



INITIATIVE
CONNECTED MOBILITY
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Plenary meeting



Study trip



Course
Digital Transfer Manager 2.0



Experience Exchange Rounds
(ERFA)



Multi-Corporate Innovation Challenge
PIER 4



„DigiTrans GmbH“ - testregion
for autonomous driving

Initiative Connected Mobility – The Smart Future



INITIATIVE CONNECTED MOBILITY

The initiative functions as an incubator and ecosystem for companies who want to develop and put into practice new ideas and projects in the broad field of “digitalization and connected mobility”.

MISSION

The Initiative “Connected Mobility – The Smart Future (ICM)” by the Automotive and IT Clusters of the location agency Business Upper Austria was founded in 2015 in order to create smart mobility solutions for the future.

The aim is to create an active connection between the automotive and IT sectors to further (Upper) Austria and develop a new business strength.

VISION

The Initiative “Connected Mobility – The Smart Future (ICM)” brings new, great chances and potentials for new products, business models and services that have never been thought of before. The aim is to create a sustainable connection and interdisciplinary collaboration of partner companies of the Automotive Cluster Upper Austria, IT Cluster Upper Austria, F&E organisations, companies from other sectors and startups, public authorities and institutions.

AIMS

Preparing and supporting ICM partners in the broad field of new mobility, digitalization and digital transformation:

- Collaboration between the IT sector and companies from the automotive sector
- Identifying new customer and target groups
- Entering existing markets with innovative business models, products and solutions
- Developing and marketing business models, products and solutions for new markets
- Identifying fields of application for “Connected Mobility” themes for internal company processes

PARTNERS OF THE INITIATIVE



COOPERATION PARTNERS OF THE INITIATIVE



FINANCING

The activities of the initiative are financed by the membership fee paid by participating companies and organizations. The annual membership fees are to be charged as follows:

- For partner companies (from the participating cluster organizations)
 - o 1-50 MA € 500,-
 - o 51-250 MA € 1.000,-
 - o >250 MA € 2.000,-
- For F&E establishments: € 1.000,-
- For every other company: € 2.500,-

ACTIVITIES AND PROJECTS OF ICM

The aim is to create sustainable and value-adding collaborations and networks between the partners, but also positioning, visibility and presentation of competences of ICM partner companies to the outside, as well as the development of the individual fields of work of the Initiative Connected Mobility (ICM) – The Smart Future. Among others, ICM partners profit from the following activities:

- Plenary Meeting
- Project DigiTrans
- Initiating projects and project ideas, project application
- Multi-Corporate Innovation Challenge
- Study Excursions
- Course: Digital Transfer Manager
- Experience Exchange Groups, e.g.: Experience Exchange Digitalization
- Participating in Supplier Innovation Days
- News and information via website and newsletter

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www.connected-mobility.at/en/



Plenary meetings of the Initiative Connected Mobility

The Connected Mobility Initiative (ICM) bundles the competencies of automotive industry and IT sector. Goals of the plenary meetings are, in the range of topics of networked mobility, to initiate and discuss products or business models.

At Experience Exchange Rounds or roundtables become project ideas with the intention of implementing them in concrete cooperation projects to be implemented.

PROCESS AND ORGANIZATION

- The ICM partners as well as interested companies meet to discuss a current topic at the plenary meeting.
- The participants meet 2-3 times a year with changing hosts.
- In addition to organizing and coordinating the appointments the ICM takes over the moderation and documentation for the members of the individual meetings.

TOPICS ALREADY COVERED

- Open Innovation (Pier4, Hackathon, DigiTrans)
- Internet of Things, Blockchain, Data Market, Condition Monitoring and Predictive Maintenance
- Smart Data Analytics - scene analysis and prediction of behaviour in traffic
- Quality despite complexity: Software analysis and testing in the automotive industry Software Engineering
- Standardization Vehicle2x - Communication
- Automated driving, traffic management and Big Data Analyses
- Digital Transformation, Digital Services (CAVS), Intelligent Infrastructure
- Networked vehicle fleet, bonification of driving behaviour, mobile Apps for weather forecasts
- Central software platforms in context I4.0
- Mobility and IT: Best Practice

PROJECT IDEAS ARE WELCOME

You already have a project idea and want to present it at a plenary meeting to find further project partners? We will gladly send you a template for the formulation of your idea (project outline) and check your project idea for possible funding opportunities.



