



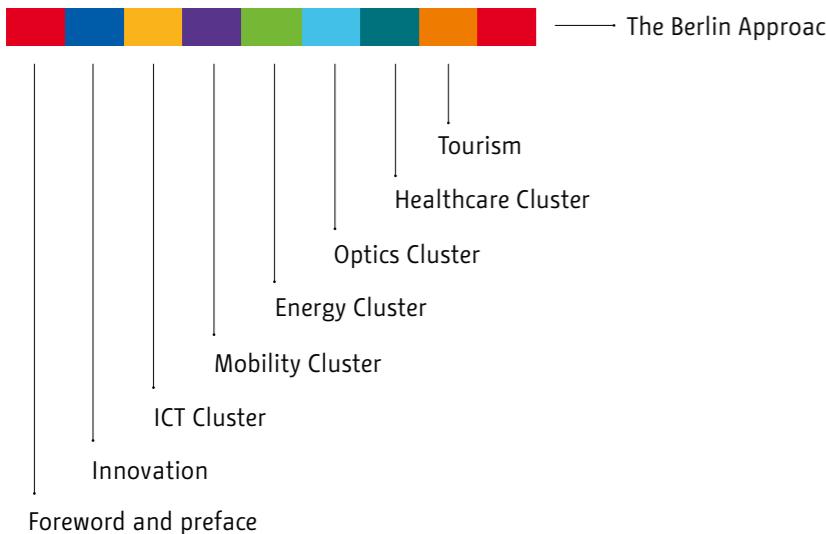
# Innovative – International – Integrated European Networks “Made in Berlin”



European Union  
European Regional Development Fund  
Investing in your future.  
Funding for this brochure was provided by the Federal State of Berlin and the European Regional Development Fund.



# Table of Contents



Foreword and preface

|  |  |         |
|--|--|---------|
|  | Foreword .....   | Page 2  |
|  | Preface by the European Commission .....   | Page 3  |
|  | From idea to reality .....   | Page 4  |
|  | New ideas from and for Berlin .....  | Page 8  |
|  | Interview with Dr. Suntje Schmidt: “Through the eyes of others” .....                    | Page 10 |
|  | Cash for young and innovative minds .....  | Page 12 |
|  | Interview with Irene Schucht: “Combine expertise, minimise risks” .....                  | Page 13 |
|  | Creative vision .....  | Page 15 |
|  | European hub .....   | Page 17 |
|  | Interview with Hans-Werner Franz: “Transport does not end at administrative borders” ..  | Page 19 |
|  | Efficient solutions for energy saving .....  | Page 21 |
|  | Interview with Christian Hüttenhofer: “Energy efficiency in cities” .....                | Page 23 |
|  | Shining examples .....   | Page 24 |
|  | Interview with Gerrit Rossler and Dr. Frank Lerch: “INTERREG as a development lab” ..... | Page 25 |
|  | Interview with Wolfgang Korek: “Learning from Europe’s best” .....                       | Page 26 |
|  | Unlimited experience .....   | Page 28 |
|  | Summary and outlook .....  | Page 29 |
|  | Berlin interregional co-operation projects .....   | Page 31 |

## Foreword



Hans-Georg Kauert, Head of Economics,  
Berlin Senate Department for Economics, Technology  
and Research

**Dear Readers,**

In the past several years, Berlin's balance sheet of co-operative endeavours with other European regions, including those beyond the new inner-European border towards Poland and Central and Eastern Europe, has been quite impressive. In fact, since 2007, roughly 67 projects involving almost 50 Berlin-based partners have been realised as part of „European Territorial Co-operation“ (INTERREG) and „Netzwerkbildung Mittel- und Osteuropa“ („Network Building Central and Eastern Europe“, hereafter referred to as the „MOE-Netzwerkprogramm“): indeed, these two programmes brought an additional € 18.5 million to our region. The goal of this brochure is to showcase some of our latest and most successful interregional co-operation projects, but also to provide insights into how these projects can lead to the further internationalisation of innovation policy in the Berlin-Brandenburg capital region.

It is no longer a secret that the road to increased competitiveness on globalised markets involves co-operation and networking. This applies just as much to large, globally active companies as it does to small and medium-sized enterprises, which are often able to access international markets much easier via co-operative efforts with partners at home and abroad. Since its launch in 2011, the “Berlin-Brandenburg Joint Innovation Strategy” (innoBB) has provided active support for the pooling of entrepreneurial potential and the linking of science and business in the capital region. The ultimate goal of the strategy is to position and establish the region at the fore-

front of international competition. The innoBB strategy is considered groundbreaking in the European Union (EU): several of its sections anticipated precisely what is asked of the regions today as part of the EU's „Smart Specialisation“ cohesion-policy strategy with respect to research, development and innovation funding.

The Berlin capital region's geographical location in the heart of Europe and its role as the gateway to Central and Eastern Europe virtually predestine it to look beyond its own borders.

As you will notice in this brochure, there are few limits to the diversity of interregional co-operation. For example, among the many successfully completed projects under Berlin leadership are the joint development of an EU-backed financing instrument used by regional development banks to fund young companies (JOSEFIN – Joint SME Finance for Innovation) and the effective handling of structural challenges facing knowledge networks (Know-Man – Knowledge Network Management in Technology Parks).

One particularly useful instrument designed to support interregional co-operation projects involving Berlin-based enterprises is the above-mentioned „MOE-Netzwerkprogramm“. This programme has already helped to promote sustainable, cross-border co-operation projects on several occasions, including improved passenger information in cross-border public transport between Berlin and Poznan (Poland) and the co-operation of visitBerlin with all seven tourism marketing companies in the Oder River region. Of particular importance – especially in light of the policy of “Smart Specialisation” in the upcoming EU funding period – are local networks' cross-border links with their counterparts in Poland. This is the case, for example, with the “PHOENIX” (Photonics and Optoelectronics Network) co-operation project, the „Design Innovation & Exchange Programme Berlin/Poznan“ and the „ICT Co-operation with Poland“.

I wish you an inspiring reading experience and hope this brochure sparks further interest in cross-border co-operation and perhaps even sharpens our common vision of Europe.

**Hans-Georg Kauert**



Michel-Eric Dufeil, Department Head, Netherlands  
and Germany, Directorate General, Regional Policy,  
European Commission

**Dear Readers,**

In today's challenging economic situation, Europe's regions are strongly urged to increase their competitiveness and create new opportunities so that they may compete successfully at a global level. Innovation plays a key role in this context.

With its strategy of “Smart Specialisation”, the EU's forthcoming cohesion policy makes use of a new concept designed to promote innovation and research. Each region will develop an innovation strategy specifically tailored to its own strengths. In co-operation with the European Commission, the regions will then set benchmarks that allow them to test the progress of the strategy and, if necessary, adjust their course accordingly.

The innoBB Innovation Strategy created by the two federal states of Berlin and Brandenburg represents a successful example that continues to act as a European-wide model. The innoBB's cross-border approach combines the strengths and opportunities of both regions, which is particularly important for future EU cohesion policy.

The aim of linking rural regions with a major urban capital presents key challenges for the innoBB Innovation Strategy. However, it also creates a wealth of opportunities: for example, it allows regional players to form deeper networks, identify development potential and benefit from the advantages offered by both regions. This approach is also very much in line with the EU's territorial cohesion policy.

Over the course of the past several years, the Berlin-Brandenburg capital region succeeded in creating a joint profile. They also inspired an ongoing dialogue by involving partners from the worlds of science, business and politics on national and European levels. Today, Berlin and Brandenburg are home to many universities and R&D institutes that act as development centres for new ideas.

Small and medium-sized enterprises are the key to Berlin's economic catch-up process. It must be made easy for them to put innovative ideas to work and create jobs. In order to do so, they must also work closely together with research and development. The networking of companies and universities must be intensified.

The innoBB has achieved excellent results so far, but there is still much work to be done. Intermediate goals must be reached. The current development process is constantly being evaluated so that the innovation strategy can adapt to changing conditions in a timely manner.

The success of the innoBB depends on all players involved. Structural funds will also provide positive support and help making Berlin even more innovative.

**Michel-Eric Dufeil**

(translated from German original)

## Preface by the European Commission

# From idea to reality

## The Berlin model links innovative strategies with entrepreneurial realities

“Smart Specialisation” is the name given to the concept launched by the European Commission in 2010 designed to spur on regional innovation and strengthen economic growth and prosperity. Smart Specialisation involves goal-oriented innovation funding that draws on regional strengths and aims to achieve a high level of quality.

As early as 2011, Berlin and Brandenburg joined together to present an innovation strategy that takes up this concept. The region sharpened its profile by pooling theme-related expertise in clusters, by strengthening competitiveness via international R&D co-operative ventures and by placing the focus on a dialogue between science and business. Based on the European principle of Smart Specialisation, the region now promotes the fields of healthcare, energy technology, transport/mobility/logistics, information and communications technologies/media/creative industries and optics, including micro systems technology, as its official clusters. The implementation of the innovation strategy is being co-ordinated by the ZAB Economic Development Board, Berlin Partner GmbH and the TSB Innovationsagentur Berlin GmbH (TSB Innovation Agency Berlin)\*.

Funding for interregional co-operation at the European level also had to face the question – prior to the current EU funding period 2007–2013 – of how EU resources could be used in a more targeted manner to fit the needs of Berlin’s economic and innovation policy. In other words: How can we turn cross-border, transnational and interregional co-operation into an effective engine for regional innovation development in Berlin?

Berlin took advantage of the opportunity provided by the EU’s Structural Fund Regulation to establish measures for interregional co-operation with regional or local authorities as part of the Objective-2 programme of the European Regional Development Fund (ERDF). In 2007, Berlin introduced its “Netzwerkbildung Mittel-und Osteuropa”, a funding instrument and network-building programme for Central and Eastern Europe also known as the MOE-Netzwerkprogramm. The objective of the MOE-Netzwerkprogramm is to involve Berlin-based players more comprehensively in cross-border co-operation projects and to stimulate Berlin entrepreneurs to unlock new “future fields”. This funding tool enabled the Berlin Senate Department for Economics to capitalise on the creative impulse of European Territorial Co-operation while also building a strategic bridge between the innovative strength of Berlin-based companies and regions in Central and Eastern Europe.

## Totally networked

Berlin was able to build very effectively upon one of its most notable and strategic assets, i.e. its excellent contacts to other European regions. And, in fact, these contacts were due in no small part to the German capital’s commitment to European Territorial Co-operation. Indeed, since 2007, 36 Berlin-based institutions have co-operated in 56 projects with partners from almost all countries of the European Union as well as Russia, Belarus, Ukraine and Norway. Regional focuses were Scandinavia and Central and Eastern Europe, but also co-operation projects with almost all important European capital regions.

Berlin’s enormous commitment in six EU Territorial Co-operation programmes and its special location at the intersection of east, west, north and south represent it as a “big player” in European interregional co-operation. This allowed Berlin to generate and expand upon its intense contacts to 750 partners from 133 European regions.

Berlin project partners raised almost € 16 million in funding from the EU and German governments: funds that were invested in the development of new ideas in competition with Europe’s best.



Number of partners in European regions (NUTS2) who have been involved in projects in which Berlin participated. The size of the star corresponds to the number of partners in the respective region.

## Berlin in European Territorial Co-operation

- \_ 56 Co-operation projects
- \_ Partners from 22 EU member states and 3 countries outside of the EU, 133 regions
- \_ 36 Berlin-based partners
- \_ 750 partners from all over Europe in projects with Berlin participation
- € 15.9 million, including**
- € 14.6 million ERDF/€ 1.3 million German Federal Programme for Transnational Co-operation**

\*On the 1st of September 2013, Berlin Partner GmbH and TSB Innovationsagentur Berlin GmbH merged to form Berlin Partner for Business and Technology.

## Berlin: energetic, mobile, innovative

The particular significance of Berlin's core competency in the fields of energy efficiency, transport and innovation management is illustrated by the numerous projects initiated and headed up by Berlin-based partners as part of various European Territorial Co-operation programmes.

The decades of experience held by Berlin experts in the field of energy refurbishment of modern housing estates is in high demand, in particular in the growth markets of Central and Eastern Europe. This is reflected in joint projects such as Urb.Energy and Longlife.

