



Tradition Reinvented: how clusters lead resilient, innovative shifts towards a climate-neutral, digital future

18 & 19 June 2024 in Graz, Austria

AGENDA

Day 0 – Monday, 17 June 2024 (CET)

SIDE EVENT : Supporting companies with Green Transformation Cards

A training session organised by Enterprise Europe Network. The participation in the training session is free of charge. All registered participants of Clusters Meet Regions in Graz are invited to join. If interested, please indicate explicitly your choice in B2Match.

12:30	Registration of participants and welcome coffee
13:00 – 17:00	<p>Training Session: “Supporting companies with Green Transformation Cards”</p> <p>Conducted by the Green Tech Valley Cluster CEO Bernhard Putteringer</p> <ul style="list-style-type: none"> The Green Transformation Cards, developed by Europe's best Green Tech Cluster, are a proven and successful methodology to provide fast and effective support to companies on the path to climate neutrality. In the Green Transformation Cards, you will find 10 categories with around 100 suggested measures for the green transformation of your client's company.

CLUSTERS MEET REGIONS

Day 1 – Tuesday, 18 June 2024 (CET)

09:00	Registration of participants and welcome coffee
09:30 – 10:00	Setting the scene: Tradition Reinvented: how clusters lead resilient, innovative shifts towards a climate-neutral, digital future Master of Ceremony: Teodora Jilkova, ECCP team member <ul style="list-style-type: none"> • Welcome and introduction by the representative of the host Barbara Eibinger-Miedl, Regional Minister for Economic Affairs • Keynote speech –Hubert Gambs, Deputy Director-General DG GROW - Internal Market, Industry, Entrepreneurship and SMEs
10:00 – 10:15	Introduction to the regional cluster ecosystem of Styria – Presentation of the ECCP input paper on Styria <ul style="list-style-type: none"> • Jan-Philipp Kramer, Head of EU Services, Prognos
10:15 – 10:30	Styria's Cluster Strengths – innovation through tradition / collaboration between science and industry <ul style="list-style-type: none"> • Michael Liebminger, Clustermanager, Styrian Business Development Agency (SFG)
10:30– 11:30	Panel discussion I – strategic approaches – the role of regional clusters in developing resilient ecosystems <i>The discussion will centre on strategic and theoretical approaches exploring how cluster organisations can bolster resilience within regional innovation ecosystems. The aim of the panel discussion is to glean insights into how policymakers and regional authorities can empower cluster organisations to become catalysts for resilience-building and adaptation.</i> Moderator: Mariella Masselink, Head of Unit, Industrial Forum, Alliances, Clusters, DG GROW, European Commission <ul style="list-style-type: none"> • Josef Affenzeller (Director Research Coordinator, AVL List GmbH) • Montserrat Daban, President, The Council of European BioRegions (CEBR); Director of Strategic Foresights and International Relations, Biocat • Thomas Krautzer, Head of Social and Business History Institute, University of Graz
11:30 - 11:45	Coffee Break
11:45 – 12:30	Pitching session – interregional cooperation as driver of the twin transition Moderator: Teodora Jilkova, ECCP Team Member <ul style="list-style-type: none"> • Dr. Martin Trinker, ACIB • Anian Tröndle, Inspiralia GmbH • Peter Kiss, Hungarian Progressive Construction Cluster • Brigitte Hasewend, ESEIA • Gerhard Mitter, ACstyria mobility cluster • Michael Wurzinger, Photonics Austria • Bernhard Puttinger, Green Tech Valley
12:30 – 13:30	Networking lunch
13:30 – 14:30	B2B meetings organised by the Enterprise Europe Network team of the SFG 15-minute meetings with regional cluster organisations to discuss potential collaborative opportunities
14:30 – 14:45	Coffee break