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PARTICIPATION FEES

- 2-3 meetings per year
- Participation is usually free of charge for ICM partners
- For new companies and interested parties in the ICM who want to participate, the participation costs will be charged according to time and effort



(c) Foto: Berger Mario

„The Initiative Connected Mobility is extremely interesting, because it is based on so many different approaches. Since Upper Austria is in both areas (IT and automotive) very innovative, is it possible that it will become a major economic driver with this combination. The exchange between different companies brings new impulses from many sides.“

Mario Berger, Head of Mid Market, Google Austria GmbH



(c) Foto: ARBÖ

„For the ARBÖ as a mobility service provider the thematic field of the initiative Connected Mobility offers a range of aspects that we consider to be core factors for the future success in this industry. The ICM is a breeding ground for Innovation to transform today's ideas into solutions for our common future.“

Thomas Harruk, CMC, National Managing Director, ARBÖ

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Study trip - your way into the future

The future trips are organised by the Foreign Trade Centre of the WKO and the Export Center Upper Austria together with the Initiative Connected Mobility (ICM) of the automotive and IT cluster.

For the Initiative Connected Mobility (ICM) the study trip means not only an exchange of information, but also networking with international players in the field of new forms of mobility.

YOUR BENEFIT

- Networking platform with international stakeholders
- Get to know new technologies
- Learning from the best
- Find cooperation partners and exchange with like-minded people of other (Upper) Austrian companies

The Automotive Cluster is a strong network of the Austrian Automotive industry. By networking with other strong regions and the exchange on new mobility technologies, the companies are consolidating their position in the supply industry. The highly innovative partner companies of the automotive clusters can make an important contribution to the international network.

THE COSTS

The costs depend on the duration of the journey and the organisational effort. The arrival and departure as well as the hotel bookings are to be organized by yourself. In case there is a bus transfer we will let you know.

BEST PRACTICE I – 28.-31. March 2017 – Munich

In search of **strategic and economic cooperation** for the digital future of Upper Austria 24 Austrian companies under the management of Dr. Michael Strugl, Member of the State Council for Economic Affairs, on 28 March 2017 a three-day trip to Munich.

The program included visits to outstanding companies like **Microsoft**, **BMW Startup Garage** or the automotive supplier **Draxlmaier** in Vilsbiburg as well as a meeting with Ilse Aigner, the Bavarian State Minister for Business and media, energy and technology.



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PROGRAMME AND REGISTRATION

The current programme as well as the registration link are available on our website www.connected-mobility.at



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BEST PRACTICE II – 10.-12. April 2018 – Karlsruhe/Stuttgart

14 Austrian companies took part in the **study trip „Connected Mobility & Autonomous Driving“** to Karlsruhe and Stuttgart in April 2018.

The program of the three-day trip was packed and began in Karlsruhe with the visit of the **Karlsruhe Institute for Technology** and an intensive workshop for the participants. Company tours at **Vigem** and **AVL Germany** allowed insights into highly specialized test environments for connected driving, such as the Advanced Solution Lab with connected test benches or the MiniDrivingCube and the Testbed.CONNECT from AVL.

The second day in Stuttgart showed the participants the range of developments from **Moovel Lab**, **Startup Autobahn** and the **Robert Bosch GmbH** including demonstration of a autonomous test vehicle.

BEST PRACTICE III – 26.-27. March 2019 – Munich Region



© Business Upper Austria

Live demos let the participants into realities that were already feasible of autonomous driving. At **Continental Automotive GmbH**, **T-Systems** and the **Autonomous Driving Campus of the BMW Group**, tests with autonomous vehicles were demonstrated. At the last stop **Nokia** showed its **Digital Creativity Lab**, why the company is involved in the Digital Hub Mobility and live demo cases of 5G.

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Digital Transfer Manager 2.0
Next training starting autumn 2020
Further information: doris.straub@biz-up.at

The training „Digital Transfer Manager 2.0“ focuses on the **definition of (digital) Business models** and their implementation as well as basics for the **design**, development, implementation and management of digital Processes in the company = a **digitization roadmap**.

