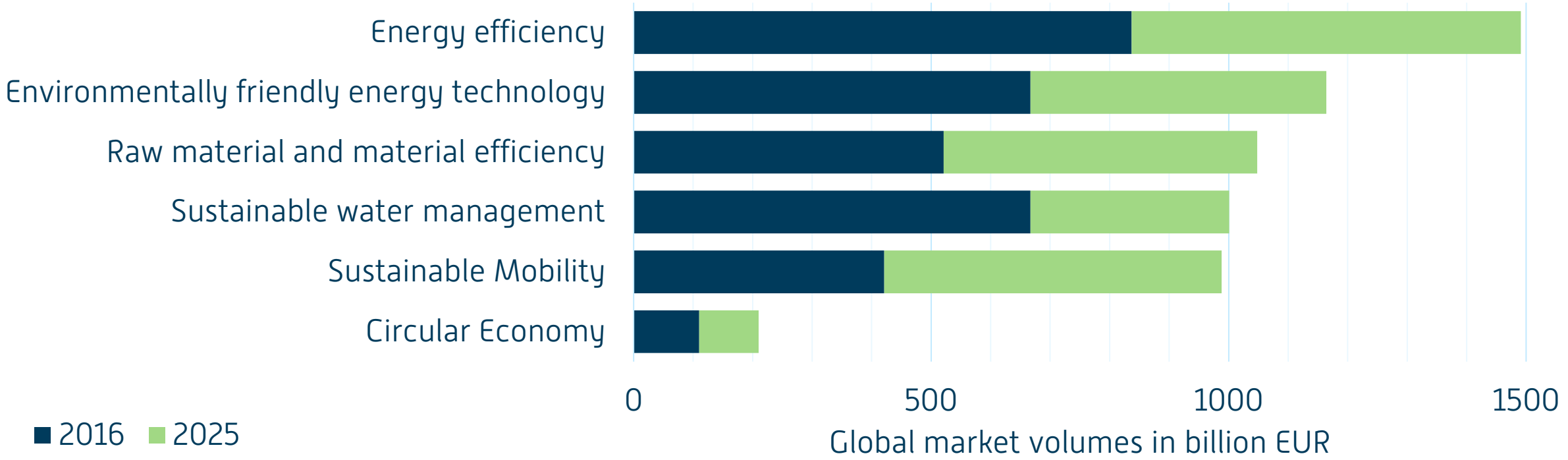
Cross Clustering to Increase the Impact of the Circular Economy: Examples of Greater Green & Ecoliance Rhineland- Palatinate

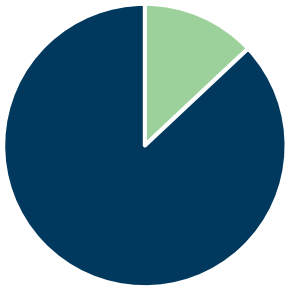
Umwelt-Campus Birkenfeld | HOCHSCHULE TRIER

The global market volume of environmental technology and resource efficiency amounts to 3214 billion EUR in 2016 and will increase to 5902 billion EUR in 2025.

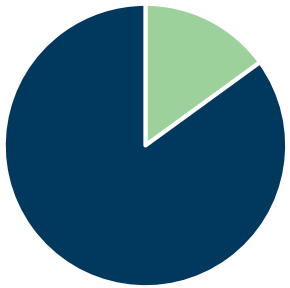


Source: BMU. GreenTech made in Germany 2018. S. 7

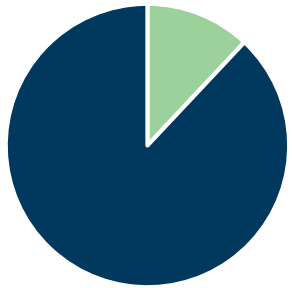
Share of German companies in the world market for environmental technology and resource efficiency by lead market 2016 and outlook for 2025.



