



The Technology-Network:  
Intelligent Technical Systems OstWestfalenLippe . Germany

**it's owl**

**it's OWL –  
Competence Center for  
Sustainable Value Creation**

Salome Leßmann | 11 October 2022

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Ministerium für Wirtschaft, Innovation,  
Digitalisierung und Energie  
des Landes Nordrhein-Westfalen

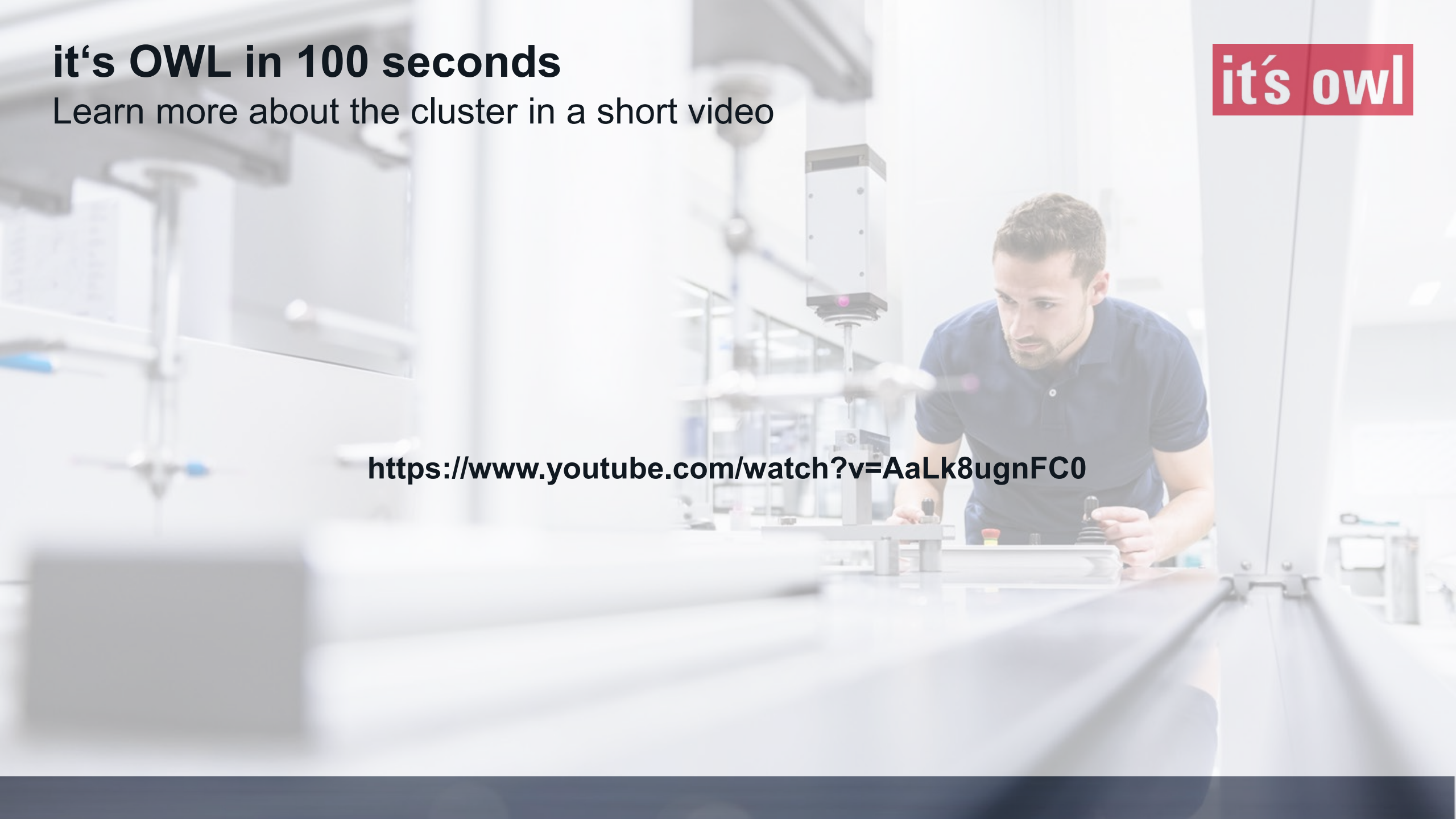


# it's OWL in 100 seconds

Learn more about the cluster in a short video



<https://www.youtube.com/watch?v=AaLk8ugnFC0>



# Agenda



1

All about it's OWL – Intelligent Technical Systems OstWestfalenLippe.Germany

2

Development of a cluster marketing strategy

3

Let's have a look at some highlights



4

To conclude

# Leading-Edge Cluster it's OWL

Intelligent Technical Systems OstWestfalenLippe



	Population	2.05 m
	Surface (km <sup>2</sup> )	6,523.2
	Industries	Manufacturing, foods electronics, furniture
	Companies	approx. 140,000
	Employees	approx. 1.09 m
	Unemployment rate	approx. 5 %
	GDP	approx. € 68.9 bn
	Universities	14
	Students	approx. 65,000

# What makes OWL different?

Increase of innovation performance as an overarching goal

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**Geographical proximity**



**Resources and cooperation**



**Cultural affinity**



# Leading-Edge Cluster it's OWL – a look back

## Milestones of the past years



### it's OWL Strategy

60-page strategy paper sets the direction for it's OWL



### Winning the bid

Foundation of it's OWL association and it's OWL Clustermanagement GmbH

### Evaluation

2-day evaluation at Hannover Messe in April and jury meeting in May

### Intensification of sustainability

Federal Ministry for Education and Research provides further funding for Transfer and Work 4.0

2011

2012

2013

2014

2015

2016

2017

### Together for OWL

OstWestfalenLippe/it's OWL applies at the Leading-Edge Cluster competition of the Federal Ministry for Education and Research

### Start of Technology Transfer

Our SMEs benefit directly from the results of cutting-edge research in the region

### Effective Technology Concept

Results from cross-sectional and innovation projects expand the technology platform

# Leading-Edge Cluster it's OWL – a success story



## Start of cooperation project with Canada

"How can technology networks cooperate strongly and goal-oriented to reach global top positions?"  
Focus on AI

## AI Marketplace – Platform for AI in product creation

it's OWL wins a national AI competition



## Strategic initiatives

New framework for technology transfer, the start-up venture Stratosfare and a mega project Data Factory are being initiated

2018

2019

2020

2021

## Boost 4.0

European Project on Big Data for Factories

## Competence Centre Arbeitswelt.Plus

Competition of the Federal Ministry for Education and Reserach for the set-up of regional competence centres



