

## **RESTART\_4Danube**

**Boosting cREative induSTries in urbAn Regeneration for a  
stronger Danube region**

### **WP1 DT1.2.2. – Follower Policivil Workshop** “Innovative Urban and Regional Development in Carinthia”

**WP1 DT1.2.2 – Follower Policivil Workshop**

**Thursday, 27<sup>th</sup> May 2021 09:00-13:30 CET**

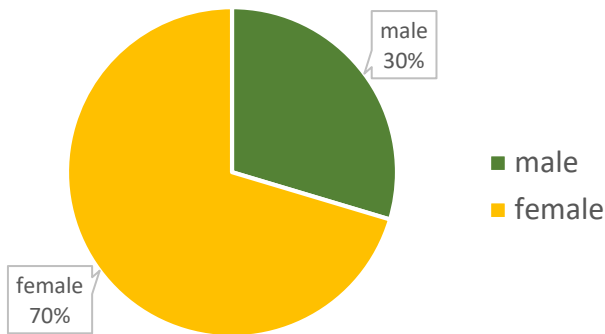
**Carinthia University of Applied Sciences, online via Zoom**

## Participants

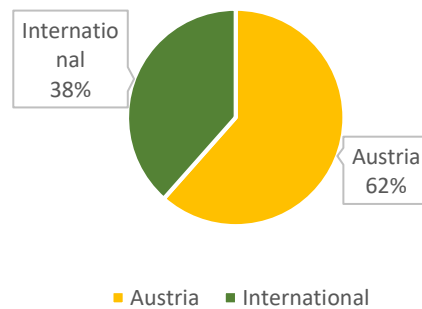
Number	Title	First Name	Family Name	Organisation	Country
1	Mr.	Adnan	Alijagic	Zentralraum Kärnten+	Austria
2	Mr.	Mario	Altenberg	CUAS	Austria
3	Ms.	Elizabet	Angelova	Municipality of Vratsa	Bulgaria
4	Ms.	Gabriela	Bancescu	IPA Craiova	Romania
5	Mr.	Markus	Bliem	Land Kärnten	Austria
6	Ms.	Laura	Boanta	UPB	Romania
7	Mr.	Drazan	Caric	i.c.i.c.	Austria
8		Primaria	Craiova	Primaria Craiova	Romania
9	Ms.	Maruska	Cus	UM	Slovenia
10	Ms.	Mateja	Čutura	CCE	Hungary
11	Ms.	Birgit	Doiber	Land Kärnten	Austria
12	Ms.	Polina	Georgieva	ABV	Bulgaria
13	Ms.	Sonja	Hartl	Expert for customer centralised organization	Austria
14	Mr.	Colin	Heller	CUAS	Austria
15	Mr.	Jürgen	Holzbauer	Philips	Austria
16	Ms.	Petra	Hössl	CUAS	Austria
17	Ms.	Fedja	Ibrisimovic	NERDA	Bosnia & Herzegovina
18	Ms.	Renata	Ivanova	Municipality of Vratsa	Bulgaria
19	Ms.	Noles	Jovanovic Slana	UM	Slovenia
20	Ms.	Azra	Jusufbegovic	NERDA	Bosnia & Herzegovina
21	Ms.	Mihaela	Kateva		
22	Ms.	Gaby	Krasemann	University of Klagenfurt	Austria
23	Mr.	Bernhard	Lamprecht	Lakeside Park	Austria
24	Ms.	Brina	Lazar	Municipality of Maribor	Slovenia
25	Ms.	Christina	Lobnig	CUAS	Austria
26	Mr.	Alexandru	Marin	UPB	Romania
27	Ms.	Karin	Martin	CUAS	Austria
28	Ms.	Maya	Milova	CCI Vratsa	Bulgaria
29	Ms.	Mariya	Panayotova	CCI Vratsa	Bulgaria
30	Ms.	Iliana	Philipova		
31	Mr.	Thomas	Pirkopf	Anychair	Austria
32	Ms.	Jessica	Pöcher	CUAS	Austria
33	Mr.	Andreas	Preiml	Conve GmbH	Austria
34	Ms.	Irene	Primosch	Regional Management Villach-Umland	Austria
35	Ms.	Marion	Puschmann	Interpreter	Austria
36	Ms.	Polina	Qkimova	ABV	Bulgaria
37	Ms.	Krisztina	Rimanyi	Self-Government Office of Vas County	Hungary
38	Mr.	Virag	Szuág	PBN	Hungary

39	Ms.	Sara	Scheiflinger	CUAS	Austria
40	Ms.	Kathrin	Stainer-Hämmerle	CUAS	Austria
41	Ms.	Katja	Stainhauser	CUAS	Austria
42	Ms.	Nika	Stajanko	UM	Slovenia
43	Ms.	Gabriele	Stoiser	Land Kärnten	Austria
44	Ms.	Maja	Susec	UM	Slovenia
45	Ms.	Christina	Tekalec	KBW Kärnten	Austria
46	Ms.	Beate	Ummenhofer	Interpreter	Austria
47	Ms.	Sandra	Venus	KWF	Austria
48	Mr.	Roland	Willmann	CUAS	Austria
49	Mr.	Michael	Wasserfaller	Municipality of Althofen	Austria
50	Mr.	Walter	Wratschko	The Scout	Austria
51	Ms.	Birgit	Wurzer	KBW Kärnten	Austria
52	Mr.	Friedrich	Zametter	CUAS	Austria
53	Mr.	Thomas	Zankl	Anychair	Austria
54	Ms.	Kathrin	Zupan	CUAS	Austria
55	Ms.	Ruth			

Hence, 55 participants attended the workshop. 70% are female and 30% are male. While 62% come from Austria, 38% joined from abroad (Bulgaria, Slovenia, Romania, Hungary and Bosnia & Herzegovina).