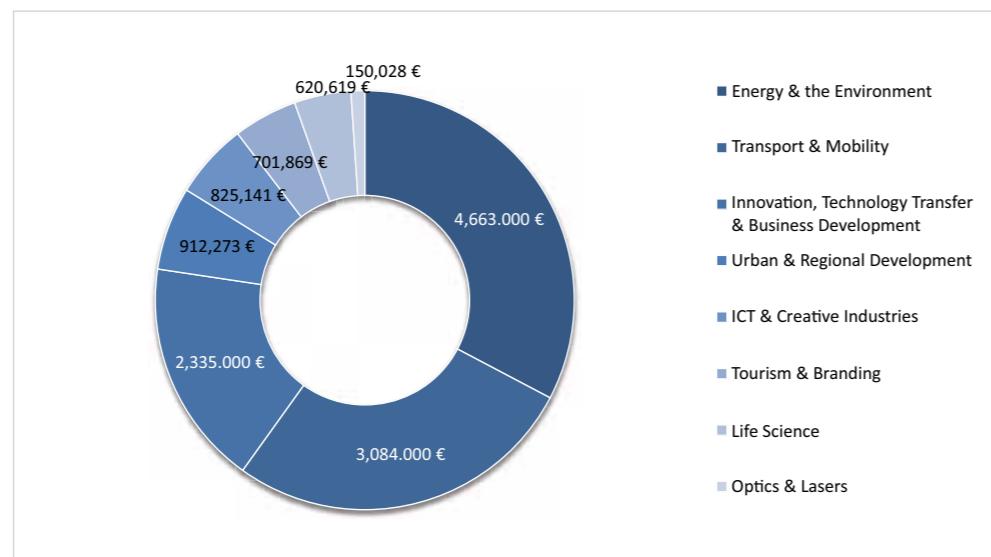
Innovative technical and organisational approaches and the importance of Berlin as a hub in North-South and East-West relations resulted in five projects initiated by Berlin players in the field of transport and mobility. It quickly became clear that Berlin played a leading role in the European competition of regions, especially in matters of public transport, sustainable mobility and logistics.

### Projects with Berlin as Lead Partner

- Energy & Environment
  - \_ Longlife + Longlife invest
  - \_ UrbEnergy
  - \_ ACT4PPP
  - \_ Eco Region

- Mobility
  - \_ INTER-Regio-Rail
  - \_ TRANSITECTS
  - \_ Scandria
  - \_ CATCH\_MR
  - \_ CAPRICE

- Innovation
  - \_ BaSiC
  - \_ JoseFin
  - \_ Know-Man



Use of resources in programmes relating to European territorial co-operation by subject areas. Shown here are the respective funds raised from the European Regional Development Fund (ERDF).

## More value for Berlin

Yet another focal point of Berlin's commitment were its networking activities with regard to innovation policy: this involved the linking of innovative sectors, such as optics, life sciences and ICT, more strongly with technology centres and innovation funds from major European cities.

Even in the participation of Berlin-based partners in projects initiated by other regions, Berlin's importance in the areas of energy & environment, transport & mobility and innovation, technology transfer & business development was clearly evident. More than three-quarters of all development funds acquired by Berlin-based partners flowed into projects in these fields.

How can businesses and, in particular, small and medium-sized enterprises (SMEs) thrive on these great ideas? One answer is the MOE-Netzwerkprogramm, which complements European funding instruments and enables the continuation of many promising projects that involve Berlin's economy in more strongly focused partnerships.

Eleven projects received grants totalling € 2.5 million from the Berlin ERDF Programme. The projects funded a variety of areas, including networking among SMEs, technology transfer, innovative cross-border transport solutions and co-operation in the field of the creative industries and tourism.

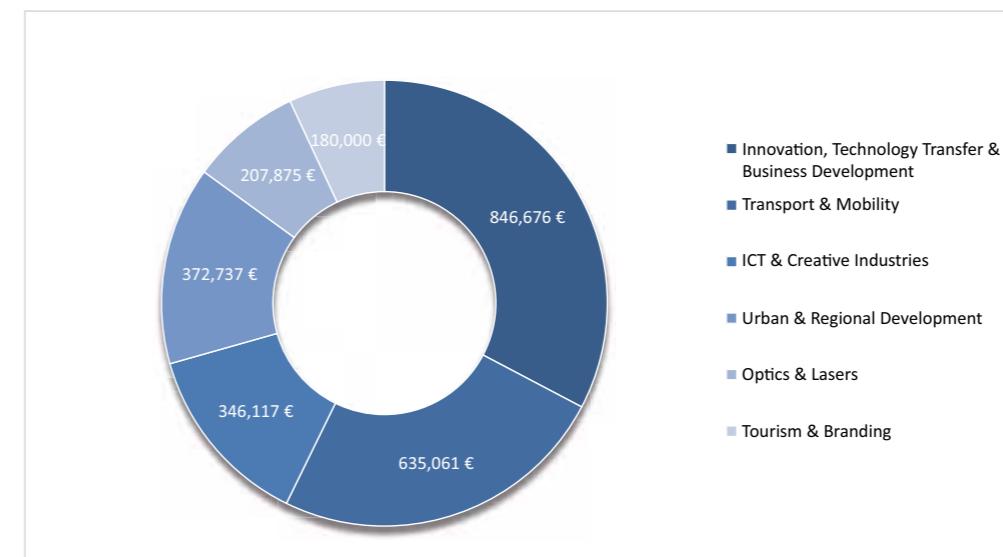
The high demand and success of the projects – in particular in creating new co-operation opportunities involving SMEs – impressively confirms the MOE-Netzwerkprogramm as an ideal complement to the existing instruments involved in European Territorial Co-operation policy and research funding. Indeed, the MOE-Netzwerkprogramm helped generate real added value for Berlin.

### MOE-Netzwerkprogramm:

- \_ 11 projects
- \_ 12 Berlin-based partners
- \_ € 2.5 million ERDF

### Project examples

- \_ Tourism Network of the Oder Partnership
- \_ e-Kom – Real-time travel information for the Oder region
- \_ eCoach – Improvements in long-distance bus traffic from and to Central and Eastern Europe
- \_ Transport Roundtable of the Oder Partnership
- \_ PHOENIX- Photonics and Optoelectronics Network
- \_ Design Innovation & Exchange Programme | Berlin Wielkopolska



Use of funding in programmes relating to the MOE-Netzwerkprogramm by subject areas. Shown here are the respective funds used from the European Regional Development Fund (ERDF).

# New Ideas from and for Berlin

Berlin is a hub for innovative start-ups, R&D institutes and knowledge-based service providers. Roughly 200,000 people from all over the world study, teach and perform research here at four universities, seven universities of applied science, four art universities, 26 private universities and 60 research institutes.

Official Berlin policy supports the city's landscape of innovation in close mutual co-operation with companies, trade chambers and associations: its ultimate goal is to strengthen the ability of Berlin enterprises to innovate, adapt, improve productivity and make use of their knowledge and creativity to increase the city's international competitiveness and appeal. Bodies such as Berlin Partner\*, the TSB Innovationsagentur Berlin GmbH\* and Investitionsbank Berlin have developed specific instruments for this purpose.

European Territorial Co-operation plays a special role in achieving this goal. It allows for the establishment and strengthening of contacts while also creating a space to develop and test new co-operative approaches. European know-how is able to close gaps in regional value chains.

Transnational and interregional co-operation projects enable participants to leave the beaten path and seek out – and find – new solutions together. One example is Berlin Kredit Inno-

vativ, a financial tool that emerged out of the JOSEFIN project, which itself was the result of INTERREG IV B in the Baltic Sea Region. It gives young enterprises the opportunity to develop innovations and get them to market (see chapter “Cash for young and innovative entrepreneurs” below).

Many of the projects involving Berlin participation and receiving funding within the framework of European Territorial Co-operation are strongly tied to innovation and technology development. Among them are the BASIC, Know-Man and JOSEFIN projects, which were led by Berlin-based enterprises.

The “Know-Man – Knowledge Network Management in Technology Parks” project involves the identification and interregional transfer of innovative regional models for the successful management of knowledge networks. The suggestions and tools developed as part of the project, including the “Optical Technologies Knowledge Atlas”, enable successful knowledge transfer between the regions. Berlin and Warsaw-based optical enterprises even integrated the atlas into the “PHOENIX – Photonics and Optoelectronics Network” project. This is exactly where the added value of the MOE-Netzwerkprogramm comes into play because it expressly promotes the integration of small and medium-sized enterprises.

## “The Berlin mixture: advancing innovation” – Contributed by Siegfried Helling

The TSB Innovationsagentur Berlin GmbH\* stands for innovation and technology development in the capital region. Among its core tasks are networking and technology transfer in all industry segments. The aim of international networking is first and foremost to exchange experiences and pave the way for co-operative projects. By merging Berlin's two central business and technology agencies into the new “Berlin Partner for Business and Technology”, the ultimate goal is to provide more targeted support for tech-intensive and innovative companies in Berlin in the future and to promote the capital even more as a great location for business.

The TSB has carried out a number of internationally oriented activities and projects for many years on the regional, federal and EU levels, among others as part of international committees and networks and as a partner of the Enterprise Europe Network (EEN). International co-operation exchanges – i.e. those co-organised by the TSB and carried out at major industry fairs and tradeshows – represent one of its most effective instruments.

The TSB has already participated in several international projects. Their collaboration within the framework of European Territorial Co-operation and the MOE-Netzwerkprogramm plays an important role in this regard. These projects enable the deepening and long-term development of key contacts. Networking helps companies to get to know partners and locations better. Co-operation with optic partners from Warsaw is one of many examples of how cross-regional co-operation can succeed.

A further example is the workshop held for the implementation of the “Transfer Café” in Rome within the framework of the Know-Man project. Many Romans were interested in our experience and, in turn, we gained key insights into the research landscape of the Italian capital region. This created an excellent starting-point for future co-operation.

With our knowledge and technology transfer service (NTT), Transfer Café, TransferAllianz and R&D programmes, such as the TransferBONUS programme created by the Investitionsbank Berlin, the team at the TSB Innovation Agency provides a broad spectrum of services that effectively support the co-operative needs of SMEs and founders with scientific bodies even beyond regional borders.

### TRANSFER ALLIANZ

The TransferAllianz is an alliance of roughly 50 enterprises in the region eager to intensify knowledge and technology transfer between business and science. It initiated the TransferBONUS programme and the TransferCafe, among others. [www.transfer-allianz.de](http://www.transfer-allianz.de)



The Transfer Café makes it possible for companies to come into online contact with scientific experts on the themes of “mechanical engineering”, “environment and energy”, “chemistry” and “electronics and eEngineering”. It forms an integral part of the TSB's knowledge and technology transfer service. [www.transfercafe.de](http://www.transfercafe.de)



TransferBONUS gives small and medium-sized Berlin-based enterprises funding for co-operative projects with scientific institutions and for the development of innovative products and services. [www.transferbonus.de](http://www.transferbonus.de)



**Siegfried Helling**  
Head of Industry & Research,  
TSB Innovationsagentur Berlin  
GmbH



\*On the 1st of September 2013, Berlin Partner GmbH and TSB Innovationsagentur Berlin GmbH merged to form Berlin Partner for Business and Technology.

# Interview with Dr. Suntje Schmidt “Through the eyes of others”



## **Co-operation helps to expand the leading role of Berlin innovation policy**

## Interview with Dr. Suntje Schmidt, Leibniz Institute for Regional Development and Structural Planning

*Interregional co-operation is often criticised for not generating “tangible” results. What is your experience in the field of R&D?*

In my opinion, there are many concrete results to point to. However, a lot depends on what we mean by the term "tangible". For us, interregional co-operation means the opportunity for exchange with other European regions and the chance to learn from one another. The ability to look beyond our own borders is very helpful, especially here in Berlin and Brandenburg. It allows us to become aware of our own strengths and weaknesses and get to know new approaches.

For example, as part of the Know-Man IN-TERREG project, a demand analysis was carried out with companies based in technology parks. Each project region also developed a knowledge atlas outlining the potential held by that region's R&D landscape. Together we created a catalogue of successful instruments and policies from all six partner regions: Andalucía, Koroška, Lower Silesia, Rome/Lazio, Veneto and Berlin. These instruments helped to identify possibilities for improvement and co-operation.

*Berlin has a reputation as a versatile and high-profile location for science and R&D. How do you exploit this in your projects? Or is it only others who profit in the end?*

One-dimensional thinking doesn't bring any results in this context. The genesis of knowledge and its transformation to market-ready applications depends on co-operation, especially seeing as we engage in rigorous international competition.

As part of the Know-Man project, we conveyed the diversity and uniqueness of Berlin's R&D landscape from the very beginning. This included, for example, the offerings of WISTA Management GmbH and the Adlershof Science and Technology Park, as well as the Berlin approach to start-up support as practiced by Humboldt Innovation GmbH and by the Transfer Café organized by the TSB Innovationsagentur Berlin\*.

