



Agenda

-
- **Leuphana University Luneburg**
 - Innovation Incubator Luneburg
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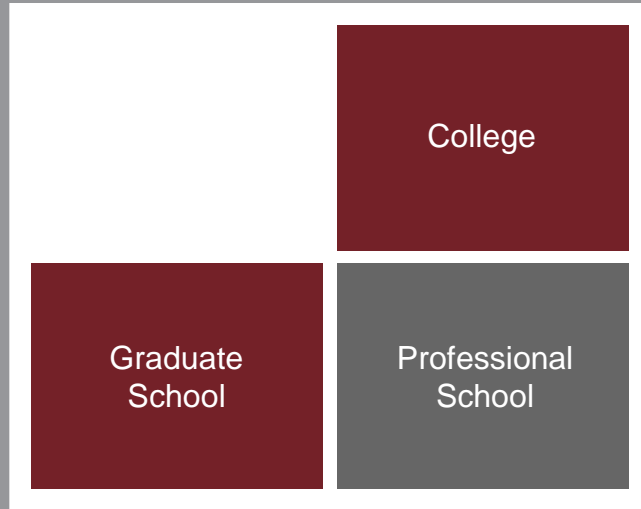


Daniel Libeskind's planned central building typifies the development process of the Leuphana University Luneburg

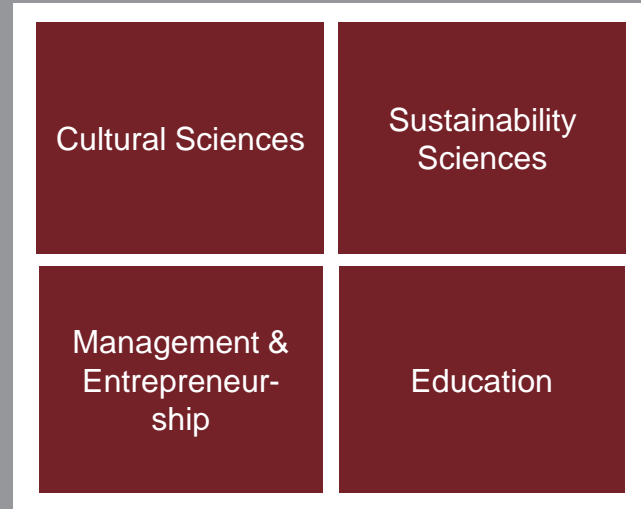




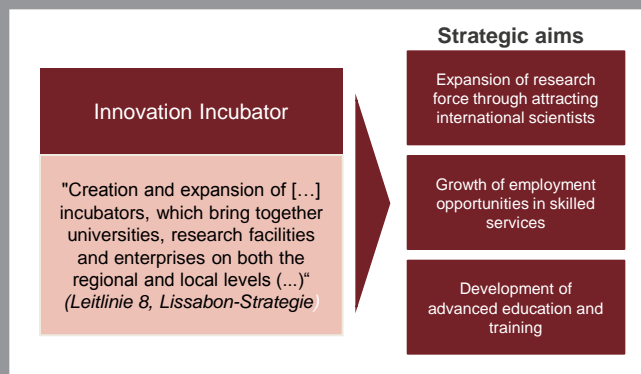
A unique university model has been implemented at Leuphana



