

Technology.Transfer.Application.

Steinbeis Transfer Centers Network

Knowledge and Technology Transfer with Steinbeis

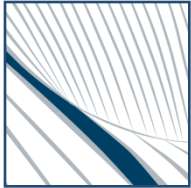
UpGradeSME Staff Exchange & InnoMedia Final Event

Robert Gohla | gohla@steinbeis-europa.de

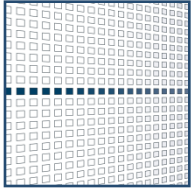
Senior Project Manager & Team Coordinator

www.steinbeis-europa.de

Karlsruhe, 07.02.2018



Network: Philosophy | Transfer | Network(s) | Structure | Facts and Figures



Profile: At a Glance | Consulting and Expert Reports | Research and Development | Training and Employee Development



History: Namesake | Milestones



Knowledge and Technology

- Existing skills and know-how acquired through contractual work with knowledge sources (universities, universities of applied science, research institutes, companies)

Transfer

- Bridges the worlds of science/academia and business; fosters cooperation between businesses
- Centers around an entrepreneurial process: structured, defined, effective, and efficient
- Essential: Enhances skills and competences of project partners

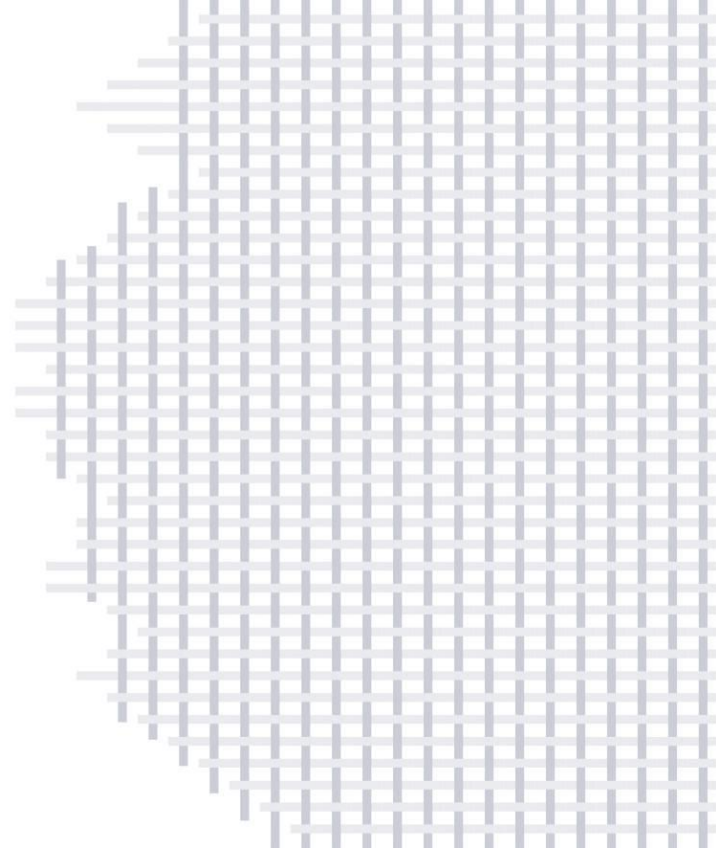
Application

- Customer-side (companies from all industries and of any size) or partner-side, commercially recognized



Basic Elements

- Applying research findings
- Making specialist knowledge available
- Expanding competences
- Operating as a network

