innovation through cooperation
Clusters in Lower Austria
open for …

… business ventures

We are a privately run agency with decades of experience in business consultancy. We offer tailor-made services for companies in Lower Austria with the support of a highly specialized team and a comprehensive network. We provide prime locations in 17 business parks. Our Technopole Program is designed to strengthen technological development in the region, particularly for educational and research facilities. We also offer access to regional funding and support innovative cooperation projects in the clusters we serve to increase competitiveness. In addition, Austrian companies can count on our support for internationalization and export.

Mehr Informationen
Find it on:
www.ecoplus.at/cluster/en

Key benefits of our services
+ Investor Services & Business Parks
+ Regional Funding
+ Companies & Technology
+ Clusters in Lower Austria
+ Internationalization

55 years of accumulated knowledge & experience
100% owned by the province of Lower Austria
7 clusters in Lower Austria since 2001
achieve more in a network …

… Clusters in Lower Austria

Since 2001, the Lower Austrian Business Agency ecoplus has developed and implemented cluster initiatives in strong and promising industries or cross-sectoral technological areas in the region. Currently we manage the Green Building Cluster, the Food Cluster, the Plastics Cluster and the Mechatronics Cluster. Clusters in Lower Austria network companies and science institutions, motivate them to innovate and cooperate, and initiate joint product and process development, as well as research projects and training schemes. Initiating pre-competitive collaborative projects is at the core of their activities.

**European Cluster Excellence Gold Label**

The European quality assurance system evaluates the quality of the cluster management in a strict test procedure by international experts. All Clusters in Lower Austria have undergone the assessment and been awarded a Gold Label for European Cluster Management Excellence for their professional work for the second time. ecoplus is therefore among the leading cluster management organizations in Europe.

**Working together beyond national borders**

Following the Lower Austrian Economic Strategy action principle of Openness and Collaboration ecoplus engages in interregional projects in order to enable know-how transfer and the use of synergies as well as to increase the international visibility of Lower Austria. In addition to the clusters’ participation in European R&D projects on specific sector or technology related topics (e.g. bioplastics, advanced manufacturing, reuse of materials, etc.) ecoplus develops strategic partnerships with complementary clusters or regions for the benefit of the Lower Austrian economy and science base. Last but not least, interregional exchange contributes to the continuous improvement of our cluster management skills.

**Project examples:**

- CLUSTERIX 2.0 – New Models of Innovation for Strategic Cluster Partnerships, Interreg Europe, ecoplus: lead partner, duration: 2016–2021
innovation through cooperation.

Business Locations & Services Division

Technopol Departement

Companies & Technologies Division

Clusters in Lower Austria Departement
Projects & Initiatives
Division

Digitalization
Program

Internationalization
Department

food cluster of lower austria

green building cluster of lower austria
Lower Austrian network for construction

The Green Building Cluster of Lower Austria represents innovative, sustainable construction. Under the motto “Innovation through cooperation”, the cluster aims to promote innovation in the domestic construction industry and boost business by pooling potential and expertise into a network of stakeholders from business, research and training as well as from specialist organizations and the government of Lower Austria.

Innovation through cooperation
Key areas:
- Climate-adaptive technologies
- Constructive efficiency
- Digitization in construction/Building Information Modeling

The cluster as an industry network
Cluster partners benefit from each other and work together on innovative, future-oriented projects. The cluster provides a company with a suitable platform to implement cross-company innovation projects through cooperative effort. A special emphasis is placed on the needs of small and medium-sized enterprises (SMEs) across the entire value-added chain of the construction industry.

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Food Cluster of Lower Austria

Lower Austrian network for the food industry

The Food Cluster of Lower Austria is the information, service and contact point for the entire value chain of the food industry in Lower Austria – from agriculture to processing companies and retail. The cluster initiative is supported by two Departments of the Lower Austrian Government: Business and Agriculture. The operational implementation is carried out by ecoplus.

Innovation through cooperation

Key areas:
+ Food quality and food safety
+ Sustainable use of resources

The target groups:
+ Agricultural production
+ Retail and wholesale food trade
+ Research & development, training, consulting, laboratory, etc.
+ Food processing trade and industry
+ Manufacture of machinery and equipment for food processing, detergents, pesticides, packaging materials, etc.

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The Food Cluster of Lower Austria works closely with the initiative »So schmeckt Niederösterreich« ("The Taste of Lower Austria").
The Plastics Cluster is a cross-industry network of the plastics sector. Thanks to the collaboration between Lower Austria and Upper Austria, which has existed since 2005, the Plastics Cluster has become the largest network for plastics technology in Europe. Cluster members benefit from a large cross-regional cluster and receive regional support from our team in Lower Austria.

**Innovation through cooperation**

Key areas:
- Bioplastics
- Multifunctional component development
- Material cycle/recycling

The Plastics Cluster thus provides a pre-competitive basis for innovative product development of its cluster partners in business and research. In addition, its collaboration with the Mechatronics Cluster offers high networking potential for both sectors due to their closely related subject areas.

The aim is to pool potential and expertise to increase the innovative strength and international competitiveness of cluster partners. A special emphasis is placed on the needs of small and medium-sized enterprises (SMEs).

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The Plastics Cluster is an initiative of Upper Austria and Lower Austria.
Mechatronics Cluster in Lower Austria

Lower Austrian network for metal, mechanical engineering, electrics, electronics and ICT

The Mechatronics Cluster (MC) comprises the sectors metal, mechanical engineering, electrics, electronics as well as information and communication technology. With around 44,000 jobs in 1,700 companies, the mechatronics sector is one of the most important areas of the Lower Austrian economy.

Innovation through cooperation
The focus of the Mechatronics Cluster is on business and research, innovation, cooperation, training and project initiation for specific key areas:
+ Energy technology
+ Additive manufacturing
+ Smart production
+ Digitalization/Advanced Manufacturing

The aim is to pool potential and expertise to increase the innovative strength and international competitiveness of cluster partners. A special emphasis is placed on the needs of small and medium-sized enterprises (SMEs).

Cross-regional networking
Cross-regional cooperation between Upper Austria and Lower Austria in the Plastics Cluster, which has existed since 2005, was expanded upon the launch of the Mechatronics Cluster in 2010 to achieve a high networking potential for both sectors due to their closely related subject areas.

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The Mechatronics Cluster is an initiative of Upper Austria and Lower Austria.
E-mobility in Lower Austria

The initiative “E-mobility in Lower Austria” was launched in 2010 with the aim to provide a valuable contribution to CO2 and energy reduction through electro mobility, as well as provide an impetus for a new mobility trend and boost the region’s economy.

E-mobility in Lower Austria
+ is a central point of contact for all issues relating to electro mobility in Lower Austria
+ informs, raises awareness and activates electro mobility in Lower Austria
+ supports in the area of value creation and employment
+ informs business and research about the realization of new projects, products and services

The initiative is supported by three Departments of the Lower Austrian Government: Business, Environment and Transport. The operational implementation is carried out by ecoplus.

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E-mobility in Lower Austria Initiative works closely with the Energy and Environment Agency of Lower Austria.
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