House of Digitalization

Peter Brandstetter
Digitalisation Manager
ecolplus, The Business Agency of Lower Austria
p.brandstetter@ecoplus.at

Virtual Meeting 14th May 2020
The House of Digitalization
The House of Digitalization is the lighthouse project of the Lower Austrian digitalization strategy

- Financed by ERDF and the Lower Austrian Regional Funds

**Step 1: The network (since 2018)**
- Digital hubs throughout Lower Austria: St. Pölten, Krems, Wieselburg, Klosterneuburg, Tulln and Wr. Neustadt
- This network links experts in research centers and universities

**Step 2: The virtual house (since 2019)**
- Online platform with personalized services for networking
- 700 persons and 400 companies are registered

**Step 3: The actual house (planned for 2022)**
- A physical center will be built in Tulln starting in 2022
- With multimedia showroom, incubator and coworking space
Lighthouse project within the digitization strategy of Lower Austria

from the international competence network (2018) to a virtual house (2019) and the real house (planned for 2022 in Tulln)

Vision

- Get a handle on technology
- Take advantage of networks
- Gain skills
- Put ideas into action
The Network
6 hub experts throughout Lower Austria

Cooperation with Universities of Applied Sciences, research centers & Economic Chamber of Lower Austria
Networking between companies, research centers & universities

Networking events
Initiating Cooperative Projects

Focusing on regional economic & research topics; e.g. smart farming
Integrating SME actively in research, development and setting up business cases

Showing best practice

Collecting best practice of applied science development for SMEs
Collaborating in quick & low barrier transfer of technological developments to SMEs

Cooperation between research & education centers

The network actively joins the research & education centers for more exchange for knowledge and project cooperation
Mid- & longrange network targets

establishing strong regional networks for innovation, that work despite of digitalization

enabling regional innovation centers to funktion as permant catalysers for regional SMEs

strengthening international exchange of research and education centers
www.virtuellesshaus.at
House of digitalization
The virtual house.

- online since 2019 on www.virtuelleshaus.at

- around 850 people are actively involved
- around 450 companies work together on digitalisation projects

- User-generated content

- 12 services
  - NEW since June 19: Crowdsourcing Platform
Digitalization from A to Z. This living reference work explains abstract concepts by means of concrete examples. You are welcome and encouraged to contribute.
Service for idea campaigns for the development of new products, services and business models. This service is provided in cooperation with Neurovation.
The actual building
planned for 2022 in Tulln (Lower Austria)
800m² showroom, coworking space, incubator and more
Objectives

- Understanding digital techniques
- Meeting place for networking
- Event center

Program / exhibition

- Digital innovations from Lower Austria (e.g. 3D printing, field robots, …)
- Annual key themes (e.g. health, environment, …)
Expo

- Key Themes like
  - Man & machine
  - Health
  - Mobility
- Presenting actual and potential future developments
- Integration of research projects of network partners

Partners & Cooperations

- Scientific Board
  - Scientists and Research Centers consult about future developments and important topics
- Economic Board
  - Board of members of important corporates offer projects and learnings
Program

- Event program
  - In Cooperation with economic board
  - Awareness - Events

- Educational program
  - Scientific programs
  - University programs
  - Programs für Schools
  - Public programs for special interest groups (hackathons)
  - Public programs for kids & families
Hello, this is house management. How can we help?