Austria vs. International



## Agenda

May 27 <sup>th</sup> 2021	
09:00-09:10	Opening by FH-Prof. MMag. Dr. Kathrin Stainer-Hämmerle <i>Head of BA &amp; MA Public Management – CUAS</i>
09:10-09:15	A Message from the Governor's Office by LH-Stv. Dr. Gaby Schaunig <i>Governor Deputy – Carinthian State Government</i>
09:15-09:20	Welcome by Prof. Alexandru Marin <i>Lead Partner "Restart_4Danube"</i>
09:20-09:35	Presentation "Restart_4Danube & Danubian Baseline Study" by Kathrin Zupan B.A. MA <i>Junior Researcher – CUAS</i>
09:35-09:50	Presentation "Innovation-oriented Urban & Regional Development" by Mag. Dr. Thomas Zametter <i>Senior Researcher – CUAS</i>
09:50-10:05	Project "Digital Innovation Hub South" by FH-Prof. DI Dr. Roland Willmann <i>Professor of Industrial Management – CUAS</i>
10:05-10:20	Project "Anychair Outdoor Office" by Thomas Pirkopf & Thomas Zankl, BA MA <i>Founders of Anychair</i>
10:20-10:45	Discussion
	Break
10:50-11:00	Welcome by Mag. Dr. Markus Bliem <i>Department head, Strategic Development – Carinthian State Government</i>

11:00-11:30	„Innovation in the Knowledge Triangle as a Model for Strategic Development“ by Mag. (FH) Bernhard Lamprecht <i>CEO of Lakeside Science &amp; Technology Park</i>
11:30-12:00	„Innovative Cooperation as a Factor of Success for Dynamic Regional Development“ by Mag. Sandra Venus <i>Head of Carinthian Economic Promotion Fund</i>
12:00-12:30	„Synergies & Networks in an Innovative Region“ by Ph.D. Adnan Alijagic <i>CEO of Zentralraum Kärnten+</i>
12:30-13:00	„Matchmaking: what does a region need to offer to be attractive? What do innovate enterprises bring?“ by Mag. <sup>a</sup> Christiane Holzinger
13:00-13:30	„Virtual Café“ – Open Discussion

## **WP1 DT1.2.2. – Follower Policivil Workshop** “Innovative Urban and Regional Development in Carinthia”

**27<sup>th</sup> May 2021**

**by Carinthia University of Applied Sciences**  
**Online via Zoom**

### Opening

by FH-Prof. MMag. Dr. Kathrin Stainer-Hämmerle  
*Head of BA & MA Public Management – CUAS*

Ms. Kathrin Stainer-Hämmerle opens the workshop and welcomed the guests from Austria and abroad in the name of the research group Trans\_Space at CUAS. Trans\_Space is part of the Interreg-project Restart\_4Danube, which focuses creative and cultural industries and the reurbanisation of cities. The workshop is divided in two parts. The first one is moderated by her. The second part is moderated by Mr. Dr. Markus Bliem. Each part contains 4 presentations. Participants are invited to ask questions in the chat or to write down thoughts and additional aspects at the prepared MURAL board. The workshop is interpreted simultaneously. Participants are asked to mute the microphones and to turn off the cameras.

### A Message from the Governor’s Office

by LH-Stv. Dr. Gaby Schaunig  
*Governor Deputy – Carinthian State Government*

Cooperation as key factor for success of different policy levels, of stakeholders, of the economy and of regions, is already proved by the region Carinthia. Learning from each other and implementing ideas together to be successful. Ms. Gaby Schaunig wishes an interesting workshop with interactive exchange and projects as output.

Ms. Kathrin Stainer-Hämmerle summarizes that CUAS and the Carinthian State Government are partners in the project. Hence, CUAS is cooperating with different regional and international partners, like in the Restart\_4Danube project.

Welcome

by Prof. Alexandru Marin  
*Lead Partner "Restart\_4Danube"*

Mr. Alexandru Marin is happy to attend and appreciates the professional organization of the workshop. He presents, what has already happened in the Interreg-project. The workshop of CUAS is part of a series of workshops, which emphasize the importance of stakeholders to strength CCIs and urban regeneration. General idea of the project is to put more value on CCIs in the Danube region. Stronger orientation towards a business approach. Danubian baseline study, compendium of good practices for strengthening CCIs in Danube urban communities, methodology of LAPs, action plan for a network of creative urban service hubs and the establishment of the Danurban Taskforce were already completed. Collaboration with other projects exist. Mr. Marin kindly asks the stakeholders to follow the social media channels of Restart\_4Danube. Forecasts an annual event Restart\_4Danube attends in autumn.