Berlin's vast experience can be seen in the fact that 19 of the 42 best practices identified within the project came from Berlin. Our approach received such a huge response that some of the good practices were implemented in other regions: the WIWEX business course at Humboldt-Universität was set up in the Slovenian region of Koroška; a Transfer Café was opened in Rome; part of the Berlin Business Plan Competition was taken up in Koroška, as were parts of Adlershof's Soft Landing Services at the Cartuja Technology Park in Andalusia. Humboldt Innovation GmbH and Wroclaw University also entered into a co-operation agreement.

We took advantage of every occasion to promote Berlin's knowledge landscape. For example, at the Know-Man International Closing Conference in 2012, we gave our partners a closer look at the creative-industry side of Berlin and the diversity of the capital's start-up scene: this started with our choice of locations – i.e. the court buildings in the Berlin district of Wedding, which represent a location somewhere between industrial history and creative start-up scene – and extended all the way to our excursions to Modulor Planet, Beta-Haus and the Prinzessinnengärten in Kreuzberg.

*Has Know-Man had an impact on co-operation within Berlin?*

That is a very important point. Indeed, several intensive partnerships were formed among regional players within the framework of the project implementation. New relationships were created and old ones expanded among partners from Berlin and Brandenburg. A number of other stakeholders also had a part in the project implementation, for example in the transferring of Berlin's own good practices to partner regions. To this end, the creators of these good practice as well as the individuals implementing them were brought together in interregional transfer tandem. These, in turn, provided a fresh opportunity to get to know each other within the regions and to exchange ideas on possible future cooperative activities. In other words, Know-How Man was able to create a regional relationship network that will endure in the future.

The project provided many opportunities for content-related exchanges, for experiencing new approaches and ideas, but also to reflect upon our own already existing offerings. One of the tandem participants from the region described their work in the transfer of Berlin good practices as "a look in the mirror". The communication of the project results and their reflection in the framework of the project was complemented by several expert discussions and roundtables.

*What vision do you have for the new EU funding period? How do you intend to continue the good practices of the Know-Man project?*

We were able to address many topics and launch many learning processes within the three-year Know-Man project, which was intentionally defined to be quite broad so that we could cover diverse aspects of regional knowledge management. Of course, not every idea was thought through to the end. But the Know-Man partners have very concrete co-operation interests for the future, for example, the continuation and expansion of the Good Practice Transfer, the content-related intensification of co-operation in the form of knowledge management networks, the creative industries and a deeper exchange

on selected aspects of innovation funding, such as in the pre-incubation phase or in „innovation education“ for children and young adults. One key aspect in the future will no doubt be the question of the design of sites for multidisciplinary and cross-industry work and what kinds of opportunities emerge from them in terms of the co-operative implementation of innovation.

*What does interregional co-operation need in the future? What importance do the INTERREG/MOE Netzwerkprogramm funding tools have in this context?*

Interregional co-operation must continue to be a central and active part of the European integration process. It enables regional players to become actively engaged in themes that are relevant on both regional and European levels, such as, for example, innovation and R&D policy. In addition to promoting content-based exchange, they also offer a platform for network building. In order to meet the challenges of European economic and political transformation, which affect the regional level as well, the programmes would do well to maintain a certain level of openness and flexibility.

[www.know-man.eu](http://www.know-man.eu)



# Berlin's Knowledge Atlas for Future Entrepreneurs: Optical Technologies



Berlin Knowledge Atlas

\*On the 1st of September 2013, Berlin Partner GmbH and TSB Innovationsagentur Berlin GmbH merged to form Berlin Partner for Business and Technology.

# Cash for young and innovative minds

The EU's ambitious “Europe 2020” strategy places the emphasis on innovation and technological progress as key driving forces behind Europe's prosperity. The approach in the German capital is no different. For example, Berlin's own „cornerstones“ for the European Regional Development Fund (ERDF) and European Social Fund (ESF) in the period 2014-2020\* focus on cross-sectional issues such as innovation and the setting up of new businesses. The ultimate goal is to highlight structurally relevant areas and provide innovative companies with access to customised finance and funding instruments. Yet another focal point is on regional measures designed to promote internationalisation, competitiveness and access to global markets.



**JOSEFIN works closely together with small and medium-sized companies.**

A diverse array of regional, national and EU research programmes are already in place to fund innovation and internationalisation efforts in the capital region. An entire series of instruments customized to support innovation is offered by the Investitionsbank Berlin (IBB), for example the ProFIT, Transfer BONUS and the Berlin Kredit Innovativ programmes. The IBB also offers coaching services, such as Coaching BONUS, which was designed especially for innovative, tech-oriented and creative companies.

The INTERREG IV B project JOSEFIN (Joint SME Finance for Innovation) is evidence of just how important interregional network co-operation is in the development of cus-

tomised financing products. Project partners from all over the Baltic Sea Region, including the Investitionsbank des Landes Brandenburg (the regional development bank in the federal state of Brandenburg), the ZAB Brandenburg Economic Development Board and various innovation centres, work together under the leadership of the Investitionsbank Berlin to create an integrated financial instrument that connects finance with coaching and innovation efforts with internationalisation projects.

The result is an innovative tool kit that enables the regions to share risks while also improving SME access to funding and offering coaching for business success beyond domestic markets. Thanks to the results produced by JOSEFIN, the IBB can now offer new financial products, such as Berlin Kredit Innovativ and Coaching BONUS – if necessary, the two combined – to Berlin companies.



**JOSEFIN provides innovative SMEs with financing opportunities**

It should be noted that Berlin Kredit Innovativ would probably not have been possible without the support of the JOSEFIN project. In order to offer the product, a counter-guarantee from the European Investment Fund (EIF) was essential. Co-operation with other federal states was necessary in order to achieve the required credit volume of € 25 million. JOSEFIN paved the way by means of contacts and good arguments. This underlines the importance of interregional co-operation very clearly.

\*Status as of 06/2012

## Interview with Irene Schucht “Combine expertise, minimise risks”



**With the help of the JOSEFIN project, it was possible for the IBB to access counter-guarantees from the European Investment Fund (EIF) for the first time**

Interview with Irene Schucht, Head of the Product Management Dept at Investitionsbank Berlin and Head of the INTERREG IV B project JOSEFIN



*Ms. Schucht, as head of product management at the IBB, you are responsible for offering companies the best possible products. What exactly do innovative Berlin-based companies require in terms of assistance?*

When small and medium-sized enterprises want to globalise and implement new business ideas, their two most important primary needs are access to risk capital and accompanying coaching services.

*To what extent did JOSEFIN aid in the development of financial products?*

The goal of JOSEFIN was the joint development and implementation of innovative financial instruments. The combined know-how of the partners alongside external support enabled an analysis of the various needs and best-practice examples.

A model that was developed on the basis of this analysis was then structurally implemented in the regions. The partners' shared commitment helped considerably in overcoming regional barriers and led to stronger support from administrative and political bodies. After that, the regions involved were able to pool their expertise and experience with regard to the financing of SMEs and then jointly request the support needed from European, national and regional decision makers.

Not least because of this approach, the IBB was able – for the very first time – to take advantage of counter-guarantees provided by the European Investment Fund (EIF) to support Berlin SMEs within the framework of the new “Berlin Kredit Innovativ” product, which had developed out of JOSEFIN.

*Could you give us a short summary of the product highlights offered by Berlin Kredit Innovativ?*

Berlin Kredit Innovativ offers loans of up to € 500,000 for companies associated with Berlin's official clusters or in the framework of efforts to internationalise. The loans are requested via the borrower's bank and can be used for start-ups, investments and operating capital needs. The IBB makes available affordable re-financing and assumes a liability indemnity of the banks in the amount of 60% of the loan. In turn, the IBB receives a 50% counter-guarantee from the European Investment Fund (EIF) from within the EU's Framework Programme for Competitiveness and Innovation (CIP). In order to secure a minimum volume for the EIF, it was necessary to co-operate and file a joint submission together with the federal states of Brandenburg, North Rhine-Westphalia and Bavaria. The JOSEFIN project helped us tremendously in this regard. The participation of the EIF meant that the risk for the IBB was minimised. As a result, Berlin companies have been able to profit from the IBB's new “Berlin Kredit Innovativ” loan programme since 2012.

[www.josefin-org.eu](http://www.josefin-org.eu)



**Frank Zahn**  
**Managing Director and Founder**  
**exozet group**



Exozet is a Berlin company that was founded in the capital and continues to enjoy success here. In order to keep our finger on the pulse of the times, it is essential that we engage in international networks and a regular exchange of experiences. As a medium-sized agency, we have profited tremendously from our co-operation with the IBB. Berlin Kredit Innovativ, in particular, offered us flexible financing that we used to support growth and hire eight new employees, some of whom came from other parts of Europe. This helps us, of course, in dealing with our international clients’.

The exozet group was founded in 1996 by Frank Alexander Zahn and now employs 150 workers at its locations in Berlin, Potsdam, Vienna and Düsseldorf. Their range of services includes concept development, strategic and brand consulting, design and realisation of online, mobile and OTT applications.

[www.exozet.com](http://www.exozet.com)

# Creative vision



**Dr. Toralf Kahlert**  
Managing Director  
Pumacy Technologies AG



“Too many good projects fail because the development of a customized financing package simply takes too much time. With “Berlin Kredit Innovativ”, the IBB has created a financing offer that can be used on very short notice. The IBB took on a guarantee of 60%, which allowed us to convince our house bank of the virtues of our project. With the help of Berlin Kredit Innovativ, we were able to expand our Berlin offices to include an innovation centre for product lifecycles where companies can learn to adapt their product development to the latest software technologies”.

Pumacy Technologies AG is a leading provider of knowledge, process and innovation management.

The company was founded in early 2000 as a spin-off of Berlin’s Produktionstechnisches Zentrum (PTZ).  
[www.pumacy.de](http://www.pumacy.de)

In addition to “Berlin Kredit Innovativ”, yet another result of the JOSEFIN project is the development of entrepreneurial expertise in international business via the “Coaching BONUS” programme. How does this programme contribute to increasing competitiveness and internationalisation in the capital region?

Due to the size and qualification structure of their often very small workforces, SMEs are frequently unable to handle all the strategic and technical demands placed on them. What Coaching BONUS does is provide support to new and established companies – especially tech-related companies and those active in the creative industries – in terms of any business-related questions they might have. In addition, companies already active on the market are given individual assistance in their efforts to gain a more international perspective in their field. Using targeted, on-site coaching projects, the aim is to improve the company’s ability to handle business challenges on their own. The spectrum ranges from the concretisation of business ideas and company organisation to all aspects relating to internationalisation efforts. With regard to the latter, the programme seeks to diminish the structural competitive disadvantages felt by SMEs on the international stage by strengthening internal and intercultural ex-

pertise and orienting the company more towards the development of international co-operation projects and accessing foreign markets.

*Has there already been a positive response from the side of Berlin-based SMEs?*

In the first year, 12 companies received support totalling € 5 million in loans from Berlin Kredit Innovativ. The product is set to be expanded even further.

*What needs do you see arising in the future in terms of interregional co-operation? What role do the INTERREG and MOE-Netzwerkprogramm tools have in this context?*

In addition to an exchange of experience and the joint development of instruments, what’s necessary in the future is even stronger cross-border networking in terms of consultation, coaching and financing offerings designed to support efforts to internationalise. This is the only way for innovative SMEs to profit more from the potential offered by the joint market and globalisation. It would also be helpful if new EU funding tools were administered and implemented in a more efficient cross-border manner.



## The cross-sector approach taken by Berlin’s creative industries offers much more than just product design

Berlin is one of the most creative capitals in Europe and a magnet for young professionals in the creative industries. Roughly 27,000 university-level students are enrolled here in 70 media, communication and design-related study programmes. A large percentage of these graduates remain in Berlin after completing their studies: 12% of full-time Berlin employees work in the communications and creative industries, mostly in the fields of software, games, theatre, film and television.

However, a major challenge for a number of sectors in Berlin – the design industry, for example – is the comparatively low number of large-scale manufacturing companies in the capital. As a result, many Berlin creatives are forced to pave their own way and develop their own business ideas. This, in turn, means that start-up financing, USP development, networking and business contacts are particularly important.



Design thinking workshop in Poznan

With the aim of deepening international contacts and strengthening the creative industries as an engine driving economic development, the Berlin Senate Department for Economics, Technology and Research initiated “Creative Metropoles”, an INTERREG IV C project designed to exchange ideas and experiences with major European cities such as Birmingham, Amsterdam, Barcelona, Helsinki, Oslo, Riga, Tallinn, Stockholm, Vilnius and Warsaw and also to take a closer look at Berlin’s own potential.

