Interreg Europe

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AccelerateGDT

aws Sustainable Food Systems Initiative

LC FOOD CLUSTER

Good Practice "Roadshow Kick-off"
aws Sustainable Food Systems Initiative & Food Cluster Upper Austria

Challenges in establishing a lively "collective action & cross collaboration space" (aws) and the benefit that could arise for (regional) Clusters (FC)

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Timing

➢ 02 /23   Start of Initiative (official assignment)

➢ 03-05/23 programme set up (awareness, community, funding)

➢ 05/23   submit a community form (identify interested actors)

➢ 06/23   **"Soft launch – Kick off" events**
              - introducing the initiative
              - present key points of funding sheme
                (for planned start 09/23)

              ➔awareness &pre-information

Problem addressed

- ➢ Initiative was **new, yet unknown**
- ➢ aws **email distribution list not suitable**
- ➢ communitybuilding just started, **no targeted mailing list**
- ➢ Cross-sectoral topic
- ➢ aws had "**content" but not proper "contacts"**
(access to the "proper target group")

➔ **Content – Contacts: Need for Cooperation**
➔ **regional Clusters provide access to target group & regional anchoring**

Objectives

for aws...

➤   3 regional **"Soft launch – Kick off" events**

➤   use **existing** structures & networks

➤   involve regionally active multipliers – as **allies &partners**

➤   reach target group with **little organisational effort** (resources)

for LC...

➤   be up to date (national level) and present new opportunities for Cluster partners

➤   Systemic approach

➤   Co-creating innovation beyond the region and cross sectoral

How

- ➤ **3 events** & partnering with **3 regional partners /clusters**
  Lebensmittelcluster OÖ &Innovations Salzburg; Wirtschaftsstandort Vorarlberg;
  Wirtschaftsagentur Wien

- ➤ individually **adopted agenda**
      aws Content – initiative, funding +EIT Food (all 3)
      + regional contributors /focus topics (individual)

- ➤ Regional partner **as hosts** & to address regional community

Main stakeholders and beneficiaries

➢ SME & initiatives in the field of Food Systems

➢ regional multiplies

➢ R&D institutions (universities and non universitary research)

Resources needed

- ➤ **personal contacts** with multipliers/clusters/government's location agencies in the regions
- ➤ getting support at **political level in the regions** for a nationwide campaign
- ➤ personal discussions with SMEs to **raise awareness** and provide preliminary information before the information events
- ➤ getting the **cluster advisory boards** on board
- ➤ **financial support**

Results achieved

- ➤ **wide distribution of the information** about the initiative
- ➤ more than **20 "presenters"** involved
  (impulse lectures, roundtable, information on regional services)
- ➤ more than 200 at the soft launch of an "yet unknown initiative"
- ➤ **4 regional partners** as multiplies to forge future alliances
- ➤ **informed contact point** on regional level for interested parties
- ➤ aws registration form: **50 before, up to 350 after**
- ➤ Supporting a broad number of SMEs in the field of green transition

"Soft Launch" Event in Salzburg

"Soft Launch" Event in Vorarlberg

"Soft Launch" Event in Wien

Challenges encountered

➢ start from 0

➢ Timing & limited resources (money & personal)

➢ to have at least "corner stones" regarding the fundig

➢ a lot of personal contacts: awareness raising in a niche (for green transition, "effort versus support")

#withjointforces

Contact

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