

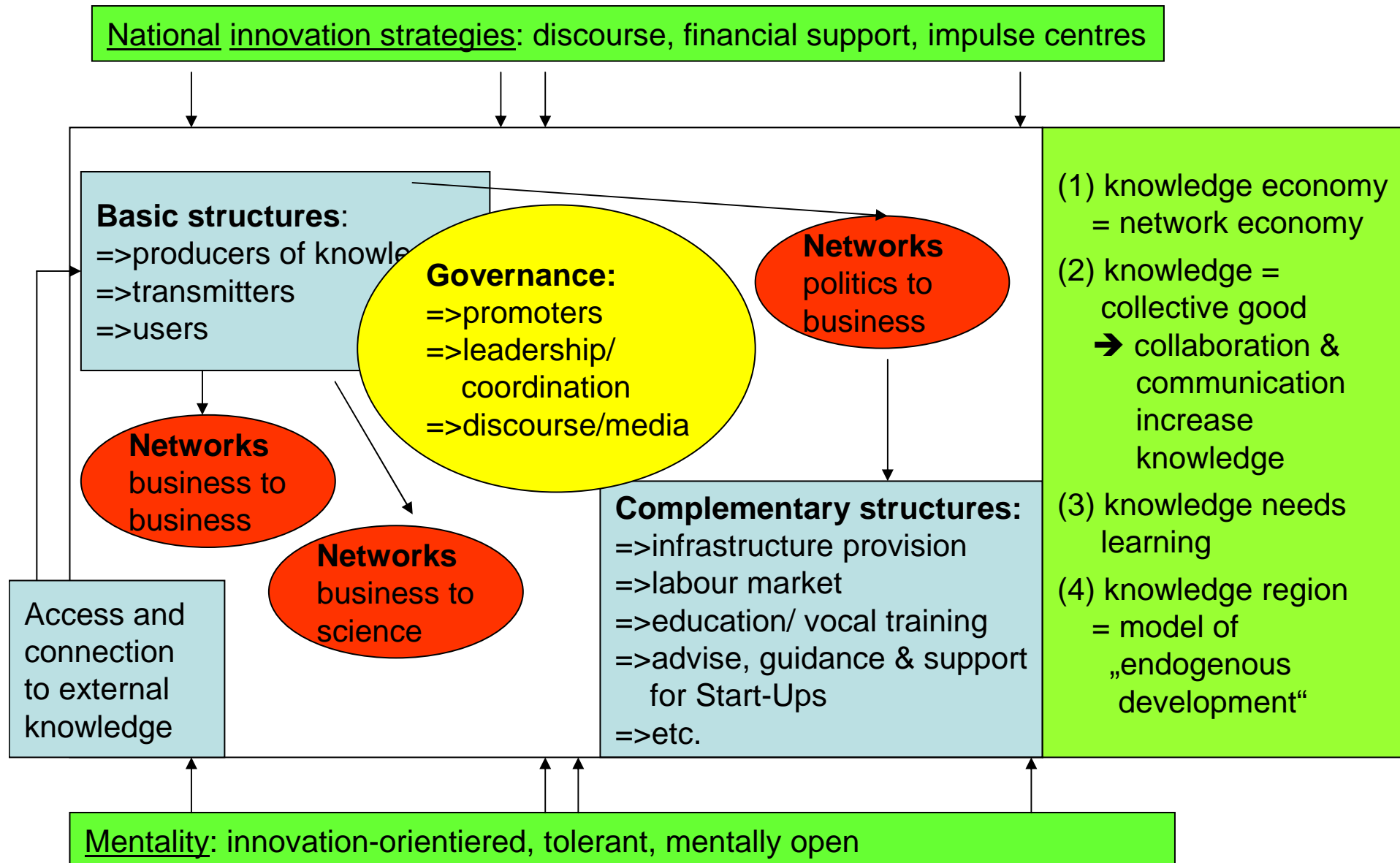
Prof. Dr. Dietrich Fürst

# Knowledge Region Hannover ?

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- (1) Ingredients of a knowledge region
- (2) Present situation of Hannover Region
- (3) Performance
- (4) Deficiencies
- (5) Recommendations
- (6) What is already done
- (7) What remains to be done