# Companies build the economic backbone

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**BECKHOFF**

**BENTELER**   
makes it happen

**BETTE**

**BOLLHOFF**

**CLAAS**

 **DELTA**

**DENIOS**

**DN**  
Diebold Nixdorf

**DMG MORI**

**Dr.Oetker**  


**K**  
kraft  
Maschinenbau

**GEA**

**HARTING**

**HESSE**  
MECHATRONICS

  
**Hettich**

**ISRI**   
ISRINGHAUSEN

**Kannegiesser**

**KEB**

**Lenze**

**Miele**

**NTT DATA**  
Trusted Global Innovator

**PHOENIX CONTACT**

**S&N**  
INVENT

**UNITY**  
CONSULTING & INNOVATION

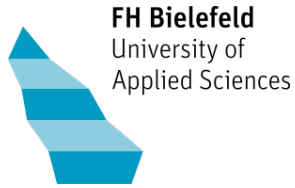
**WAGO**

**Weidmüller** 

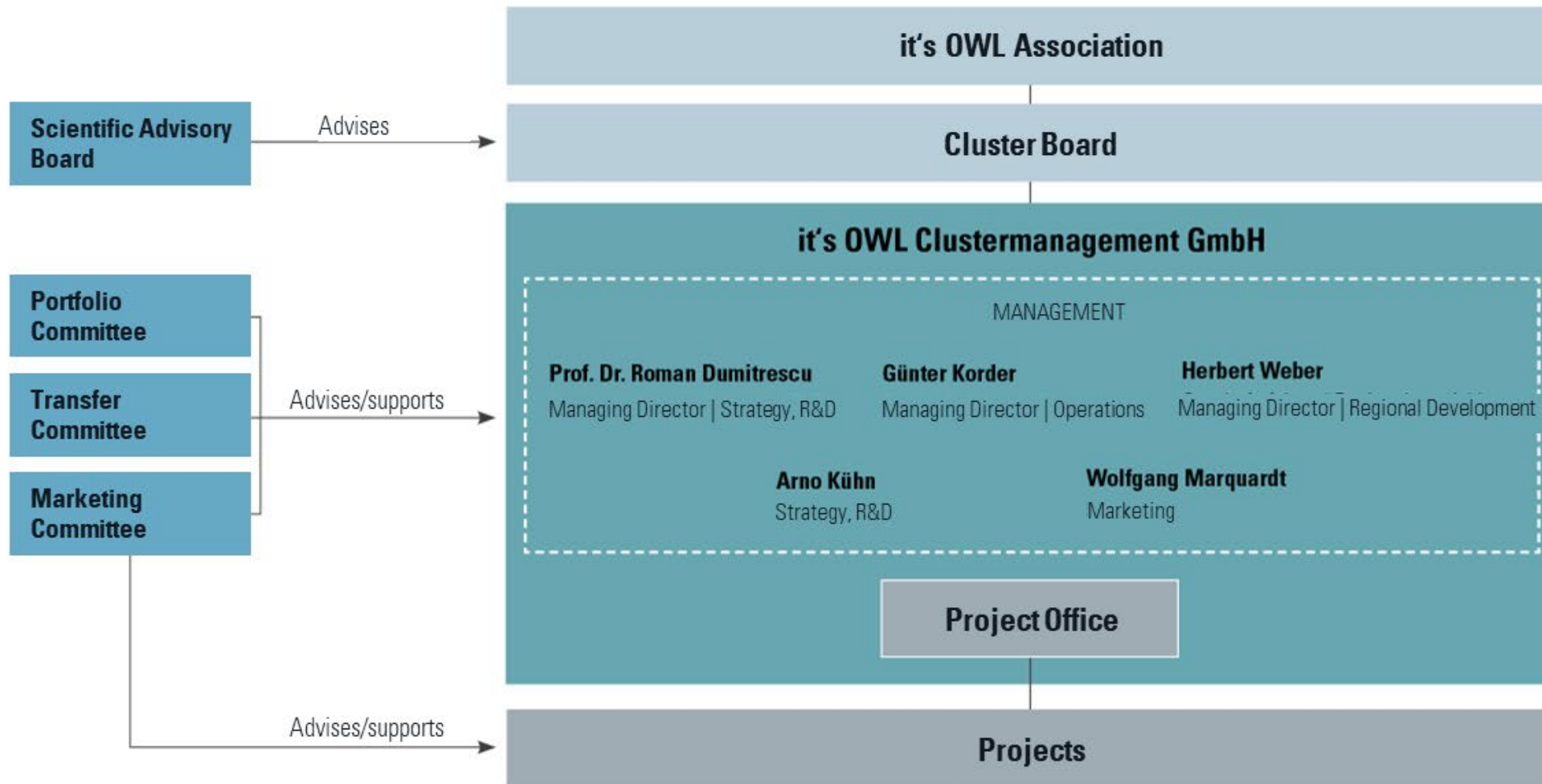
**WP** Kemper



# Research institutes deliver high-performance research



# A powerful governance structure



# Intelligent Technical Systems are our DNA



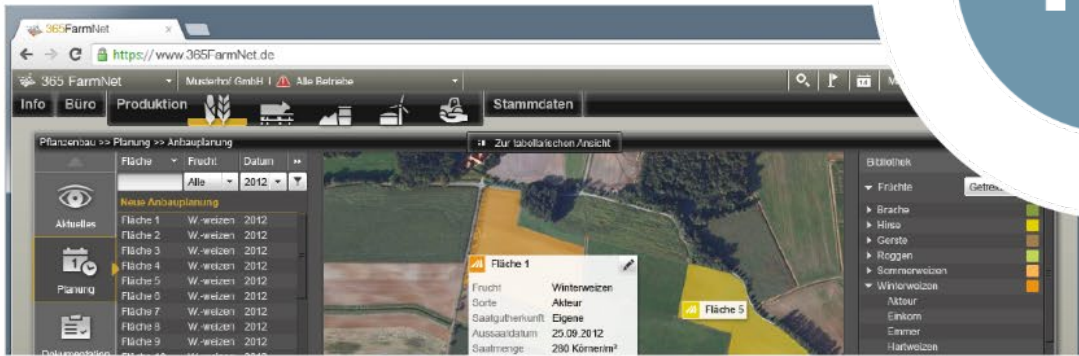
## Autonomy



## Dynamic Networking



ITS



