



Lessons learnt and Vision for the Management of BioEconomy Regions

Leading Edge Cluster BioEconomy

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Content

- The cluster and the region
- The players
- The organisation
- The management team
- Summary

What is Bioeconomy?



„The bioeconomy comprises all economic sectors and **all industries that produce, manage or otherwise use biological resources** including bio-waste.“

Source: German Bioeconomy Council



Pictures: Imagebrochure Bioeconomy Council, Fraunhofer CBP, TU Dresden, C3 Technologies, Linde AG, ThyssenKrupp Industrial Solutions, DBFZ

What is Bioeconomy?

The Wood Processing Industry

~~Agricultural Industry~~

Mechanical Engineering Industry

Forestry

Energy Sector

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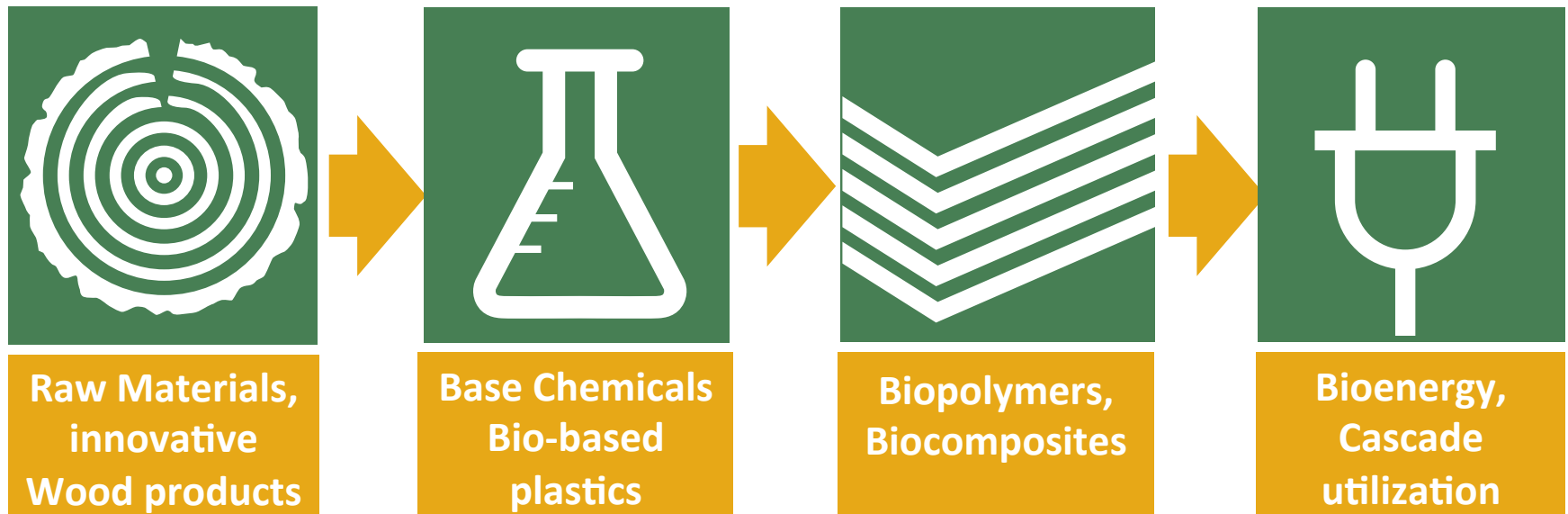
The Plastics Processing Industry