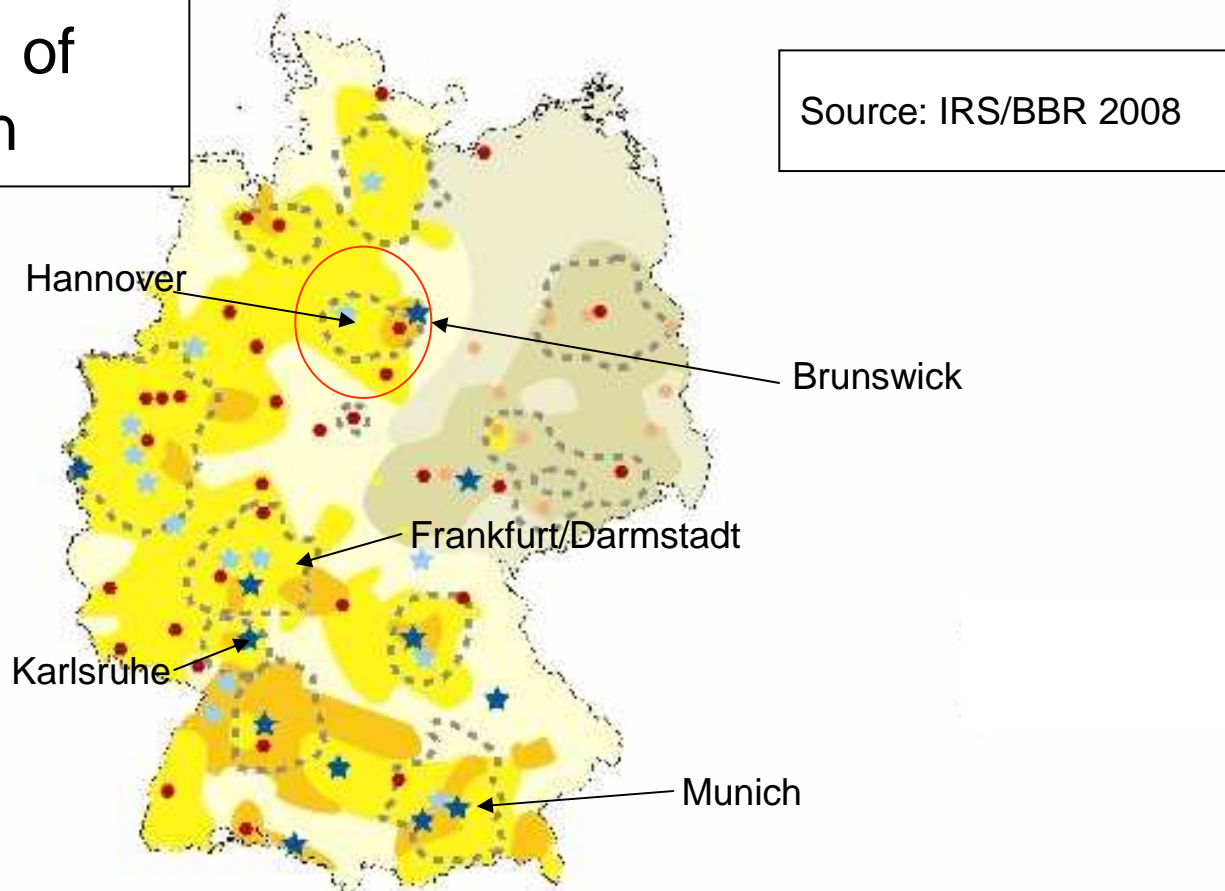
# (1) Ingredients of a knowledge region



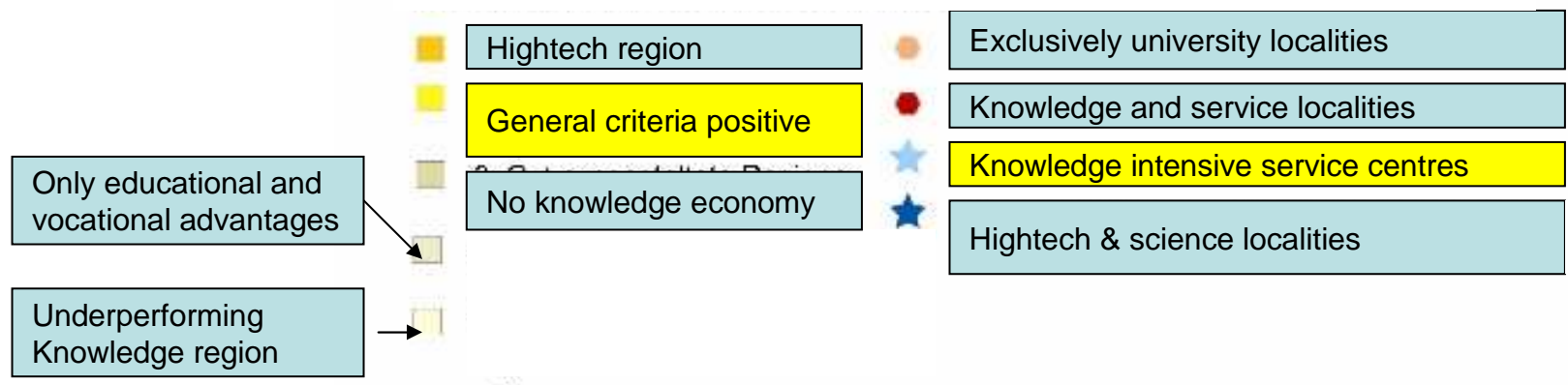
## (2) Present situation of Hannover Region