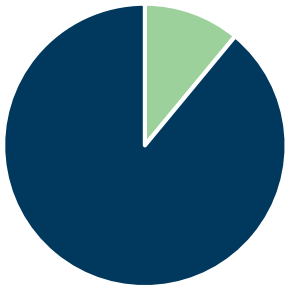
Energy Efficiency
13 %



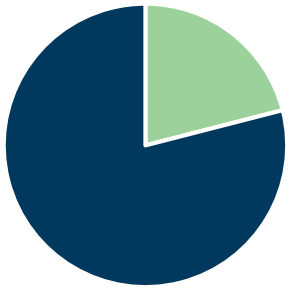
Environmentally friendly energy technology
15 %



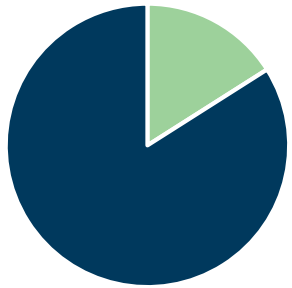
Raw material and material efficiency
12 %



Sustainable water management
11 %



Sustainable Mobility
21 %

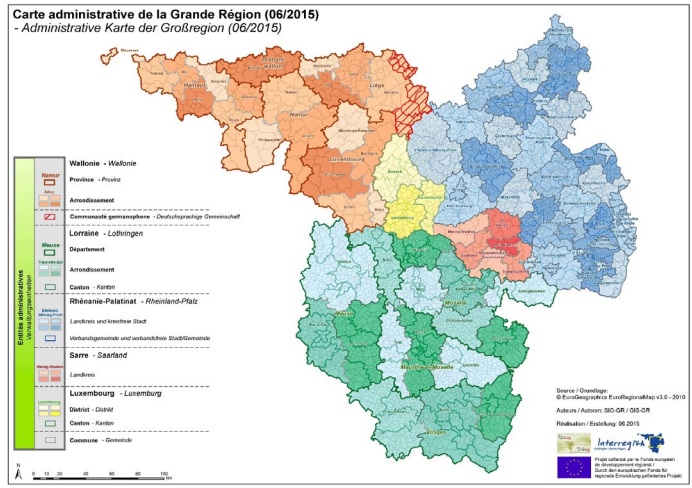


Circular Economy
16 %

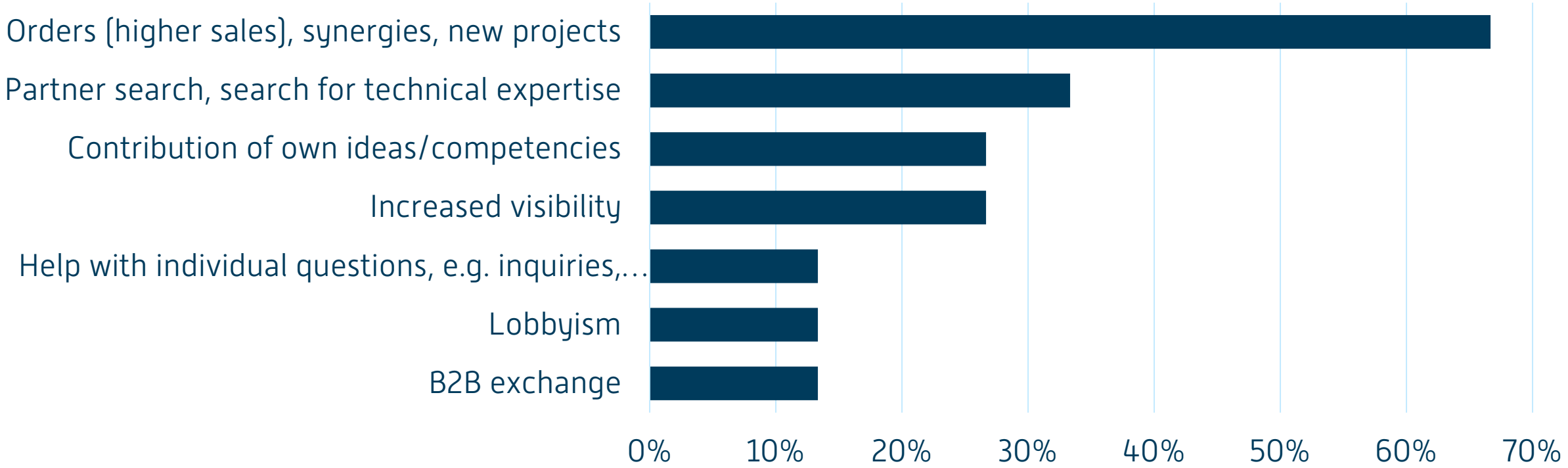
Source: BMU. GreenTech made in Germany 2018. S. 92f

Degree of internationalization of environmental technology companies (ETC) in Rhineland- Palatinate