UNIVERSITY MODEL



4 CORE AREAS



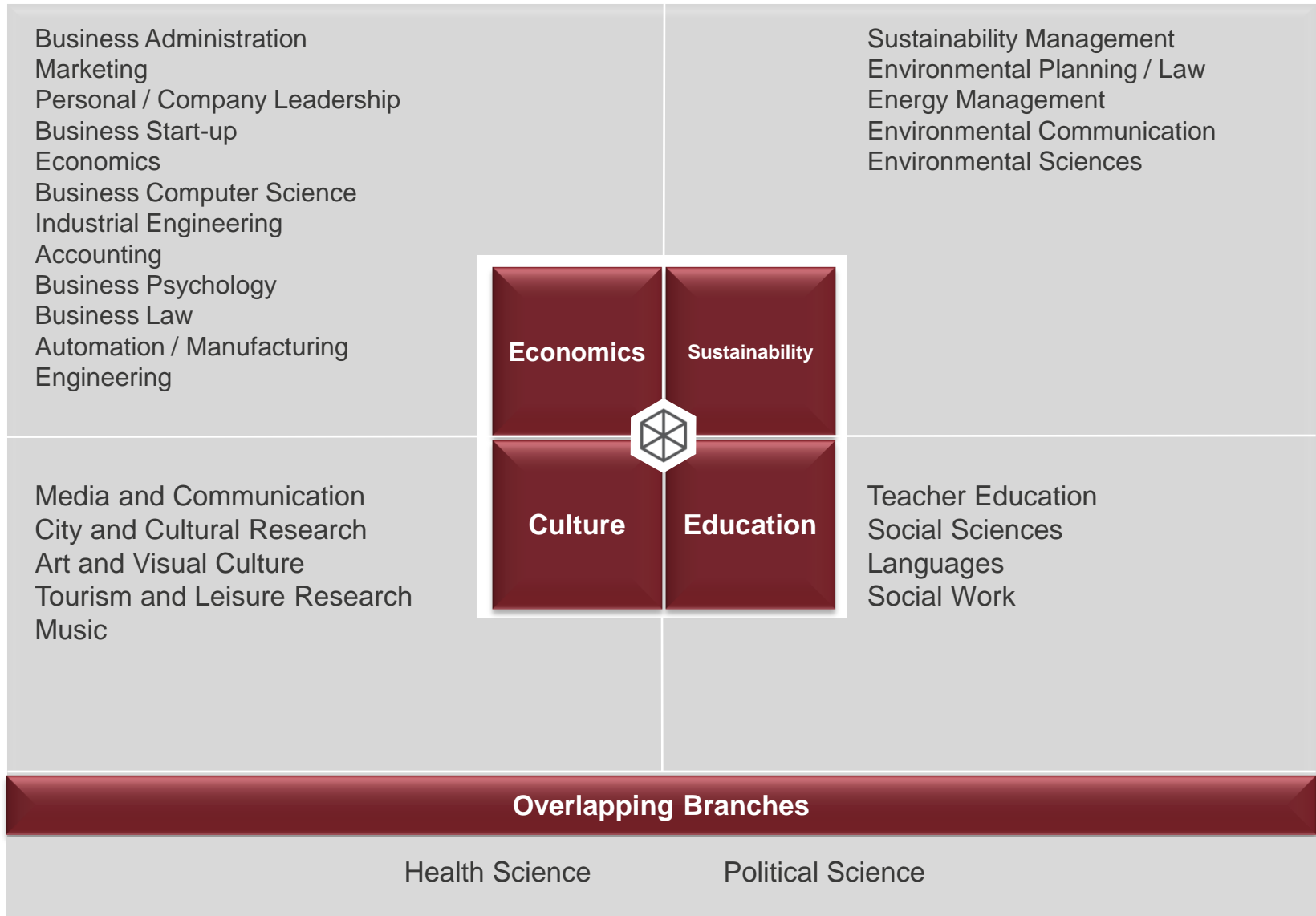
INNOVATION INCUBATOR



CAMPUS DEVELOPMENT



Branches at Leuphana University





Agenda

– Leuphana University Luneburg

– **Innovation Incubator Luneburg**



Executive Summary: Innovation Incubator Luneburg

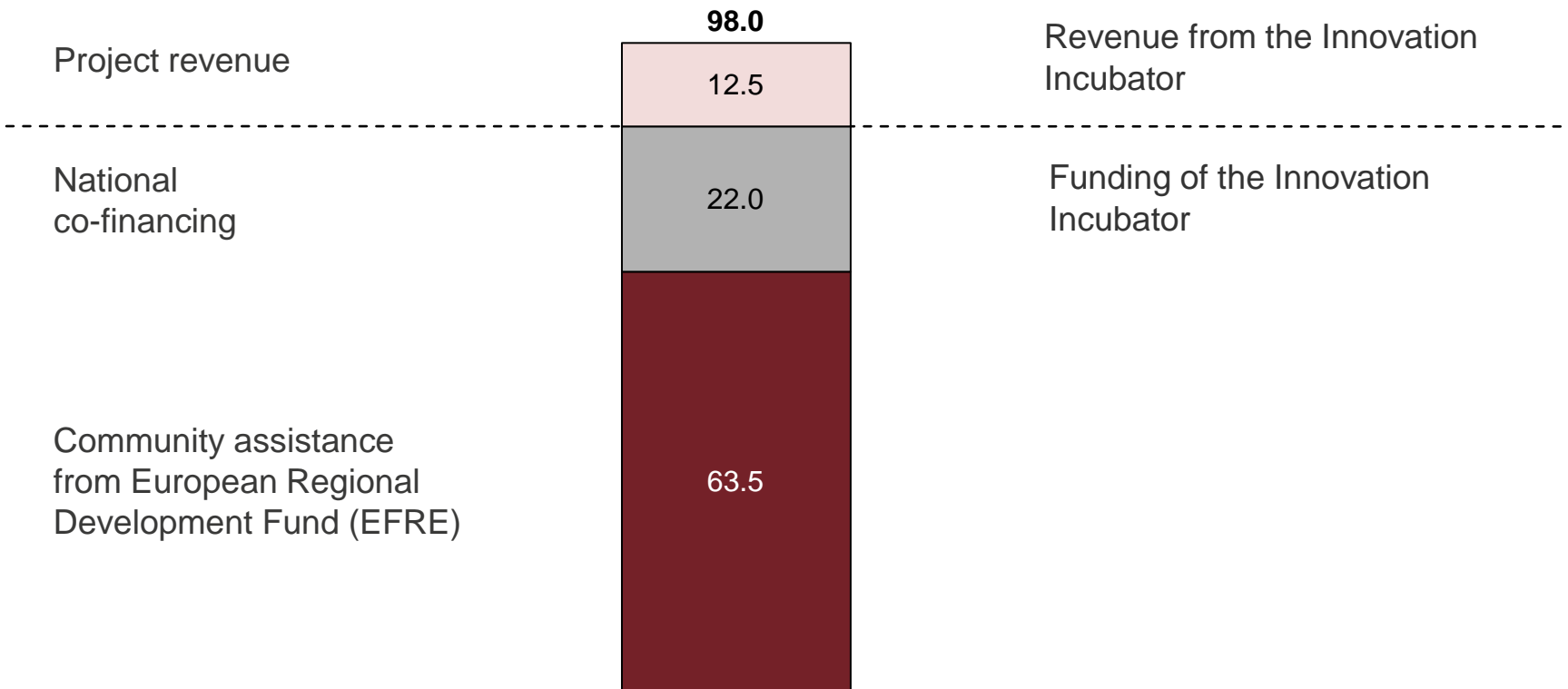
The Innovation Incubator Luneburg...

- ... is a large-scale EU project for **regional economic development**.
- ... is mainly financed by the **European Regional Development Fund**
- ... has attracted a total investment of **€ 98 million**.
- ... 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**.