## Product-Service Interlocking



## Socio-Technical Interaction

# it's OWL strategy 2018-2023

"We want to be among the winners of digitisation."



**Innovation  
through cutting-  
edge research**



**Digital transformation  
for SMEs**



**Entrepreneurship in the  
digital economy**



**Future of work**



**4 programmes for value creation and employment**

# Success factor: Intelligent Technical Systems

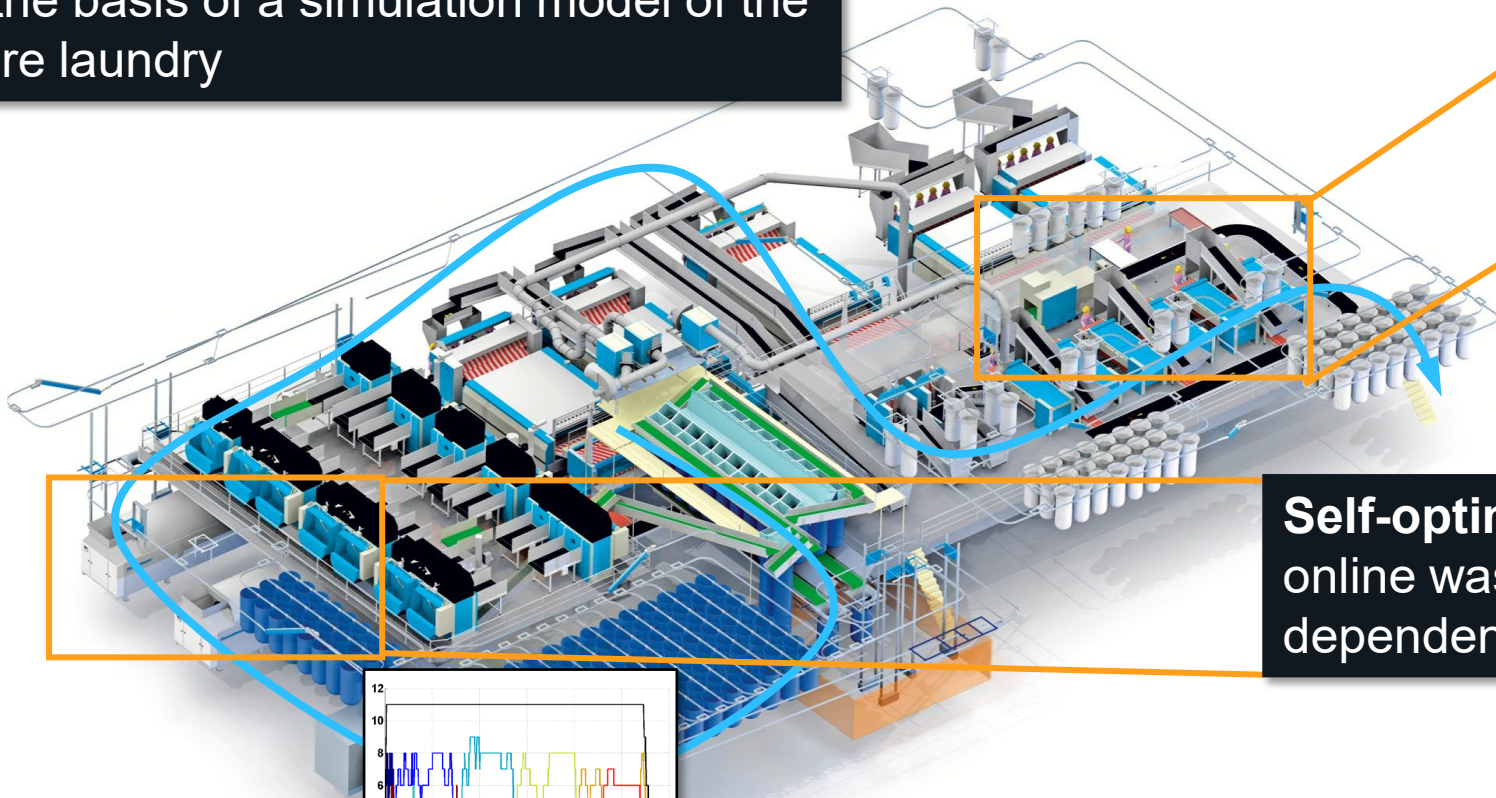
Kannegiesser – intelligent laundry technology