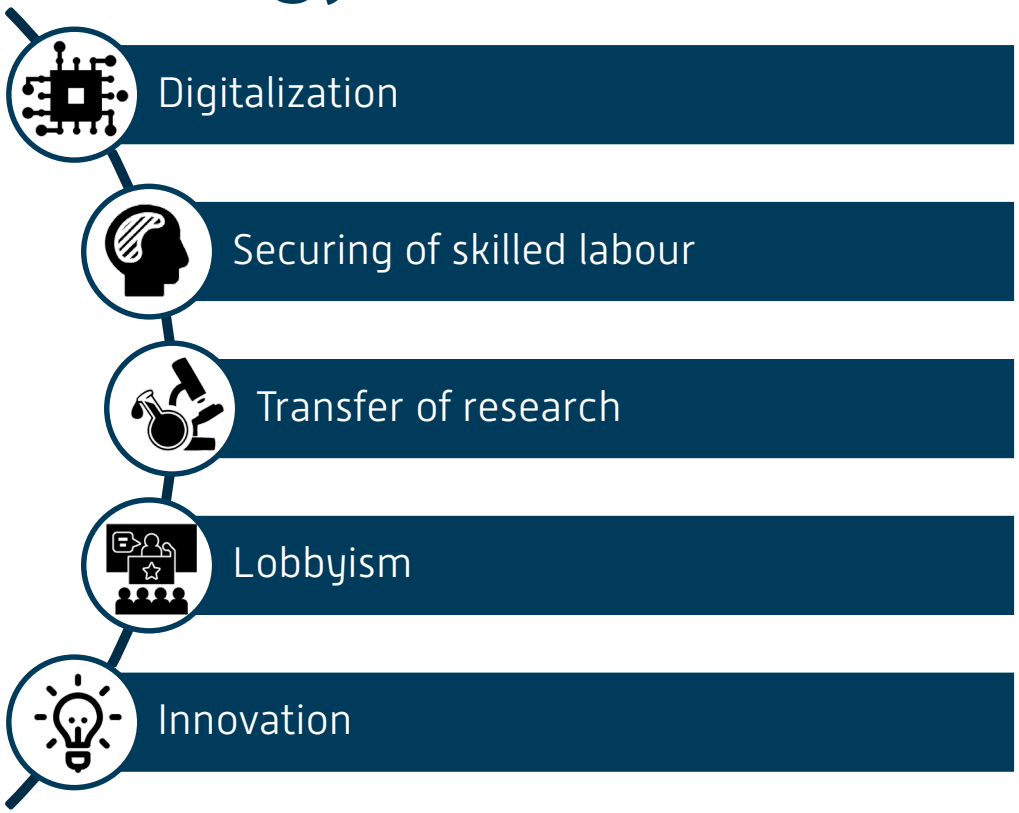
- The environmental technology sector is dominated by SMEs (2/3 of all ETC companies are SMEs), including many engineering offices for environmental technology.
- Rhineland-Palatinate environmental technology companies generate on average 1/3 of their turnover abroad.
- 90 % of foreign business is transacted in Europe.
- 75 % of the environmental technology companies are interested in contacts in the markets close to the border, but only 20% pursue an active strategy for this.
- The location factor "internationality" is rated worse in comparison to other federal states, where there is a need to catch up.
- In particular, the cross-border market (Alsace, Lorraine, Luxembourg and Wallonia) has great potential (8.5 million consumers).



What are general expectations of an environmental technology cluster?

