

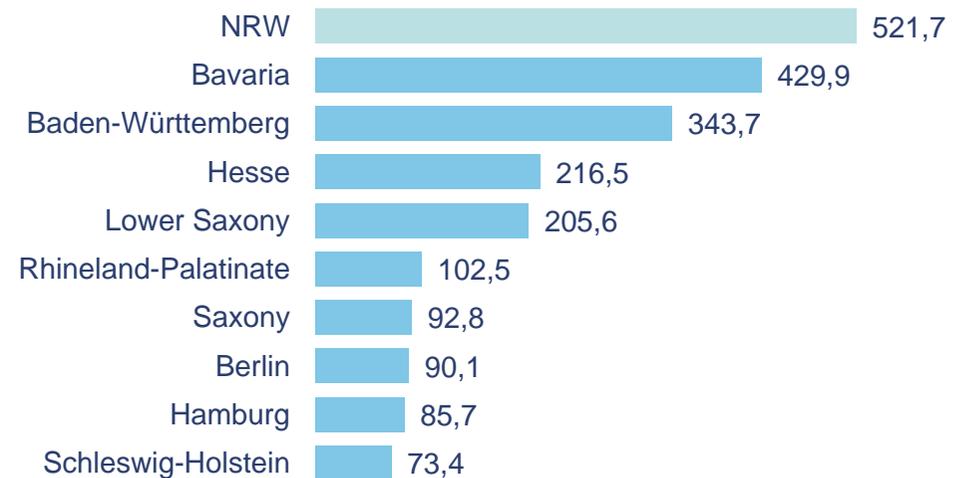
Cluster Policy in North Rhine-Westphalia
The reinvention of green thinking and culture
in an industrial region



Facts and figures

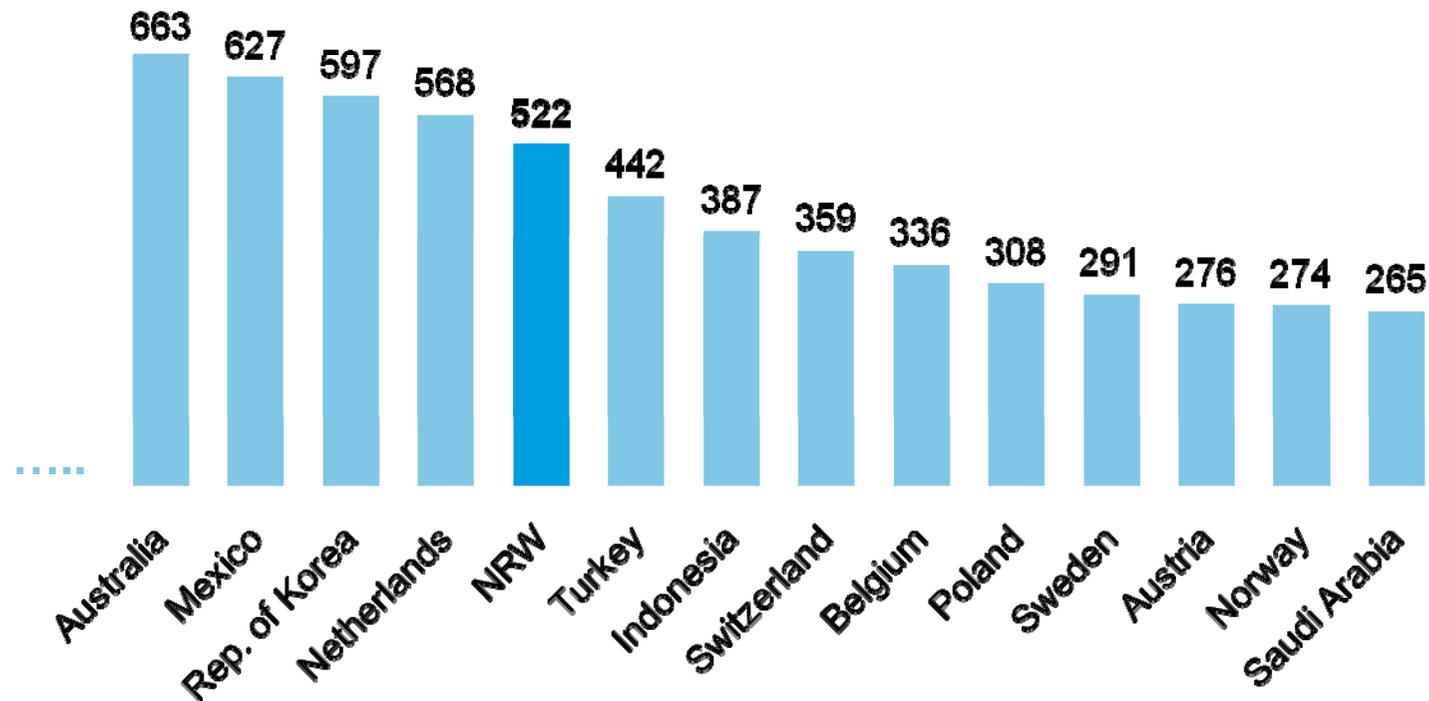


Germany's total GDP in 2009: EUR 2,407 bn



International top position in terms of GDP

17th position in the world ranking for gross domestic product



Source: World Bank 07/2010, figures in EUR billion 2009

Aims

- to make North Rhine-Westphalia an ecological economic boom state with a high quality of life
- to develop ecological lead markets, f.ex. for energy efficiency, renewable energies, resource and material efficiency
- to make the economy of North Rhine-Westphalia the trailblazer for resource-efficient, energy-efficient and climate protection-oriented economic activity



Cluster strategy

- contributes to the overall aims of the state government
- promotes innovation and visibility in 16 exceptionally strong areas in terms of a policy of "strengthening strengths"
- by networking the players along the respective value chains.