Optimisation of operational planning on the basis of a simulation model of the entire laundry

Laundry separation by intelligent gripping robot and image processing

Self-optimising detergent dosing through online wash water analysis and demand-dependent detergent dosing



# Part of the ecosystem

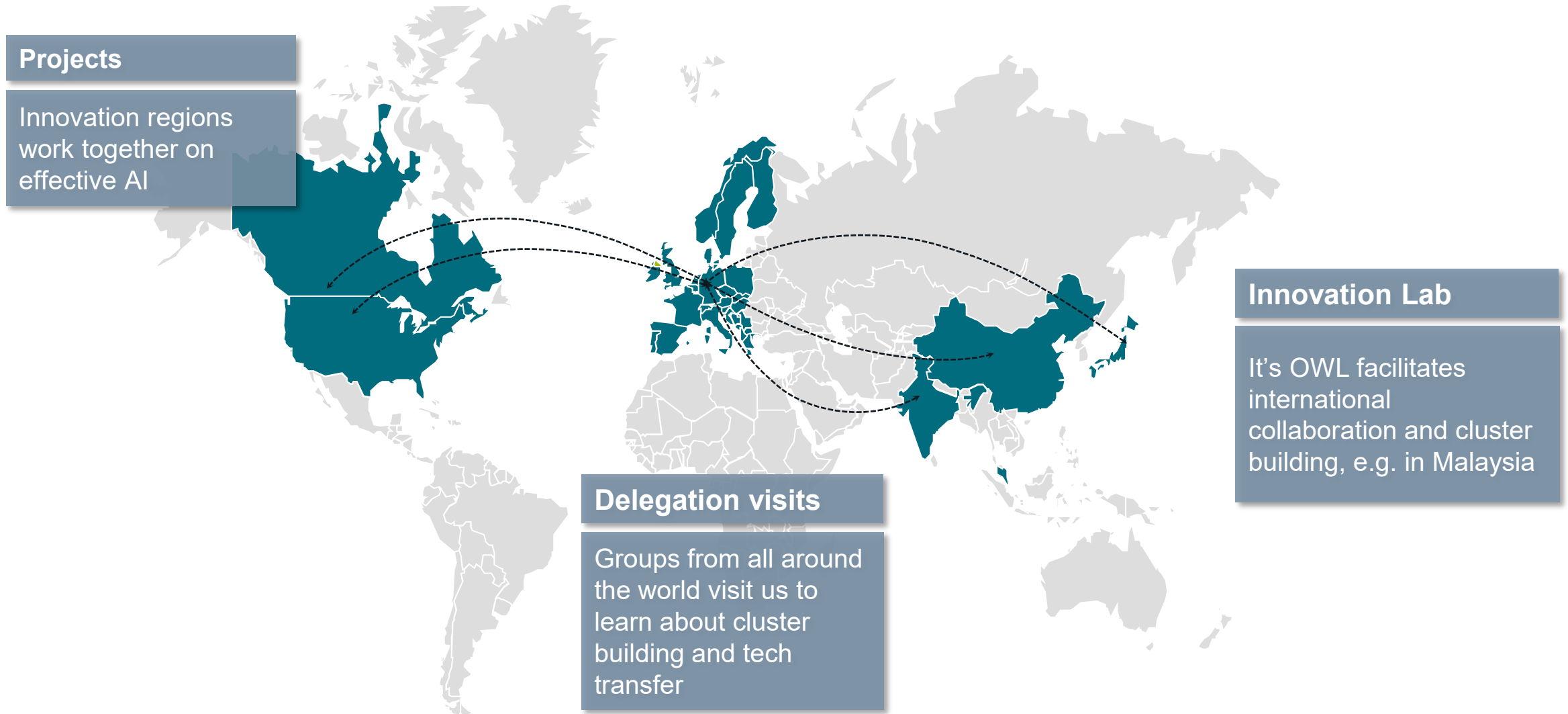
Orchestrated initiatives for regional development