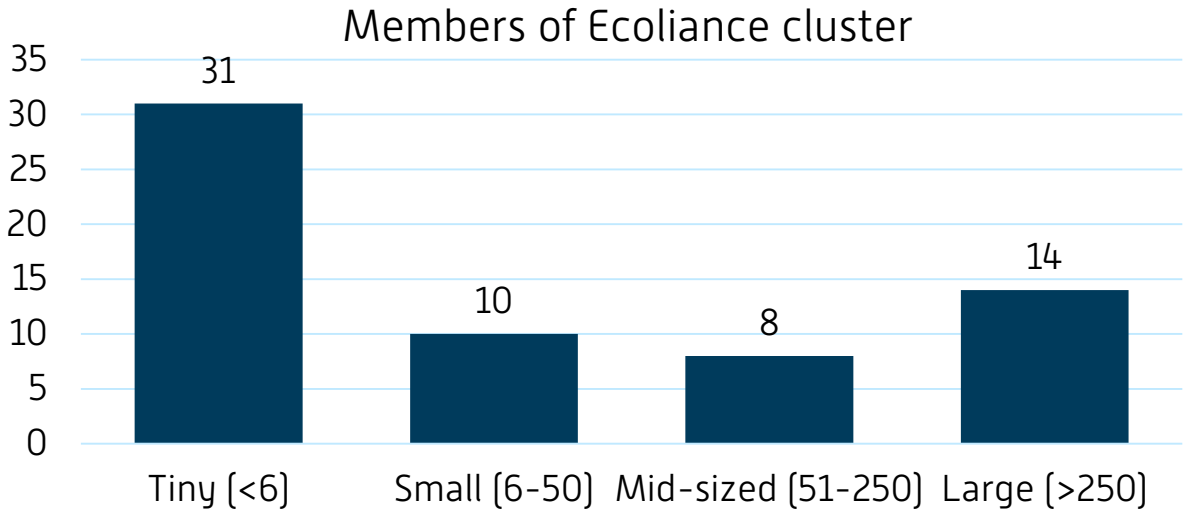


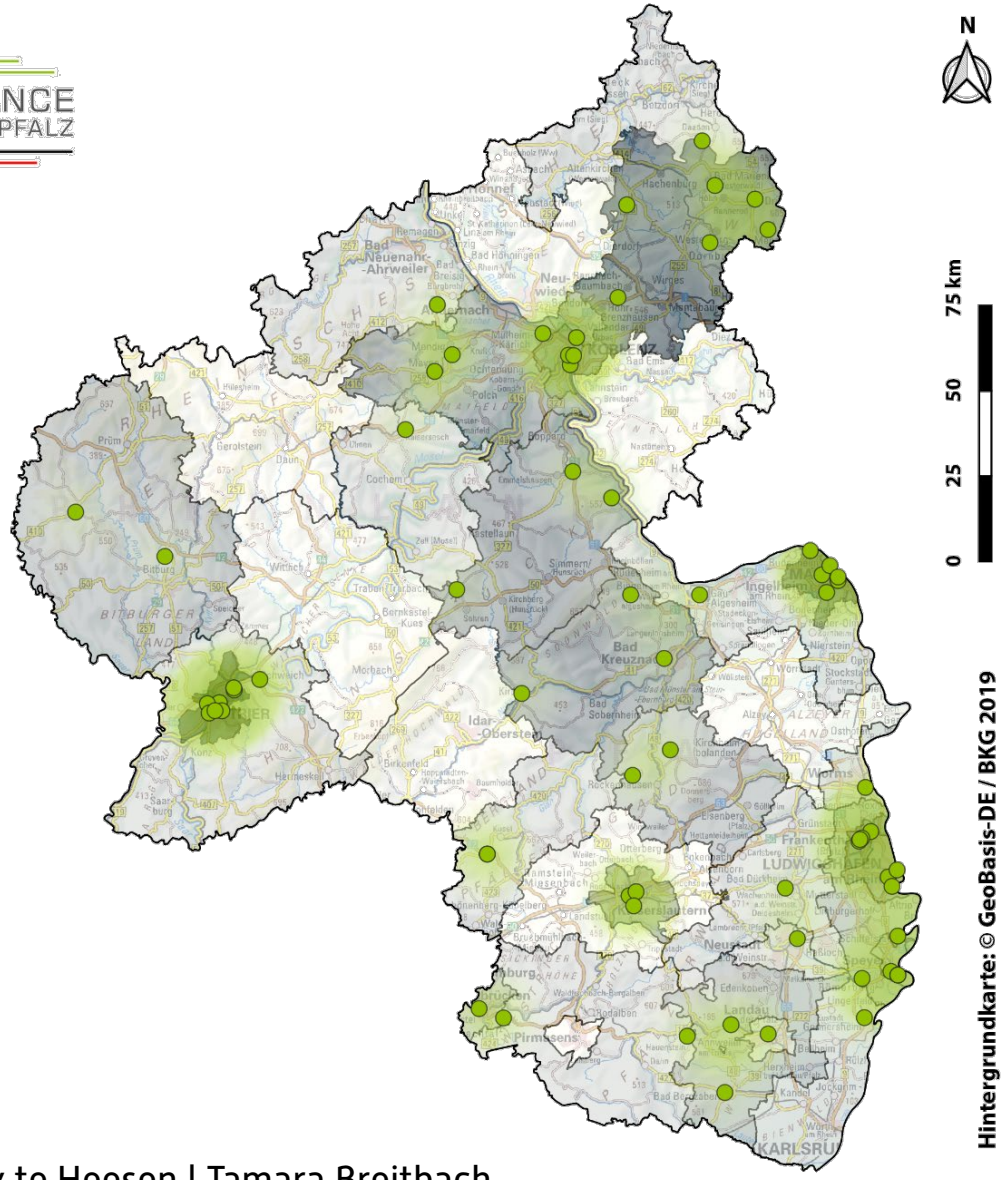
Development potential: Identified key topics for environmental technology in RLP