Learning goals and the TOP 5 Benefits

1. The participant can estimate where his organization is currently located with regard to digitization (**maturity model**).
2. The participant is taught **methods** and **competence** to design the strategy individually for his company and to use the tools learned in the course correctly.
3. The participant can independently develop a „**Digital Business Model**“ for his company.
4. The participant can define concrete tasks for the **implementation of the digitization roadmap** (agile process management).
5. The participant can **integrate the strategy** into the existing corporate culture.

Target audience

The training addresses employees at all levels and in all areas of a large companies such as logistics, human resources or purchasing, who are qualified as „digitization spokespersons“ for their department.

However, the training is also explicitly aimed at those responsible in small and medium-sized enterprises such as managing directors and their assistants, who work alone on far-reaching areas in the company and want to advance the topic of „digitization“.

Overview: Courses within the training „Digital Transfer Manager 2.0“

- DTM-Basic: Opportunities and potentials of digitalization
- DTM-DS: Digital strategy
- DTM-BM: (Digital) business models
- DTM-GP: Business processes in digital business
- DTM-DW: Digital change
- Optional: Certification „Digital Transfer Manager“

Hint: On the 1st day you can bring your manager free of charge!



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In cooperation with



INFOBOX

Further information & registration:
www.automobil-cluster.at/lehrgang

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PEER-TO-PEER GROUPS (P2PG)



HOW DO OTHERS SOLVE THE SAME PROBLEMS?

Problems are rarely unique and usually have been solved by someone else before. In mutual peer-to-peer groups (P2PG) you can build up valuable practical knowledge. Master your daily challenges with fresh ideas and new tools at hand more versatile than before.

PROCESS AND ORGANIZATION

- Together topics are defined and the participants join together in specific P2PG groups
- In this composition the participants meet regularly and binding with changing host roles
- Besides the organisation and coordination of the meetings the automotive cluster takes over the moderation and documentation for the members of the individual meetings.

Procedure / Agenda

Duration: 3-4 hours / 1x per quarter

Host is a company of the P2PG group, alternating

Introduction of the host
optional: joint lunch and company tour

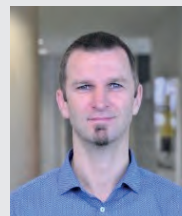
peer-to-peer group (P2PG)

Objective: Joint discussion of the day's topic based on key questions

- Individual planning of the appointment with host and participants (Agenda)
- If required: invitation of external speakers
- Agreement on necessary preparation of the content of the participants

EXTRACT FROM TOPICS ALREADY COVERED

- DSGVO – The data protection basic regulation
- ‚New digital business models (own or best practice) - what is planned?‘
- ‚What is the meaning of Artificial Intelligence / Big Data / Deep Learning for SMEs?‘



(c) Foto: ÖAMTC

„For a company like the ÖAMTC it is particularly important to use the present and to know the future technologies well. Digitalisation plays an essential role and can be a key role gain a head start for many the fields. In the peer-to-peer groups of the Automotive Cluster, we can exchange ideas with other companies, gain important experience and also pass them on. The topics dealt with will be discussed by the participants and are thus always close to the tasks or problems of the partner companies.“

Günter KLAUS, ÖAMTC Upper Austria

POSSIBLE OUTPUTS FROM THE EXPERIENCE ROUNDS

In addition to the advantage of receiving suggestions from colleagues for your own company it is possible to choose from interesting tasks, which can derive in cooperation projects. Here too, the automotive cluster takes over the project management.

PARTICIPATION FEES

- 3-4 meetings per year are planned
- The participation fees for AC and ITC partners is EUR 150,- per meeting and for non-partners EUR 300,- per meeting.

The participation fee serves to cover the costs of organization, moderation and documentation and falls per company and meeting. The participation fee is charged for the whole year in advance. If a participant of a company at is prevented from attending a meeting, a substitute participant of the respective company can attend the appointment.

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What is a Multi-Corporate Innovation Challenge?

Benefits and added value for my company

(Traditional) companies are often confronted with the problem to change their analogous or established business models and products according to digitization in no time at all, to rethink them and to benefit from the latest technological and visionary opportunities from the „world of digitization“, to derive new business models, services or products.

A possible solution is the realization of an „MCI Challenge“: i.e. by means of a controlled „open innovation“ approach, the company can come in shortest time to completely new - never thought of – valid Business cases.