Contacts from the Creative Metropoles project and the vast existing market potential in Poland ultimately led to the “Design Innovation & Exchange Programme Berlin Poznan”, a project supported by the MOE-Netzwerkprogramm.



Design and industry matchmaking in Poznan



**Ake Rudolf**  
International Design Center  
Berlin



In the first project phase we clarified expectations and reduced any existing reservations. At that point, the results were completely open and we couldn’t be sure that our method would even work. The MOE-Netzwerkprogramm gave us the liberty to approach the project in this manner. And now we know: it works. Our goal is to do it even better in the future. In the second project phase, we will refine instruments such as the Design Thinking Workshop and expand permanent contact points. We will also encourage the Berlin design industry to utilise their know-how in Poland. Indeed, Berlin’s creative potential and the growth dynamic in our neighbour to the east complement each other perfectly.

The International Design Center Berlin (IDZ) is an interest group made up of designers, companies and decision makers drawn from culture and politics.  
[www.idz.de](http://www.idz.de)



Fax Quintus  
Managing director  
e27

e27

“It’s crazy that all of us Berlin creatives spent so much time looking westward when there’s a demand for our creative work not so far away in the other direction. This demand goes beyond just the design of products: it includes things like integrative consulting during the development process and an exploration of the brand environment in which products exist. Our co-operation with Polish entrepreneurs taught us that we actually have a lot to give – things that distinguish western European brands. In turn, we were able to find the craftsmanship we can no longer find at home”.

The Berlin design agency e27 stands for intelligent and sustainable solutions in the fields of design and corporate design. Fax Quintus participates regularly in the entrepreneur exchanges and workshops that take place as part of the MOE-Netzwerkprogramm.

[www.e27.com](http://www.e27.com)

At the very core of the project carried out by the International Design Center Berlin (IDZ) and Concordia Design from Poznan was the cross-linking of Berlin’s design industry with manufacturing companies in the Poznan metropolitan area – an economic region that has developed dynamically in the past several years and continues to attach great importance to quality and design.

At numerous business exchanges, Berlin designers were able to present their work to their Polish counterparts. By late 2012, 150 initial contacts were established and, out of 16 contract negotiations, 12 were completed successfully.

The greatest success of the project, however, is the fact that Polish companies were able to recognise the added value of the cross-sector approach taken by Berlin designers.

#### Hands-on cross innovation

Innovation processes often arise when different approaches and industries come together to exchange ideas and link products and services in a constructive and interdisciplinary way. In order to take advantage of this “cross-innovation” approach, a number of creative and idea workshops were initiated in Berlin in the past several years. One example is the “design re-actor berlin”, an initiative of the Berlin University of the Arts (UdK): from modular suitcases and practical-yet-crazy household items to communicative tea bags, this programme knows no creative limits. At the “Hybrid Platform”, UdK professors and students – along with those at Berlin’s Technische Universität – work together with partners from research and industry. Among their project-related developments are the optimisation of robots and the creation of materials that bind carbon dioxide.

[www.design-reaktor.de](http://www.design-reaktor.de) | [www.hybrid-plattform.org](http://www.hybrid-plattform.org)

Berlin’s “Design Transfer Bonus” programme was initiated with the goal of anchoring cross-innovation even further in everyday business operations. It also seeks to support co-operation among designers and tech-oriented companies and to encourage the early and application-oriented integration of design expertise in overall SME innovation processes.

[www.designtransferbonus.de](http://www.designtransferbonus.de)

In addition to the traditional processing of design contracts, the Berlin designers were able to give important impetus to various fields, including business development and orientation, innovation and design strategies, product optimisation, the design and development of products and services as well as market launches and efforts to internationalise. Based on these positive results, the Berlin Senate Department for Economics decided to support a follow-up project organised by the IDZ. The “Berlin-Poland 2013-2014” project expands on the co-operation of Berlin designers with partners from all over Poland for the creation of sustainable cross-border network contacts. This will allow Berlin’s creative industries to make even better use of their USPs. The ultimate goal is to provide even more support for design as a strategic element of the economy.

**Berlin’s co-operation with other European regions allows it to take advantage of its strategic location in the centre of Europe.**

The German capital’s location at the intersection of key east-west and north-south transport and traffic axes makes it an ideal hub whose importance continues to grow as a result of the common European market. It’s no wonder that transport, mobility and logistics make up one of the major fields of expertise in the Berlin-Brandenburg capital region. The industry employs a workforce of around 150,000 at 400 companies and more than 100 research institutes.



Transport Roundtable event in Berlin



Berlin’s Hauptbahnhof station:  
a European rail traffic hub

Berlin’s traditional position as one of the leading centres of rail expertise in Europe combined with growing demands for environmentally friendly transport gives rise to very fertile soil for the development of transport technology in the capital. Indeed, Berlin is a leading lab for innovative transport solutions. The city is constantly paving new ground, whether it’s via the international showcase project “Electromobility Berlin-Brandenburg” or its public transport system, new rail technology or city logistics.

The programmes associated with European Territorial Co-operation and the MOE-Netzwerkprogramm help to expand this strategic position as a European hub and also to examine it against the backdrop of experiences in other major European regions. 13 INTERREG projects and three MOE-Netzwerkprogramm projects with European and German support totalling roughly five million euro for Berlin-based partners provide clear evidence of the importance of European Territorial Co-operation in this field.

Berlin has worked on a number of exemplary European transport and development corridors as part of EU projects, including ViaRegiaPlus, Scandria, SoNorA and the Rail Baltica Growth Corridor. The result is a considerable strengthening of Berlin’s position in the discussion regarding the future design of the trans-European transport network. For example, the Rostock/Szczecin – Berlin – Nuremberg connection was included in the Scandinavian-Mediterranean core network corridor.

**VIA REGIA plus**

**Scandria**

**SoNorA**  
South North Axis

**RBGC**  
RAIL BAL蒂CA GROWTH CORRIDOR

**Strategic transport projects with Berlin participation:**

**Via Regia Plus**  
[www.viaregiaplus.eu](http://www.viaregiaplus.eu)  
Programme:  
INTERREG IV B Central Europe

**Rail Baltica Growth Corridor**  
[www.rbgc.eu](http://www.rbgc.eu)  
Programme:  
INTERREG IV B  
for the Baltic region

**Scandria – Scandinavian-Adriatic Corridor for Growth and Innovation**  
[www.scandriaproject.eu](http://www.scandriaproject.eu)  
Programme: INTERREG IV B  
for the Baltic region

**SoNorA – South-North-Axis**  
[www.sonoraproject.eu](http://www.sonoraproject.eu)  
Programme: INTERREG IV B  
Central Europe  
Berlin Wielkopolska

# European hub

# Interview with Hans-Werner Franz

## “Transport does not end at administrative borders”

Berlin lies at the intersection of three major European core network corridors. The German capital is therefore highly involved in leading European initiatives for the development of green transport corridors. Berlin's commitment to sustainable transport development also continues to receive a high level of recognition by the European Commission.

For some time, Berlin has enthusiastically sought to improve rail transport connections, in particular with neighbouring Polish regions. Among the results of their efforts are the Berlin-Stettin and Berlin-Gorzów tickets, closer timetable co-ordination and e-information. The major goals remain the expansion of rail infrastructures and joint tenders for rail transport.

Good examples for the development of new, cross-border solutions and services are Berlin's co-operative efforts with the Polish cities of Warsaw and Poznan in the projects CAPRICE, Rail Baltica Growth Corridor and eKom in the development of integrated, real-

time-based passenger information systems. Yet another example is the co-operation involved in the Transport Roundtable of the Oder Partnership for the optimization of services in cross-border public transport with Poland.

Thanks to the European co-operation project eCoach, which is developing a cross-border information platform for bus traffic, Berlin is also top notch when it comes to long-distance bus traffic.



**Due to the bus station in Riga, Berlin is well-connected to Central and Eastern Europe**



**Stefan Christian**  
President of the Association of Pan-European Coach Terminals (APC)

### **We have the potential to become an international bus travel hub**

**– Contributed by Stefan Christian**

The Association of Pan-European Coach Terminals (APC) links Berlin with destinations in Central and Eastern Europe

“International bus travel is a growing market, especially since the 1st of January 2013, when bus travel was liberalized and restrictions were lifted in Germany. As a result of Berlin's special status – an exemption for international bus services to and from Berlin was in place until recently because of the division of Germany – the capital enjoys ideal conditions as a long-distance bus travel hub between east and west, north and south.

Berlin has the opportunity to establish itself as a centre of expertise in the development of communication solutions, among others. The eCoach project funded by the MOE-Netzwerkprogramm is a tremendous support, especially since the issue of international bus travel remains a niche theme in spite of its growing economic importance. This support will allow us to launch an information platform very soon that clients can use to access all coach travel connections to partner regions. The existence of this platform will enable us to then develop commercially viable applications via a booking tool. We have already found interested private carriers. eCoach is a complete success for us as an association – and, I would argue, also for Berlin and its partners”.

[www.ecoach-traffic.eu](http://www.ecoach-traffic.eu)



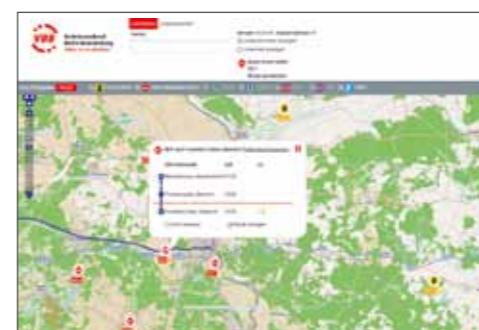
**Interview with Hans-Werner Franz,**  
Managing Director, VBB Verkehrsverbund Berlin-Brandenburg GmbH (Berlin-Brandenburg Public Transport Authority, or VBB)

*Mr. Franz, as managing director of the Verkehrsverbund Berlin-Brandenburg GmbH (VBB), cross-border work is already part of your job, so to speak. Why is it important for you to co-operate on a pan-European basis, for example as part of interregional programmes?*

That is correct. As a public transport authority, we are responsible for organising public transport in Berlin and Brandenburg. But this does not mean that we do not also look beyond the borders of our two federal states. Our customers do not think in terms of state borders – nor do car drivers, for that matter. We think it makes good sense to exchange knowledge and experience with other regions. This benefits first and foremost our passengers, especially seeing as the Berlin-Brandenburg capital region's relationship to our immediate neighbours and other European regions continues to intensify.

Interregional co-operation also facilitates to inspire movement on topics that are hard to get going from a remote office. One example would be the cross-border timetable with Poland. Public transport between Berlin and Poland continues to be used at an increasing rate. Polish citizens come to Berlin to work and go shopping. Intermediate stops

also profit from increased demand. Berliners also travel to Poland on vacation and to go shopping. At the moment, it is still difficult to integrate this information into the VBB's timetable system. Information is often unavailable or not accessible in the required quality. There are existing Polish information systems that we can link to, and they represent a treasure of information that we want to provide to our passengers. Programmes such as INTERREG and the MOE-Netzwerkprogramm provide the space and resources to approach these themes.



**The VBB's passenger information service provides comprehensive information on lines to and from Berlin, Brandenburg and neighbouring regions**

*What added value does this give the VBB and Berlin?*

First-class passenger information is essential for our customers – both German and Polish. It creates reliability and prevents unpleasant surprises. In this respect, we are catching up with car passenger travel. That old feeling of helplessness during unexplained delays and connections is receding. It is becoming easier to get into the train and travel to Poznan, Szczecin or Wrocław. When public transport in general becomes more attractive, everyone benefits. This is why we are committed to the eKOM project, which is designed to create continuous information – if possible in real time – for bus and train travel on the Berlin-Poznan line. Via the Rail Baltica Growth Corridor project, we are even planning to integrate passenger information to destinations in the Baltic and Finland in our Berlin-Brandenburg system.

### **VBB interregional projects:**



Verkehrsverbund Berlin-Brandenburg

Alles ist erreichbar.