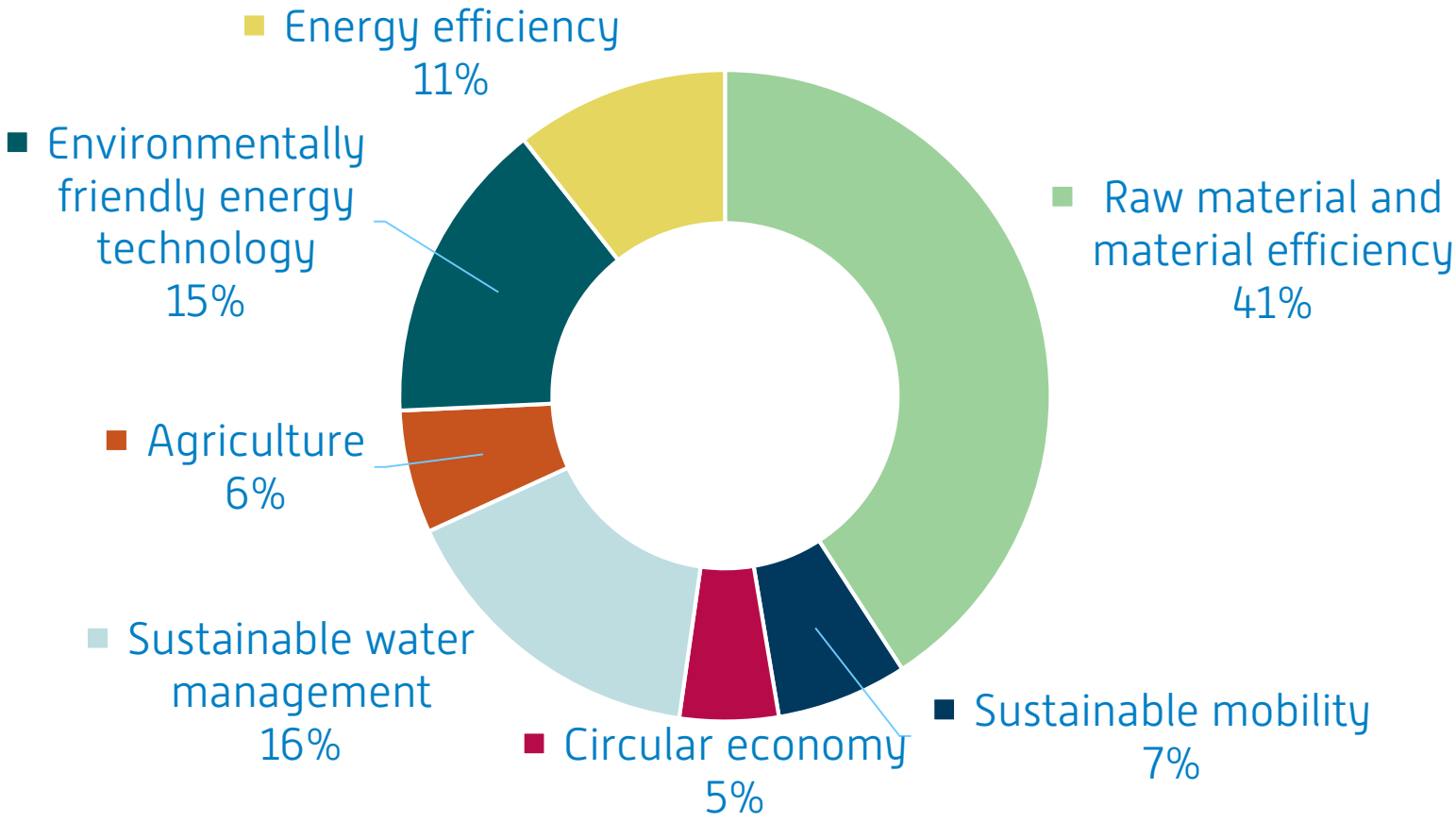
Icons: Nithinan Tatah, Berkah Icon, Romli Ahmad, BomSymbols. License: CC

