



## Document Title

# Local Innovation Action Plans (Project Region: Austria)

## Document Type

# Project Output



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## **1. LIST OF ABBREVIATIONS**

ASP – Associate Partner

DTP - Danube Transnational Programme

FBI – Forest Based Industry

FORESDA - Project entitled *Forest-based cross-sectoral value chains fostering innovation and competitiveness in the Danube region*

LIAP – Project Output 3.2 Local Innovation Action Plan

TS – Transnational Strategy (Project Output 3.1 Transnational Strategy on Cross-sectoral Level)

R&D – Research and Development

SME – Small and Medium Enterprise

SUAS – Salzburg University of Applied Sciences

WP – Work Package

## **2. EXECUTIVE SUMMARY**

A joint Transnational Strategy on Cross-sectoral level (O.3.1) was developed by the whole FORESDA project consortium and it reflects in the Local Innovation Action Plan (O.3.2) for improved cross-sectoral innovation processes for the SMEs of the forest-based sector. The results and comments of the Transnational Strategy workshop (D.3.3.3) and the Local Innovation Action Plan workshop (D.3.3.4) at the Salzburg University of Applied Sciences by November 27<sup>th</sup> and 28<sup>th</sup> were used to develop this Local Innovation Action Plan (O.3.2) for the project region Salzburg (Austria). For the project regional area Salzburg (Austria) the Department of Forest Products Technology & Timber Constructions at the Salzburg University of Applied Sciences as well as the ASPs Cluster Management for Wood and Innovation and Technology Transfer Salzburg were involved on the development of the Local Innovation Action Plan.

The objective of this document is the identification of important topics of the FBI sector in Salzburg and Austria. The Local Innovation Action Plan will meet the requirements and conditions for the promotion of and to increase innovative cross-sectoral collaborations.

### **3. METHODOLOGY**

The following LIAP for improved technology transfer and innovation processes in SMEs of the forest-based sector is defined specifically for the project region Salzburg/Austria, as one of the main outputs of the FORESDA project ([Interreg Danube Transnational Programme](#)). All LIAPs should be developed in coherence with the set Transnational Strategy, which aims to improve the framework conditions for forest-based cross-sectoral value chains and describes how the project will address identified needs with respect to the regional innovation systems (RIS), and with a focus on cross-sectoral aspects. The LIAPs on the other hand, should specify the concrete implementation – activities, timeline, responsibilities, and measurable objectives – of the Transnational Strategy elaborated at the project level in each region. Accordingly, a validation workshop has been organized in each region, and the participants - relevant stakeholders from FBI and RIS environment - had the opportunity to discuss and contribute to the proposed actions and measures. Their comments and suggestions are integrated in the document and therefore the LIAP reflects the real market needs on the local level.

#### **4. PROJECT REGION/COUNTRY CONTEXT**

The forest area (woodland) is a vital element of our healthy environment and the essential basis for one of the most important sectors in Austria. Woodland and timber enables almost 300,000 Austrian people to make a living; besides, Austria's abundant resources of woodland and timber is an indispensable prerequisite for the existence of other sectors – above all, when it comes to the creation of value in the domestic tourism sector. Austria's timber industry represents one of the international hubs in the timber business and, in addition, one of the country's most important employers. The added value chain timber is not only a booster for the domestic economy, but also a significant impetus for the foreign trade balance of Austria. Owing to its richness in woodland, the economic activities with timber has been a long tradition in Austria. Profound scientific experience, the principle of sustainability, and a product range that meets the highest quality standards form the backbone of the sector's international success.

The government intends to increase the percentage use of timber in the building industry as well as general consumption of timber. The actual situation of the Austrian economy and the innovation strategy of Salzburg 2025 display that the wood-based industry and the start-ups are especially supported, e.g. higher funding can be reached if ecological materials (e.g. wood) will be used. Experienced and well-trained workers are one of the most important location factors of a region. However, there is a lack of skilled workers in remote areas (e.g. drain-brain) in Salzburg and Austria. This effect will be enhanced by the demographic change.