Source: IRS/BBR 2008

→ High profile of region as *knowledge region* according to criteria of a study by *Institute for Regional Development and Structure Planning (IRS)*



Regional knowledge profiles - based on a cluster analysis



## *Still: Situation of Hannover Region...*

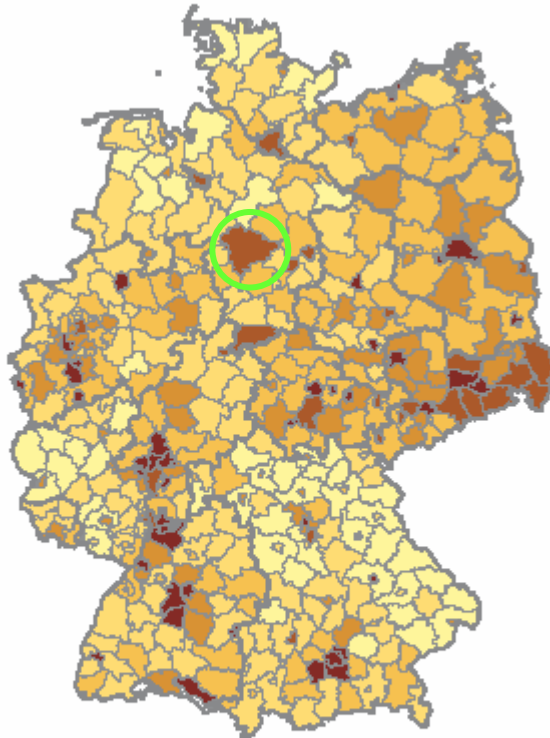
### **(I) Basic structure → rather positive:**

- 38.000 students in Hannover,  
not counting universities  
in Braunschweig, Göttingen, Clausthal-Zellerfeld
- in Metropolitan Region  
(Braunschweig-Hannover-Göttingen) there are:
  - (1) 10 universities, 6 technical colleges,
  - (2) more than 60 research institutes,
  - (3) fairly good service industries: in 2004  
ca. 16% of all employed were in service sector  
(consultants, engineering,  
medical services, financial services etc.)  
→ 5th largest after  
Munich, Frankfurt, Berlin, Hamburg
  - (4) strong information and communication-sector  
→ 1200 enterprises, 23000 jobs
- high degree of hightech-startups  
→ between 1997-2007:  
Hannover's achievement is second to Munich

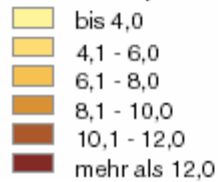
*Still: basic structures  
highly qualified employees (% all employees)*

*knowledge based business sectors  
(location coefficient)*

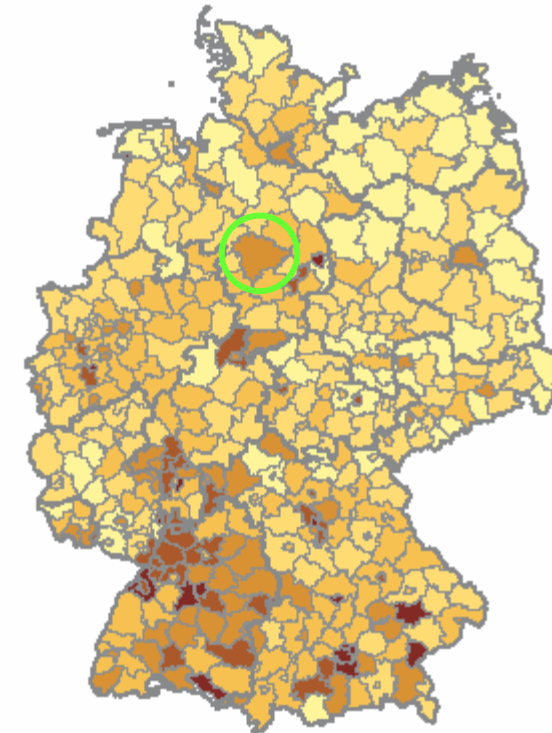
Hochqualifizierte  
sozialversicherungspflichtig Beschäftigte



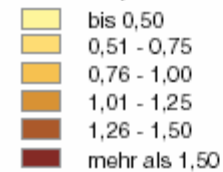
Anteil hochqualifizierter SV-Beschäftigter 2004 in %



