



An Overview of Smart Specialization Strategy in Brandenburg-Potsdam-Berlin, Germany



Response to the key elements for analysis

1	2	3	4	5	6	7	8	9
Region/ Country describe	S3 priority areas	Road maps	Employed tools to involve quadruple helix stake- holders	S3 implemen- tation mechanisms	S3 monitoring mechanisms	Results/ Achieve ments of current S3	Current challenges	Goals for updating S3

1.

The metropolitan region should be distinguished from Berlin's immediate [agglomeration](#), dubbed *Berliner Umland* (English: Berlin's surrounding countryside or Berlin's countryside) which comprises the city and the nearby Brandenburg municipalities. *Berliner Umland* is significantly smaller and much more densely populated than the metropolitan region, accounting for the vast majority of the region's population over a fraction of its total land area.

The region contains five [independent cities](#) – of which the Brandenburg capital [Potsdam](#) is the only one with a population greater than 100,000 – and 14 [districts](#) (*Landkreise*). The inhabitants of Berlin and Potsdam account for more than 80 percent of the region's total population. The Brandenburg area is characterized by [suburban](#) settlements on the Berlin city limits and small towns in the [rural](#) outer area.

Together, the Federal States of Berlin and Brandenburg form the capital city region of Berlin-Brandenburg. Spatial planning policy is jointly managed by institutions of both federal states so that they act in unison also when cooperating with the federal government and other federal states. The cooperation between the federal government and the federal states in the field of spatial planning is mainly organised by the Conference of Ministers for Spatial Planning (MKRO).

2

The State of Berlin and its neighbour Brandenburg launched their Joint Innovation Strategy, also known as “*innoBB*”, in 2011.

Aimed at linking the capital region's business and R&D sectors to the international innovation community, the strategy focuses on five clusters:

- Life sciences and healthcare
- Energy technology
- Mobility (including transport and logistics)
- ICT, media and creative industries
- Photonics (including microsystems technology).

The *innoBB 2025* clarifies the common goals of the wider capital area actors even further. Collaboration in innovation and the ambition to secure top position with ‘excellence in innovation’ still defines the cross-country collaboration and innovation strategy *innoBB 2025*. They vision pivots around two specific goals:

- The capital region will reach a top position in innovation in Europe
- The capital region develops innovative solutions for the challenges of tomorrow

The strategy takes into consideration that social, technological, and economic changes direct regional actors to look into new approaches that produce innovative solutions. Rapid changes need to be met with a mode of action that is more dynamic, better networked, more agile and open to unconventional implementation. The gap between new technological advances and their innovative applications in society invites a future oriented approach towards developments in the five scientific clusters that represent the regional strength areas since innoBB of 2011.

Actions based on the specific strategic goals applied on the five clusters are to follow these guidelines:

- Expanded approach to innovation
- Strengthened cross cluster collaboration
- Opening up innovation processes
- Prioritizing sustainable innovation
- Increased internationalization

3

While the five clusters of strength have already been the focus of innovation development since the first innoBB strategy, their future work is framed within these thematic priorities: digitalisation, real world labs and field testing, work 4.0 and new professionals, start-up founders.

DIGITALISATION: In the region knowledge around Artificial Intelligence, Internet of Things, autonomous systems and digital economy are at the highest level in Europe. Based on the top expertise and performance in the region digitalisation can bind several technological landscapes in different clusters and therefore through a cross-cluster approach strengthen the innovation output of the region.

REAL WORLD LABS AND FIELD TESTS: The region has the ability to participate in close-to-market innovation, by organising user-centred testing and providing a low-risk environment for firms, especially SMEs, to test innovative products and their possible usage and marketability through real world laboratories and field testing facilitation. Clusters will have the role to create the impulses for such prototype testing.

WORK 4.0 AND NEW PROFESSIONALS: Innovations happen through the involvement of people in different roles. Social and economic aspects are going to define the professionals of the future as well as the style of leadership that opens up room for social innovations as well as technological innovations. Education, research, development and training opportunities in the region for future career choices will be created when educational institutions operate cross-regionally in collaboration with a large number of local stakeholders driving innovation.

START-UPS AND FOUNDERS: The Berlin/Brandenburg region is a hot-spot for start-ups in Germany and company founders drive the economy through the digital work transformation in the region. They are able to rethink technologies, products and services and create new socially relevant solutions that also success on the market. These innovation-oriented SMEs are to be supported by various targeted instruments. Similarly, cluster platforms provide networking possibilities crucial for the development of the regional innovation dynamics.