### **CAPRICE – CAPital Regions Integrating Collective transport for increased energy Efficiency**

[www.caprice-project.info](http://www.caprice-project.info)

Programme: INTERREG IV C

### **Rail Baltica Growth Corridor**

[www.rbgc.eu](http://www.rbgc.eu)

Programme: INTERREG IV B  
for the Baltic region

### **Transport Roundtable of the Oder Partnership**

[www.oder-partnerschaft.eu/rtv.php](http://www.oder-partnerschaft.eu/rtv.php)

Programme:  
MOE-Netzwerkprogramm

### **Real-Time Travel Information for the Oder Region**

[www.vbb.de/de/article/projekte/e-kom/3040.html](http://www.vbb.de/de/article/projekte/e-kom/3040.html)

Programme:  
MOE-Netzwerkprogramm

## Efficient energy saving solutions

Berlin business travellers will be able to use their computer or smartphone to access information on how to get to the company or hotel in Tallinn using public transport. In our era of mobile communication, information is becoming more important and gives public transport an advantage over private transport especially in urban areas. It allows the markets in Poland and the Baltic states to coalesce. It is a key determining factor, but it also takes time ...

*... and high-quality, reliable connections ...*

Quality is the crucial factor! This is why VBB is committed to cross-border co-operation as part of the Oder Partnership's Transport Roundtable. It's an important body that serves to co-ordinate improvements in regional transport on a regional level. Some important things have already been achieved, for example the Berlin-Stettin Ticket, which allows passengers to travel to Poland for ten euro. It is a bestseller! The Berlin-Gorzów Ticket as well. Passengers used to have to switch trains in Kostrzyn to get a connecting ticket, but today, you just stay on the train. We still have work to do with regard to the connections to Landsberg (Gorzów) with its 120,000 inhabitants. A number of small steps are necessary in order to come to agreements with partners. The Transport Roundtable helps us bring the essential partners to the table to discuss problems and find solutions. Of course, we are also working toward creating a better rail infrastructure – the relevant decision-makers cannot block us forever.



*“Setting a new course” – not only in rail traffic and transport*

*What expectations does the VBB have in terms of future interregional co-operation? Are there areas in which there is a need for more intense co-operation? Will the instruments associated with the INTERREG and MOE-Netzwerkprogramm continue to be used?*

These are still very much hot topics. In terms of information services, our focus was initially on Warsaw and Poznan. Of course, it would be interesting for us to integrate information from public transport systems in Szczecin and Wrocław into our systems as well – and vice versa. The Transport Roundtable is an ongoing task that we are pursuing together with our partners from neighbouring regions. And, of course, we will continue to work together with international partners to make public transport throughout Europe more attractive. While mobile sales and information are key future themes, integrated transport planning continues to form the basic foundation.

### Berlin know-how in the field of energy efficiency is an export hit

The EU has set itself highly ambitious goals with its 2020 growth strategy, in particular in terms of climate policy: 20% lower greenhouse gas emissions, a 20% higher share of renewable energies and 20% higher energy efficiency.

The capital region is on the right path in this respect: since 1990, CO<sub>2</sub> emissions here have been reduced by more than one quarter. Due to a number of efforts, including the growth of energy technology, this is an industry that is strongly rooted in the region: in fact, the region is home to many companies that are strong and competitive in terms of employment and sales. In addition to the core area of energy technology, if one also looks at the down- and upstream sectors active in the capital region, then one finds almost 5,000 companies with around 56,000 full-time employees and a turnover of € 15.9 billion in 2012.

The capital region is a noted leader in the production and implementation of environmentally friendly energies as well as in modern energy efficient technologies. Proof of this leading role is found at the German Climate-KIC Centre of the European Institute for Innovation und Technology (EIT) in Berlin.

The fact that Berlin and Europe are on the same side in terms of energy policy is also shown by a number of energy and environmental projects in which Berlin participated and which were carried out as part of European Territorial Co-operation funding programmes. Berlin-based partners were able to acquire almost € 5 million as part of 18 projects in this field and worked together with over 250 partners from all over Europe.



**Martin Schipper**  
Head of Energy Technology,  
TSB Innovationsagentur Berlin  
GmbH \*



“Berlin companies and scientific institutions are highly innovative in the fields of building automation, energy-efficient supply, processing and lighting technologies. Today, several Berlin projects prove without a doubt that innovative technologies can also be cost-effective. Networking within the framework of EU energy projects is essential for the further development of Berlin expertise and marketing”.

The Berlin-Brandenburg Energy Technology Cluster was founded in 2011 and is jointly co-ordinated by the ZAB Brandenburg Economic Development Board and Berlin Partner for Business and Technology.\*

### Berlin: Climate-KIC Centre of the European Institute for Innovation and Technology

The goal of the Climate-KIC (Knowledge and Innovation Communities) Centre is to create partnerships between business, administration and science for the development of new products and services relating to climate change. There are 12 innovation centres in 10 countries throughout Europe. Germany's climate innovation centre is located in Berlin. Berlin focuses on sustainable urban systems, eMobility, solar energy, water and zero-carbon production. The “Green Garage”, Germany's first incubator for innovative start-ups in the field of climate protection, was opened in Berlin in April 2013.

[www.climate-kic.org/national-centres/berlin-germany](http://www.climate-kic.org/national-centres/berlin-germany)



Electric vehicles in use at Berlin Partner



Renewable energy

\*On the 1st of September 2013, Berlin Partner GmbH and TSB Innovationsagentur Berlin GmbH merged to form Berlin Partner for Business and Technology.

# Interview with Christian Hüttenloher

## “Energy efficiency in cities”



**Prof. Dr.-Ing. Klaus Rückert**  
Deputy Managing Director,  
Institute for Architecture,  
Technische Universität Berlin



“In the INTERREG IV B project Longlife and the subsequent Longlife Invest project, we were able to prove that the use of uniform procedures and new, adapted technologies led to increased energy and resource efficiency in residential buildings in the Baltic Sea region. The additional cost and effort required in terms of planning paid off as a result of lower operating costs in the life cycle of the buildings. Our challenge is to further disseminate these findings. We founded the “Longlife Institute e.V.” in 2011 for exactly this purpose.”  
[www.longlife-world.eu](http://www.longlife-world.eu)  
[www.longlife-institute.org](http://www.longlife-institute.org)

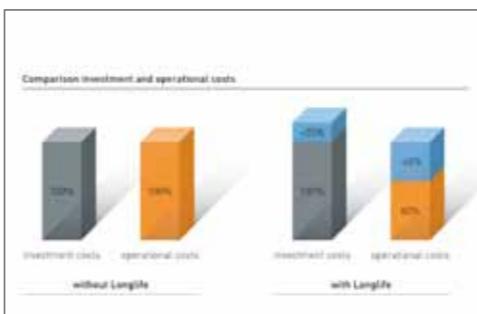
The array of topics covered is very diverse and ranges from renewable energies to conservation, flood protection and protection of marine environments. Berlin’s role as a capital is also reflected here: several governmental and non-governmental bodies active in the field of energy and the environment have their offices in Berlin.

One of Berlin’s most popular exports is its know-how in the field of energy efficiency and, in particular, in the energy-related refurbishment of buildings, renewable energies and energy-saving settlement structures. This expertise is reflected, for example, in the Longlife and Urb.Energy projects.

Berlin’s major experts were able to consolidate their excellent competitive position even further via the various projects related to the EU’s European Territorial Co-operation policy.



Integrated urban planning, housing and energy will continue to play an important role, especially in urban areas.



Investments in energy efficiency pay off in significantly lower operating costs.



Integrated urban planning, housing and energy are set to play an increasingly important role, especially in urban areas.

Interview with Christian Hüttenloher, General Secretary, German Association for Housing, Urban Development and City Planning, lead partner in the INTERREG IV B project Urb. Energy

Mr. Hüttenloher, climate change is on everybody’s minds. What do you feel the Urb.Energy project can achieve in this area?

The Urb.Energy project involved an intense exchange of knowledge and know-how among partners from Germany, Poland, Belarus and the Baltic states on the subjects of integrated urban development and energy-related modernisation. Energy-related refurbishment in urban districts was optimised on the German side, while our Eastern European partners tested integrated procedures and gained experience with energy-related modernisation.

What exactly was Berlin’s input with regard to the Urb.Energy project?

Berlin contributed its experience in the field of integrated urban development as well as in the comprehensive refurbishment of a pre-fab residential district and an area consisting of turn-of-the-century buildings. This paved the way for a link between integrated development and energy-related building refurbishment. Also, a tool for calculating the potential gains of energy-related district re-

furbishment was developed. This tool now forms the basis of the energy-related modernisation of accommodations in Berlin.



Multi-storey residential buildings have tremendous energy-saving potential.

What demand do you see for interregional co-operation in the future with regard to combating climate change?

Topics relating to integrated urban development, housing and energy will continue to play an important role in the development and implementation of strategies designed to reduce CO<sub>2</sub> emissions in urban areas in the future. Long-term co-operative efforts are also important in this context; especially ones that seek to pass knowledge on to partner states and provide support with regard to specific national problems and issues.

What is your vision for the next EU funding period?

Integrated development and energy-related aspects will be part of future EU funding, which means that the approaches taken by Urb.Energy will also be relevant in the future. In order to promote energy-related building refurbishment and modernisation, extensive changes in the legal, organisational and financial conditions are necessary in a number of member states. The recommendations for action provided by Urb.Energy provide a wealth of advice to this end.

[www.urbenergy.de](http://www.urbenergy.de)



## Shining examples



**Dr. Thomas Gutberlet**  
Helmholtz Center Berlin for  
Materials and Energy GmbH



“For the Helmholtz Center Berlin, the opportunity to create strategic connections to companies and co-operation partners in the Baltic Sea countries carries vast potential. In the future, the importance of co-operative projects like this will increase, especially as they generate impulses for R&D development in the Berlin-Brandenburg region.

SCIENCE LINK’s recipe for success is its clear application orientation and its high level of innovation potential. We want to expand this co-operation in the future, if possible with other German and regional partners”.

[www.science-link.eu](http://www.science-link.eu)  
[www.helmholtz-berlin.de](http://www.helmholtz-berlin.de)

### The joint usage of Berlin and Warsaw expertise strengthens innovation potential in both capital cities

Berliners obviously come up with great ideas more frequently than elsewhere. In terms of R&D in optical technologies, the capital region leads the country. The region is home to many powerful companies and has a high density of science and R&D institutes that is unique in Europe: 40 R&D institutes and around 400 manufacturing companies count optical technologies or microsystems technology among their core business, and over 16,000 employees work and research in the capital region. Globally operating companies, such as Osram, Nokia Siemens Networks and Berliner Glas, are also active in the region.

As cross-section technologies, optical technologies and microsystems technology find use in a number of sectors, including energy technology, medical tech, bio sciences, communication technologies and transport systems engineering.



Berlin State Secretary for Economics Guido Beermann and Warsaw Mayor Michał Olszewski sign a co-operation agreement in the field of laser optics

European Territorial Co-operation programmes and the MOE-Netzwerkprogramm were used to develop Berlin’s optics cluster – which includes microsystems technology.

In the current EU funding period, roughly € 602,000 was made available as ERDF funding for the “SCIENCE LINK” network as part of the European Territorial Co-operation policy and for the “PHOENIX” (Photonics and Optoelectronics Network) co-operation project as part of the MOE-Netzwerkprogramm.

Berliners landed a special coup with the “PHOENIX” project. The Heinrich Herz Institute of the Fraunhofer Society, together with the TSB Technologiestiftung Berlin and OpTecBB, was able to set up a co-operative project between the Berlin-Brandenburg Optics Cluster and the Polish network Optoklaster as well as with the Photonics Society of Poland. One very practical aspect of this German-Polish collaboration was that it led to the closing of a gap in the Berlin value chain. At the same time, market access was made easier and an exchange among professionals enabled. The “Knowledge Atlas – Optical Technologies”, which had resulted from the INTERREG IV C “Know-Man” project, supported a sustainable link to regional structures.

In the “SCIENCE LINK” network funded by the INTERREG IV B programme for the Baltic Sea Region leading R&D institutes working on photon and neutron sources and their customers support innovations and entrepreneurship in the Baltic Sea Region. In this process, scientific institutes, universities and regional institutions act as service providers and multipliers. Among other things, the network helps the Helmholtz Center Berlin for Materials and Energy make its research expertise available to Central and Eastern European partners.