The Chemical & Plastics Industry

The German BioEconomy Cluster working on a biobased economy

Central Germany

Where Wood meets Chemistry
in 45 Joint (145 individual) R&D Projects



The Cluster & the Region

Central Germany - centre for a biobased economy



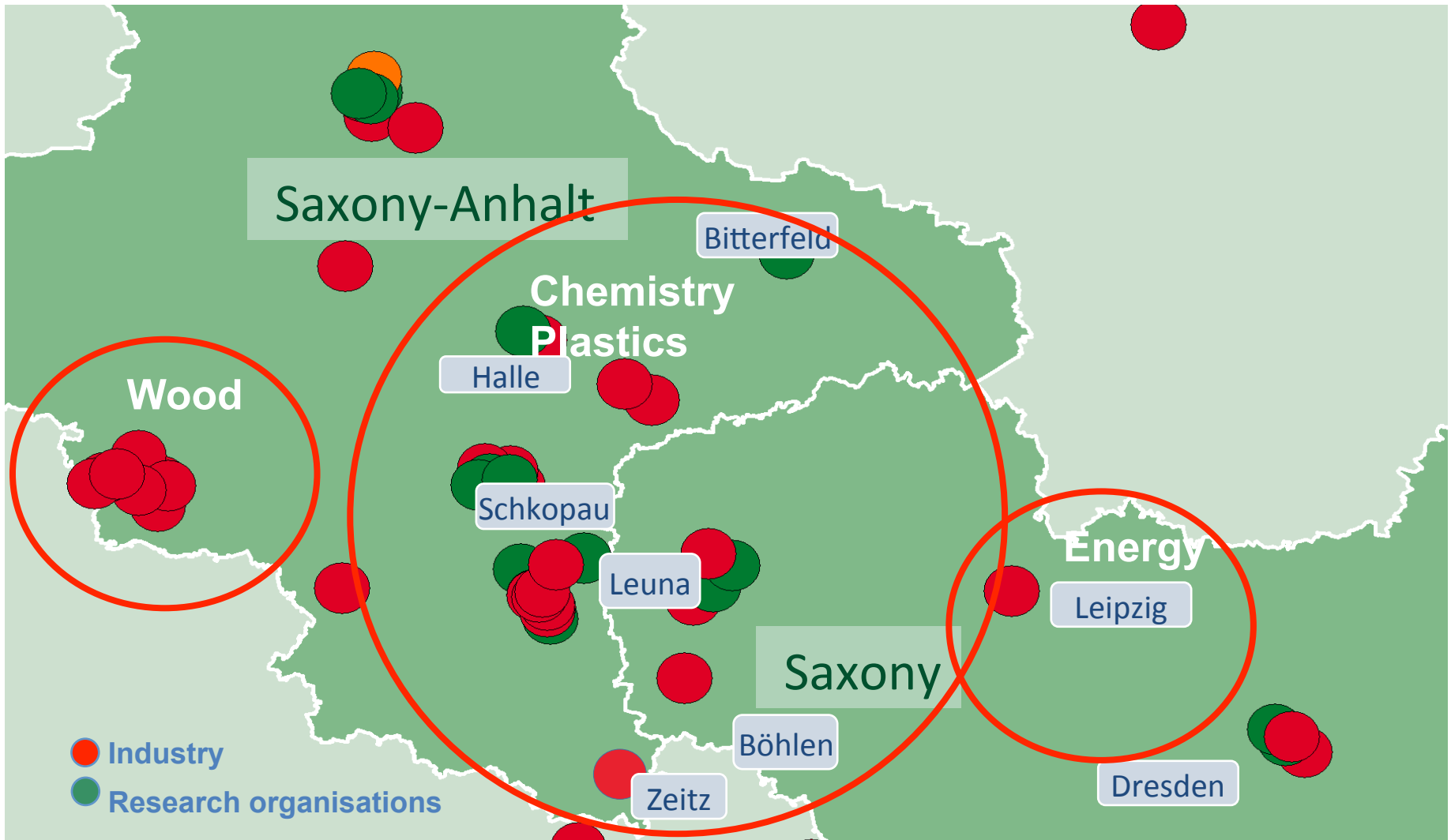
- 40 % of the German beech forest
- Established chemical region
- Industrial park areas
- Leading research institutes

Relevant industries:

- Forestry and forest products
- Chemical Industry
- Plastics & plastics processing
- Energy
- Automotive components
- Transport and logistics

Industry is welcome !
Bioeconomy is ????

Overview of locations



Overview Pilot- and Demo plants



Lesson learnt

- Technology driven Projects on a low TRL have a too long way to go to market
- The different industry sectors hardly talk to each other

The Players

Facts / numbers of BioEconomy Cluster



- Founded by 23 members in 2012 and organized as a regional network (BioEconomy e.V.)
- Since 2012 Leading Edge Cluster of the German Federal Ministry of Research and Education (BMBF)
- with 45 joint- and 145 subprojects (Budget: 80 MM Euro)
- Supported by the Ministry of Sciences and Economic Affairs of the Federal State Saxony-Anhalt
- Core region: Saxony-Anhalt and Saxony (with Thuringia, Brandenburg and Lower Saxony)