it's OWL pays into the strategy of regional development

# it's OWL – it's global

Regionally networked – and globally successful



# Achievements since 2018



Explicit results in transfer, innovation and entrepreneurship strengthen the commitment of partners

over **50** million euros additionally gained funding

new **10** chairs

**+5%** employees & **+25%** turnover in the field of Intelligent Technical Systems

**>100** supported SMEs thanks to it's OWL tech transfer  
With a total of **6,3** million euros project volume

**15** million euros annual project volume for non-university research institutions

Commercialisation of innovation projects through **Start-ups**

**2x** winner at national, federal AI competitions



over **100** million euros additional investment in

**R&D infrastructure**

at it's OWL cluster partners

Paderborn  
ZUKUNFTSMEILE 2 Akzelerator.OWL

Bielefeld  
THINK TANK OWL

Lemgo  
InnovationSPIN



**model region** in the field of

**Work 4.0**

**#horizonteOWL MAKEATHON** with



**200** participants

from more than **50** organisations



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# Cluster Marketing

## Start with a strategy

- Consistent brand management
- From the inside to the outside! Joining forces and mobilizing cluster stakeholders for joint activities.
- Projects as primary points of contact for communication
- Targeted activities and appearances in the national and international professional community.
- Media work.

- Communication has been part of the overall strategy from the start
- Communication/marketing both **inside** and **outside** the cluster

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# Cluster Marketing

Start with a strategy: Goals



## Outside

- Distinction as a solution provider for digital transformation and sustainable value creation in SMEs (nationally and internationally)
- Image of the region as a high-tech region with attractive employers in business and science has improved

## Inside

- Create a cluster identity for member loyalty
- Communicate the benefits of a cluster membership
- Create a unified communication

# Cluster Marketing

Start with a strategy: Target groups




# Cluster Marketing

Start with a strategy: Key messages



Choose the right channels/instruments



Define your messages



Find your audience



Set your goals

## Outside

- It's OWL is *the* cluster when it comes to digitalization of production
- It's OWL is a blueprint for technology transfer to SMEs
- OWL offers attractive employers

## Inside

- Benefit from cluster services
- Connect with your fellow community members
- Use it's OWL to innvate/digitalise

# Cluster Marketing

Start with a strategy: Instruments



Choose the right channels/instruments



Define your messages



Find your audience



Set your goals

## Outside

- Trade shows (Hannover Messe)
- Printed materials
- Website
- Delegation visits
- Media & press

## Inside

- It's OWL meets...
- Strategy Summit
- Blog
- Innovation platform
- Marketing working group

## Both

- Inside it's OWL
- Social media

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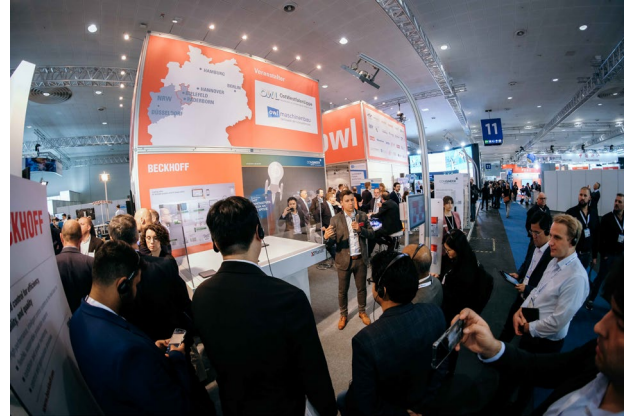
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# it's OWL at Hannover Messe



