

PROSESC: developing the cluster support strategies for services innovation and sustainable mobility

Reha Tözün, PhD
PROSESC Project /
Stuttgart Region Economic Development Corporation

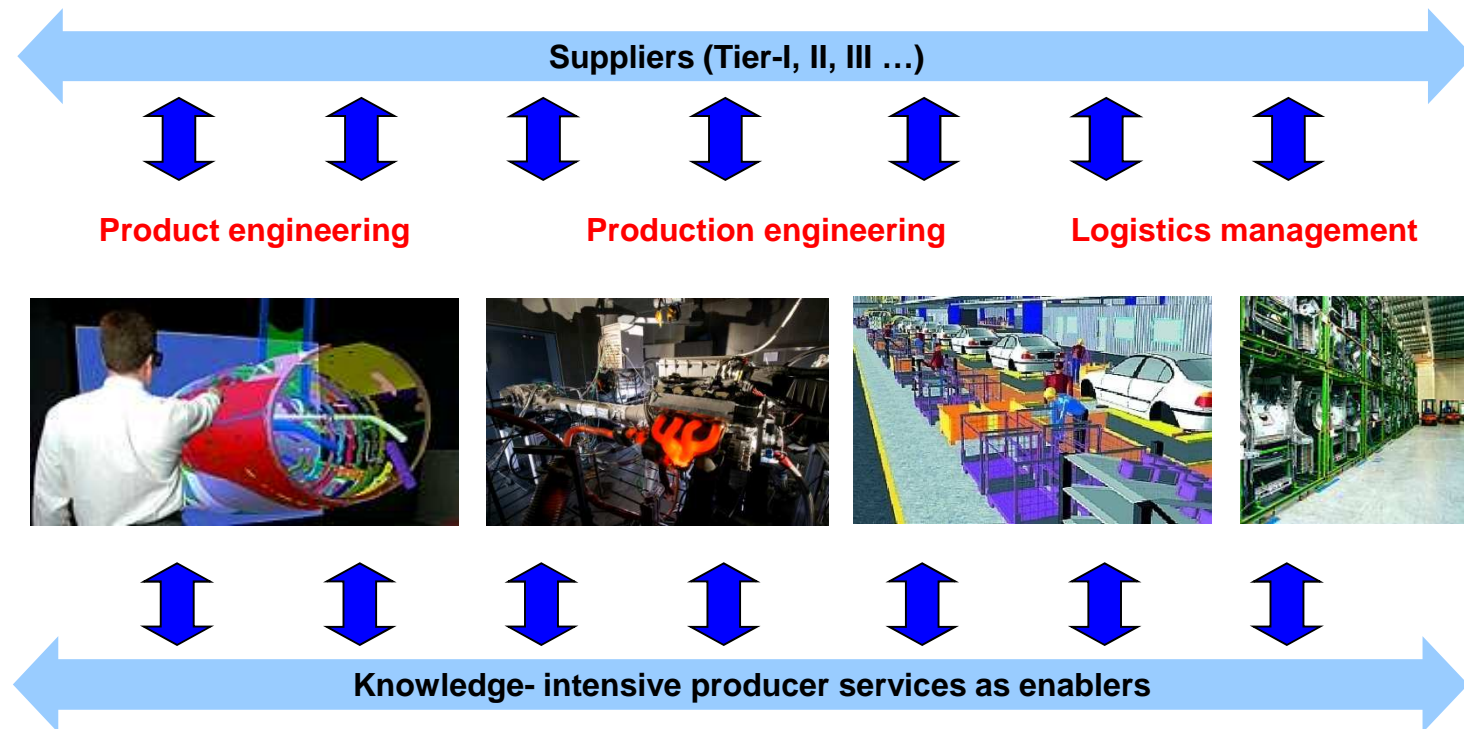
Györ, Hungary
25th of October 2011



All information in this presentation shows work in progress, and includes no final conclusions.

Producer services?

- Knowledge-intensive services for sustainable mobility
- Services in/around product and production engineering as well as logistics management
- Examples: product-design, R&D, engineering and IT/software-services, specialized logistics and more.



PROSESC (Producer Services for European Sustainability and Competitiveness)



Project partners:

1. Stuttgart Region Economic Development Corporation (DE)
2. University of Hertfordshire (UK)
3. Government Office of Climate Change (SI)
4. General Directorate for R+D+i. Ministry for Innovation and Industry. Government of Galicia (ES)
5. Pannon Novum West-transdanubian Regional Innovation Non-profit Ltd. (HU)
6. Province of Turin (IT)
7. Norfolk County Council (UK)
8. Regional Development Agency - West Region (RO)

PROSESC Project

- Focus: Innovation enabling services for sustainable mobility
- Aim: Improved strategies and policies at the regional level, policy-feedback to European Commission
 - Raising awareness on the significance of producer services
 - Assisting regional authorities to identify, develop and share proactive strategies to support producer services and the enterprises that provide them
 - Stimulating the creation of innovation environments for sustainable transport
- Mixing policy-discussions with the business of innovation, technology and services



Policy side: Going beyond Europe



- “Shaping the Mobility of the Future: US and EU perspectives” – policy-event in Brussels, 17th March 2011
 - Dr. Sven Beiker (Stanford University)
 - Philippe Lambert, MEP (European Parliament, Member of the Committee on Industry, Research and Energy)
 - Dr. Reinhard Büscher (European Commission, Head of Unit, Support for Industrial Innovation)
 - Sylvain Haon (POLIS /ERTRAC)

Policy side: Mid-term conference



- “Green Powertrains for the Future” - PROSeSC Mid-term Conference, Ljubljana, 10/11 May 2011
- The highlight: the keynote speech by Mr. Borut Pahor, the Prime Minister of Slovenia.
- And more:
 - Prof. Dr. Wolfgang Staiger (VW Group and President of ERTRAC)
 - Mr. Milos Sturm (President of ERTRAC Slovenia),
 - Bojan Zlender (Slovenian Ministry of Transportation)
 - Mr. Jernej Stritih (Director of Slovenian Government of Office of Climate Change)
 - Marieke Reijalt (HYRAMP)

The study-visits



- The first study-visit in Norfolk, November 2010
- Workshop sessions with:
 - OEMs: Group Lotus PLC and Vauxhall GM („Vauxhall Ampera“)
 - Specialized SMEs: battery technology, vehicle electronics, hydrogen city car development (“Riversimple”) , innovative engine management systems
 - Infrastructure for e-mobility: EValu8 partnership
- EV-vehicles (Peugeot Tepee-Expert and Lotus Evora 414E Hybrid Concept): demonstration and viewing

Activities: coming up...

- Future events (study-visits, workshops and the final conference):
 - Turin, March 2012
 - Galicia, May 2012
 - Stuttgart, September 2012
- Exchange of good practices between partner regions
- Policy feedback on sustainable mobility to European Commission



Thanks for your kind attention!

Reha Tözün, PhD, MBA

Stuttgart Region Economic Development Corporation

Friedrichstr. 10 - 70174 Stuttgart

+ 49 – 711 – 228 3543

reha.toezuen@region-stuttgart.de

<http://www.prosesc.org>