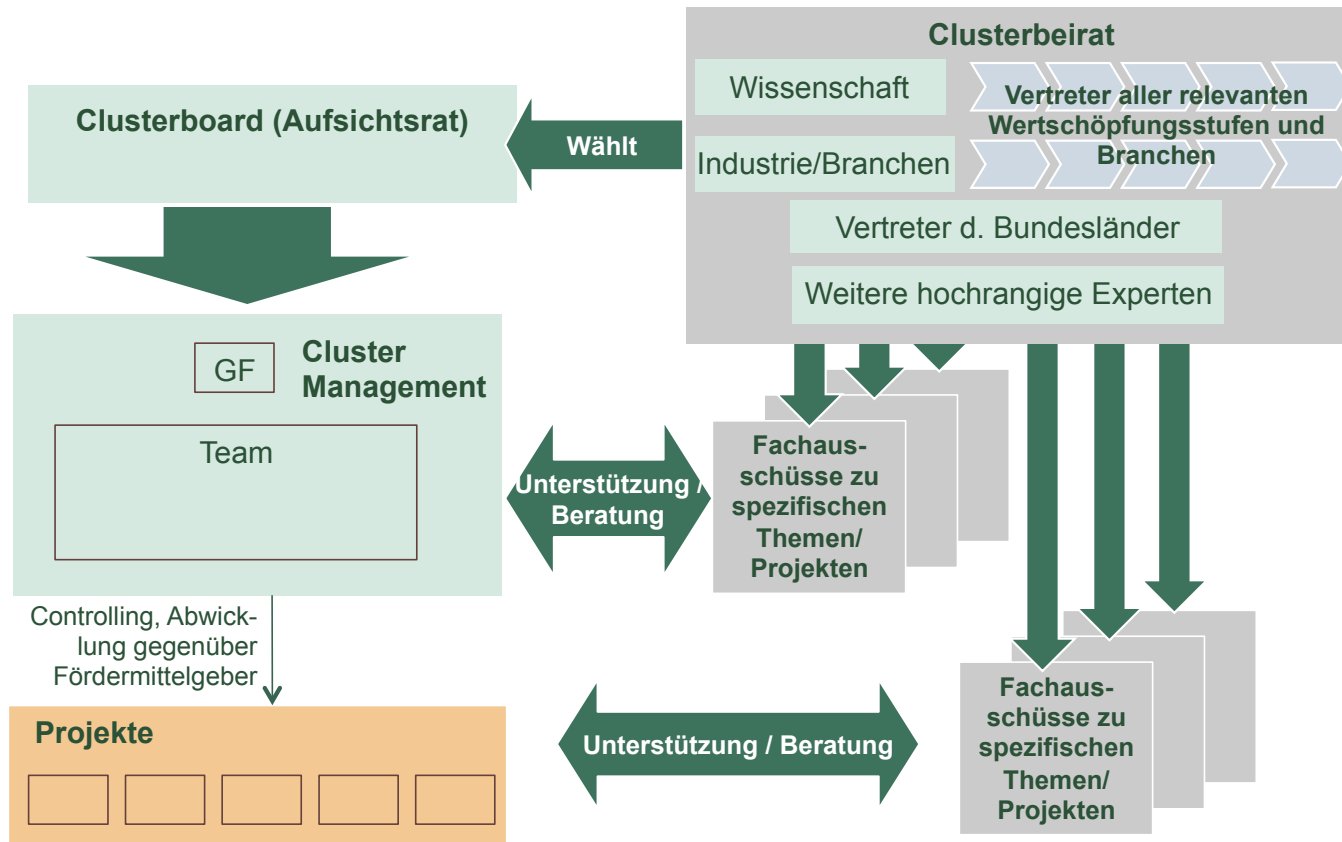
SME	Large-Scale Enterprises	Research-Institutions	Universities/ Education	Networks	Total
63	16	18	7	5	109

Lesson learnt

- Too few company headquarters in the cluster region; decisions are taken far away from the cluster
- Too many technology driven projects
- Too few brand owners will result in limited market pull
- Select the project partners carefully
- Identify the project partners very early in the process
- Build trust
- Apply a project selection process
- Rather a few large projects than many small projects without relevant impact