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

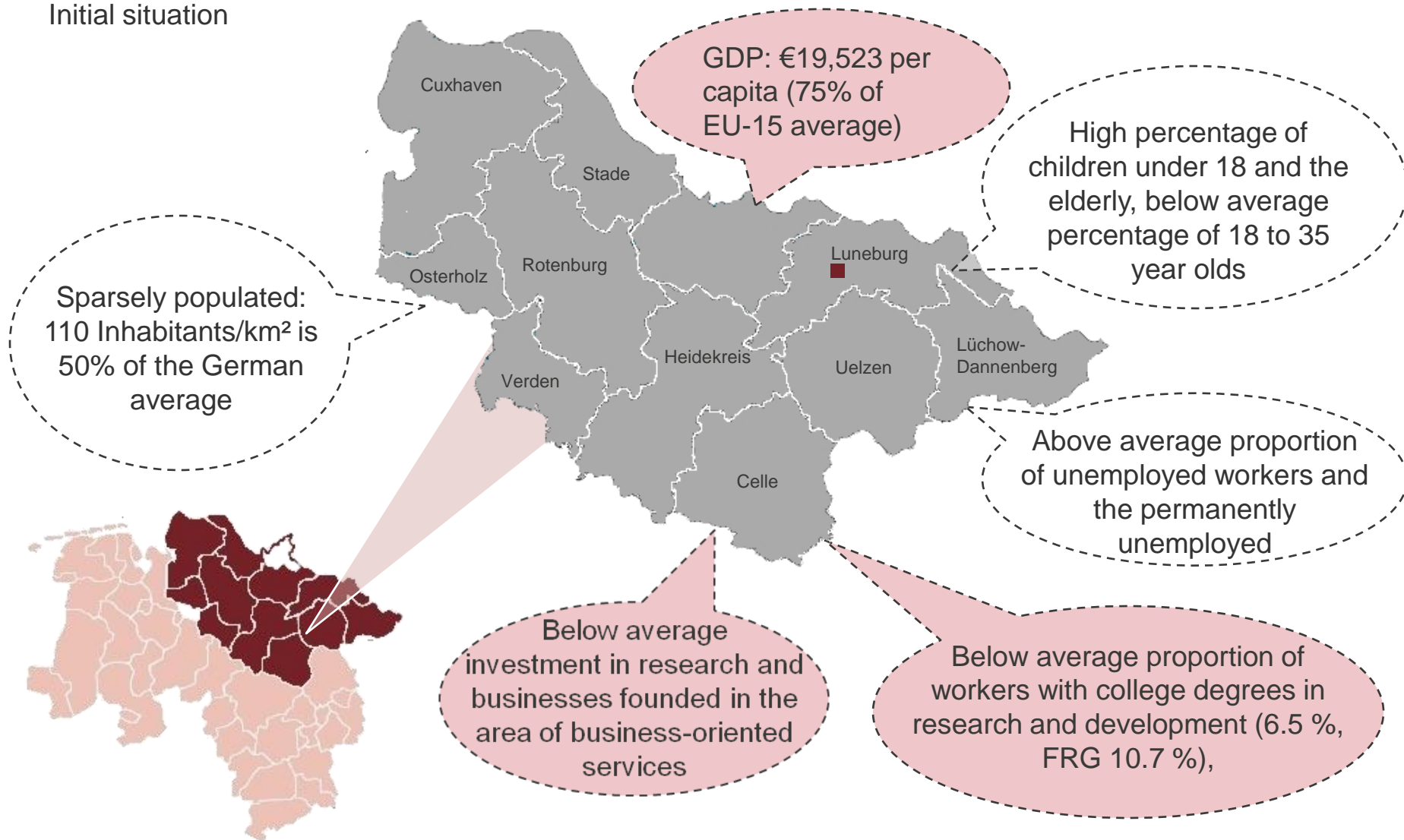
Finances of the Innovation Incubator in € millions