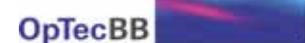
## Interview with Gerrit Rössler and Dr. Frank Lerch “INTERREG as a development lab”



Gerrit Rössler, Cluster Manager Optics,  
TSB Innovation Agency Berlin



Dr. Frank Lerch, Managing Director,  
OpTec-Berlin-Brandenburg e.V. (OpTecBB)



Interview with Gerrit Rössler, Cluster Manager Optics at the TSB Innovation Agency Berlin GmbH\* and Dr. Frank Lerch, Managing Director, OpTec-Berlin-Brandenburg e.V. (OpTecBB)

*Mr. Rössler, the TSB Innovation Agency Berlin has realised projects in both the INTERREG programme for the Baltic Sea Region and the MOE-Netzwerkprogramm. What makes these programmes so interesting aside from the research funding schemes?*

Companies and R&D institutes – and the entire capital region, as well – need to constantly look beyond their own borders and take on inspiration from outside if they want to remain competitive. This applies especially to SMEs, which often don’t have the necessary resources to adequately live up to these tasks. 97% of optics companies in Berlin and Brandenburg are small and middle-sized enterprises. This is precisely where a cluster can and must take on a pioneering role in order to create structures in the interest of the region that make it easier for regional players to become active themselves. And this is exactly what we can achieve in the context of the MOE-Netzwerkprogramm and INTERREG projects.

Up until recently, joint R&D projects were carried out mostly in the context of the EU’s research framework programme. From the perspective of the Optics Cluster, however,

MOE and INTERREG initiatives could become a development lab for interregional project ideas. This applies in particular if the regions were to succeed in harmonising R&D support programmes and opening them up to cross-border co-operative activities in order to make available a flexible instrument for the support of interregional knowledge and technology transfer.

*Mr. Lerch, you co-operate with Warsaw-based institutes as part of the PHOENIX project. How does Berlin profit from such collaboration?*

Because they represent a cross-section technology, optical technologies are often associated with a low level of value creation. This is simply false. Take the laser, for example: in order to create a laser system, numerous materials and components are needed, such as crystals, optical fibres, laser bars, pump systems, diodes and beam guiding systems. In the Berlin-Brandenburg Optics Cluster, there are several specialists that provide these systems. In the Berlin-Brandenburg Optics Cluster, there are several specialists that provide these systems. If these specialists were non-existent, companies would have to look for supra-regional co-operation partners. In such cases, cluster networking can help to identify the right players in science and industry and also encourage a leap of faith. And, of course, companies also have to find users for their products, e.g. in the healthcare industry, mechanical engineering and communications technology.

\*On the 1st of September 2013, Berlin Partner GmbH and TSB Innovationsagentur Berlin GmbH merged to form Berlin Partner for Business and Technology.

# Interview with Wolfgang Korek “Learning from Europe’s best”



The Berlin-Brandenburg capital region is a leading European location in the field of life science and health science. More than 270,000 people are employed in the healthcare sector. Berlin Partner for Business and Technology supports innovation – and innovative potential – as the basis of economic success. It works for the region on behalf of the federal states of Berlin and Brandenburg. Core tasks are networking and technology transfer in the fields of life science and healthcare, transport and mobility, energy management, ICT, optics and microsystems technology as well as in other tech-oriented industrial segments. A joint Healthcare Cluster was set up in July 2010. Berlin Partner for Business and Technology participates in several European networks, including the Council of European Bio-Regions, Scan Balt or the European Diagnostic Clusters Alliance.

[www.healthcapital.de](http://www.healthcapital.de)



Interview with Wolfgang Korek, Manager, International Co-operation at the TSB Innovation Agency Berlin \*/Unit Life Science and Healthcare, on the importance of European networks, political presence in Brussels and the benefits of co-operative research projects.

*Mr. Korek, as part of the Berlin-Brandenburg –HealthCapital healthcare cluster you already co-ordinate a broad spectrum of companies that are globally competitive in a wide array of markets. What are the biggest challenges you face today?*

The global market is indeed becoming increasingly important to the healthcare industry in the capital region: not only to major players, but also to small and medium-sized enterprises. Brazil, Russia, China and India are markets with tremendous growth rates. Berlin-based companies are trying to gain a foothold there, too, in addition to the established target markets in Europe and North America. They’re looking for sales markets but occasionally also for R&D contacts. At the moment, we’re carrying out a survey of companies active in medical technology, pharmaceuticals and biotechnology regarding their efforts to internationalise. We want to know where they are in their international activities. What kind of partners and support are needed? The results will be integrated into a new internationalisation strategy and a new master plan for the Berlin-Brandenburg Healthcare Region.

*From your point of view, what role does networking play within Europe in this context?*

SMEs, in particular, need good partners: for example, in areas such as distribution and product development. Good partners are often hard to find in one’s own country or region, but they can usually be found in Europe. We offer support to companies looking for partners, for example by organising event formats with very clear topics, such as the annual In-Vitro Diagnostics Technology Forum. These events lead to collaborative projects that benefit both partners.

We shouldn’t forget that cross-border co-operation projects in the field of life sciences are becoming increasingly important for EU institutions as well. This is why we sought out a dialogue with the European Commission and used the opportunity to present ourselves at the DialogForum in Brussels in May 2012 on „Better Health in an Ageing Society“, which was co-organised by the Berlin Senate Department for Economics, Technology and Research. Our presentation as the Berlin-Brandenburg Life Science Cluster was a joint effort with our European partners from Paris, Montpellier, Wallonia, Edinburgh, Denmark and Uppsala. We have been working effectively together with these regions for years now. As a result, we were able to successfully demonstrate our abilities. This is significant in particular with regard to research funding: indeed, the importance of collaborative research continues to increase. We received information on future EU research funding, the “Horizon 2020” programme, from the European Commission. And, of course the DialogForum was also used to generate contacts between companies. The DialogForum was an important milestone for us.

The importance of European co-operation goes far beyond project funding and network building. In particular, it’s important to have the opportunity to learn from the best so that we can constantly evolve, for example, when we exchange ideas and experience with Barcelona or Paris on the theme of technology transfer.

## Unlimited experience



Joint presentation at the ITB: the tourism agencies of all Oder Partnership regions

Tourism is a key industry in the capital and its growth is one of Berlin’s major success stories. For the past ten years, the city has enjoyed increasing numbers of visitors and overnight stays: and this trend is set to continue. Almost 25 million overnight stays in 2012; growth rates of around 10% and a gross turnover of € 10.31 billion in 2011 with roughly 275,000 employees

demonstrate that tourism is an important pillar of Berlin’s economy.

Berlin has long since established itself as one of the top 3 travel destinations in Europe, right behind London and Paris. The proportion of foreign guests in terms of overnight stays now stands at 42.5%. Of that number, almost three-quarters come from Europe. The portion of guests from non-European countries is now 11.2 % of all overnight stays: and their numbers are also increasing.

Consequently, one question arises: If everything’s so great, why co-operate with other European regions? For one, Berlin would like its guests to stay longer when they visit. In order to achieve that goal, what is required are elements that go beyond urban flair: for example, mountains, historical city centres, forests, lakes and seas. The fact that this goal complements the interests of our neighbouring regions can be seen in the tourism co-operation within the framework of the Oder Partnership.

### “Curious about the neighbours” – A contribution on tourism co-operation projects in the Oder Partnership by Catarina Erceg:

“Berlin is a very diverse city that continues to attract an increasing number of travellers from all around the world. The area surrounding Berlin also happens to be a green paradise with extensive lakes, river basins and forests, but also with picturesque coastal and mountain regions. Our co-operation with the states and regions on both sides of the Oder River allows us to expand our offerings within the framework of the Oder Partnership and combine them with attractive travel destinations in and around Berlin. Everyone profits from this. Berlin, which is among the most popular European travel destinations, profits, as do the regions to the left and right of the Oder River, which are able to expand their presence on foreign markets. As tourism marketing organisations, we’re very interested in learning from each other over the long term. We also want to provide inspiration for new tourist products and improve the overall infrastructure for tourism. We’ve already achieved a lot and now showcase our work successfully abroad. At the moment, we’re working with our partners and overseas providers on cross-border offerings designed to attract new guests to spend more time in the Oder River region. This kind of project can only succeed if we work together and I’m delighted with the openness of our co-operation partners. In the future, our goal is to awaken the curiosity of travellers on both sides of the border. Tourism can play an economic role for our region, but it can also lead to an even better coexistence”.

[www.visitberlin.de/de/keyword/oderregion](http://www.visitberlin.de/de/keyword/oderregion)



Catarina Erceg  
visitBerlin  
Sales Manager UK, Scandinavia,  
Russia, Eastern Europe



\*On the 1st of September 2013, Berlin Partner GmbH and TSB Innovationsagentur Berlin GmbH merged to form Berlin Partner for Business and Technology.



As part of this project, which is funded by the MOE-Netzwerkprogramm, the tourism organisations of four German federal states co-operate with organisations in four Polish regions to offer joint tourism packages. Working together allows each organisation to offer flat-rate packages that include visits to attractive destinations on both sides of the Oder River. Working together also makes advertising more effective on foreign markets.

At the borough level, the Spandau Borough Office of Berlin also participates in European Territorial Co-operation. For example, the “Zitadelle Spandau” fortress is developed and marketed as a tourist destination in conjunction with other European fortresses.

These examples show that European Territorial Co-operation in connection with the MOE-Netzwerkprogramm can be used in a targeted way to develop market potential both large and small.



**Andrea Theissen**  
Spandau Borough Office of Berlin  
Head of Art Office



#### Lasting local impulses via European-wide co-operation

**By Andrea Theissen, Borough Office of Spandau of Berlin on the development and marketing of Europe's common cultural heritage**

The Spandau Borough Office of Berlin pursues the goal of increasing the capital's attractiveness via international networking on a borough level. After linking up with partners in Germany, Poland, Lithuania and Russia for the purpose of promoting common tourism with the Spandau Citadel and Fort Hahneberg as part of the INTERREG III B project “Baltic Fort Route”, we now work with ten other partners from all over Europe within the framework of the INTERREG IV C project AT FORT (“Atelier European Fortresses – Powering Local Sustainable Development”).

However, the focus of the project, which runs from 2012 to 2014, is different than the two previous ones: AT FORT participants are committed to the overarching goal of enabling the sustainable use of fortified historical sites by researching successful approaches and methods and by creating better conditions for their use.

The aspect of the multifunctional usage as a precondition for the sustainable preservation of cultural heritage sites plays a key role here. The Borough of Spandau expects to gain inspiration from its European-wide exchange of experience for the sustainable development of the Citadel – with regard to preservation, conservation and an economical use. This will allow us to place the Citadel in a privileged position – in spite of its more peripheral location in Berlin – and to move it to the centre of tourist interest.

The concept behind developing the Citadel into an “island of history” – especially focusing on the new permanent exhibition “Uncovered. Berlin and its Monuments,” which will open in 2014 – is the starting point and basis for all subsequent activities. This represents an attempt to communicate and implement the principles of a green museum, in particular resource responsibility and environmental protection.

These European projects are designed to help make Spandau’s fortifications more popular and to establish them as attractive tourist destinations. They are also very important because these complexes can only be developed further in the European context by means of joint efforts with respect to economic and environmental matters. In concrete terms, the tourist infrastructure must be expanded. For instance, information boards must be created on the architectural history of the forts and an audioguide has to be developed for Spandau Citadel”.

[www.atfort.eu](http://www.atfort.eu)

## Summary and outlook

### Getting closer to the neighbours

Over the course of the past 25 years, Berlin became the centre of Europe and consistently faced the task of reinventing itself. Today, Berlin is a cosmopolitan and culturally diverse city and also an undisputed leading location for science, innovation and creativity in Europe.



Berlin is a cosmopolitan and innovative capital

The task of defining its new partnership role in co-operation with neighbouring regions presented a key challenge to Berlin. Among the most effective European instruments available to Berlin in this context were the “European Territorial Co-operation” (INTERREG) programme, the EU’s overall cohesion policy and the EU Structural Fund. At the beginning of the 2007–2013 EU funding period, in particular, new opportunities for Berlin emerged primarily in the Baltic Sea Region and with new Central and Eastern European neighbours, especially Poland. With Poland’s growing self-confidence as an EU member and a dynamically growing European economic region, the importance of close infrastructural links between the dynamic economic area between the eastern German and western Polish neighbouring regions has grown for the capital region. The creation of a common leading innovation region with Poland and the Baltic Sea Region and other parts of Europe is one of the goals this co-operation seeks to achieve.

### Berlin toolbox

In 2007, Berlin took advantage of the experience gathered in the previous EU funding periods to align European co-operation even further towards its official fields of expertise. Working according to the principle of “Strengthening Strengths”, the idea was to take advantage of European Territorial Co-operation and EU structural fund support to promote a mutually beneficial exchange among competitive, innovative industries beyond regional borders. The project’s strategic objective follows the conviction that only a close linking of diverse strengths and expertise beyond regional and national borders can ensure Berlin’s long-term competitiveness.