Wissensbasierte Wirtschaftsbereiche



Standortquotient wissensintensiver Wirtschaftsgruppen 2006



## II. Complementary structures → not too bad, either

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- Highly qualified providers of vocational training (public and private institutions)
- Strong support for start-ups (technology transfer centres, financial support/ risk capital, consultancy etc.)
- Top-ranking infrastructure provision (airport, train, roads, public transport)
- High-ranking logistics centre
- Impulse effects of international fairs (→Hannover Messe: CEBIT, mechanical engineering, Biotechnica)
- High living and leisure quality
  - “green city“, varied landscape structure
  - vibrant culture (Jazz!)
  - outstanding retail provision
  - new impulses for improving inner city (quarter-manager-concept)
- „Regional Development Agency“ **HannoverImpuls**

# „Regional Development Agency“ HannoverImpuls

- impulse-giving organization
  - ➔ originated in 2003 (McKinsey-consultancy)
  - ➔ will be ended in 2012
- 28 employees
- Concept geared towards 6 „clusters“:
  1. Automotive  
(subsidiary industry ➔ 30.000 employees)
  2. Energy (climate protection, renewable energy)
  3. Information- and communication technology (CEBIT)
  4. Optical Technology (Laserzentrum Hannover)
  5. Life Science (MHH)
  6. Production technology  
(Produktionstechnisches Zentrum, Universität Hannover)
- Instruments: consultancy, SME-support, networking, Start-Up-support, vocal training

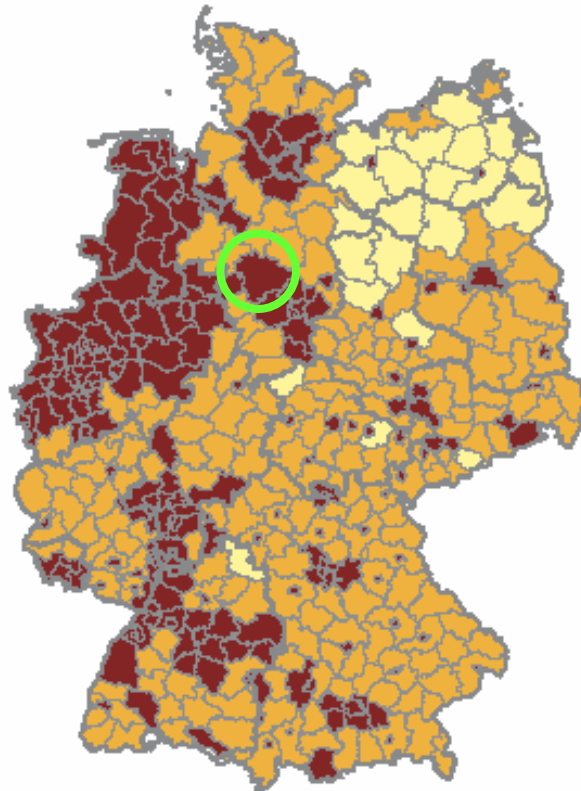
Critique: similar „clusters“ identified in nearly all the other regions (Stuttgart, Frankfurt, Munich etc.)

The screenshot displays a grid of service tiles from the HannoverImpuls website. The top-left tile is a 'DOWNLOADS' section with a red header and a list of documents: 'Geschäftsbericht 2007 (PDF, 1,1 MB)', 'impulsiv (02/2008) (Newsletter, PDF; 945 KB)', and 'hannoverimpuls kurz & bündig Info-Broschüre (PDF, ...)' with a 'alle Downloads' link. To the right are several promotional tiles: 'StartUp-Impuls' (Ideenwettbewerb), 'Effizienzpreis KMU' (with a photo of a man and a gauge), 'WinterSchool 2008' (workshop for founders), 'Plug & Work' (Hannover as a new location), 'InnovationsAmpel' (market fit), 'EU-Förderung' (European Union funding), and 'Unternehmensschmiede' (intensive training for startups).

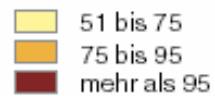
Still: complementary structures

→ broad-band-ISDN infrastructure and .de-domains (source: IRS/BBR 2008)