## **5. FOCUS, OBJECTIVES AND IMPACTS**

### **5.1. IDENTIFICATION OF ALL PRIORITY NEEDS**

#### Priority area 1 - Image & Lobbying

- To improve the image of FBI sector
- To raise the awareness on the importance of cross-sectoral activities and research projects
- To strengthen FBI-relevant lobbying organisations and activities

#### Priority area 2 - Policy & Legislative Support

- To improve the coordination of policies and strategies within the FBI sectors
- To adjust different regulations (e.g. standards of wood based products) in different project countries
- To raise the awareness of the calculation and observation of the life-cycle costs of various materials and products (e.g. recycling)

#### Priority area 3 - Funding & Business Environment

- To develop possible database or catalog for the different funding systems (e.g. basic research, collaborative network research, ...) for the FBI sector
- To raise the awareness about available research institutes
- To raise the awareness about available funding systems for start-ups

#### Priority area 4 - Education & Human Resources

- To adapt existing educational programs to attract young people to study in the field of the FBI sector
- To adapt the educational programs to the current situations and the future needs (e.g. data science), including innovation and cross-sectoral collaboration
- To design course for advanced training for people of the FBI sector for the long-life learning

## ***5.2. IDENTIFICATION OF NEEDS TO BE ADDRESSED IN THE FRAMEWORK OF FORESDA***

The following section describes the needs to be addressed in the framework of FORESDA in the project region Salzburg/Austria, according to the priority areas of Transnational Strategy (O.3.1) which tackles the improving of the framework conditions for FBI sector and forest-based cross-sectoral value chains, which is developed as a strategic document and therefore a basic document for the development of LIAP:

### Priority area 1 - Image & Lobbying

There are already some very good image and lobbying campaigns existing in Austria, e.g. those performed by proHolz Austria ([www.proholz.at](http://www.proholz.at)). One slogan is “Holz ist genial” ([www.holzistgenial.at](http://www.holzistgenial.at)). However, continuous improvements of the FBI image should be driven all the time. This will be carried out by proHolz and the various wood cluster organisations (e.g. Holzcluster Salzburg). This topic is highlighted by other organisations.

However, one important issue in Austria is the initiative from different environment protection organisations regarding the utilization of forestry areas. Some urbanites would like to use the forest for their leisure activities (e.g. hiking and mountain biking) and they see the forester or limitations based on the forestry law as a threat and disturbance to their own activities. Also, a part of the Austrian population believes that the FBI destroys the forest. This is a very important issue in Austria. Therefore, the Salzburg University of Applied Sciences will highlight this challenge in some workshops and events.

### Priority area 2 - Policy & Legislative Support

At the policy level, the importance of the forest-based industry is already known. However, this is not the only important industry in Austria. Some other players have



influence on the policy. Therefore, the whole advantages of wood or bio-based products were not recognised in the different sectors and initiatives, especially:

- Possibilities of wood cascading were unrealised.
- The production costs are not focused on the life-cycle costs.

Awareness raising in these topics will be done at the policy level to support the FBI sector and cross-sectoral innovations. However, this is a long-term objective for the whole FBI sector and relevant activities cannot be achieved in the timeframe of the FORESDA project.

### Priority area 3 - Funding & Business Environment

The actual situation in the Austrian economy and the innovation strategy of Salzburg 2025 display that the wood-based industry and the start-ups are especially well-supported, e.g. higher funding can be reached if ecological materials (e.g. wood) will be used.

There are some different funding agencies for research projects depending on the ratio of basic research (e.g. fwf), applied research or industrial research (e.g. ffg). Moreover, the itg (Innovationservice für Salzburg) is one of the contact points for research and innovation issues in Salzburg.

### Priority area 4 - Education & Human Resources

An entanglement of the education systems at the university level and the professional level were discussed. The Salzburg University of Applied Sciences and other organisation will organize activities for qualification of professionals in the wood-based industry and will initiate projects in this direction. However, this cannot be part of the FORESDA project.