Even in its fourth generation (INTERREG IV), INTERREG contributed to the development of new strategic partnerships and the networking of Berlin players across Europe. The linking of interregional co-operation with Berlin regional funding via the ERDF-funded programmes MOE-Netzwerkprogramm and „Neue Märkte erschließen“ („Accessing New Markets“) proved to be very useful. With the help of this innovative funding toolbox based on Berlin’s operational programme for the ERDF (Objective 2) and INTERREG IV (Objective 3), Berlin-based enterprises were able to enter into cross-regional alliances and implement successful INTERREG IV projects at the national level and give regional activities a transnational objective.

# Berlin interregional co-operation projects

## “The secret is synergies”

The basic idea of a “toolbox” at the regional level designed to support SME efforts to internationalise has proved effective: indeed, it was possible to link strategic foresight to the creation of a measurable added value in the region. The idea is not to create diffuse network structures but rather to identify and implement specific, tailor-made partnership structures guided by the question of whether or not they can generate added economic value that helps local enterprises achieve more growth and competitiveness and fills any existing gaps in value chains in their own region. This is the logic followed by the MOE-Netzwerkprogramm approved in the last few years with regard to design, laser/optics and ICT, and this is the logic to which the federal state of Berlin will be committed in projects involved in “European Territorial Co-operation/INTERREG”.



... A practical approach to networking ...

The innoBB clusters consider international networking as a form of support that performs a “scout function” for the development of business-related co-operative ventures abroad. In other words, the transnational networking of administrative cluster structures function as “transnational business intermediaries” for SMEs, which are then able to build up expertise via network funding.

The goal in the 2014-2020 EU funding period is to further refine this “toolbox” via more effective co-ordination and advertising. Also planned in the coming EU funding period is the merging of the existing “Neue Märkte erschließen” foreign trade promotion programme and the MOE-Netzwerkprogramm under one roof as a new regional “Programme for Internationalisation”. Also in process is a state co-financing tool that would seek to provide impetus for EU-wide project participation connected to Berlin’s strategic interests. In addition, an „Internationalisation Coaching“ service was integrated into the Coaching BONUS programme: this service – in connection with „Berlin Kredit Innovativ“, itself a result of the INTERREG IV B project JOSEFIN – is designed to promote the development of internal internationalisation expertise and enable financial support for internationalisation activities.

Now it’s up to Berlin to look beyond its own borders with the goal of consolidating its functional relations to other European regions in terms of an exchange with business, politics, science and research and also to identify new opportunities. The tremendous commitment of Berlin-based enterprises in cross-border, transnational and interregional projects means that innoBB, as the joint future strategy for “Smart Specialisation”, will continue to enjoy a considerable amount of support. Berlin’s attractiveness and performance – in the sense of a knowledge-based, innovation-oriented economy with sustainable growth and employment – will continue to require an effective, strategic and co-ordinated use of European support funds in the period ahead.

| Project acronym   | ERDF Berlin in EURO | Berlin-based partners  | Homepage   |
|---|---------------------|--|--|
| European Territorial Co-operation programmes (INTERREG)   |                     |  |  |
| Programmes for the Baltic Sea region  |                     |  |  |
| AGORA 2.0 – Heritage Tourism for Increased Baltic Sea Region Identity                                       | 90,000              | German Association for Housing, Urban Development and City Planning  | <a href="http://www.agora2-tourism.net">www.agora2-tourism.net</a>         |
| BALTADAPT – Baltic Sea Region Climate Change Adaptation Strategy  | 320,528             | German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety                                      | <a href="http://www.baltadapt.eu">www.baltadapt.eu</a>                     |
| BALTIC BIRD – Improved accessibility of the Baltic Sea Region by air transport                              | 63,000              | Berlin Airports Flughafen Berlin-Schönefeld GmbH   | -  |
| Baltic GPP – Green Public Procurement (GPP) capacity building and implementation in the Baltic Sea Region   | 64,875              | German Federation of Energy and Environmental Protection Agencies  | <a href="http://www.balticgpp.eu">www.balticgpp.eu</a>                     |
| BaltMet Promo – Creating promotional BSR products for tourists, talents and investors in the global markets | 298,519             | Berlin Partner für Wirtschaft und Technologie GmbH   | <a href="http://www.baltmetpromo.net">www.baltmetpromo.net</a>             |
| BaSIC – Baltic Sea Innovation Network Centres   | 487,155             | WISTA-MANAGEMENT GMBH; Berlin Senate Department for Economics, Technology and Research; TSB Technology Foundation Berlin | <a href="http://www.basic-net.eu">www.basic-net.eu</a>                     |
| Bioenergy Promotion – The Baltic Sea Region Bioenergy Promotion Project                                     | 245,642             | German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety                                      | <a href="http://www.bioenergypromotion.net">www.bioenergypromotion.net</a> |
| Bioenergy Promotion 2 – from strategies to activities   | 106,425             | FFU Environmental Policy Research Centre at Freie Universität Berlin   | <a href="http://www.bioenergypromotion.net">www.bioenergypromotion.net</a> |
| BSR Trans Governance – MLG support to the implementation of PA 11 in the EU Baltic Sea Strategy             | 150,000             | Joint Spatial Planning Department of Berlin and Brandenburg  | <a href="http://www.transgovernance.eu">www.transgovernance.eu</a>         |
| Eco-Region – The Baltic 21 Eco Region Project   | 345,000             | German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety                                      | <a href="http://www.baltic-ecoregion.eu">www.baltic-ecoregion.eu</a>       |
| JoseFin – Joint SME Finance for Innovation  | 711,662             | Investitionsbank Berlin; Berlin Senate Department for Economics, Technology and Research; BerlinPartner                  | <a href="http://www.josefin-org.eu">www.josefin-org.eu</a>                 |
| Longlife – Sustainable, energy efficient and resource saving residential buildings                          | 615,308             | Technische Universität Berlin; The Center of Competence for Major Housing Estates  | <a href="http://www.longlife-world.eu">www.longlife-world.eu</a>           |

| Project acronym  | ERDF Berlin in EURO | Berlin-based partners   | Homepage   |
|--|---------------------|---|--|
| Longlife Invest – The implementation of the planned Lithuanian Longlife pilot project as a dormitory for Klaipeda University   | 416,250             | Technische Universität Berlin; Longlife Institute e.V.  | <a href="http://longlife-invest.eu">http://longlife-invest.eu</a>        |
| Parks & Benefits – Generating socio-economic effects by a sustainable management of protected areas for the benefit of their regions   | 45,000              | VCD German Traffic Club   | <a href="http://www.parksandbenefits.net">www.parksandbenefits.net</a>   |
| PEA – Public Energy Alternatives - Sustainable energy strategies as a chance for regional development  | 87,900              | German Association for Housing, Urban Development and City Planning   | <a href="http://www.pea-baltic.eu">www.pea-baltic.eu</a>                 |
| PRESTO – Project on reduction of the eutrophication of the Baltic Sea today  | 148,616             | Technische Universität Berlin   | <a href="http://www.prestobalticsea.eu">www.prestobalticsea.eu</a>       |
| RBGC – Rail Baltica Growth Corridor  | 468,750             | Berlin Senate Department for Urban Development and the Environment; VBB Berlin-Brandenburg Transport Association  | <a href="http://www.rbgc.eu">www.rbgc.eu</a>                             |
| SCANDRIA – Scandinavian-Adriatic Corridor for Growth and Innovation  | 676,500             | German Association for Housing, Urban Development and City Planning; Berlin Senate Department for Economics, Technology and Research; Joint Spatial Planning Department of Berlin and Brandenburg | <a href="http://www.scandriaproject.eu">www.scandriaproject.eu</a>       |
| SCIENCE LINK – Network between world-leading cluster of large-scale Research Infrastructure of Photon and Neutron Sources and Users fostering Innovation and Entrepreneurship in the Baltic Sea Region | 252,844             | HZB Helmholtz Centre Berlin for Materials and Energy  | <a href="http://www.science-link.eu">www.science-link.eu</a>             |
| SPIN – Sustainable Production through Innovation in Small and Medium sized Enterprises   | 500,000             | German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety   | <a href="http://www.spin-project.eu">www.spin-project.eu</a>             |
| SUBMARINER – Sustainable Uses of Baltic Marine Resources   | 267,531             | German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety   | <a href="http://www.submariner-project.eu">www.submariner-project.eu</a> |

| Project acronym  | ERDF Berlin in EURO | Berlin-based partners   | Project acronym  | ERDF Berlin in EURO      | Berlin-based partners |
|--|---------------------|---|--|--------------------------|-----------------------|
| Urb.Energy – Energy Efficient and Integrated Urban Development Action  | 844,102             | German As FLAVIA – Freight and Logistics Advancement in Central Europe – Validation of Major Housing Estates                                | 99,750   | Allianz Pro Schiene e.V. |                       |
| Programmes for Central Europe  |                     |   |  |                          |                       |
| 4Biomass – Fostering the sustainable usage of renewable energy sources in Central Europe – putting biomass into action | 265,363             | German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety   | <a href="http://www.4biomass.eu">www.4biomass.eu</a>                           |                          |                       |
| Act Clean – Access to Technology and Know-how in Cleaner Production in Central Europe                                  | 307,500             | German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety   | <a href="http://www.act-clean.eu">www.act-clean.eu</a>                         |                          |                       |
| ACT4PPP Transnational Action for Public Private Partnership  | 479,718             | German Association for Housing, Urban Development and City Planning.; BVLEG – Federal Association of State and Urban Development Companies, | <a href="http://www.act4ppp.eu">www.act4ppp.eu</a>                             |                          |                       |
| CERREC – Central Europe Repair & Re-use Centres and Networks   | 422,510             | German Association of Employment and Training Enterprises   | <a href="http://cerrec.eu">http://cerrec.eu</a>                                |                          |                       |
| CIRCUSE – Circular flow land use management  | 220,380             | Difu – German Institute for Urban Studies   | <a href="http://www.circuse.eu">www.circuse.eu</a>                             |                          |                       |
| ClusterCOOP – Enhancing Framework Conditions for an effective Transnational Cluster Cooperation in Central Europe      | 290,828             | VDI/VDE Innovation + Technik GmbH   | <a href="http://clustercoopproject.eu">http://clustercoopproject.eu</a>        |                          |                       |
| CombinES – Combining energy services with subsidy schemes to finance energy efficiency in Central Europe               | 74,850              | Berlin Energy Agency  | <a href="http://www.combin-es-ce.eu">www.combin-es-ce.eu</a>                   |                          |                       |
| Creative Cities – Development and Promotion of Creative Industry Potentials in Central European Cities                 | 28,727              | German Association for Housing, Urban Development and City Planning   | <a href="http://www.creativecitiesproject.eu">www.creativecitiesproject.eu</a> |                          |                       |
| EnSURE – Energy Savings in Urban Quarters through Rehabilitation and New Ways of Energy Supply                         | 71,250              | Federal Foundation of Baukultur   | <a href="http://www.ensure-project.eu">www.ensure-project.eu</a>               |                          |                       |

| Project acronym   | ERDF Berlin in EURO | Berlin-based partners  | Homepage   |
|---|---------------------|--|--|
| Forte Cultura – Capitalising of fortified cultural heritage for sustainable development and competitiveness of cities and regions | 238,500             | Humboldt-Universität Berlin; ECCOFORT e.V.   | <a href="http://www.forte-cultura-project.eu">www.forte-cultura-project.eu</a> |
| HABIT-CHANGE – Adaptive management of climate-induced changes of habitat diversity in protected areas                             | 315,009             | Technische Universität Berlin  | <a href="http://www.habit-change.eu">www.habit-change.eu</a>                   |
| HELPS – Housing and Home-care for the Elderly and vulnerable people and Local Partnership Strategies in Central Europe            | 137,175             | German Association for Housing, Urban Development and City Planning  | <a href="http://www.helps-project.eu">www.helps-project.eu</a>                 |
| INTER-Regio-Rail – Removing barriers to regional rail transport   | 395,591             | Federal Working Group of Local Public Transport Administrations; VBB Berlin-Brandenburg Transport Association                    | <a href="http://www.interregiorail.eu">www.interregiorail.eu</a>               |
| LABEL – Adaptation to flood risk in the LABE-ELbe river basin   | 30,600              | German Association for Housing, Urban Development and City Planning  | <a href="http://www.label-eu.eu">www.label-eu.eu</a>                           |
| PRESOURCE – Promotion of Resource Efficiency in SMEs in Central Europe  | 234,750             | German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety  | –  |
| RAILHUC – Railway Hub Cities and TEN-T network  | 207,782             | German Association for Housing, Urban Development and City Planning  | <a href="http://www.railhuc.eu">www.railhuc.eu</a>                             |
| SoNorA – SOUTh-NORth Axis   | 284,249             | German Association for Housing, Urban Development and City Planning, Joint Spatial Planning Department of Berlin and Brandenburg | <a href="http://www.sonoraproject.eu">www.sonoraproject.eu</a>                 |
| Via Regia + - Via Regia plus – Sustainable Mobility and Regional Cooperation along the Pan-European Transport Corridor III        | 123,675             | Berlin Senate Department for Urban Development and the Environment   | <a href="http://www.viaregiaplus.eu">www.viaregiaplus.eu</a>                   |
| <b>Programmes for the Alps region</b>   |                     |  |  |
| TRANSITECTS – Transalpine Transport Architects  | 367,650             | Joint Spatial Planning Department of Berlin and Brandenburg; German Association for Housing, Urban Development and City Planning | <a href="http://www.transitects.org">www.transitects.org</a>                   |