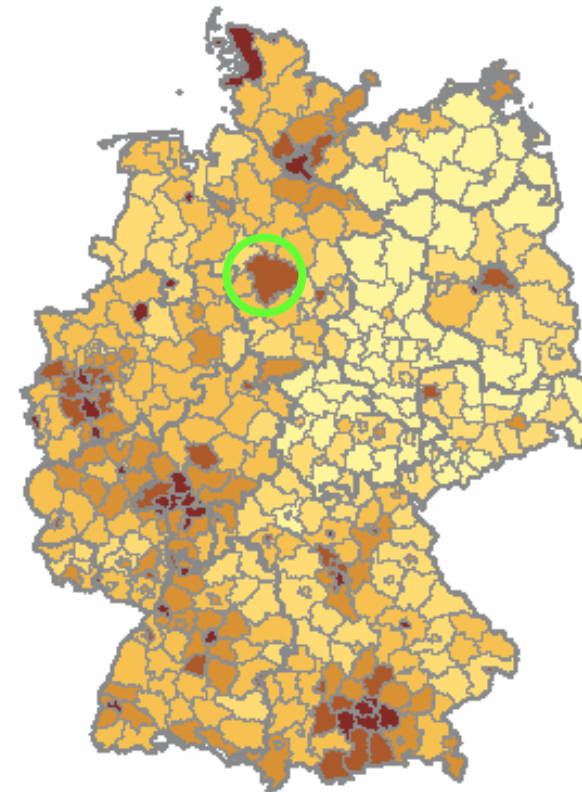
Breitbandanschluss



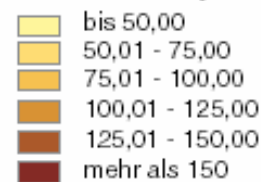
Anteil mit Breitbandanschlüssen  
versorgter Haushalte 2006 in %