Kathrin Stainer-Hämmerle refers to the website and the social media channels, once again.

Presentation "Restart\_4Danube & Danubian Baseline Study"

by Kathrin Zupan B.A. MA  
*Junior Researcher – CUAS*

Ms. Kathrin Zupan presents the main aspects of the project Restart\_4Danube: main objective, partners and funding, output, establishment of a Danurban Taskforce and two working groups. All deliverables aim to develop and strength the framework, the network, the synergies and the exchange of stakeholders for CCIs in the Danube region.

Additionally, the background and the Austrian results of the Danubian Baseline Study is presented. Hence, Austrian CCIs is represented by the Kreativwirtschaft Austria. CCIs are a set of heterogenic branches with commonalities, like creativity, innovation, flexibility, network and cooperation, customer focus, internationality. In the case study region Carinthia are 1,749 CCIs with 5,280 employees located. The key alliances are the Kreativwirtschaft Austria at national level, the Build! Gründerzentrum at regional level and the Gründergaragen of CUAS at the local level. The general results of the baseline study show that Carinthia has the best results in innovation in comparison to the partner regions. For the Compendium of Good Practices, the Kreativwirtschaft Austria, the technology park in Villach and the Gründergaragen of CUAS are selected.

Presentation “Innovation-oriented Urban & Regional Development”

by Mag. Dr. Thomas Zametter  
*Senior Researcher – CUAS*

According to Mr. Thomas Zametter, innovation is an important factor for competitiveness, due to competitive pressure, liberalization, deregulation, new technologies, mobility, increase of information, structural change. Development and improvements are needed to be competitive. A common definition and theory about innovation does not exist, but different clustered approached. Pioneering companies lead to economic development (Schumpeter). Cluster, network of companies and operating processes, are needed to improve competitiveness (Porter, 1990). Approaches of Krugmann, Autio, Tödting, Campbell with Quadruple Helix (like Restart\_4Danube), Florida. Mr. Zametter presents models of innovation – regional innovation system with exchange and socioeconomic development.

Carinthia is categorized as rural area and suffers decrease of population. Projects like Restart\_4Danube shall counteract these demographic changes. USP is the link to Italy and Slovenia and the location of an intersection. In the last 20 years, the Carinthian economy, employment and funding of start-ups increased. The most dynamic region in Carinthia is the central space – linking Villach and Klagenfurt. In Villach, technology is the main sector with increase. In the central space, research and development increases in comparison to Austria as a whole. Examples of innovation in Klagenfurt: for forest (forest in a stadion) and MAKERSPACE (working space). Examples of innovation in Villach: urban regeneration with focus on creativity, diversity, tolerance in different initiatives.

How to increase innovation strategic? There is a need of awareness for the importance of innovation, for an environment of strengthening innovations, for soft factors (UR – creative and cultural). Face to face contacts are key factors for success. Linking the urban areas with rural and mountain areas. Link the society to future perspectives. Use creative and cultural industry as asset for development.

Presentation of the image video of the location marketing in Carinthia ([Carinthia at the heart of Europe - YouTube](#)).

Ms. Kathrin Stainer-Hämmerle emphasizes, that in Carinthia 3 cultures and a beautiful landscape with developed infrastructure are linked with each other. Nevertheless, the mindset of society and political actors has to be changed towards strengthening CCIs, innovation and creation of spill-over effects in rural areas.



Project “Digital Innovation Hub South“

by FH-Prof. DI Dr. Roland Willmann

*Professor of Industrial Management – CUAS*

The idea of the Mr. Willmann’s project “Digital Innovation Hub South” (DIH South) is to support digital transformation of enterprises (in manufacturing industries, SMEs and one-person-enterprises) – on a non-profit basis, due to the collaborating partnerships. CUAS has already many years of experience, where enterprises are supported in their digital transformation processes – e.g. workshops, trainings, consulting, initiative “Industry 4.0” for exchange, online assessment tool, Digital Innovation Hub – SmartFab. The aim of the DIH South is to elaborate trainings and transfer offers. Collaboration with local centers of expertise and R&D institutes. Thematic fields are manufacturing systems, cyber security, data science, digital business models, logistics, development of talents (FabLabs) – prepared in information & awareness-building, qualification and technology transfer projects (use of knowledge – innovation). The project started in April 2021 to 2024 with the aim to create sustainable structures in a company, where different digitalization centers and network partners of regions in Austria collaborate. Additional, international networks exist in the Interreg-project “S3HubsinCE”, where CUAS is the lead partner. Mr. Willmann is sure, that cooperation of DIH South, the Interreg-project “S3HubsinCE” and the Interreg-project “Restart\_4Danube” are possible and shall be formed.

Ms. Kathrin Stainer-Hämmerle reminds the participants of the MURAL board and asks, if there are any questions to Mr. Willmann. Question in the chat about his future perspective: due to demographic change and lack of attractiveness for studying in a rural region, he is interested in a development of public transport, in order to attract the region for students. The public transport should be comparable to urban areas.