### 5.3. OBJECTIVES AND EXPECTED IMPACTS

The following describes the objectives and the respective expected impacts of the Local Innovation Action Plan related to the needs described in the previous section.

<b>OBJECTIVES</b>	<b>EXPECTED IMPACTS</b>
<i>To improve the image of FBI sector with the help of the dissemination of the information on the benefits of cross-sectoral collaboration</i>	<i>Raised quantity and quality of the collaboration between FBI and other sectors</i>
<i>To disseminate an improved, modern image of the FBI sector, especially the forestry</i>	<i>Raise awareness of the objectives (e.g. timber production, landscape protection...) of the management of forestry areas</i>
<i>To improve an ecological image of the FBI sector</i>	<i>Raise awareness of the risk for the out of order for the utilization of forestry areas</i>
<i>To support cross-sectoral collaboration within the FBI sector, including SMEs</i>	<i>Enhanced innovation (e.g. development of new materials or/and products) within the FBI sector</i>

#### **5.4. LINKS WITH OTHER FORESDA OUTCOMES**

The developed LIAP in the project region Salzburg is based on the Transnational Strategy of all FORESDA project partners within the WP3 will be related with other WPs in the framework of the FORESDA project. The selected needs and the related activities defined in this LIAP will be addressed within other work packages of the project.

This document is a result of the previous WP3 activities, mainly the regional mapping, the Transnational Strategy (O.3.1), and the Joint Action Plan (D.3.2.3). The activities in the LIAP (e.g. events) can be promoted according to WP2 in announcements of workshops and presentation of project results on the website and/or publishing articles. Moreover, the LIAP and the objectives of the FORESDA project should increase the cooperation between SMEs and R&D institutes as well as promotion of cross-sectoral innovation. Based on this topic, under WP4, a pilot environment will be developed for the region of Salzburg with the focus on the use of bio-based raw materials for innovative materials or/and products. Within WP 6, pilot visits and mentoring between the different institutes and project participants is planned. The LIAP and the implementation of the regional project pilot environment will be presented and shared within the whole project consortium. The aim of the pilot environment is to collaborate with various SMEs for increasing their innovative potential. In the framework of WP5, new value chains in the FBI sector will be discussed on the basis of the LIAPs of all participating countries. Therefore, the LIAP will be reflected in the discussions of the new value chains in WP5.

## **6. ACTIONS AND SCHEDULE**

In this chapter, a description of the main planned activities and actions can be found, which was developed and will be implemented at the project region level Salzburg (Austria) in the framework and timeline of the FORESDA project (until June 2019) to meet the mentioned objectives.

Priority area 1 - Image & Lobbying

*Planned activities:*

1. Promotion of best practices (e.g. 3D-Printing with wood, which is a cross-sectoral and high-specialization topics) for SMEs

SUAS will promote and support a workshop of 3D-Printing for SMEs in cooperation with the two ASPs from Austria in the spring 2018. Moreover, this event should improve the collaboration between SMEs and research institutes.

2. Improvement of image of the innovative, modern and ecological FBI sectors through different events

SUAS will promote and support the new image of the FBI sector for relevant stakeholders and public audience. The dissemination will be regularly done by the network of the SUAS and in the framework of events, such as “Forum Holz:in Kuchl” and study degree courses or further workshops with special topics.

SUAS will promote and support the cross-sectoral and transnational collaboration in research of the FBI sectors by co-organization of the 5th International Conference on Processing Technologies for the Forest and Bio-based Products Industries, which will take place on 20th-21st September 2018 in

Freising/Munich (Germany). The biennial conference provides a forum for discussions and networking opportunities among teaching staff, researchers and producers of forest and bio-based products and acts as a catalyst for new research and development, and applications for manufacturing industries. This conference is a combination of the practical and scientific experiences of industry leaders in the plenary sessions with additional concurrent sessions by academic and industry researchers.