.de-Domains

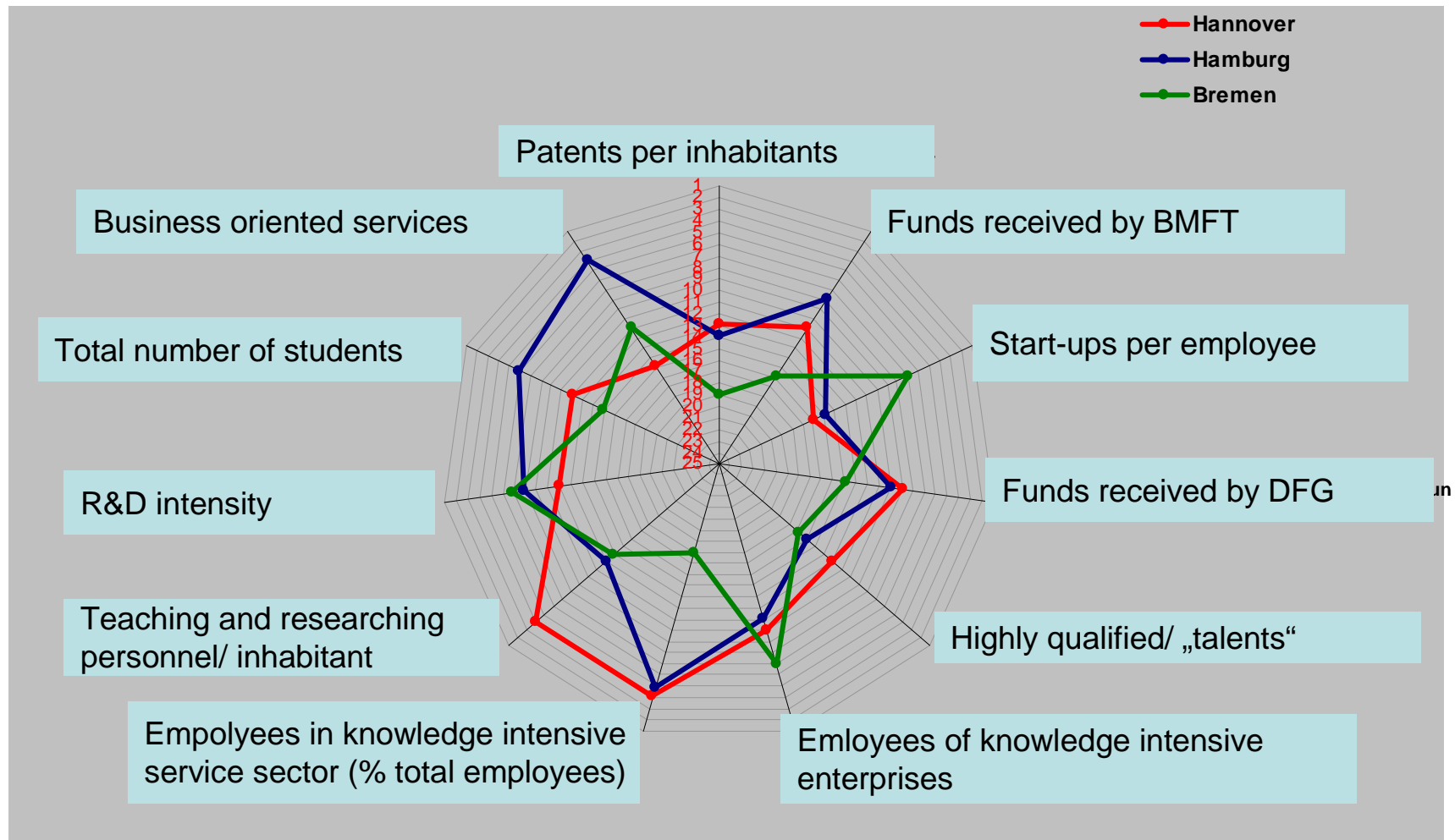


.de-Domains je 1000 Einwohner 2005



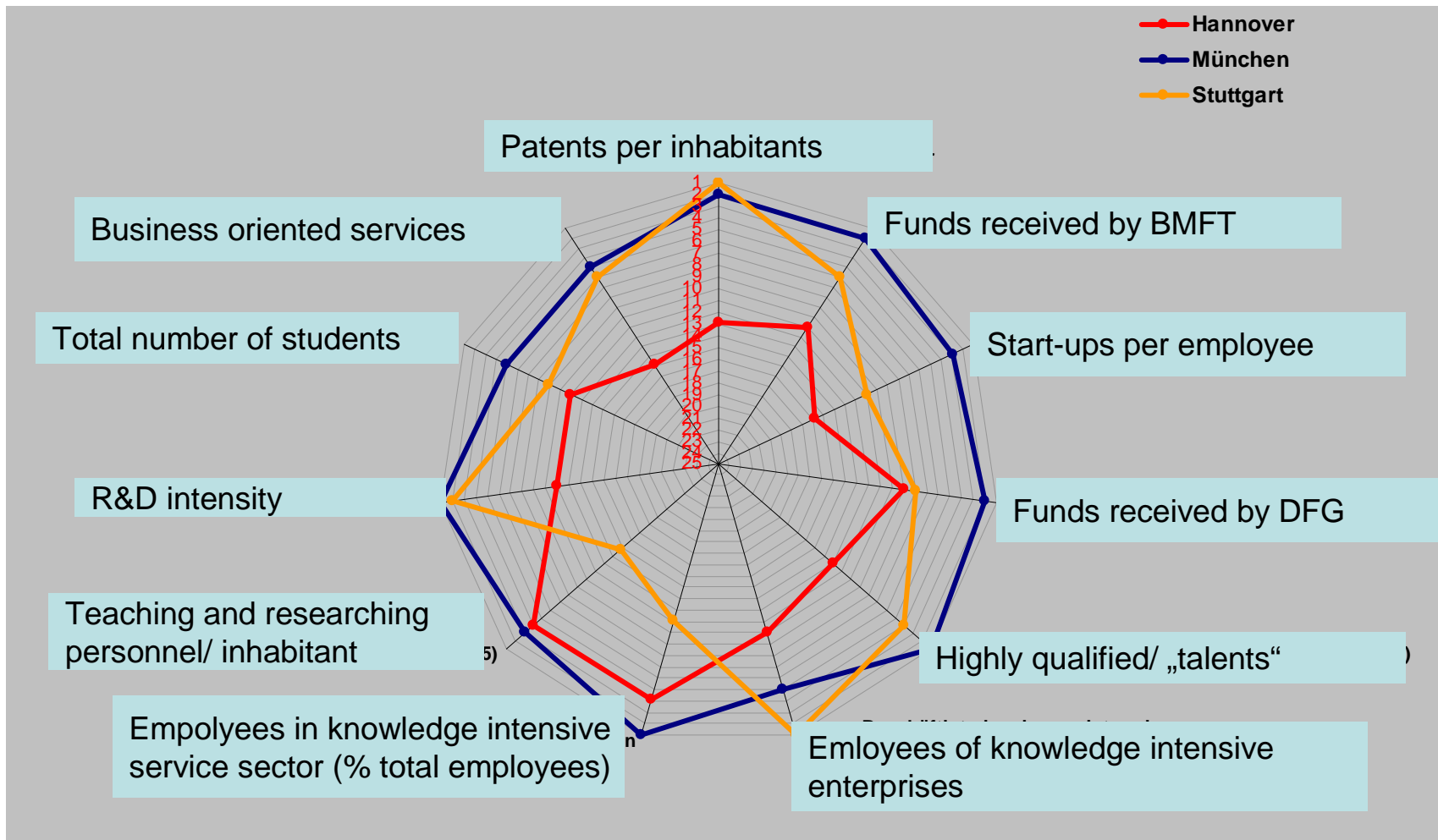
### (3) Performance of the „knowledge region“

#### a) Hannover region compared to Hamburg and Bremen (2005)



Quelle: Brandt (Nord/LB)