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Your benefits and added value

- Development of disruptive business ideas by using new (digital) technologies
- Market-side elaboration of business ideas and first market validation already during the MCI Challenge
- Development of simple prototypes in order to benefit users at an early stage validate and thus unnecessary use of resources in product development avoidable
- Access to lean methods by the implementation of new business ideas
- Further education, motivation and training for participating employees
- Building a network of exciting start-ups and innovators
- Human Resource:
 - Employer branding: positive external image and presentation of your company
 - Identification of high potentials in the teams for your own company and
- Additional advantage of the organization by the Automotive Cluster Upper Austria:
- Cost sharing and risk minimization
- Knowledge transfer and exchange of experience during preparation / post-processing between the participating undertakings
- Check of possible subsidies

INFOBOX

What is an „MCI Challenge“?

- One (usually) 2-3 day event format
- with the aim that interdisciplinary teams (of 4-6 persons each)
- consisting of industry/specialist experts, programmers, your employees, start-ups
- work on a clearly formulated problem.
- The results (=new products, services, etc.) are ready to run in the shortest possible time or valid business cases/business models.

Further information can be found at www.mci-challenge.eu

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For further information please contact:
mci-challenge@connected-mobility.at

BEST PRACTICES

MCI Challenges #1 – #3

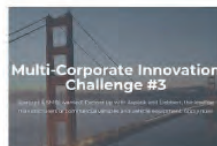
Pöftinger	KTM, RLBOÖ, Rosenbauer	Aspöck, Liebherr
19.-21. Juni 2018	24.-26. April 2019	05.-07. November 2019
Linz Tabakfabrik	Mattighofen KTM Motohall	Linz Grand Garage



Connected Mobility @ Agtech Hackathon
 @Business Upper Austria



Connected Mobility Business Hackathon #2
 @PhantomRide



Multi-Corporate Innovation Challenge #3
 @WhatAVenture



PIER4: Business Upper Austria and tech2b bundle competences and connect Upper Austrian companies with inter-/national start-ups

PIER4
The dock for industry, start-ups and their ideas

WHAT IS PIER4?

We scout start-ups worldwide

We search for innovative and technology-intensive start-ups worldwide according to the search fields of our partner companies. Our intension is to encourage cooperation and/or prototype development.

We connect start-ups and industry

We bring together global start-ups with Upper Austrian leading industry companies. Our goal is to strengthen Upper Austria as an innovative and flexible business location.

We accompany cooperations

As a start-up incubator (tech2b) and Upper Austrian location agency (Business Upper Austria) we accompany cooperations and innovations. Our responsibility is to help to integrate projects into the existing organization and to achieve maximum output for both sides, start-ups and companies.

YOUR BENEFITS

- Early recognition of technology and market trends
- Development of new products / services by using current technologies
- Evolvement of additional business models with the help of an „open innovation“ approach
- Positioning as an innovative company
- Improvement of the existing internal innovation culture
- Exchange of experiences with other companies about their involvement with start-ups

THE FOLLOWING LEADING COMPANIES ALREADY COOPERATE WITH US:



(c) Foto: Miba AG

BEST PRACTICE – PARTICIPATING COMPANIES

„The experience and know-how of industrial companies combined with the speed and flexibility of start-ups offer the ideal prerequisite for something new.“

Roland Hintringer, Vice President Technology & Innovation, MIBA AG

PIER 4 SERVICE PORTFOLIO:

- Individual support with search field definition for new technologies
- Screening and scouting of suitable start-ups
- Support during the selection of suitable start-ups
- Communication with the start-ups and organization of pitching sessions
- Support during project setup with start-ups
- Broad market research on new technologies and network development with start-ups
- Regular, moderated exchanges of experiences with other companies (PIER4 Meetings)
- Ongoing support for PIER4 companies in the Alumni Club*
- Optional: Project coaching during the project implementation phase

Further details: www.pier4.tech

* Details of the PIER4 Alumni-Club on request

You are an industrial company or a start-up and interested in working together in another consortium? Then please contact us.