- Automotive
- Biotechnology
- Chemicals
- Culture and Creative Industry
- Energy Industry
- Energy Research
- Environmental Technologies
- Food
- Healthcare
- ICT
- Logistics
- Mechanical Engineering
- Media
- Medical Research
- NanoMicro+Materials
- Plastics

Instruments

- **16 Cluster managements**

- regional, state-wide, national and international networking and partnering
- promote topics of the future („cross-innovation“) and initiate and realize projects
- contribute to the creation of innovation-friendly conditions
- offer support services to partners
- contribute to public awareness and visibility

- **Cluster competitions**

- instrument to identify and select high-quality, innovative collaborative projects for support
- calls are launched in particular in the thematic fields of the 16 clusters and for specific cross-sector themes
- target group: all actors in the thematic fields of the clusters (research and economy)

Results until 31.12.2009

- 41 Calls
- 2114 proposals with 7000 co-operation partners
- 886 Funded Projects
- 1.203 Mio. € mobilized (EU structural funds, state funds, private funds)

Cross-Innovation: solutions for tomorrow's markets

- involve various players in different sectors, disciplines and value chains
 - pivotal role in the identification of solutions to societal challenges
 - often accompanied by far-reaching changes in infrastructure or legal framework
- The clusters in North Rhine-Westphalia are key players in exploiting the opportunities of cross-innovations.
- Cooperation between the different state clusters



Some examples for cross-innovations



Green Logistics



Electro mobility



Smart Cities



Resource efficiency



Innovationsradar ExzellenzNRW
2. Ausgabe - 26.07.2010

Innovationstr:
25.01.2010

Thema: Smart A
> OLED / Di
> Smart Zoo

Thema: Grüne Logistik



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... and many more

Electro mobility

- NRW positions itself as a model region for electric mobility in Germany and Europe.
- Bring at least 250,000 electrically powered vehicles on to the market by 2020
- Increase the current number of automobile manufacturers and suppliers by exploiting the opportunities of the electro mobility market

Instruments

- Master plan Electro mobility with the targeted areas „battery technology“, “automotive engineering”, “infrastructure and networks”
- Cluster competition ElektroMobil.NRW
- Rhine-Ruhr electromobility pilot region
- MEET Battery Research Centre
- ...



Strengths in NRW

- About 700,000 cars and commercial vehicles produced in NRW are sold annually in the world market
- NRW is the number one energy state: Three of the five largest German supply companies are based here, and one third of German electricity is produced here.

Green logistics



- Winner in the „Spitzencluster“ competition of the BMBF
- 100 Mio. EUR of which 40 mio. EUR state funding
- 18 research and education facilities and 124 companies
- Aim: making individual goods supply, mobility and production ecologically and socially compatible using 75% of today's resources
- Creation of 4000 new jobs by 2015

Germany is the 2010 world logistics champion – and NRW is Germany's leading logistics location

Country	2010 LPI rank	% of highest performer	2007 LPI rank	% of highest performer
Germany	1	100.0	3	97.1
Singapore	2	99.2	1	100.0
Sweden	3	98.8	4	96.4
Netherlands	4	98.5	2	99.6
Luxembourg	5	95.7	23	79.5
Switzerland	6	95.5	7	94.5
Japan	7	95.2	6	94.8
United Kingdom	8	94.9	9	93.8
Belgium	9	94.5	12	90.7
Norway	10	94.2	16	88.1

Source: World Bank, Logistic Performance Index – LPI 2007 & 2010



Clean technology for clean water

A global challenge

- 1.2 billion people worldwide suffer from inadequate water supply
- 2.5 billion people have no access to sanitary facilities
- Target (2000) is to reduce the percentage of people without permanent access to hygienically clean drinking water from 65 to 32.



Great Chances for NRW

- Membrane technologies have the potential to improve water supplies worldwide
- Global Market volume for membranes and membrane technologies ca. 2 billion EUR by 2015
- NRW has a rich R&D landscape in membrane technology
- German Society for Membrane Technology located in NRW
- SIMAS Training Centre for Membrane Technology and Wastewater Purification
- Funding program „Study and development projects in the field of waste-water”
- Forums to bring together membrane research and potential users

Further information about the clusters and their activities

Politics · Science · Business:
 Professor Dr. Christian Ketels: Cluster Initiatives 2010
 Professor Dr. Oliver Gassmann:
 Exploiting the potential of Open Innovation
 Udo Paschedag: Contributing to the environment
 and the economy

State clusters in the spotlight:
 Plastics
 Logistics
 Environmental Technologies

Cross-Innovation:
 Joining forces to speed up innovation



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