Ms. Kathrin Stainer-Hämmerle ask, how he ranks the mindset in Carinthia. Mr. Willmann personally thinks, that openness is further developed in the urban areas of Carinthia. The rural areas have to develop openness and open minds.

Mr. Willmann answers the question of Prof. Alexandru Marin about the need of a common approach of DIHs in Europe in the funding period 2021-2027 in the European Union, that the European Union already tries to implement the common approach approximately for four years (since DIHs are supported with common specifications). Hence, the approach exists. DIHs, funded by the EU, have to build up in regions and collaborate in networks.

Project “Anychair Outdoor Office”

by Thomas Pirkopf & Thomas Zankl, BA MA  
*Founders of Anychair*

Mr. Pirkopf and Mr. Zankl are using the Gründergaragen of CUAS for their work and the development of their enterprise. They have experience in region development – innovative (“Slow Food Cheese”) and cultural (“Gailklang Festival”). In discussion, the idea of an innovative working space was born. Their Philosophy is to combine work and nature and to change traditional working structures. Hence, they developed the product “Anychair”, a mobile working place and outdoor office – fitting on a backpack. Working in the nature is also influencing the creativity. For the production and the founding of the enterprise, resources and infrastructure is needed. In the rural area, where they come from, the implementation was not possible. Instead, they applied for the UiG Funding Program of the Carinthian Economic Promotion Fund (<https://kwf.at/umsetzung-innovativer-gruendungsvorhaben-uir/>) and were pitched.

Since the project start in autumn 2020, they work in the Gründergaragen of CUAS and develop their product. CUAS and the SmartLabs of CUAS became a partner in the development of the prototype, because of the infrastructure and the exchange with experts there. In difference to other co-working spaces, they can leave their work there. The near of other start-ups and the network is an advantage for support and exchange. Hence, they benefit from the infrastructure, the space, the network and the expertise of the Gründergaragen.

At the moment, they are not allowed to show their prototypes, due to the patent process.

Ms. Stainer-Hämmerle starts the discussion with the question, if the idea would have remained an idea, if the Gründergaragen and the funding of the KWF would not have existed. According to Mr. Pirkopf and Mr. Zankl, that is correct. Besides the financial support, the infrastructure is a key aspect of funding their enterprise.

## Discussion

Ms. Lobnig presents the activity in the MURAL Board. There are questions for Mr. Pirkopf and Mr. Zankl: are there any synergies between the Gailtal (their rural home area) and the business location? What infrastructure is needed to start projects in rural Carinthia? According to them, the brand “Slow Food Travel” was funded in the rural area of Carinthia and is linked to the international brand “slow food”. Hence, they are supported and benefit from existing synergies. Nevertheless, labs do not exist, like in Villach. But they offer infrastructure and competences, which are relevant for the product development and prototyping. Hence, the infrastructure is missing. Both wished for spaces, where people can exchange ideas for the rural development – exchange for innovation accompanied by experts. Question from the audience, if people in the Gailtal would be interested and start to use those spaces. According to Mr. Pirkopf and Mr. Zankl, these spaces have to be actively promoted in the public, to be successful. They would suggest research, if people are interested.

A person in the audience asks if “Anychair” would be interested to provide a prototype for the LAG-region Nockberge in Carinthia and promote their enterprise as key note speaker at different events there. Hence, an idea for cooperation created.

Ms. Lobnig presents the offer for cooperation at the MURAL board. The enterprise ([www.icic.cc](http://www.icic.cc)) is interested in cooperation with different regions and countries. Ms. Lobnig invites other interested people to write down their offer for cooperation at the MURAL Board.

Another question at the discussion corner is, what role does the arts and culture scene play in Carinthia? How strongly does it support regional innovation dynamics? How can this sector be integrated more strongly into innovation processes? What measures are necessary? What are the next steps? Ms. Stainer-Hämmerle answers that there was a discussion about this topic in the group discussion for the Danubian Baseline Study, where the lack of development of this sector was complained. Additionally, this sector suffered enormously from COVID-19 and its measures. Financial founding and spaces to act have to be increased and cultural initiatives shall be created more sustainable.

Ms. Kraseman, spatial developer and lecturer at the Alps-Adriatic University Klagenfurt, is involved in different initiatives for urban development. The culture in Carinthia suffers from the lack of financial funding, which has a negative impact on the sector. Arts and cultural sector, start-up, participation of public, voluntary civil engagement are soft facts of regional development, but are not promoted in Carinthia in the past years. The development of these soft facts needs spaces. Soft skills should be focused, especially in the rural area: spaces are needed to create idea and to be innovative. Maybe clubs can be linked to create an innovative space and promote them actively.

Welcome

by Mag. Dr. Markus Bliem

*Department head, Strategic Development – Carinthian State Government*

After a short break of 10 minutes, Mr. Bliem introduces himself and his work in the Carinthian state government. He is responsible for the strategic development of Carinthia, where innovation and regional development are main aspects. The talk of Ms. Holzinger is cancelled, due to her illness. The speakers are actors in the development of innovation in Carinthia. Education and innovation are important for development and wealth, which is a topic of the economy. Knowledge of employees is the key. Education and innovation develop technology based economic sectors, which is a key factor for the development of a region. The Carinthian State Government has increased initiatives in this area.