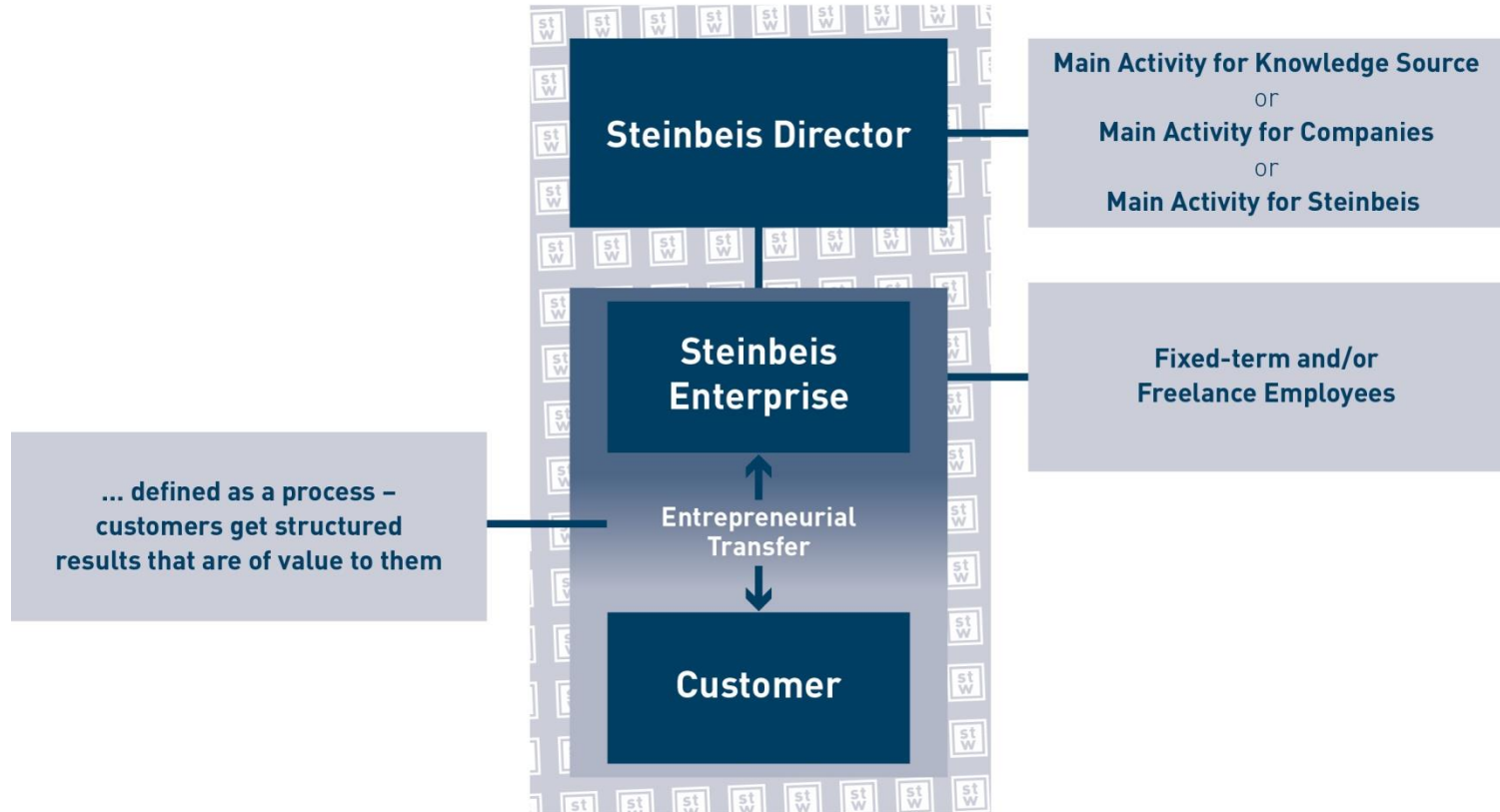




Transfer with Steinbeis...

- is competitive, market-oriented knowledge and technology transfer that taps into a wide spectrum of up-to-date technologies and management competences.
- fosters an effective and efficient dovetailing of knowledge and technology sources and makes these available in line with the rules of the market.
- is carried out by Steinbeis enterprises and Steinbeis partners that work for and with their customers to develop comprehensive solutions to meet existing needs.
- gives customers and partners access to up-to-date research results and scientific findings.
- conveys practice-based know-how back to knowledge sources.
- is as decentralized as possible, only as centralized as absolutely necessary.