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

Initial situation





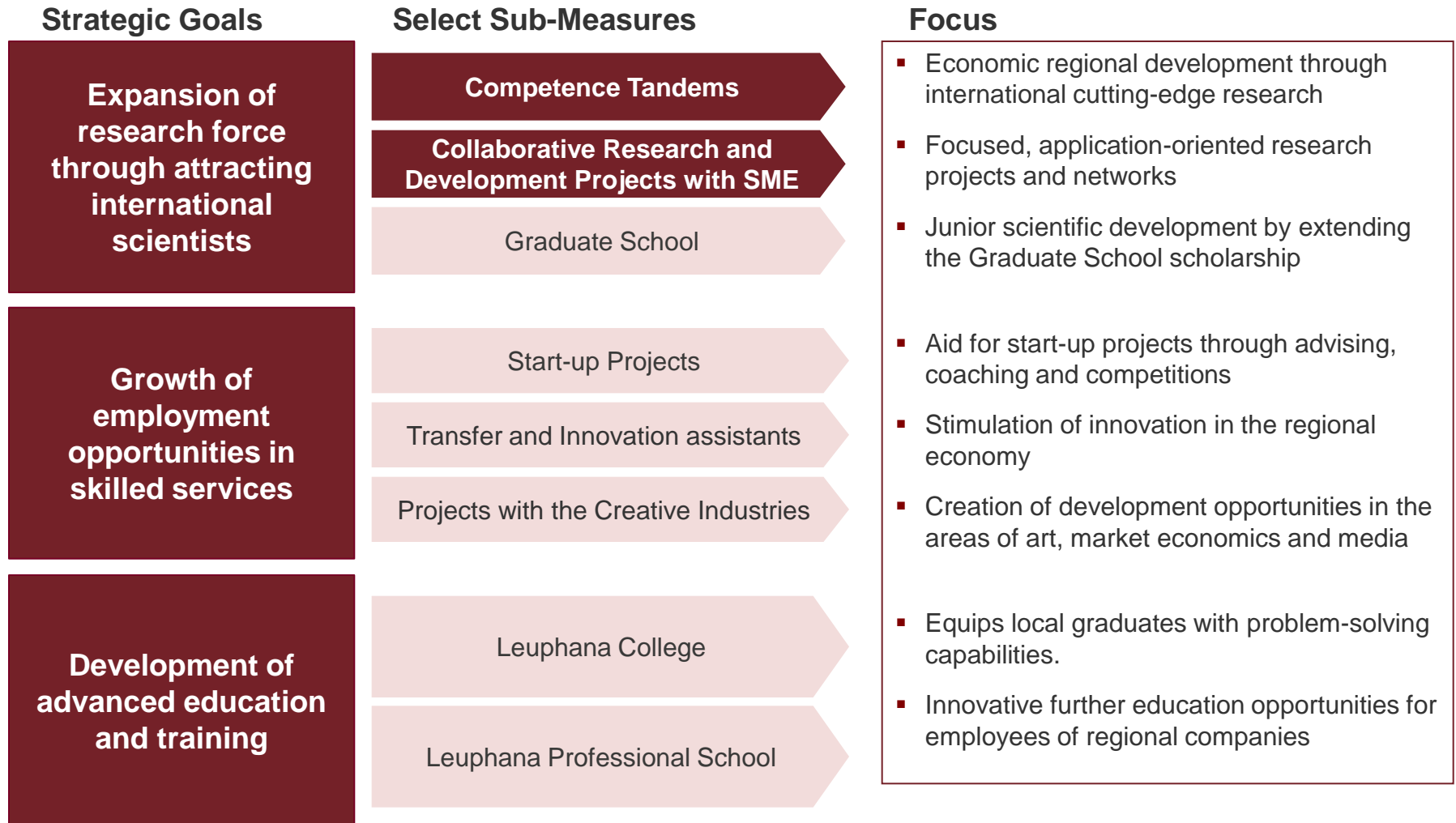
The Innovation Incubator embodies the idea of the Lisbon Strategy for the Luneburg convergence region.





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

Overview of select sub-measures





The Innovation Incubator is built on a variety of content coordinated sub-measures.

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

Innovation Incubator Luneburg	Competence tandems	4 of up to 14	<ul style="list-style-type: none">▪ Moving Image Lab▪ Segmented Media Offerings▪ Integrated Care▪ Management Models
	Research and development projects	4 of up to 16	<ul style="list-style-type: none">▪ Operations Excellence: LAP GmbH, Sieb & Meyer AG▪ FeQuan: Celler Brunnenbau GmbH, Franatech GmbH▪ Economies in networks: Nutrition industry in the counties LG, DAN, UE▪ Driving Simulation Centre : Süderelbe AG, ADAC
	Innovation networks	2 of up to 3	<ul style="list-style-type: none">▪ Sustainable SMEs: So far, 14 companies from 5 regions (such as construction, plumbing and heating systems, food production, hospitality, service, trade)▪ Performance management in SMEs
	Visiting professorships	4 of 12	<ul style="list-style-type: none">▪ Environmental sustainability in the region▪ Regional Cultural Promotion▪ "Entrepreneurship" for regional businesses▪ Public Administration and Regional Development
	Doctoral scholarships	3 of 20	<ul style="list-style-type: none">▪ Information about travel behavior on the Internet▪ Succession planning in family businesses▪ Environment and Sustainability

