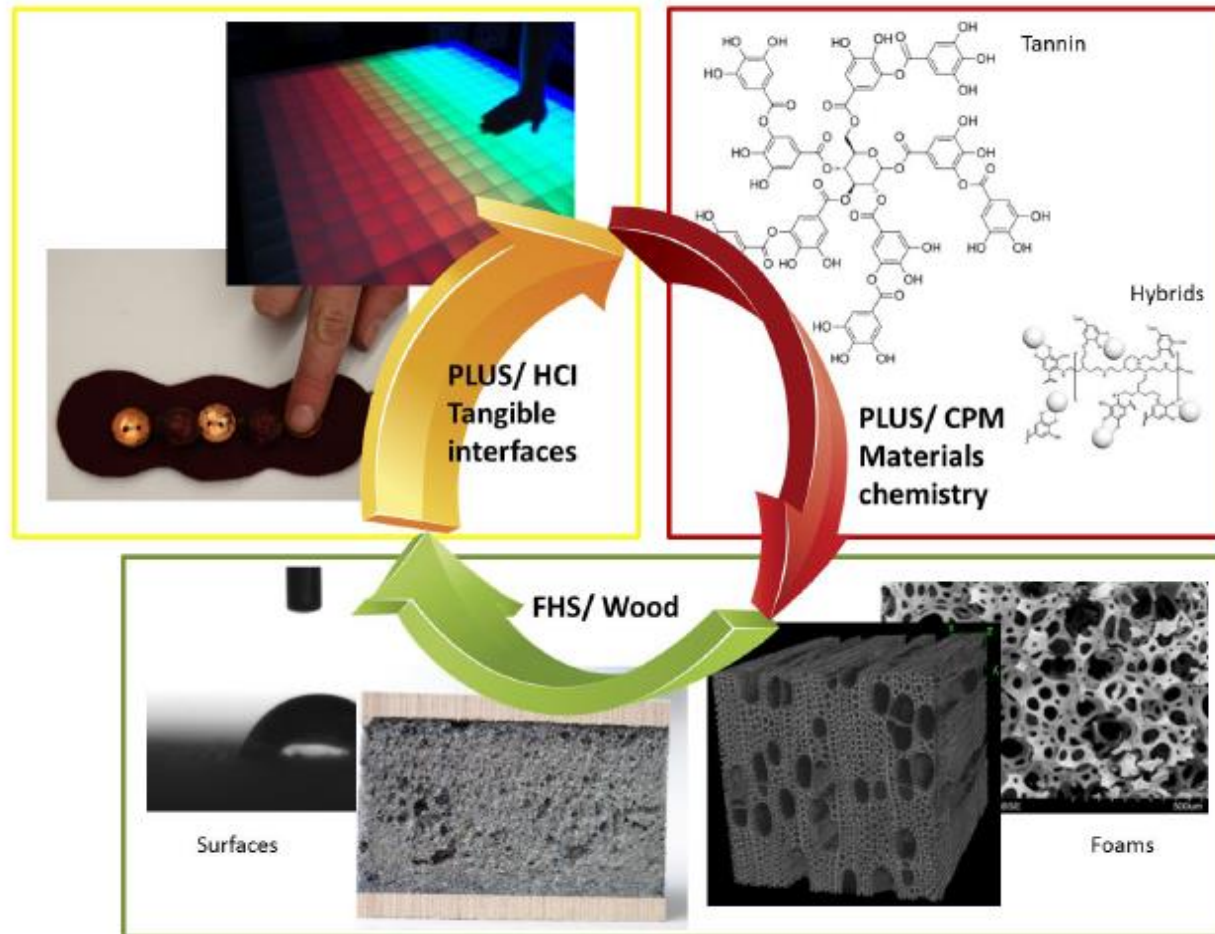


Human Computer Interaction

Smart Specialisation with Smart Clusters



# ... Smart Biogenic Interfaces



# Lessons Learnt

- The project results suggest a continuous dialogue with science and industry to come to a comprehensive analysis of the different aspects and levels of the S3 topics
- Bundling existing competencies and capacities across sectors and disciplines allows to better identify development potential
- The tools and methodologies developed within the project help the region to identify competence gaps and to explore ways to bridge them.
- The implementation of similar processes in partner regions and the exchange of best practices encourages mutual learning and opens up new cooperation potentials.
- The tools and methodologies which were developed and tested in the project will be adopted, adapted and implemented in the regional RTI policy and strategy of the Salzburg region



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## S3-4AlpClusters Partners