| Project acronym   | ERDF Berlin in EURO | Berlin-based partners  | Homepage   |
|---|---------------------|--|--|
| <b>Programmes for the North Sea region</b>  |                     |  |  |
| DANS cluster – Digital Agenda for the North Sea   | 50,000              | German Broadband Office  | <a href="http://www.dans-cluster.eu">www.dans-cluster.eu</a>                             |
| E-CLIC – European Collaborative Innovation Centres for broadband media services                           | 146,000             | Initiative D21 e.V.  | <a href="http://www.e-clic.eu">www.e-clic.eu</a>   |
| <b>Programmes for northwestern Europe</b>   |                     |  |  |
| CityChlor – taCkling urban soil and groundwater conTamination caused bY CHLORinated solvents              | 132,840             | Association for the Management of Contaminated Sites and Land Recycling (ITVA) | <a href="http://www.citychlor.eu">www.citychlor.eu</a>                                   |
| MANDIE – Managing District Centres in North West Europe   | 75,000              | German Association for Housing, Urban Development and City Planning            | <a href="http://www.district-management.eu">www.district-management.eu</a>               |
| SIGNATURE – Security Innovation and Growth Network Aiding Transnational Unification of Regional Economies | k.A.                | TeleTrusT – IT Security Association Germany                                    | <a href="http://www.securityinnovationnetwork.com">www.securityinnovationnetwork.com</a> |
| SusStation – Supporting Sustainable Stations  | 900,000             | Deutsche Bahn Station & Service AG   | <a href="http://www.susstations.org">www.susstations.org</a>                             |
| <b>INTERREG IV C</b>  |                     |  |  |
| AT FORT – Atelier European Fortresses - Powering Local Sustainable Development                            | 120,199             | Spandau District Office of Berlin (Zitadelle Spandau)                          | <a href="http://www.atfort.eu">www.atfort.eu</a>   |
| CAPRICE – Capital regions integrating collective transport for increased energy efficiency                | 230,334             | VBB Berlin-Brandenburg Transport Association                                   | <a href="http://www.caprice-project.info">www.caprice-project.info</a>                   |
| CATCH_MR – Cooperative approaches to transport challenges in Metropolitan Regions                         | 420,080             | Joint Spatial Planning Department of Berlin and Brandenburg                    | <a href="http://www.catch-mr.eu">www.catch-mr.eu</a>                                     |
| CLIMACTREGIONS – Regions for Climate Protection: towards Governance, from Knowledge to Action             | 150,028             | Berlin Senate Department for Economics, Technology and Research                | <a href="http://www.climactregions.eu">www.climactregions.eu</a>                         |
| CREATIVE METROPOLES – Public Policies and Instruments in Support of Creative Industries                   | 171,838             | Berlin Senate Department for Economics, Technology and Research                | <a href="http://www.creativemetropoles.eu">www.creativemetropoles.eu</a>                 |
| Cross-Innovation – Promoting Cross-Innovation in European Cities and Regions                              | 170,193             | Berlin Senate Department for Economics, Technology and Research                | <a href="http://www.cross-innovation.eu">www.cross-innovation.eu</a>                     |

| Project acronym  | ERDF Berlin in EURO | Berlin-based partners   | Homepage   |
|--|---------------------|---|--|
| DAA – Design led Innovations for Active Ageing   | 141,281             | IDZ   International Design Center Berlin  | <a href="http://daaproject.eu/">http://daaproject.eu/</a>  |
| Know-Man – Knowledge Network Management in Technology Parks                              | 320,368             | Berlin Senate Department for Economics, Technology and Research; WISTA-Management GmbH; Geography Department, HU Berlin | <a href="http://www.know-man.eu">www.know-man.eu</a>   |
| <b>Interregional funding from the operational programme of the ERDF in Berlin</b>        |                     |   |  |
| <b>Central and Eastern Europe network building programmes</b>                            |                     |   |  |
| e-Coach improvements in bus travel from and to Central and Eastern Europe                | 267,561             | Association of Pan-European Coach Terminals   | <a href="http://www.ecoach-traffic.eu">www.ecoach-traffic.eu</a>   |
| e-Kom – Real-time passenger information for the Oder River region                        | 180,000             | VBB Berlin-Brandenburg Transport Association  | <a href="http://www.vbb.de/de/article/projekte/e-kom/3040.html">www.vbb.de/de/article/projekte/e-kom/3040.html</a>   |
| EUNOP – EU-Net Oderpartnership   | 202,060             | Berlin Partner für Wirtschaft und Technologie GmbH  | <a href="http://www.eunop.eu">www.eunop.eu</a>   |
| Design Innovation & Exchange Programme   Berlin Wielkopolska 2011-2012                   | 124,319             | IDZ   Internationales Design Zentrum Berlin   | <a href="http://berlin-wielkopolska.eu">berlin-wielkopolska.eu</a>   |
| Berlin Poland 2013-2014 – Networking of the Berlin design industry with Polish companies | 141,798             | IDZ   International Design Center Berlin  | <a href="http://berlinpoland.eu">http://berlinpoland.eu</a>  |
| Market development in the western Polish economic area                                   | 644,616             | bbw Business Training Academy   | -  |
| Network management of the Oder Partnership 2008-2013                                     | 372,737             | Berlin Senate Department for Economics, Technology and Research   | <a href="http://www.oder-partnerschaft.eu">www.oder-partnerschaft.eu</a>   |
| PHOENIX – Photonics and Optoelectronics Network  | 207,875             | Berlin Partner für Wirtschaft und Technologie GmbH; Fraunhofer Heinrich-Hertz-Institute; Optec-Berlin-Brandenburg e.V.  | <a href="http://www.oder-partnerschaft.eu/phoenix.php?newln=DE&amp;sid=e001336f11bdd5df31758de93c3abb9">www.oder-partnerschaft.eu/phoenix.php?newln=DE&amp;sid=e001336f11bdd5df31758de93c3abb9</a> |
| Transport roundtable of the Oder Partnership   | 187,500             | VBB Berlin-Brandenburg Transport Association  | <a href="http://www.oder-partnerschaft.eu/rtv.php">www.oder-partnerschaft.eu/rtv.php</a>   |
| Oder Partnership Tourism region  | 180,000             | visitBerlin   | <a href="http://www.oderregion.visitberlin.de">www.oderregion.visitberlin.de</a>   |
| ICT co-operation Berlin-Poland   | 80,000              | Berlin Partner für Wirtschaft und Technologie GmbH  |  |



Senate Department  
for Economics, Technology  
and Research

Berlin Senate Department for Economics, Technology and Research  
Foreign Trade, Tradeshows and European Policy Unit  
Martin-Luther-Strasse 105  
10825 Berlin  
[www.berlin.de/sen/wtf](http://www.berlin.de/sen/wtf)

**With support from the external network management of the Oder Partnership:**

- B&S.U. Beratungs- und Service-Gesellschaft Umwelt GmbH, Berlin
- INFRASTRUKTUR & UMWELT Professor Böhm and Partners, Darmstadt/Potsdam
- blue! advancing european projects GbR, Freising

**Contacts at the Berlin Senate Department for Economics, Technology and Research:**

Barbara Staib | [barbara.staib@senwtf.berlin.de](mailto:barbara.staib@senwtf.berlin.de)  
Anja Bork | [anja.bork@senwtf.berlin.de](mailto:anja.bork@senwtf.berlin.de)

**Design:**

eye-solution GmbH · consulting & marketing | [www.eye-solution.de](http://www.eye-solution.de)

**Translation:**

The Hagedorn Group

**Photos/Cover (from left to right):**

Puma eyes collage © Pumacy Technology AG  
Post-It-Wall (Creative Industries) © IDZ, Lene Schwarz  
Chip © HHI Fraunhofer Heinrich Hertz Institute  
Group of figures with the Great Elector Friedrich Wilhelm © Zitadelle, Culture Department  
MITT tradeshow in Moscow 2011 © visitBerlin  
Business partnering at the Bionnale 2013 with international participation © BioTOP Berlin-Brandenburg,  
Monique Wustenhagen  
Microscope © 18percentgrey, fotolia.com  
Laser technology made in Berlin © Press office, TU Berlin, Ulrich Dahl  
Berlin Hauptbahnhof © Deutsche Bahn AG, Bartłomiej Banaszak  
Photovoltaic quarter, solar panels © Berlin Energy Agency GmbH  
A student experiments at the "Student Tech Days" © TU Berlin, Weiß  
BREAD & BUTTER BERLIN © Berlin Partner, FritschFoto

Page 2: Hans-Georg Kauert © Hans-Georg Kauert

Page 3: Michel-Eric Dufel © European Commission

Page 5: Map of Europe with co-operation partners © INFRASTRUKTUR & UMWELT

Page 6: Diagram ETZ © INFRASTRUKTUR & UMWELT

Page 7: Diagram MOE © INFRASTRUKTUR & UMWELT

Page 9: Siegfried Helling © TSB Innovation Agency Berlin mbH

Page 10: Dr. Suntje Schmidt © Leibniz Institute for Regional Development and Structural Planning

Page 11: Know-Man Knowledge Atlas Berlin © Berlin Senate Department for Economics, Technology and Research

Page 12: Images JOSEFIN © IBB Investitionsbank Berlin

Page 13: Irene Schucht © IBB Investitionsbank Berlin; Alexander Zahn © Exozet Berlin GmbH

Page 14: Dr. Thoralf Kahler; Tag-Cloud © Pumacy Technology AG

Page 15: Design Thinking Workshop in Poznan © IDZ International Design Center Berlin, Lene Schwarz; Design and

Industry Matchmaking in Poznan © IDZ International Design Center Berlin, Sakia, Nagel; Ake Rudolf © Anna Ko

Page 16: Quintus Fax © Stefan Olah, [www.olah.at](http://www.olah.at)

Page 17: Transport Roundtable on 2 September 2011 in Berlin © INFRASTRUCTURE & THE ENVIRONMENT, Martin Reents;

Berlin-Hauptbahnhof track with S-Bahn series ET 481 © Deutsche Bahn AG, Roland Horn

Page 18: Bus station in Riga; Stefan Christian © Association of PanEuropean Coach Terminals e.V.

Page 19: Hans-Werner Franz; VBB Passenger info © VBB Verkehrsverbund Berlin-Brandenburg

Page 20: Train tracks © sxc.hu/wetape

Page 21: Electric vehicles © Berlin Partner, Dirk Lässig; Regenerative Energy © Long Night of the Sciences,

Press office of the TU Berlin, Dahl; Martin Schipper © TSB Innovation Agency Berlin mbH

Page 22: Prof. Dr.-Ing. Klaus Rückert © BMVB; Longlife diagram © Technische Universität Berlin/Longlife; Chart on Energy Cluster

© Technische Universität Berlin/Baltic Sea Region Programme Cluster Energy

Page 23: Christian Hüttenloher © German Association for Housing, Urban and Spatial Development (DV); Cover Urb.Energy ©Urb.Energy/DV

Page 24: Thomas Gutberlet © Helmholtz Centre Berlin; signing of a Memorandum of Understanding

© Rafat Motyl, Marschall Office of Mazovia

Page 25: Gerrit Rossler © Ingo Kniest; Dr. Frank Lerch © Dr. Frank Lerch/Optec-Berlin-Brandenburg (OptecBB) e.V.

Page 26: Wolfgang Korek © BIOTOP Berlin-Brandenburg

Page 27: Tourism co-operation © visitBerlin, Dirk Mathesius; Catarina Erceg © visitBerlin

Page 28: Andrea Theissen © Zitadelle, Culture Department

Page 29: Frankfurter Tor with a view to the TV Tower © Berlin Partner, M. Fischer

Page 30: Netzwerk © tom, fotolia.com