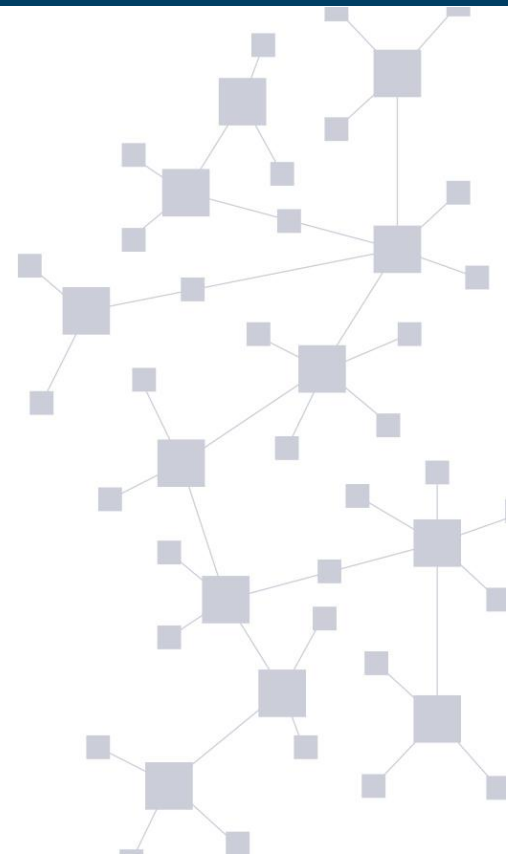






Network | Network(s)

- Composed of more than 1,000 enterprises in the Steinbeis Network – primarily in Germany
- Project-based – on tap wherever Steinbeis customers and partners come together
- Consists of many networks that vary in size and scope
- Worldwide network with franchises, collaboration, and project partners for knowledge and technology transfer





Steinbeis Network

Board of Trustees/Committee
Dr.-Ing. Leonhard Vilser (Chairman)

Steinbeis Foundation

Executive Board
Prof. Dr. Michael Auer (Chairman),
Dipl.-Kfm. Manfred Mattulat

Steinbeis GmbH & Co. KG für Technologietransfer





More than 1,000 Steinbeis Enterprises in the world

Steinbeis Partners (Franchises, Minority Holdings)



Steinbeis GmbH & Co. KG für Technologietransfer

Steinbeis Enterprises (SEs):

- **Steinbeis Transfer Centers:** classic SE form, various key areas  [more](#)
- **Steinbeis Transfer, Research and Innovation Centers:** focus on “transfer by experts”, market- and transfer-oriented, commissioned, developmental research and transfer network research as well as projects of a charitable nature  [more](#)
- **Steinbeis Consulting Centers:** business consulting, evaluation and training  [more](#)
- **Steinbeis Transfer Institutes:** transfer-oriented research as well as competence-based training and employee development mainly at Steinbeis University Berlin (SHB)  [more](#)

Steinbeis Partners:

- **Franchise enterprises** to tap into foreign markets
- **Minority holdings** to support company founders

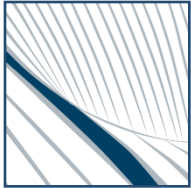


Key Figures

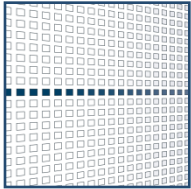
- 1,064 enterprises and Steinbeis partners form the Steinbeis network worldwide
- Total revenues of 157.1 million euros were earned through commercially recognized transfer activities
- 700 professors; 1,764 employees; 3,581 freelancers make this success possible

[as of Dec. 31, 2016]

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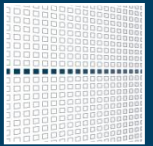


Profile: At a Glance | Consulting and Expert Reports | Research and Development |
Training and Employee Development



History: Namesake | Milestones

Profile | At a Glance I



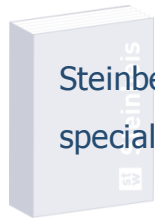
Steinbeis Foundation | Mission: To make scientific findings available



Decentralized special events
held by Steinbeis experts



Central Steinbeis specialist conferences and expert forums
for transfer, consulting, competence, and engineering