Example: Enviromental technology cluster Ecoliance Rhineland-Palatinate





Transfer of research: Topic distribution of research projects in universities of the Ecoliance cluster



Cross-Clustering in the environmental technology sector

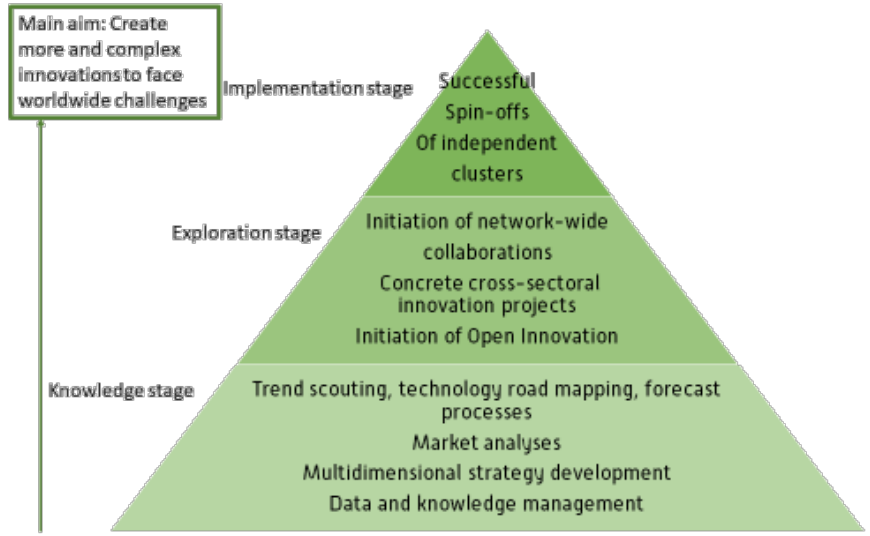
Innovations emerge at the boundaries or overlaps of technologies, industries and markets.

Opportunity for growth in cross-thematic and cross-target group cooperation

The so called: Cross-Clustering cooperation

Two possible ways of partner clustering:

1. Looking for partners with similar or adaptable value chains
2. Looking for partners with obviously different fields of activities and a high rate of innovation



Source: Measures for the preparation of cross clustering activities (Source: Künzel, M.; Meier zu Köcker, G.; Köhler, T. (2015): Cluster und Innovationen. Cluster-Initiativen als Innovationstreiber.

Establishment of the first crossborder GreenTech Meta-Cluster GREATER GREEN

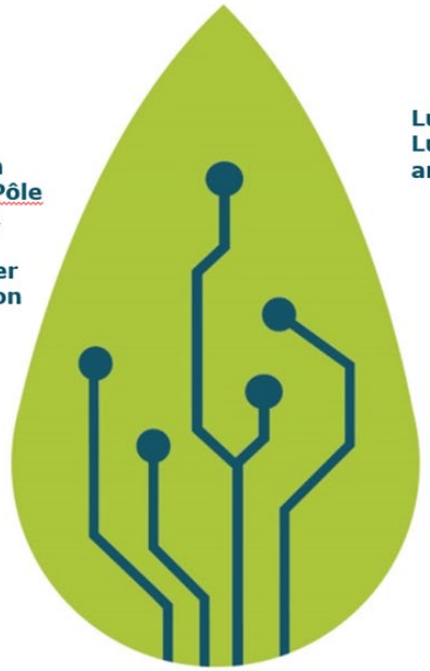
Wallonie (BE): AWEX, Region Wallonie, Cluster Plastiwin, Pôle GreenWin, Cluster CAP 2020, Cluster Eco Construction, INFOPÔLE Cluster TIC, Cluster TWEED, Umwelt-Campus Arlon

Luxemburg (LU): Luxinnovation, Luxembourg Institute of Science and Technology, Neobuild