„Innovation in the Knowledge Triangle as a Model for Strategic Development“

by Mag. (FH) Bernhard Lamprecht  
*CEO of Lakeside Science & Technology Park*

Lakeside Park and the High Tech Campus are examples for strategic development of a region. Lakeside Park is a successful example for cooperation with external partners and the enterprises, located there. Innovative enterprises are characterized as flexible, which meets the idea of Lakeside Park, which combines science, education and technology/enterprises.

The Centralspace of Carinthia and the cities Villach and Klagenfurt is seen as one region. Carinthia has a unique standing in the Alps-Adriatic regions, additionally. Cooperation of universities and science parks in this region already exist and is important for further development. The Lakeside Park focuses on information technology in exchange with the enterprises, located there, the universities and the research. They offer a living space with the new work concept. Additionally, a NATURA-2000 area is located there. The USP is the landscape of the lakeside park – near the mountains, the lake and the sea – and the focus on information technology (Klagenfurt) and microelectronic (Villach). Hence, an interdisciplinary exchange of researchers, entrepreneurs and universities is possible and a critical mass is given.

In the education, the strengthening of MINT-subjects (mathematics, informatics, natural science and technology) is focused. The educational lab ([https://www.youtube.com/watch?v=Ki\\_25lOQ34c](https://www.youtube.com/watch?v=Ki_25lOQ34c)) is implemented to cooperate with schools to attract the MINT-subjects to children.

An outstanding example is the implementation of the drone hall. The drone, which landed on Mars, was created i.a. by Mr. Weiß, who works in the Lakeside Park. Additionally, spaces for arts and culture exist.

The Lakeside Park provides different supports for the enterprises, like cooperation, networks, support of employees. Soft skills are important for employees. The public transport of Carinthia is not fully developed yet. The Lakeside Parks tries to cooperate in order to develop the public transport, too.

The location also grows since years, but the space is limited, if enterprises grow. The space of Lakeside Park shall be doubled until 2030/2035. The High Tech Campus also grows, but the space for the companies is limited, too.

In the discussion, Mr. Lamprecht is asked, if spaces for exchange for students, entrepreneurs of the Centralspace and the rural areas exist and if such spaces are planned. For Mr. Lamprecht, such spaces and co-working spaces are important for the further development and spaces for networks shall be increased. Mr. Bliem asks further, if cooperation with the universities can be strengthened. According to Mr. Lamprecht, the cooperation is constantly increased. The focus on one topic is important to become outstanding. In the chat is asked, how the cooperation with school and MINT-subjects are strengthened and if the educational lab addresses school in rural areas, too. Mr. Lamprecht: all schools from Carinthia are

addressed. The infrastructure of the educational lab is primarily used by schools from Klagenfurt, regularly. Nevertheless, also teacher are educated there and in consequence carry the knowledge of innovation in the rural regions, too.

What do technology parks need from the cities, where they are located, to develop, asks Mr. Bliem. First of all, they have to be supported in the beginning to be established. Technology requests fast moving. Hence, the technology parks request fast decisions from the state governments and the municipalities. Additionally, the public transport and the public junction is requested.

What are the synergies of technology parks in the central space for rural areas? The self-conception of the Lakeside Park is the triangle of knowledge. As soon as enterprises expand, they move to more rural areas. Hence, the rural areas benefit from the spill-over effects.

Besides the MINT-subjects, pupils shall be attracted to arts, culture and creativity, too. School can cooperate with the art space in the Lakeside Park. For Mr. Lamprecht, arts and culture is part of the soft skills, which are increasingly important.

„Innovative Cooperation as a Factor of Success for Dynamic Regional Development“

by Mag. Sandra Venus

*Head of Carinthian Economic Promotion Fund (KWF)*

Ms. Venus emphasizes that the presented projects cooperate with the KWF, which gives an insight into the activities of the KWF. The KWF works together with enterprises, universities and research institutes. In the current KWF strategy 2030, cooperation is one of four focuses, because cooperation is an important element for dynamical regional development. The triangle of research, education and economy and the interdependence is the basis. The funding of KWF effects the triangle. As an example, Ms. Venus presents the networking program, which started in 2015, to increase cooperation at program level. This first program shows that willingness and trust are important for cooperation. The output of one funded project in the networking program is a competence group (for clean production) of six companies with about 1.000 employees. Hence, networking programs can be sustainable. The network is important to increase the publicity.

Cooperation is also successful in clusters. For example, Ms. Venus presents the Green Tech Cluster and the Silicon Alps, both based on a public-private-partnership and are organized transregionally. Their aim is the education of the employees. Visibility of topics and regions is important for further development. Cooperation, exchange and learnings are needed for further development (e.g. green deal). Trust and communication are key factors of successful cooperation.