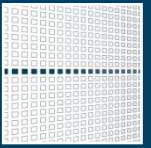
Steinbeis Edition: Publishing house for
specialist publications by Steinbeis experts

Ferdinand Steinbeis Institute: Coordinates
activities within the context of Industry 4.0



Problem-solving and transfer potential of
Steinbeis enterprises in defined projects





Steinbeis Foundation

| Umbrella organization of the Steinbeis network

Steinbeis Customers

| Companies of all sizes and organizations of any kind, all of which commercially recognize the transfer activities

Steinbeis Enterprises

| Platform for market-oriented transfer

Steinbeis Heads

| “Steinbeisers” – the people who make Steinbeis success possible

Steinbeis Network

| Networks for commercial value

Steinbeis Transfer

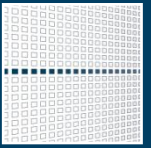
| Process – business-oriented design and structure

Steinbeis Services

| Consulting and expert reports, research and development, training and employee development

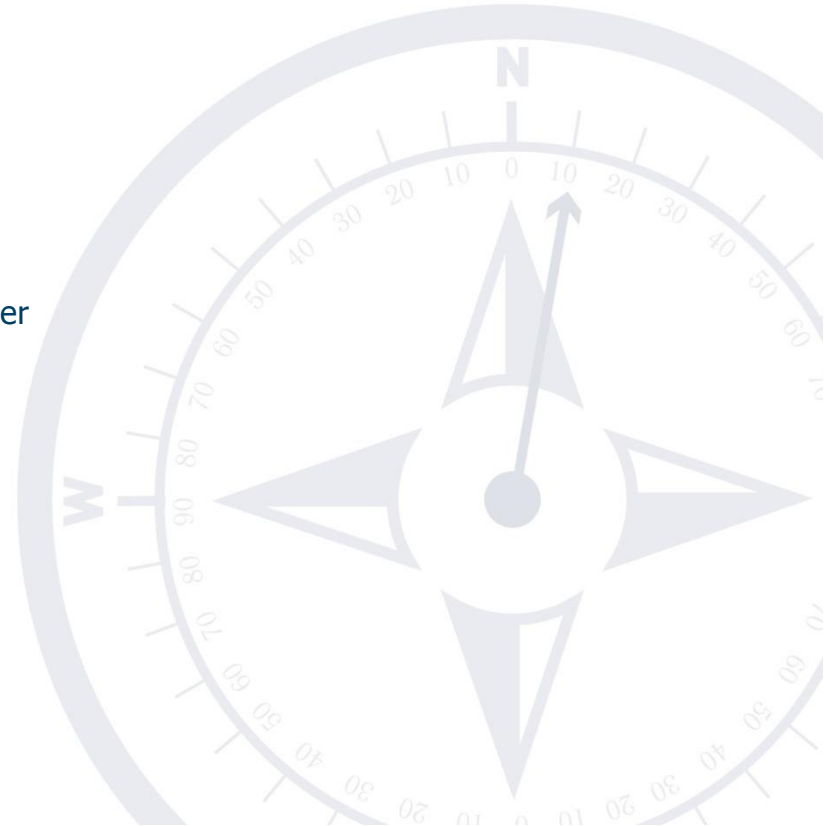
Steinbeis Success

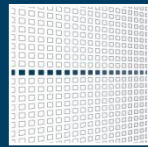
| Success of Steinbeis customers thanks to “Steinbeisers”