- Exhibition of more than 20 partners on 450 sqm
- 10 international delegations
- Media briefing and journalist tours
- National politician visits
- Start-up area
- Opportunity for internal networking and external presentation



# Award-winning cluster



HERMES AWARD  
2012 UND 2014  
Phoenix Contact

HANNOVER MESSE  
INDUSTRIEPREIS 2013  
MSF Vatthauer

HERMES AWARD  
2016  
HARTING

AUSGEZEICHNETER ORT  
IM LAND DER IDEEN  
2014

Deutschland  
Land der Ideen

TOP 5 DER INNOVATIVSTEN  
UND EFFIZIENTESTEN  
REGIONEN 2014

ORT DES  
FORTSCHRITTS  
2016

Ort des Fortschritts 2016

Renowned for innovation and strategic excellence

INDUSTRIEPREIS 2016  
(HUBER-VERLAG)

2. PLATZ BEIM BEST OF  
INDUSTRY AWARD 2016  
(MASCHINENMARKT)

GOLD-LABEL DER  
EUROPEAN CLUSTER  
EXCELLENCE INITIATIVE



# High-profile politicians visit it's OWL



2018:  
Then  
Federal  
President  
Joachim  
Gauck  
visits it's  
OWL



2019:  
Then  
Federal  
Minister  
Peter  
Altmaier  
makes a  
stop in  
OWL



# Activating German and international media



## WISE OWL

### Boondock Bonanza

Some of the most cutting-edge German companies can be found in a cluster of little towns in the state of North Rhine-Westphalia. Companies, universities, and research centers have created a hotbed of entrepreneurship and innovation unparalleled in Germany.

BY ANKE HENRICH



Pulling together to make sure 'it's owl' is a success.

The world wants to know: How will machines talk to factories of the future? How actually function and when

## WHY IT MATTERS

Ostwestfalen-Lippe, or OWL for short, is a rural area of Germany filled with tech companies and others leading Germany towards its digital future - and making a lot of money in the process.

## FACTS

The OWL area is focused on leading Germany's Industry 4.0 by spearheading the



## The hardball campaign



- Germany's industrial sector could decline by 220 billion euros
- Companies turning to augmented reality, smart factories

The clanking, hulking factory in a rural patch of northwest Germany that produces 22-ton combine harvesters has lately been turning out machines with a technical edge. Claas Group, a 104-year-old, family-owned manufacturer of harvesters, threshers and tractors, is hunting for revenue by outfitting machines with sensors, cameras and software to help its products stand out amid slumping demand.

skalierbar?



BILD (27.09.16, Online): Bundespräsident diskutiert Thema Digitalisierung.



Joachim Gauck trägt im Fraunhofer Institut eine Augmented Reality Brille. Foto: Friso Gentsch

- German lead media: FAZ, Welt, Handelsblatt, Wirtschaftswoche
- International media: BBC, Bloomberg, Economist, Internationales Handelsblatt, Asahi Shimbun (Japan)

# Challenges in cluster marketing...

...and how we overcome them



- ❖ Conflicting interests of the cluster partners
- ❖ Prioritization of own business matters over cluster matters
- ❖ Multitude of initiatives and support services for companies
- ✓ Involve all stakeholders from an early stage, don't try to please everyone
- ✓ Emphasize the necessity and benefit of collaboration and co-innovation
- ✓ Stick to what you're good at, don't try to cover everything

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Think about communication from the start and involving partners directly

2

Communicate internally and externally

3

Leverage the influence of the partners

4

Stay true to your brand essence



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Let's connect!

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**THANKS FOR YOUR ATTENTION!  
QUESTIONS?**

Sponsored by:

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