Reference: Project team Innovation Incubator



Executive Summary: Competence Tandems

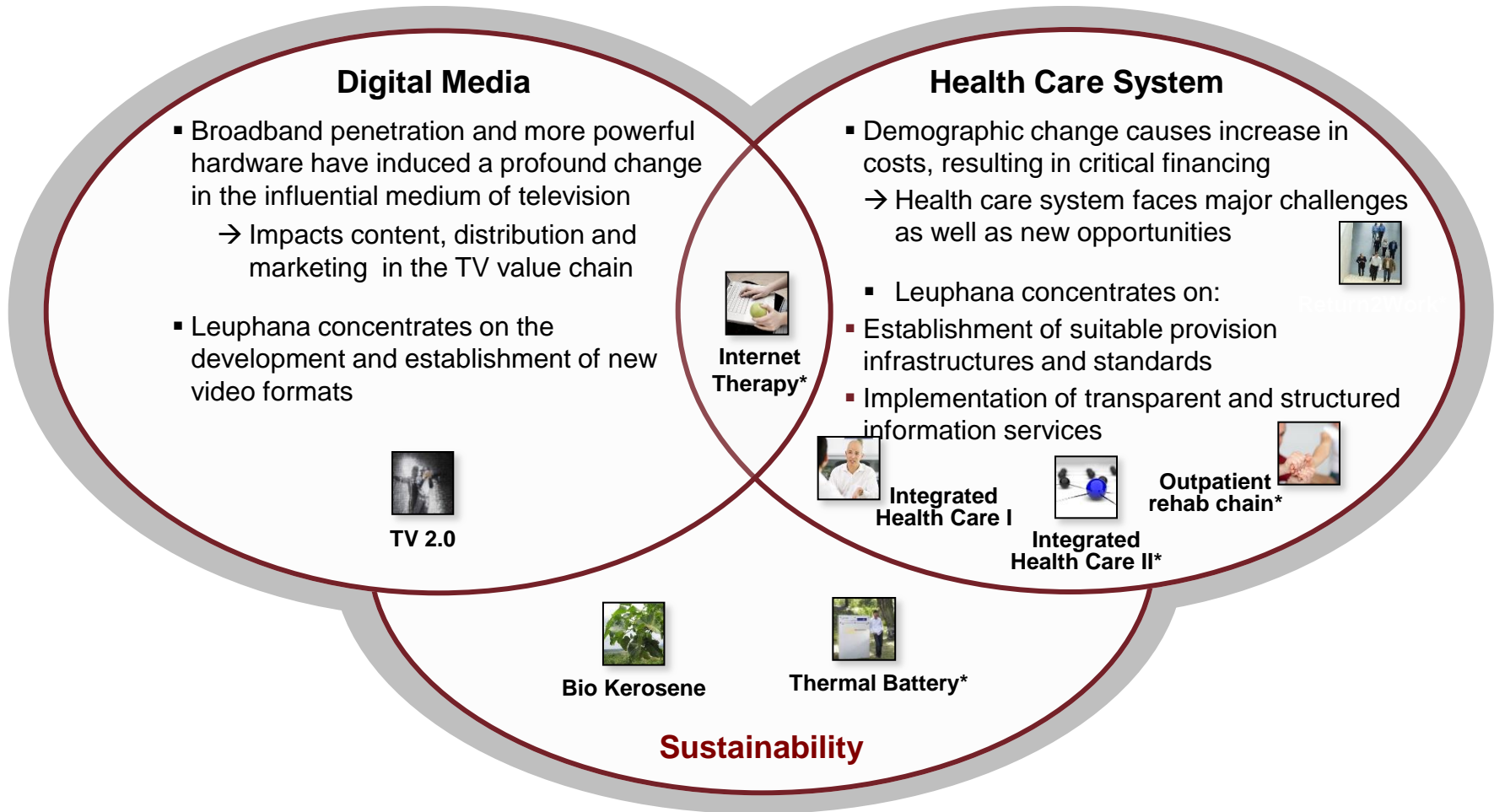
Competence Tandems...

- ... 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**.
- ... have an average budget of **€ 2.1 million**.
- ... 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.