Steinbeis Consulting and Expert Reports

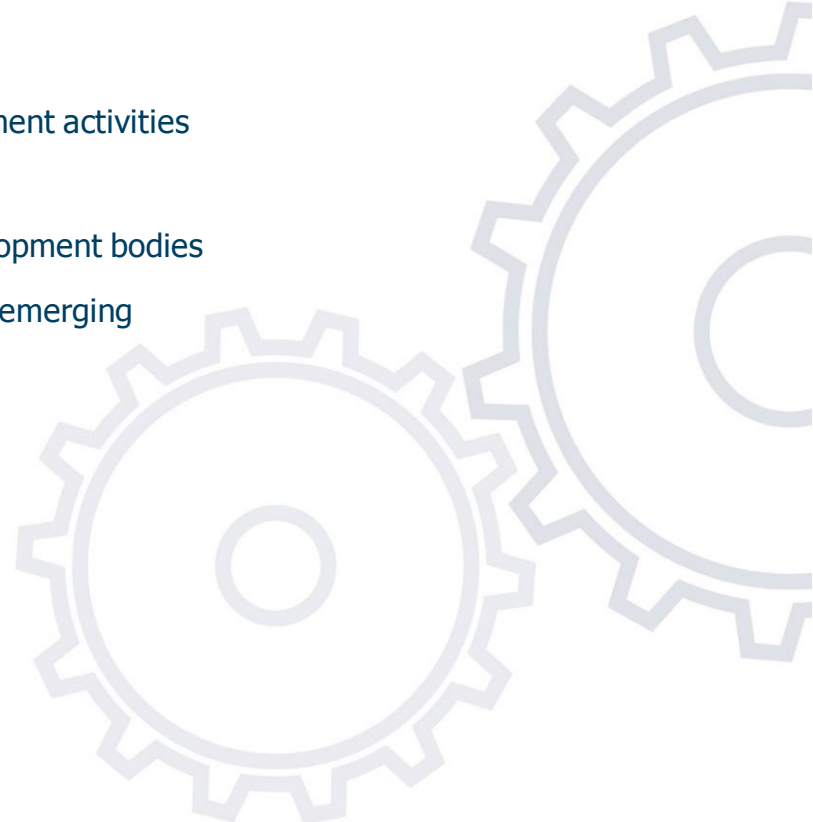
- Professional advice as the cornerstone of successful implication
- Ad-hoc consulting projects as well as comprehensive corporate and project consulting
- Extensive expert network as point of contact and solution provider for companies of all sizes as well as individuals

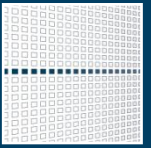




Steinbeis Research and Development

- Allows know-how from pure research and research and development activities to flow into specific applications
- Close cooperation with universities as well as research and development bodies
- Optimization of products, processes, and systems; integration of emerging technology into existing set-ups; new developments



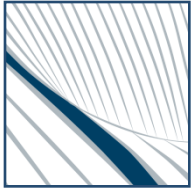


Steinbeis Training and Employee Development

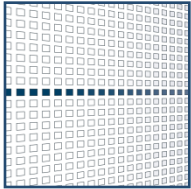
- Practice-based knowledge and methods for successfully developing skills and competences
- Seminars, workshops, and in-house training programs
- “Project Competence Degree” at Steinbeis University Berlin (SHB)



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History: Namesake | Milestones



Ferdinand von Steinbeis (1807 – 1893)

“Industrial workers of the future depend upon theoretical knowledge combined with practical skills.”

- Technical advisor, director, and chairman of the Chamber of Trade and Commerce (1848-1880) in the Kingdom of Württemberg (Stuttgart)
- Promoter of technology transfer
- Founder of vocational schools as well as weaving and women’s schools
- Promoter of development in Württemberg
- Initiator of the dual education model



- 1971** The Steinbeis foundation is established
- 1983 Johann Löhn becomes chairman of the Steinbeis Foundation (until 2004) and Government Commissioner for technology transfer in Baden-Württemberg (until 2006); the first “Steinbeis Transfer Center” is founded.
- 1990** Founding of the Steinbeis-Europa-Zentrum as the operational unit of the Commissioner for Europe of Baden-Württemberg's former Minister of Economic Affairs
- 1998** The Steinbeis GmbH & Co. KG für Technologietransfer and Steinbeis University Berlin (SHB) are established. Further subsidiaries are founded in the years that follow.
- 2017** More than 30 years have passed since the Steinbeis Network was established. The network has grown to include more than 1,000 enterprises worldwide.