In the discussion, Ms. Venus is asked how concerns about conflicts of interest etc. can be counteracted. The learning of KWF is to create a culture of trust and the general development of the economy, where cooperation is needed, because a single enterprise does not have the whole expertise anymore. Additionally, diversity and intersectionality lead to successful cooperation. Another question is, what is the value added of public-private-partnerships for the region. According to Ms. Venus, the models start initiatives. The funding is the starting point. Partners have the chance to participate. Different topics develop.

Another question is, if the clusters are a chance to meet the global challenges, e.g. green deal. Yes, for Ms. Venus. The importance is the interdisciplinary input and the input of research results. Learning together and developing together to reach global goals. Additionally, a culture of failure is part of these cooperations, because not all ideas can be implemented and work.

The final question of Mr. Bliem is, if the KWF looks for partners in their future strategy. According to Ms. Venus, KWF is open to new partners and tries to contact enterprises. On the other hand, enterprises and institutes are asked to contact KWF. The EU as funding partner of the KWF demands to develop cooperation projects for their next strategy. Nevertheless, the aim of KWF is to develop Carinthia. All cooperation in this context are welcomed.

„Synergies & Networks in an Innovative Region“

by Ph.D. Adnan Alijagic  
*CEO of Zentralraum Kärnten+*

The cities Villach and Klagenfurt und the Federation of Austrian Industries had the idea to cooperate more closer and established the Association for the promotion of intermunicipal cooperation for the central space of Carinthia in 2020, Centralspace Carinthia+ in short. The Centralspace Carinthia are Villach, Villach-surrounding, Klagenfurt, Klagenfurt-surroundings, St. Veit. In total, 38 municipalities are located in the centralspace of Carinthia.

In the European Union, metropolitan regions exist. The model region for the Centralspace Carinthia+ is the metropolitan region Ruhr. Such regions are successful due to the high quality of life, the modern infrastructure, the promotion of entrepreneurship and the future-orientation of innovation, research and education. They cover different topics. The Centralspace Carinthia shall become such a metropolitan region in partnerships with the municipalities. The association “Centralspace Carinthia+” shall built the structure. In the future, enterprises shall be part of this partnership, too. Carinthia is located at an intersection to eastern Europe (Koralmbahn), to south Europe (New Silk Road, Logistic Center Austria Süd), southeastern Europe and Germany and Switzerland – hence, the slogan will be “the impulse space of the south – trough cooperation”. Through the partnership with municipalities, cooperation is fundamental for the association.

The mission of the Centralspace Carinthia+ cooperates for the benefit of the organization and the members, defines itself a thinktank, coordinates strategic goals, increase visibility in Europe and international environment, builds project and network management. Strategically, they create space for cooperation with partners, are an interface for funding agencies and want to become an initiator for new ideas. Mr. Alijagic explains, that it is a running process of development. At the moment, they build the structure of the organization. Initiatives already exist, but further initiatives and coordination are welcomed. An aim is to link partners and ideas.

In the discussion is asked, how the cultural sector can be supported and developed. Cultural people contact the association and partners can be linked. The project “72h women in culture and society” is already released in the cities Villach, Klagenfurt and St. Veit. Such projects have a potential, according to Mr. Alijagic. At the moment, the association can not implement projects on their own. They need the partners for the implementation process.

Mr. Bliem asks a question from the chat, how is it planned to communicate the image of the metropolitan region to citizens. Mr. Alijagic exchanges concepts with the metropolitan region Nürnberg, to increase the communication with citizen. The communication is linked to the initiatives and the projects, implemented in the municipalities. Then the citizens have a chance to participate. A project cooperation for mobility already exists with a well-known car dealer. The new advertisement mentions the metropolitan area. The publicity increases.

Mr. Bliems question is, what are the advantages of cooperation with other model regions. For example, Centralspace Carinthia+ organizes informal meetings with municipalities and



mayors, due to the hint of the metropolitan region Ruhr. Through those meetings, initiatives are developed. Already, a cooperation is organized and implemented. Hence, project ideas are developed in those informal meetings. The metropolitan regions of Germany support the Centralspace Carinthia+ in their development.

„Matchmaking: what does a region need to offer to be attractive? What do innovative enterprises bring?“

by Mag.<sup>a</sup> Christiane Holzinger  
*Head of Junior Chamber Austria*

Ms. Holzinger was ill on this day, unfortunately. Hence, she did not attend the workshop.

Mr. Bliem thanks for the attendance and the exchange in the workshops and forwards to Ms. Kathrin Stainer-Hämmerle. Additionally, the participants are asked to open the cameras for a group photo. Ms. Kathrin Stainer-Hämmerle thanks the speakers for their inputs, the interpretation enterprise for their work during the workshop in the background, the Carinthian state government – Mr. Bliem and Ms. Kircher-Yu, who are important partners in the project, the team – Kathrin and Thomas, Christina for the MURAL-Board and Colin for the technical hosts and the participants for the attendance and the questions.

Cooperation and network are a key factor for success. The workshop opens the chance to get to know important stakeholders and exchange ideas. At least, Ms. Stainer-Hämmerle finishes the official part of the workshop, but offers to further exchange in an informal format. All participants are invited to join the virtual coffee for some time. The recording is stopped for this informal exchange.