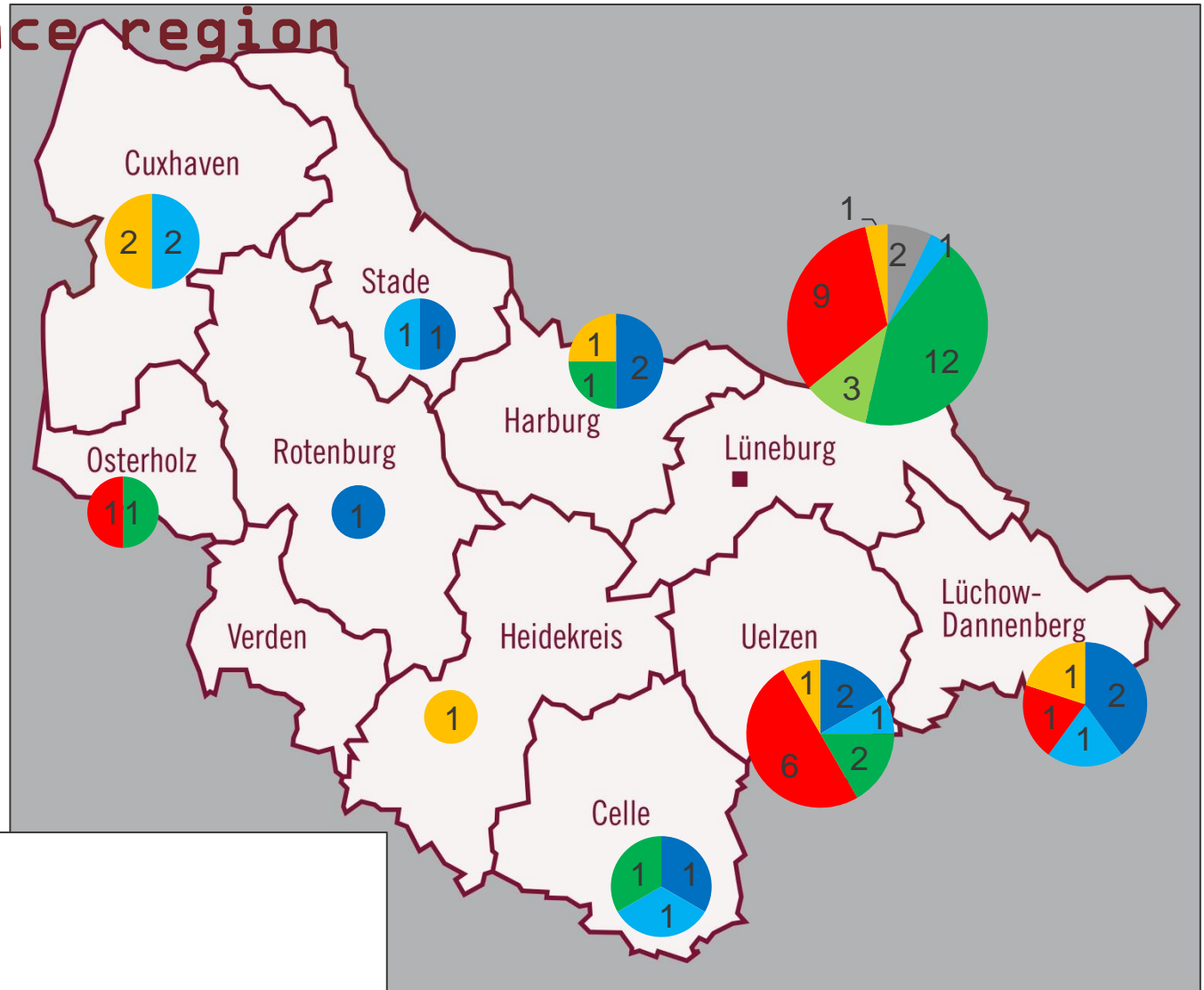
Overview of the main focus areas and Competence Tandems



Additional projects are currently under development.



Co-operation partners within the convergence region



- # PhD scholars (SME)
- # PhD scholars
- # Master scholars (SME)
- # Master scholars
- # Visiting professors (SME)
- # Visiting professors



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

Measures of the Graduate School

International visiting professorships

Doctoral scholarships

Master scholarships

Innovative study formats

Comprehensive SME cooperations

Cooperation opportunities for SME

Research projects by visiting professorships with SMEs and institutions

Consultancy projects by visiting professorships with SMEs and institutions

Academic papers about specific topics relevant to the convergence region

Company presentations to students

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