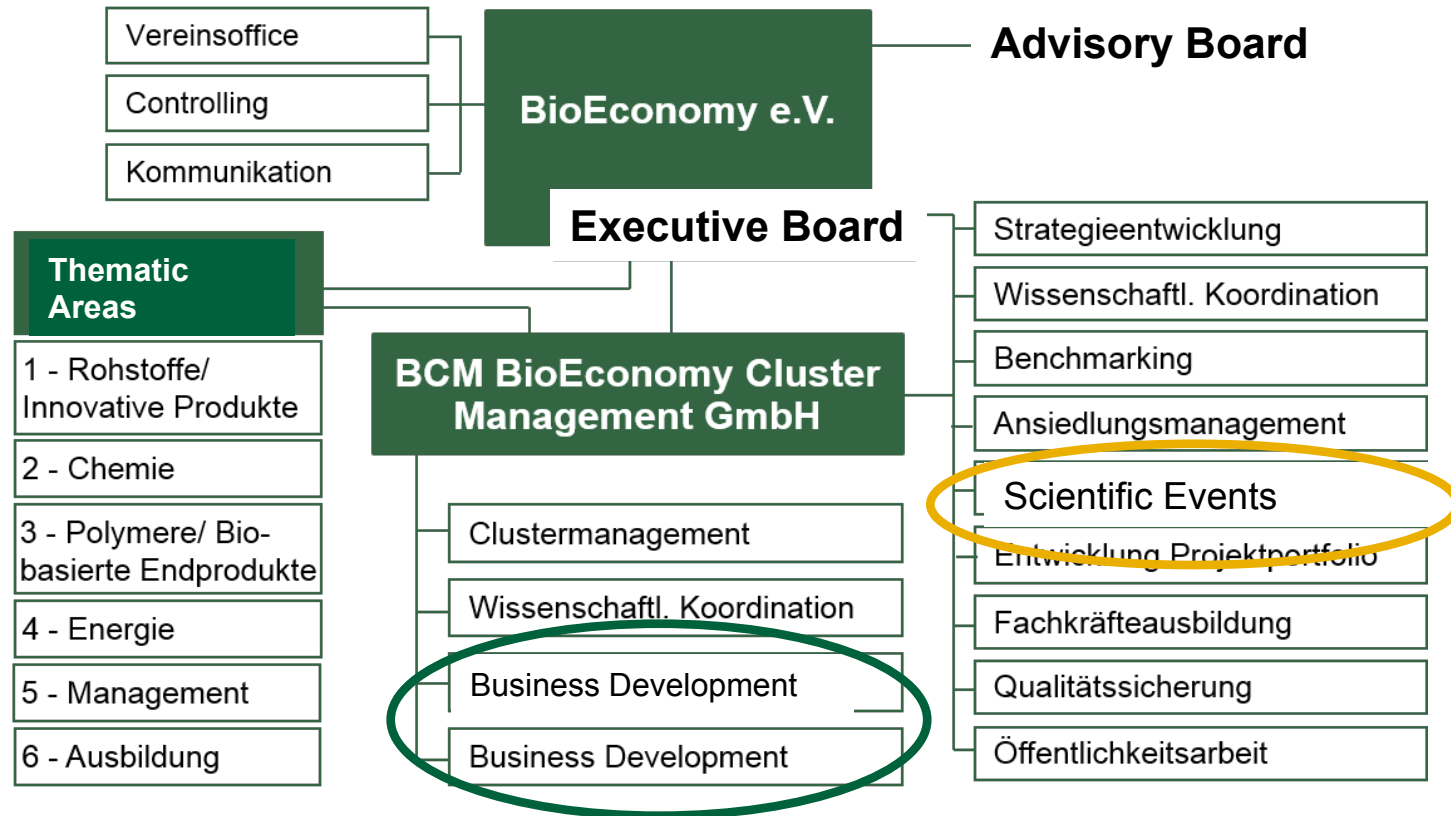
The Organisation

Planned Management Structure



- **Responsibilities not clear**
- **Cluster Management = Executive Board**

Current Management Structure



- It took us almost 3 years to become fully operational !
- Scientific events well received by the Public

Lessons learnt

- Have your management team readily staffed when launching the cluster
- Avoid changing horses in the middle of the race
- Avoid unclear organisational structures
- Do not hide the cluster players and results from the public
- Cluster management organisation must avoid being by-passed in the communication between funding agency and project partners

Conclusive Summary

- Running a Leading Edge Cluster is primarily an economic exercise, not a R&D project
- Do not overemphasize technology vs economy
- Build a cluster where you are welcome
- Sell the cluster and its project work proactively, be visible
- Educate the people in the region

Vision for the Future



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- Central Germany is one of the leading wood-based bioeconomy regions in Europe with a dense network of pilot, demo and production plants along the value chains
- Bioeconomy is well understood and accepted by the public in Central Germany
- Bio-based products are used in all kinds of applications in all industry sectors
- Bioeconomy creates and secures employment in Central Germany

Thank you very much !



6th international bioeconomy conference on **May 10th & 11th, 2017** in Halle.

-> www.bioeconomy-conference.de

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