## Photo-Documentation



Kathrin Zupan Kathrin Staine... Mag. Dr. Thomas ... Alexandru Mari... Sandra Venus (K... Ansicht

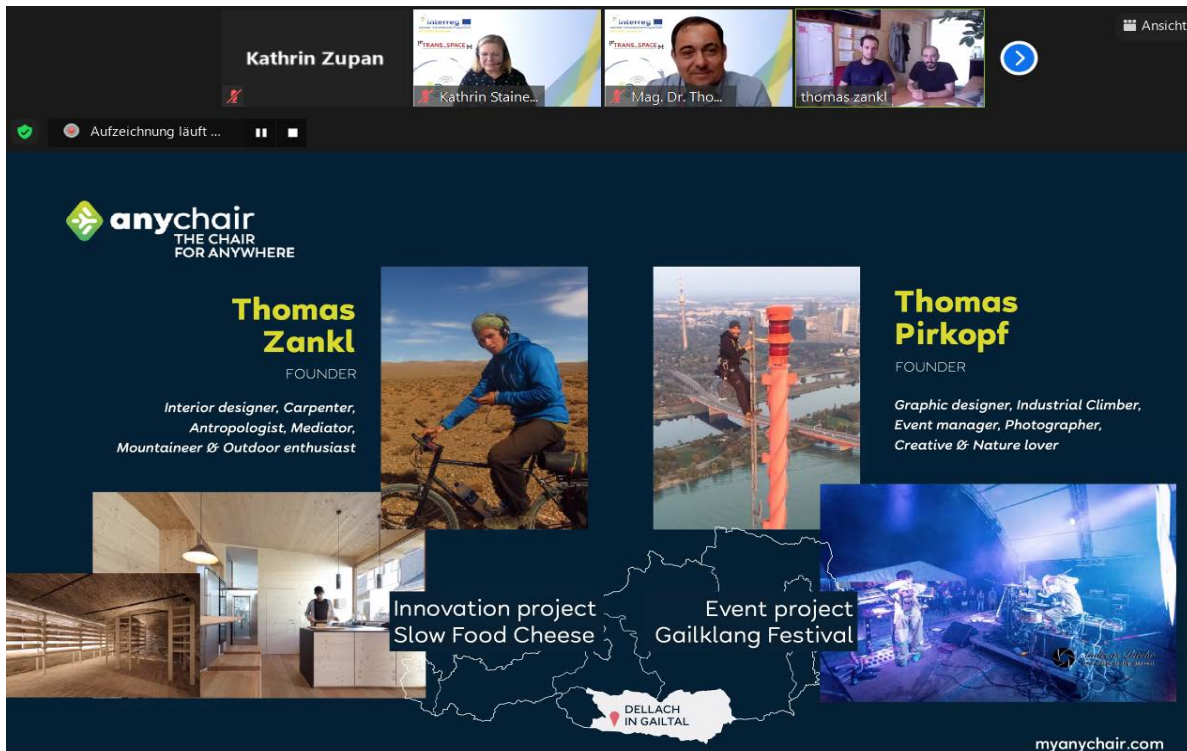
Aufzeichnung läuft ...

Interreg Danube Transnational Programme RESTART\_4Danube

# AGENDA

- **Innovation-oriented urban & regional development:** Understanding, concepts and models (4 Slides)
- **The creative south of Austria:** Socioeconomic description of the area ( innovation-oriented key figures and "smart" specializations) (2 Slides)
- **The Carinthian central region** – Business, innovation and creativity as engines of growth (2)
- **Selected examples of innovation-oriented development in the context of Urban Regeneration (UR):** Driven by culture and creative aspects (2 Slides)
- **Strategic considerations for strengthening innovation-oriented urban and regional development in Carinthia (1 Slide):** Development of further strengthening points in the workshop
- **Presentation of the new video contribution of the location brand Carinthia:** Innovations, culture and creativity play an important role in the presentation of the location (1 Slide)

Mr. Mag. Dr. Thomas Zametter introduced the main topic of the workshop with his speech about “Innovation-oriented Urban & Regional Development”.



Kathrin Zupan Kathrin Staine... Mag. Dr. Tho... thomas zankl Ansicht

Aufzeichnung läuft ...

anychair THE CHAIR FOR ANYWHERE

**Thomas Zankl**  
FOUNDER  
*Interior designer, Carpenter, Anthropologist, Mediator, Mountaineer & Outdoor enthusiast*

**Thomas Pirkopf**  
FOUNDER  
*Graphic designer, Industrial Climber, Event manager, Photographer, Creative & Nature lover*