**Objective:** To disseminate an improved, innovative and ecological image of the FBI sector, its related companies and research institutes

**Expected impacts:** Attraction of companies and research institutes from other sectors for collaborations, positive image of the FBI sector (especially forestry) and well-educated workers to the SMEs of the FBI sector for remote areas

**Expected date of achievement of the activities:** June 2019

The timeline is shown in the following

<b>ACTIONS &amp; SCHEDULE → Timeline</b> ↓ <b>Action Description</b>	<b>Project Period 3 (1-6/2018)</b>		<b>Project Period 4 (7-12/2018)</b>		<b>Project Period 5 (1-6/2019)</b>	
	1-3	4-6	7-9	10-12	1-3	4-6
1. Promotion of best practices (e.g. 3D-Printing with wood, which is a cross-sectoral and high-specialization topics) for SMEs						
2. Improvement of image of the innovative, modern and ecological FBI sectors through different events						

## **7. KEY IMPLEMENTATION STEPS**

The present chapter highlights the key implementation steps and phases of the LIAP for Salzburg (Austria).

Action 1: Promotion of best practices (e.g. 3D-Printing with wood, which is a cross-sectoral and high-specialization topics) for SMEs

Key implementation steps / Deadline:

1. Preparation;
  - to create materials, set-up of communication tools / January – February 2018
2. Dissemination:
  - online and physically / February – March 2018
3. Realization:
  - event was held / April 2018
4. Capitalisation:
  - dissemination of results and conclusions on the workshop / April 2018

Action 2: Improvement of image of the innovative, modern and ecological FBI sectors through different events

Key implementation steps / Deadline for the PTF BPI 2018 conference:

1. Preparation:
  - to create materials, set-up of communication tools / December 2017
2. Dissemination:
  - online and physically / December 2017
3. Realization:
  - event was held / September 2018
4. Capitalisation:

- dissemination of results and conclusions on the workshop / September 2018

Key implementation steps / Deadline for other events:

1. Preparation:
  - to create materials, set-up of communication tools / April 2018, October 2018 and March 2019
2. Dissemination:
  - online and physically / May 2018, September 2018 and March 2019
3. Realization:
  - event was held / June 2018, December 2018 and May 2019
4. Capitalisation:
  - dissemination of results and conclusions on the workshop / June 2018, December 2018 and May 2019

## **8. RESPONSIBILITIES**

The Salzburg University of Applied Sciences (SUAS) as project partner of the FORESDA project is the responsible partner for the implementation of the LIAP. However, the implementation of the LIAP will be supported by the two Associated Strategic Partners (ASPs) in the FORESDA project – Innovation and Technology Transfer Salzburg and Cluster Management for Wood – from Salzburg (Austria). These non-profit organisations play an important role in the field of innovations and collaboration activities in the region. They will organize the activities together with SUAS and contribute to their implementation with their own resources as well as the resources available from the FORESDA project. For the action 2 - Improvement of image of the innovative, modern and ecological FBI sectors through different events - the co-organization of the PTF BPI 2018 conference is planned and the FORESDA project will be promoted. Also, other organisations will be involved in the activities depending on the topic (e.g. 3D-Printing). They will also contribute to this implementation of the workshops with their own resources.



## **9. TARGET GROUPS AND STAKEHOLDERS**

Action 1: Promotion of best practices (e.g. 3D-Printing with wood, which is a cross-sectoral and high-specialization topics) for SMEs

Target group:

- FBI and non-FBI SMEs that have interest in the cross-sectoral collaboration with FBI companies
- Clusters
- Regional research institutes
- Relevant public organisations

Stakeholders / Interest:

- Companies that produce machines and equipment for 3D-Printing / to present their products and to understand the possible new needs of the machines
- R&D experts / to offer new collaborations with SMEs
- Cluster managers / to gain knowledge about 3D-Printing

Action 2: Improvement of image of the innovative, modern and ecological FBI sectors through different events

Target group:

- FBI and non-FBI SMEs that have interest in the cross-sectoral collaboration with FBI companies and research institutes
- Clusters
- Regional research institutes
- Students
- Relevant public organisations