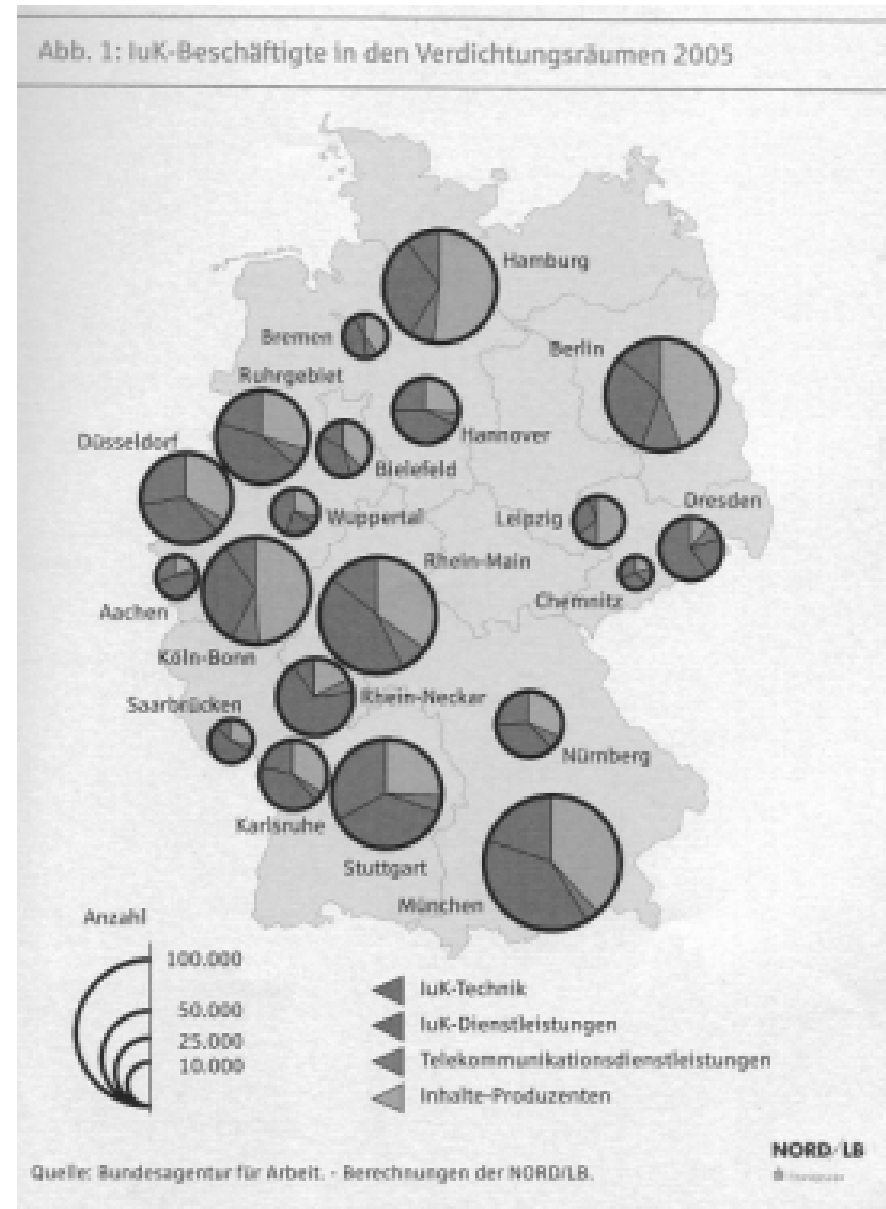
*(b)....performance compared to Munich and Stuttgart (2005)*



Quelle: Brandt (Nord/LB)

### (c) Information- and communication technology in Hannover

- Small numbers compared to other regions
- Within the sector:
  - Largest segment: software producers
  - Second: service-providers
  - Third: hard-ware producers
  - Final: telecommunications