The stakeholders that operate as motors of each cluster play a central role in pushing forward these thematic priorities, especially with focus on fostering SMEs in bringing their ideas to market. Therefore, it is also of vital importance that clusters as well as social stakeholders collaborate in a constructive manner to operationalise these priorities across clusters and thus make innovations possible that solidify the selected regional spearheads.

- Scientific talents from all over the world also appreciate the open research atmosphere and the high quality of life in the Brain city Berlin
- Berlin's research landscape is characterized by change and progress
- The density of the scientific locations in Berlin and also the networking within European networks brings a lively and dynamic element into research.

4

An example of the level of stakeholder involvement in the Berlin/Brandenburg Region is the Potsdam-Golm Science Park. From leading international research in areas such as biotechnology, or gravitational physics, to training opportunities for young researchers, to research-based production and commercialisation, numerous aspects of stakeholder involvement combine to make Potsdam Science Park in the heart of the fast-growing region of Berlin-Brandenburg into a location with extraordinary potential for innovation. Spread over an area of more than 50 hectares, the science park offers ready-developed premises, excellent infrastructure and ideal conditions for exchanges between renowned scientific research institutes, technology-oriented and research-based companies, and innovative entrepreneurs.

Entrepreneurial activities benefit from knowledge exchange with scientific Institutes and Institutions at Potsdam-Golm Science Park: two faculties of Potsdam University, three institutes of Max-Planck-Society, two institutes of Fraunhofer-Society, the Brandenburg Main State Archive and about 20 small companies (former Start-ups). Nevertheless, Potsdam Science Park is lacking space for the start-up community and a meeting a place for social interaction among people living close by. In the future the ability to interact between the scientific institutions and civic stakeholders needs to be improved. The regular residents lack the opportunity to meaningfully network and exchange ideas between them and the science/innovation community working in the Science Park.

5

The focus of the 2011 strategy has led to a successful development of the five selected clusters. The goal of the innoBB 2025 strategy is to solidify this positive development. The strategy provides for each cluster a masterplan with a political innovation profile which structures and supports the work of the clusters in attaining the strategic vision and the goals of the strategy. In this way each cluster can make use of the specific regional resources and opportunities in working towards the horizontal strategic priorities of digitalization, new concepts of field testing and real-world laboratories, work 4.0 and start-up and founders funding.

6

Two ways of monitoring the leverage of regional strategic action for innovation in line with the Smart Specialisation principles. On the one hand activities and projects furthering innovation are monitored with an impact measuring program (EWM, Ergebnis- und Wirkungsmonitoring) targeted at cluster development, including cross-state cluster expansion. This tool allows a continuous follow-up and evaluation of the cluster activities. A regular assessment has the advantage of identifying trends as they emerge and permits adjustments based on relevant indicators linked to the innoBB 2025 strategy and the cluster master plans. Yearly reports are publicly available. On the other hand, in the scientific and entrepreneurial hub around the Potsdam-Golm Science Park monitoring is done around the Science Park outputs.

7

The slogan for S3 strategic collaboration between clusters and between states has been 'Excellence in Innovation' and has marked a dynamic innovation landscape around the capital region and its surrounding cross-state territories. Building on this collaboration which has proven to be a successful exchange of knowledge, resources, and expertise between educational and research entities and private organisations and SMEs, a revised strategy was launched in 2019.

8

While the main objective is to position and create a profile for the Science Park that matches its main scientific activities in health and biotechnology, smart solutions and circular economy and climate change (renewable raw materials), the societal impact play an increasingly important role as an outcome. This aspect needs more attention in the future. Currently, Potsdam-Golm works to promote mutually-beneficial

increased interaction between scientists and companies. The task is to retain start-ups in Potsdam-Golm during their growth phase, while at the same time attracting new science-based start-ups and established companies from the region and abroad.

9

In short, the new innBB 2025 strategy underscores the innovation guidelines that have previously brought results acknowledging in an emphatic way that the change brings a considerable rewiring towards solutions of a sustainable, smart and inclusive future at regional, national, and EU level. This is envisioned by

- A broader innovation concept,
- A deeper cross-cluster collaboration,
- A clearer opening up of innovation,
- A greater consistency towards sustainability, and
- A stronger regional emphasis on internationalisation.