14:45 – 16:15	<p>Interactive "Impulse Camp" [Barcamp] (emphasis on cross-cluster activities, interregional cluster projects, R&D collaborations with industry and research and alignment with S3 Strategy Themes for a resilient ecosystem) <i>The second discussion will emphasise the practitioner's perspective by inviting cluster managers from both regional and international cluster organisations.</i></p> <ul style="list-style-type: none"> • <i>Participants become speakers themselves ("The stage is yours")</i> • <i>Moderator introduces topic blocks</i> • <i>Keynote speakers provide brief input (5 minutes) on selected topics</i> • <i>Audience can/should actively participate</i> • <i>Questions and comments via microphone from the audience (no Slido)</i> • <i>Participation on stage => Presentation of ideas, implemented projects, feedback, etc.</i> • <i>Moderator actively engages with the audience to encourage participation</i> <p>Moderator: Pablo Zardoya-Laguardia, CEBR Board member, human.technology Styria</p> <ul style="list-style-type: none"> • Bernhard Puttinger, CEO, Green Tech Valley Cluster • Lejla Pock, CEO, Human.technology Styria • Robert Gfrerer, CEO, Silicon Alps Cluster • Alexander Pinter, CEO, Hozlcluster Styria • Eberhard Schrempf, Managing Director, Creative Industries Styria • Karin Hölbling, Lead EU-Projects, ICS The Export Service Organisation of the Styrian Economy • Gerhard Mitterer, Company Officer, AC Styria Mobilitycluster
16:15 – 17:00	<p>Regional and EU financial instruments and programmes</p> <p>The Interregional Innovation Investment Instrument (i3) as a perfect way to co-finance regional activities with a trans-regional perspective.</p> <ul style="list-style-type: none"> • Birgit Weidel, Head of Department "Innovation Ecosystems, SMP/Entrepreneurship and Consumers", EISMEA, European Commission <p><i>Spitzen!Leistung</i> – how to support cluster activities with ERDF money and create synergies</p> <p>Moderator: Michael Kerschbaumer, Styrian Business Development Agency SFG, Enterprise Europe Network</p> <ul style="list-style-type: none"> • Christina Seifried, Project Manager, Silcon Alps Cluster • Laura Daviña König, Project Manager, Human Technology Styria • Daniela Riedler, Head of Global HR & Sustainability, Payer International GmbH • Mario Gschwandl, Head of Technology, Ottronic E-Systems • Tibor Zechmeister, Managing Partner, CommuModo GmbH • Tbd, KNAPP AG
17:00 – 17:15	<p>Closing remarks and summary of outcomes from day 1</p> <ul style="list-style-type: none"> • Mariella Masselink, Head of Unit, Industrial Forum, Alliances, Clusters, DG GROW, European Commission • Christoph Ludwig, CEO of the Styrian Business Development Agency SFG

17:15 – 18:15	Networking Cocktail including B2B meetings organised by the Enterprise Europe Network team of the SFG
from 18:30 onwards	Get together and Networking Dinner

Day 2 – Wednesday, 19 June 2024 (CET)

Site visit

08:30 – 10:00	Graz City Tour
10:00 – ~13:00	<p>Automotive driven</p> <ul style="list-style-type: none"> Site Visit AVL Graz: AVL List GmbH with its headquarters in Graz, is one of the world's leading mobility technology companies for development, simulation and testing in the automotive industry as well as other sectors such as rail, marine, and energy. Based on extensive in-house research activities, the company delivers concepts, technology solutions, methodologies and development tools for a greener, safer, better world of mobility and beyond. (90 min) https://www.avl.com/ <p>Life Science driven Tour with 3 stops:</p> <ol style="list-style-type: none"> Biobank tour to one of the world's largest biosample collections at the European and Austrian headquarters of biobanking in Graz at the ZWT – Center for Knowledge & Technology Transfer in Medicine. (45 min) https://en.zwt-graz.at/ University Hospital Graz - Underground & above ground tour from the tunnel system to the heliport. Enjoy the incredible view of the largest hospital complex in Europe from above and learn facts & figures from the premier Styrian hospital operator. (60 Min) https://www.uniklinikumgraz.at/ Short stop at ZWT Accelerator (30min) https://en.zwt-graz.at/zwt-accelerator/
from 13:00	Individual Transfer