



# EU Major Project Innovation Incubator Luneburg Leuphana University of Luneburg





## Agenda

# - Leuphana University Luneburg

- Innovation Incubator Luneburg

Daniel Libeskind's planned central building typifies the development process of the Leuphana University Luneburg



A unique university model has been implemented at Leuphana



4

### **Branches at Leuphana University**





## Agenda

- Leuphana University Luneburg
- Innovation Incubator Luneburg

## The Innovation Incubator Luneburg...

- ... is a large-scale EU project for regional economic development.
- ... is mainly financed by the European Regional Development Fund
- In the second secon
- ... consists of **16 distinct activities.**
- integrates all departments of Leuphana.
- ... offers a variety of cooperation options between the University, regional institutions and business enterprises.
- ... runs from **2009 to 2015**.

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The Innovation Incubator has achieved the highest acquisition of EU funds of its kind in European university history, with a total investment of around  $\in$ 100 million. Finances of the Innovation Incubator in  $\in$  millions



The Luneburg district (Convergence Region) struggles with low economic production, demographic problems, stagnation and below average new business start-up rates.



The Innovation Incubator embodies the idea of the Lisbon Strategy for the Luneburg convergence region.

#### **Lisbon Strategy** Strategic Goals of the Innovation Incubator In 2000 the European Council Expansion of research formulated the strategic goal: force through attracting (...) to let the EU become (...)international scientists the most competitive and dynamic academically supported economic region in Strengthening the world." **Growth of employment** regional opportunities in skilled competitiveness Guideline 8, Lisbon Strategy: services by supporting "Creation and development of local economy innovation poles, networks and incubators, bringing together universities, research **Development of** institutions and enterprises advanced education and including at regional and local training level (...)"

Source: Empfehlung des Rates vom 12. Juli 2005 zu den Grundzügen der Wirtschaftspolitik der Mitgliedstaaten und der Gemeinschaft (2005 – 2008), B.1; Großprojektantrag Innovations-Inkubator Luneburg (GPA)

# The comprehensive structure of the Innovation Incubator offers a variety of connection opportunities.

Overview of select sub-measures

Strategic Goals	Select Sub-Measures	Focus	
Expansion of	Competence Tandems	<ul> <li>Economic regional development through international cutting-edge research</li> </ul>	
research force through attracting	Collaborative Research and Development Projects with SME	<ul> <li>Focused, application-oriented research projects and networks</li> </ul>	
international scientists	Graduate School	<ul> <li>Junior scientific development by extending the Graduate School scholarship</li> </ul>	
Growth of	Start-up Projects	<ul> <li>Aid for start-up projects through advising, coaching and competitions</li> </ul>	
employment opportunities in	Transfer and Innovation assistants	<ul> <li>Stimulation of innovation in the regional economy</li> </ul>	
skilled services	Projects with the Creative Industries	<ul> <li>Creation of development opportunities in the areas of art, market economics and media</li> </ul>	
Development of	Leuphana College	<ul> <li>Equips local graduates with problem-solving capabilities.</li> </ul>	
advanced education and training	Leuphana Professional School	<ul> <li>Innovative further education opportunities for employees of regional companies</li> </ul>	

# The Innovation Incubator is built on a variety of content coordinated submeasures.

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Area	Sub-measures
Research and development	Competence tandem Collaborative and development projects with SME R & D projects Leuphana Graduate School – Research projects Leuphana Graduate School – Masters and Doctoral Scholarships
Networking and transfer	Regional networking Collaborative and development projects with SME innovation networks Transfer and Innovation assistants Start-up projects Projects with the creative economy
Education and Training	Leuphana College Case Studies E-Learning Content Implementation of a training model
Infrastructure investments	ICT infrastructure - Regional Knowledge Base Building and Infrastructure Research

The Innovation Incubator project has numerous projects to be implemented.

Selection of current projects, as of October 2010

tor Luneburg	Competence tandems 4 of up to 14	<ul> <li>Moving Image Lab</li> <li>Segmented Media Offerings</li> <li>Integrated Care</li> <li>Management Models</li> </ul>
	Research and development projects 4 of up to 16	<ul> <li>Operations Excellence: LAP GmbH, Sieb &amp; Meyer AG</li> <li>FeQuan: Celler Brunnenbau GmbH, Franatech GmbH</li> <li>Economies in networks: Nutrition industry in the counties LG, DAN, UE</li> <li>Driving Simulation Centre : Süderelbe AG, ADAC</li> </ul>
ion Incubator	Innovation networks 2 of up to 3	<ul> <li>Sustainable SMEs: So far, 14 companies from 5 regions (such as construction, plumbing and heating systems, food production, hospitality, service, trade)</li> <li>Performance management in SMEs</li> </ul>
Innovation	Visiting professorships 4 of12	<ul> <li>Environmental sustainability in the region</li> <li>Regional Cultural Promotion</li> <li>"Entrepreneurship" for regional businesses</li> <li>Public Administration and Regional Development</li> </ul>
	Doctoral scholarships 3 of20	<ul> <li>Information about travel behavior on the Internet</li> <li>Succession planning in family businesses</li> <li>Environment and Sustainability</li> </ul>

Reference: Project team Innovation Incubator

### **Competence Tandems...**

- ... are transdisciplinary research projects, aimed at research-based business development.
- require close cooperation with the private sector.
- ... total up to 14 individual projects.
- ... consist of an international academic team and a business development agent.
- In the second secon
- ... have an average duration of three years.
- ... are chosen by a **Structural Commission** of the state of Lower Saxony.

# The main focus areas of the Innovation Incubator are Digital Media, Health Care System and Sustainability.

Overview of the main focus areas and Competence Tandems



Additional projects are currently under development.

\*Scheduled to start in autumn 2011 Source: Team Innovation Incubator

# Co-operation partners within the



The Leuphana Graduate School has an application-oriented research focus in cooperation with SME

Measures of the Graduate School	Cooperation opportunities for SME
International visiting professorships	Research projects by visiting professorships with SMEs and institutions
Doctoral scholarships	Consultancy projects by visiting professorships with SMEs and institutions
Master scholarships	Academic papers about specific topics relevant to the convergence region
Innovative study formats	Company presentations to students
Comprehensive SME cooperations	Innovative ideas by junior researchers

Topic areas: Environment and sustainability in the region, regional promotion of culture, regional business development, public administration and regional development