Objective for this meeting

(provided by Regional Development Agency Sud Muntenia - SMRDA)

1. to find out **how** the **TT is working and funded in Baden-Württemberg**. SMRD is also supporting TT in their Regional Operational Programme. SMRDA is now preparing a call to create TT centers in South Muntenia Region.
2. To facilitate access to a knowledge pool for stakeholders, that are also potential applicants for the call, in order to set up technological transfer entities. Today, there are 2 stakeholders present, that want to establish Technological Transfer centers (one in Auto industry and one in Mechatronics. They both submitted to us letters of intent in order to create TT entities in South Muntenia region.
3. To facilitate exchange of expertise between the business and research area from South Muntenia and Baden-Württemberg region.

Overview of Innovation and Technology Transfer System in Baden-Wuerttemberg

Headquarters Location



“Haus der Wirtschaft” in Stuttgart – Headquarters of Steinbeis Foundation and Steinbeis Network



German State of Baden-Wurttemberg

Innovation factors

- Daimler, Porsche, Bosch, SAP, FESTO, ...
- 5,1 % of the gross domestic product (GDP) is invested in research and development (R&D) (*Innovation Index 2014*)
- The industrial sector alone made almost 80% of total R&D investments in Baden-Wurttemberg.
- 100 R&D institutions – Max-Planck, Fraunhofer, Helmholtz, Steinbeis
- 70 universities
- “Mittelstand” is the backbone of the economy – Trumpf, Stiehl, Voigth...



RIS 3 Priorities in BW

Expected impacts	Main objectives for the use of ERDF funds	Regional RIS3 Priorities
<ol style="list-style-type: none"> 1. Realise <u>research and innovation infrastructure</u> projects 2. <u>Support SME's and start-ups with technology transfer</u> 3. Reduce annual greenhouse gas emissions <ul style="list-style-type: none"> • Budget: 247 Mio. EUR • 23,01 EUR per capita 	<ol style="list-style-type: none"> 1. Maintain top position of Baden-Wurttemberg as one of the most innovative and economically strong regions in the EU 2. Research, technological development and innovation (<u>technology transfer in clusters, between SMEs, support high-tech start-ups, technological investments in rural areas</u>) 3. Reducing CO2-emissions (energy efficiency network, awareness raising projects, innovative pilot projects), boosting the "Energiewende" 4. <u>RegioWIN: competition for the best regional development concepts</u> 	<ul style="list-style-type: none"> • Sustainable mobility • Photonics • Biotechnology • Micro- and nano-technology • Logistic • Creative industry • Aerospace • ICT • Health & care • Environmental technologies, renewable energies & resource efficiency

TT Actors in BW

Universities

Polytechnics

Max-Planck

Fraunhofer

Steinbeis

Chamber of
Commerce

Regional
Development
Agencies

Clusters

Innovation
Agencies

Steinbeis 2i GmbH and Steinbeis-Europa-Zentrum

Your Partners for Innovation

Steinbeis 2i GmbH:

- Economic independent company
- Part of the Steinbeis holding, and
- Subsidiary of Steinbeis Innovation gGmbH



Steinbeis-Europa-Zentrum:

- Operational unit of the Commissioner for Europe of Baden-Württemberg's Minister of Economic Affairs, Labour and Housing Baden-Württemberg



Steinbeis 2i GmbH and Steinbeis-Europa-Zentrum

Your Partners for Innovation

Steinbeis-Europa-Zentrum (SEZ)

Dr.-Ing. Petra Püchner,
Commissioner for Europe of the Minister of Economic Affairs,
Labour and Housing Baden-Württemberg



Baden-Württemberg

MINISTERIUM FÜR WIRTSCHAFT, ARBEIT UND WOHNUNGSBAU

Steinbeis 2i GmbH (S2i)
Managing Director

Dr. rer. nat. Jonathan Loeffler

Track record 2016

- 5,7 Mio. Euro return flow of European funds to organisations and companies situated throughout Baden-Wurttemberg
- 635 EU funding consultations
 - 67% with companies, of which 93% were SMEs
 - 16% with universities and research organisations, of which 23% were Universities of Applied Sciences
- 40 European funding proposals were supported and submitted
- 142 companies received innovation management services
- 81 companies received information about Open Innovation
- 100 client cooperation profiles from Baden-Wurttemberg for Europe
- 80 companies from Baden-Wurttemberg brought in contact with European partners
- 17 matchmaking events and company missions supported