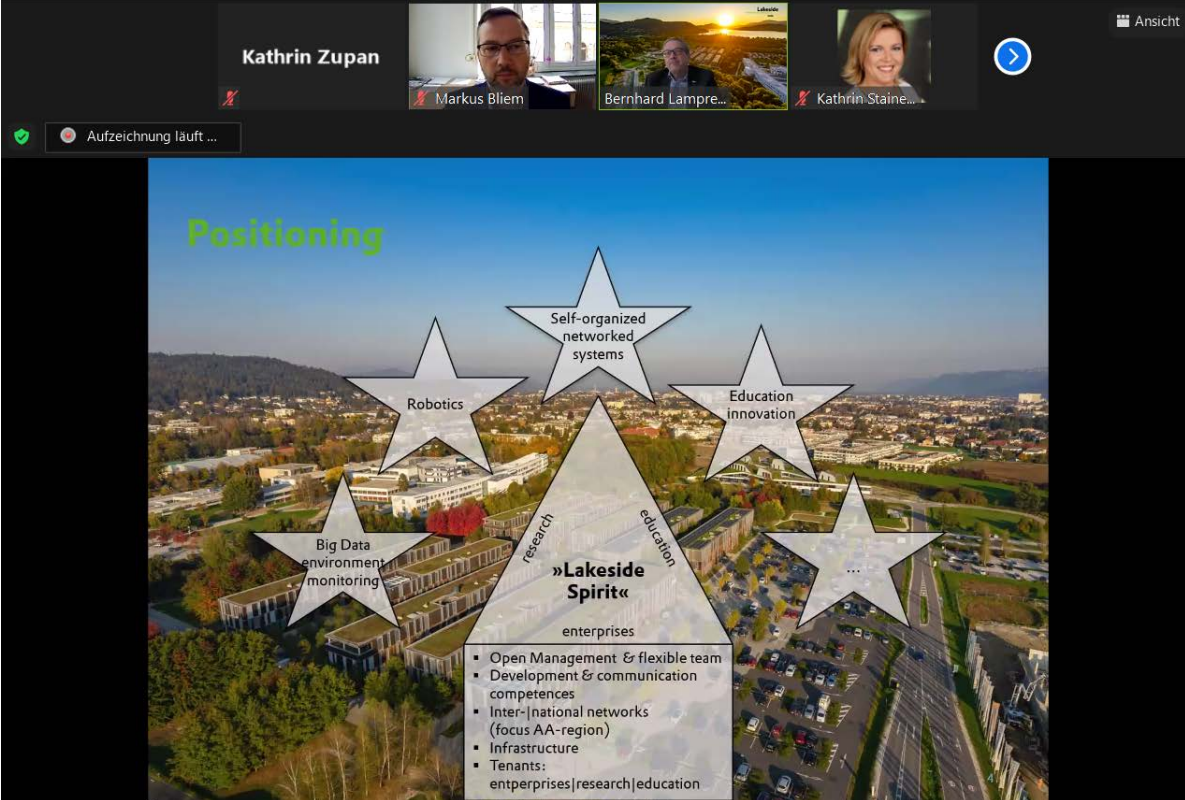
Innovation project Slow Food Cheese

Event project Gailklang Festival

DELLACH IN GAILTAL

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Mr. Thomas Pirkopf and Mr. Thomas Zankl, BA MA presented their start-up enterprise “Anychair Outdoor Office”. They develop their product in the Gründergaragen of the Carinthia University of Applied Sciences.



The screenshot shows a Zoom meeting interface with three participants: Kathrin Zupan, Markus Bliem, and Bernhard Lamprecht. The main content is a presentation slide titled "Positioning" featuring a diagram of the "Lakeside Spirit" model. The diagram is a triangle with "research" on the left side, "education" on the right side, and "enterprises" at the bottom. The top vertex is labeled "»Lakeside Spirit«". Surrounding the triangle are five stars representing different focus areas: "Self-organized networked systems" (top), "Robotics" (left), "Education innovation" (right), "Big Data environment monitoring" (bottom-left), and "..." (bottom-right). A list of bullet points is located at the bottom of the slide:

- Open Management & flexible team
- Development & communication competences
- Inter-national networks (focus AA-region)
- Infrastructure
- Tenants: enterprises|research|education

Mr. Mag. (FH) Bernhard Lamprecht spoke about „Innovation in the Knowledge Triangle as a Model for Strategic Development“. This model is implemented in the processes of the Lakeside Science and Technology Park, which is located in Klagenfurt, Carinthia.

Aufzeichnung läuft ...

## Cooperation at the program level networking program



**KWF-supplier-development-program |**  
2015 main focus clean production

**who:**

- companies from commercial sector

**objective:**

- support by searching new supplier companies
- networking with potential supplier companies
- building trust
- appropriation of knowledge about standards of the branch-specific
- use of existing core competencies
- strategy for further market development

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Ms. Mag. Sandra Venus talked about „Innovative Cooperation as a Factor of Success for Dynamic Regional Development“. The KWF (Carinthian Economic Promotion Fund) is a key player in cooperation in the region.

Aufzeichnung läuft ...



## Centralspace Carinthia +

"Association for the promotion of intermunicipal cooperation for the central space of Carinthia"

Mag. Dr. Adnan Alijagić

Mr. PhD. Adnan Alijagic presented the recently founded association, which promotes the intermunicipal cooperation for the central space of Carinthia. Role model is the metropolitan region Ruhr. The association Centralspace Carinthia+ is highly interested in national and international cooperation and develops a network.



Picture of the participants at the end of the workshop. Afterwards, the recording was stopped and the discussion proceed without further documentation.