Kontakt



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In cooperation:



"DIGITRANS" – A PROJECT BY THE INITIATIVE CONNECTED MOBILITY

Test Region North Austria for Automated Freight Traffic, City and Community Logistics with focus on special / commercial vehicles



PROJECT DESCRIPTION DigiTrans

The project DigiTrans has made it its goal to establish a test region for automated and connected driving in the region North Austria, which, above all, picks up requirements from the industry and infrastructure operators and realizes them in a sustainable operator model oriented by demand and impact.

Basic data about the test surroundings DigiTrans:

- **Running time:** March 2018 – February 2023
- **Project Volume:** up to 7.5M EUR
- **Funding:** up to 3.75M EUR (2.5M bmvit, 1.25M Land UA)

PROJECT AIMS

Core of DigiTrans, which **establishes the region Linz – Wels – Steyr** and bordering company and loading premises for inland waterway transport and aviation for modern, integrated multimodal freight mobility, is

- **Demand oriented focus on commercial vehicles and special use vehicles** as innovation leader for automatization and interconnectivity
- **Impact oriented inclusion of logistics hubs** (e.g.: Enns-hafen, airport, other premises, logistics hub)
- **Focused regional expansion and collaborative use of infrastructure** beyond Upper Austria (e.g.: Vienna, Styria, Bavaria)

USE CASES

- Automated short distance traffic
- Automated long distance traffic
- City logistics

On the basis of company oriented use cases DigiTrans guarantees the realization of the following projects:

- Test course for freight mobility service providers – open for all vehicles manufacturers and service companies, Upper Austrian suppliers are in close contact with OEMs
- Building test infrastructure – validation of innovative developments in the field of connected mobility
- Innovation fields for the testing of freight mobility and logistics solutions
- Platform for data and development support



(c) Foto: Hödlmayr

„For us, participating in DigiTrans offers great chances in multiple regards. Through networking with research facilities we become a part of innovation history and can gain practical experience with new technologies.“

KommR Johannes Hödlmayr, MBA, CEO,
Hödlmayr International AG

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Shareholder DigiTrans GmbH



DigiTrans Vereinigung e.V.



administered by



cofinanced by



DigiTrans Association – Association of Partners to Research New Products, Services and Business Models in the Strategic Fields “Autonomous, Electrified and Connected Mobility & Logistics”



The association was founded on January 10th 2018 by the Business Upper Austria OÖ Location Agency GmbH and is a Public Private Partnership between industry, research and the public sector to research new products, services and business models in the field of „autonomous, electrified and connected mobility & logistics“. The topic automated driving in connection with freight mobility and logistics is its focus.

ASSOCIATION PURPOSE

- Support research, development and launch of automated driving and its technologies in Austria, especially testing of components and systems for transport logistics connected to automated driving;
- Stimulating collaboration in research and development of new products, services and business models, as well as their potential market launch;
- Building interdisciplinary research collaborations and cross-sector pilot and demonstration projects;
- Suggestions for adapting of legal conditions to overcome innovation inhibiting market entry barriers;
- Represent the interests of business location and research facilities;
- Support with national and international networking as well as defining suitable niches in the frame of international research and development;
- Support with positioning of the research and development location Austria in an international context;
- Tuning and concentrating of regional activities in Austria as well as supporting knowledge transfers between companies and scientific institutions;
- Scientific knowledge production as well as technology transfers within the topics; further development of Austrian technology-political competence;
- Support function of public institutions;

PERFORMANCE SUMMARY FOR ASSOCIATION MEMBERS

- Preferred and discounted access to DigiTrans GmbH Service catalogue
- Access to highly innovative (funding) project initiations
- Visibility as a company in the futuristic field of autonomous driving
- Visibility through logo partnership on the DigiTrans GmbH website as associated DigiTrans partner

- Visibility at media coverages, appearance at conventions or AC events (e.g.: Supplier Innovation Day, annual congress: automotive.xx)
- Participation at association meetings, extended access to field expert-network and potential contacts to project partners in the field of autonomous driving

MEMBERSHIP FEE

ICM and/or DigiTrans-Lol-Partner:

Membership fee: 375,- EUR*

New DigiTrans-Partner:

Membership fee: 750,- EUR*

*membership fees given are excl. VAT per year

Membership fee is valid per calendar year (01.01. – 31.12.). The membership fee is to be paid upon reception of the declaration of membership and after that respectively until January 15th of each calendar year.

ASSOCIATION MEMBERS (extract)



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