Stakeholders / Interest:

- Companies that interests in research / to gain knowledge in new technologies, materials or/and products and to collaborate other companies or/and research institutes
- R&D experts / to offer new results for solving challenges in the FBI sector
- Cluster managers / to gain new knowledge and to broaden they international network about the research institutes and companies
- Students / to gain new knowledge about the challenges and their solutions in the FBI sector
- Public audience / to gain a better insight in the present challenges of the FBI sector

## **10. RESOURCES AND BUDGET**

In order to implement the present LIAP, SUAS needs the following resources from the FORESDA project:

- Human resources (€5,000) from SUAS's own budget to perform and support the planned activities (e.g. PTF BPI 2018 conference);
- Human resources (€1,500) from SUAS for promotion, communication and dissemination of the events/workshops/conferences;
- Financial resources (€1,000) for the events (e.g. catering, ...).

The other project partners (e.g. ASPs) will partly use their own budget dedicated to their marketing and events activities.

## **11. COMMUNICATION ACTIVITIES**

The two different actions of the LIAP will be communicated with different communication activities. Communication is an important issue for the success of the planned activities and actions. The communication activities should make it easier to attract target groups and stakeholders.

Action 1: Promotion of best practices (e.g. 3D-Printing with wood, which is a cross-sectoral and high-specialization topics) for SMEs

This action will be promoted at the regional level of Salzburg and the neighbouring Bavaria. The target group is very small and therefore, the ASPs will prepare press releases, websites and newsletter as well as presentation at their own public events to promote this workshop.

Action 2: Improvement of image of the innovative, modern and ecological FBI sectors through different events

In this Action 2 there are different activities, which will be separately communicated. The 5th International Conference on Processing Technologies for the Forest and Bio-based Products Industries will be announced on websites and via newsletters as well as the internal and external networks of the co-organisers, such as Technical University of Munich, Forest Products Society and International Union of Forest Research Organizations (IUFRO). Hereby, the target groups are international scientific collaborators, R&D managers, cluster managers and innovative companies. The results and conclusions of this conference will be communicated in different public journals and scientific journals.

The other activities in this Action 2 will be promoted at the regional project level. SUAS will prepare press releases for their own websites and newsletters and will use its networks for the promotion of the events.



## 12. RISK ANALYSIS

Describe the possible risks and group them according the following types:

DESCRIPTION OF POSSIBLE RISK	PROBABILITY OF OCCURRENCE	IMPACT	REMEDIAL ACTIONS
1. To be unsuccessful in the attraction of SMEs, other target groups and stakeholders	0.4	0.7	To organize an initial presentation of the LIAP among SMEs and other target groups and stakeholders

### 13. APPENDIX I:

### LIAP AUSTRIA - TABLE OVERVIEW

LOCAL ACTION PLAN DETAILS	TIMELINE				OBJECTIVES	TARGET GROUPS	ESTIMATED BUDGET (EUR)
<b>ACTION &amp; KEY IMPLEMENTATION STEPS</b>	PP 3 (1-6/18) 01-03	PP 4 (7-12/18) 07-09	PP 5 (1-6/19) 01-03	PP 5 (1-6/19) 04-06	To improve the image of FBI sector with the help of the dissemination of the information on the benefits of cross-sectoral collaboration	SEMs, cluster, researcher, students, investors	not relevant
1. Promotion of best practices (e.g. 3D-Printing with wood, which is a cross-sectoral and high-specialization topics) for SMEs							not relevant
Preparation							not relevant
Dissemination							not relevant
Realization							not relevant
Capitalization							not relevant
<b>1. Improvements of image of the innovative, modern and ecological FBI sectors through different events</b>					To disseminate an improved, modern image of the FBI sector, especially the forestry, To improve an ecological image of the FBI sector, To support cross-sectoral collaboration within the FBI sector, including SMEs	All, politics, regional authorities, SMEs, R&D managers, investors	not relevant
Preparation				1500			
Dissemination				6000			
Realization				not relevant			
Capitalization							not relevant