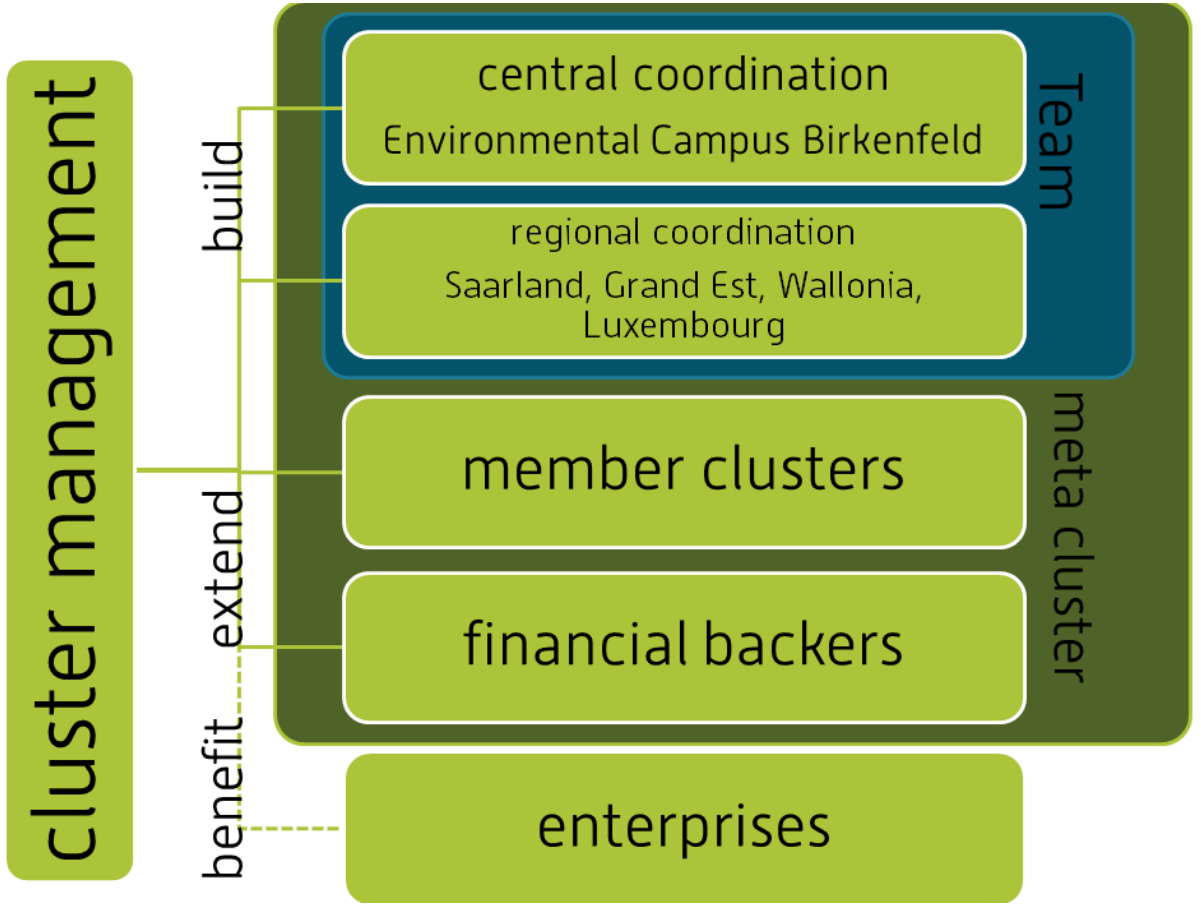
Rheinland-Pfalz (DE): Umwelt-Campus Birkenfeld, Ecoliance e.V., Umweltministerium Rheinland-Pfalz, Lokale Agenda 21 Trier e.V., Hochschule Kaiserslautern

Grand Est (FR): Region Grand Est, Hydreos, Pôle Fibres Energie Vie, Institut Carnot Energie Environnement en Lorraine, Grand-E-Nov, Plastinnov

Saarland (DE): htw saar, Staatskanzlei des Saarlandes, Saar-Lor-Lux-Umweltzentrum, IZES gGmbH, IHK Saarland, saaris e.V.



Wallonie · RheinlandPfalz · Staatskanzlei SAARLAND · Interreg Grande Région | Großregion



Thank you for your attention!

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