Facts and Figures 2016

- **Turnover of 4,7 MEUR**
- **Participation in 49 projects, cooperating with a total of 403 partners from 41 countries**
- **Funding sources**
 - European funded projects 68%
 - Regional Funds Baden-Wurttemberg 23%
 - Federal Funds 2%
 - Others 7%

Facts and Figures 2016

SEZ & Szi Funding Sources 2016 (Total sum: 4.7 Mio Euro)

European funded projects (without the Enterprise Europe Network) 62%

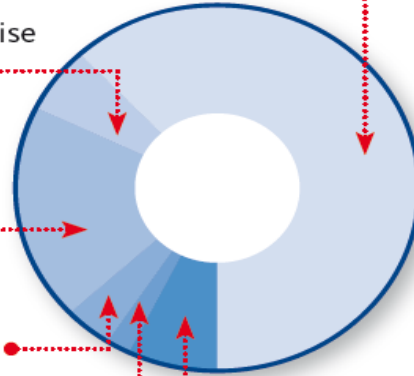
European Funding for the Enterprise Europe Network 6%

Ministry of Economic Affairs, Labour and Housing Baden-Württemberg 19%

Ministry of Science, Research and the Arts Baden-Württemberg 4%

Federal Funds 2%

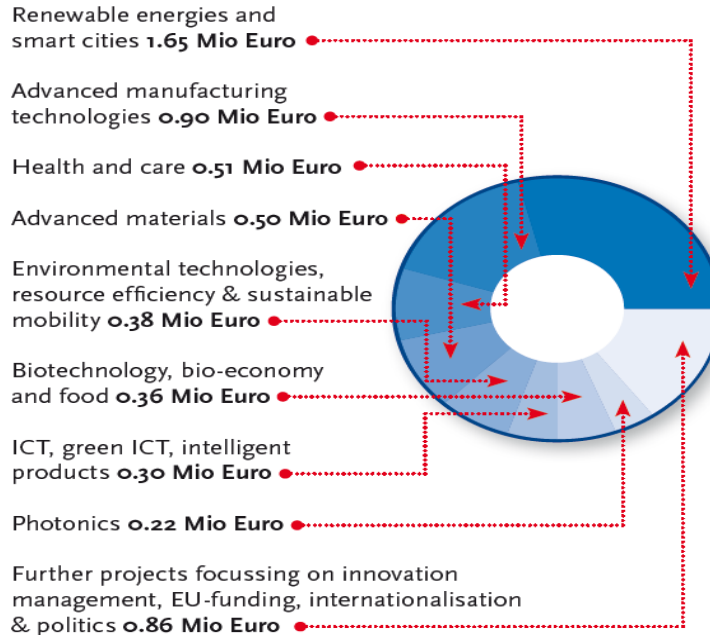
Others 7%



Facts and Figures 2016

Return flow of EU funding to Baden-Württemberg 2016 (where SEZ/S2i participated or supported clients are involved)
(Total: € 5.7 million)

Share of EU funding according to sector



Steinbeis 2i GmbH

The key to our success - service delivery by our committed team:

- 52 employees working from two locations (Stuttgart, Karlsruhe)
- Highly trained: 47 with university degrees, 13 with doctorate degrees
- Multi-disciplinary backgrounds (including natural sciences, economic and social sciences, humanities, law)
- Multi-cultural members from 10 countries (AR, BE, DE, FR, GR, MA, MX, RO, RU, UK, SB)

(as of 12/2016)

What we aim to achieve

- **Linking enterprises, research institutions and universities with innovative partners all over Europe**
- **Initiating and accompanying European cooperations on research innovation and technology**
- **Benefiting from European funding**
- **Strengthening the capacity of enterprises and organisations to meet future challenges**

Technologies and Sectors

- **Health and Care**
- **ICT, Green ICT, Intelligent Products**
- **Industrial Biotechnology, Bioeconomy and Food**
- **Advanced Materials**
- **Advanced Manufacturing Technologies**
- **Sustainable Mobility**
- **Photonics**
- **Environmental Technologies, Renewable Energy, Resource Efficiency**

Projects and Branches (49 Projects in 2016)

- Energy & Smart Cities (11 projects)
- Advanced manufacturing Technologies (4 projects)
- Health & Care (5 projects)
- Advanced Materials (1 project)
- Environmental Technologies, Resource Efficiency & sustainable mobility (3 projects)
- Biotechnology, Bioeconomy & Food (4 projects)
- ICT, Green ICT & Intelligent Products (5 projects)
- Photonics (3 projects)
- Projects focussing on internationalisation, politics, innovation management (13 projects)

S2i's core competences are ...

- ☐ Supporting companies, universities and research organisations to submit and implement cross-border innovation projects and selecting appropriate funding and innovation programmes.
- ☐ Assisting in the exploitation of research results through experts in communication and dissemination.
- ☐ Promoting trans-national technology transfer.
- ☐ Advising policy makers and administrations on future scenarios, innovation and cluster policy issues.
- ☐ Facilitating networking and knowledge exchange among innovation actors
- ☐ Networking and helping to find partners during international conferences and brokerage events

Our Services



INNOVATION FINANCING



INNOVATION MANAGEMENT



INTERNATIONALISATION & MARKET EXPLOITATION



INNOVATION POLICY



EVENTS & QUALIFICATION



Icons made by Freepik from www.flaticon.com
Picture: shutterstock_INSAGO

Services Innovation Financing



- EU-Innovation Financing
- Focus SME
- Growth Financing

Facts 2016 Services Innovation Financing



- 635 consultancies on Financing
 - 67 % to Industry (90 % SME)
 - 16 % to Universities and Research
- 40 Innovation project applications supported
- 5,7 Mio. EUR of European Funding for Baden-Wurtemberg's organisations/companies

Our Service for Market Entry and Internationalisation



- Access to European and international markets
- Strategic innovation partnerships
- Exploitation and Dissemination of research results in Europe

Foto: Fotolia
beeboys

Enterprise Europe Network

More than 600 Partners in over 60 Countries



- Exists since 2008 and is funded by the European Commission
- Combines and builds on the former Innovation Relay Centres and Euro Info Centers
- Exploits the synergies between support services and helpdesks aimed at European businesses in your region
- Encourages cooperation, innovation and internationalisation all around Europe

Our Services for Policy makers



- Key enabling technologies and their use in industry
- Smart Specialisation through innovation and cooperation
- Networks and clusters as innovation eco-systems
- Regional innovation macro-strategies
- Analytical studies and the development of recommendations
- Gender & Diversity as a field of action for innovation policy

Foto: istock
honglouwawa

Our Services

Events, Training and Qualifications

Our clients:

- Ministry of Economic Affairs, Labour and Housing Baden-Württemberg
- Ministry of Science, Research and the Arts
- Further regional ministries
- Federal ministries
- European Commission



- International conferences, information days and expert dialogues
- International brokerage events and company missions

Training and Qualification

SEZ and S2i have been providing professional training and qualification services since 2009. Our work focusses on 6 areas:

- Project bidding
- Project management
- Intercultural teamwork
- Communication
- Conflict management
- Open Innovation

Further contacts:

Steinbeis-Europa-Zentrum
Robert Gohla
gohla@steinbeis-europa.de

www.steinbeis-europa.de

Haus der Wirtschaft
Willi-Bleicher-Str. 19
D-70174 Stuttgart
Tel.: +49-711-1839-816
Fax: +49-711-1839-700

Haus der Wirtschaft
Erbprinzenstr. 4-12
D-76113 Karlsruhe
Tel.: +49-721-935 19 0
Fax: +49-721-395 19 120