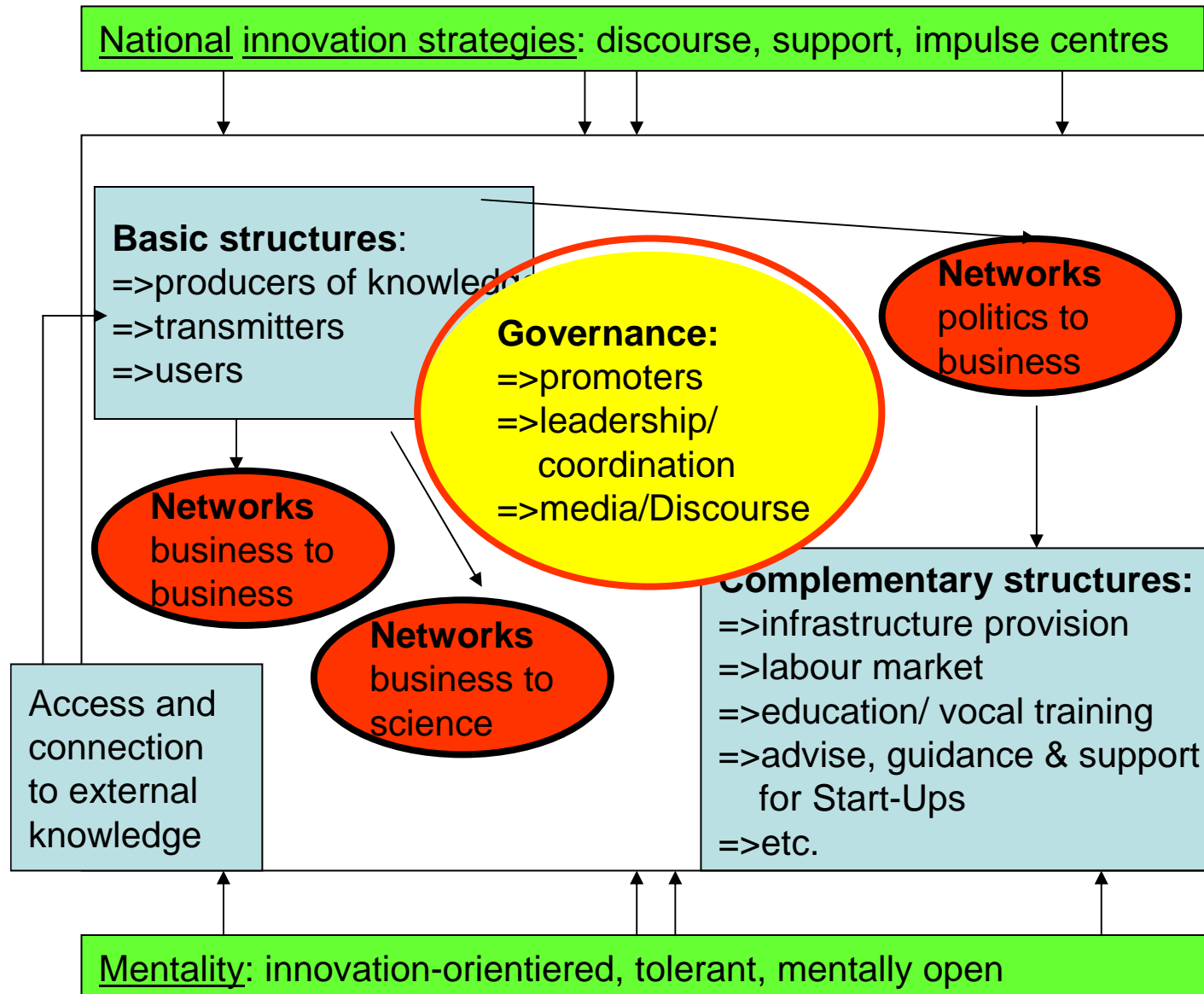


*(d) Low attractiveness of Land and Region for students...*

Fewer first graders 1992 to 2005 (%) are staying in Lower Saxony, and the loss is not compensated for by „migrants“ from other federal states

year	staying Lower Saxony	leaving	Migrants (German)	Balance (%)	Balance (abs.)
1992	57,5	42,5	24,2	-18,3	-4789
1993	56,6	43,4	22,6	-20,9	-5051
1994	57,5	42,5	22,7	-19,8	-4464
1995	56,9	43,1	23,6	-19,5	-4204
1996	57,2	42,8	25,0	-17,8	-3871
1997	59,9	40,1	25,7	-14,5	-3218
1998	59,8	40,2	27,6	-12,6	-2786
1999	59,3	40,7	28,3	-12,4	-2813
2000	59,5	40,5	29,9	-10,6	-2521
2001	59,7	40,3	28,9	-11,4	-3065
2002	58,9	41,1	30,8	-10,3	-2762
2003	59,4	40,6	29,8	-10,9	-3092
2004	55,9	44,1	29,9	-14,1	-3724
2005	53,5	46,5	28,2	-18,3	-4850
2006	54,3	45,7	28,4	-17,3	-4356

# (4) Main shortcomings



# Central problem: governance-deficiencies

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1. Hannover region mentally still ingrained with industrial/manufacturing culture
  - “linear“ and „hierarchical“ thinking not uncommon (masculin mentality)
  - political-administrative processes still very institutionalized with „technical bias“
  - most producers perceive themselves in role of loner/ „lone fighter“
    - = underdeveloped need for networking and interlinkages with knowledge producers (universities, research institutions)
  - high degree of risk aversiveness
2. unsatisfactory cooperation business ↔ politics /administration
  - the management of major companies lacks interest in the region
  - SME keep off of politics (due to lack of time and resources)
  - Environmental and Social Coalitions prevail in political discourses
3. unsatisfactory cooperation business ↔ science
  - intra-regional linkages need improvement (Nord/LB-Study)
  - business is reluctant to sponsor university institutions
  - corporate regional responsibility is comparatively weakly developed
4. In particular: insufficient promotion of SME ↔ science linkages

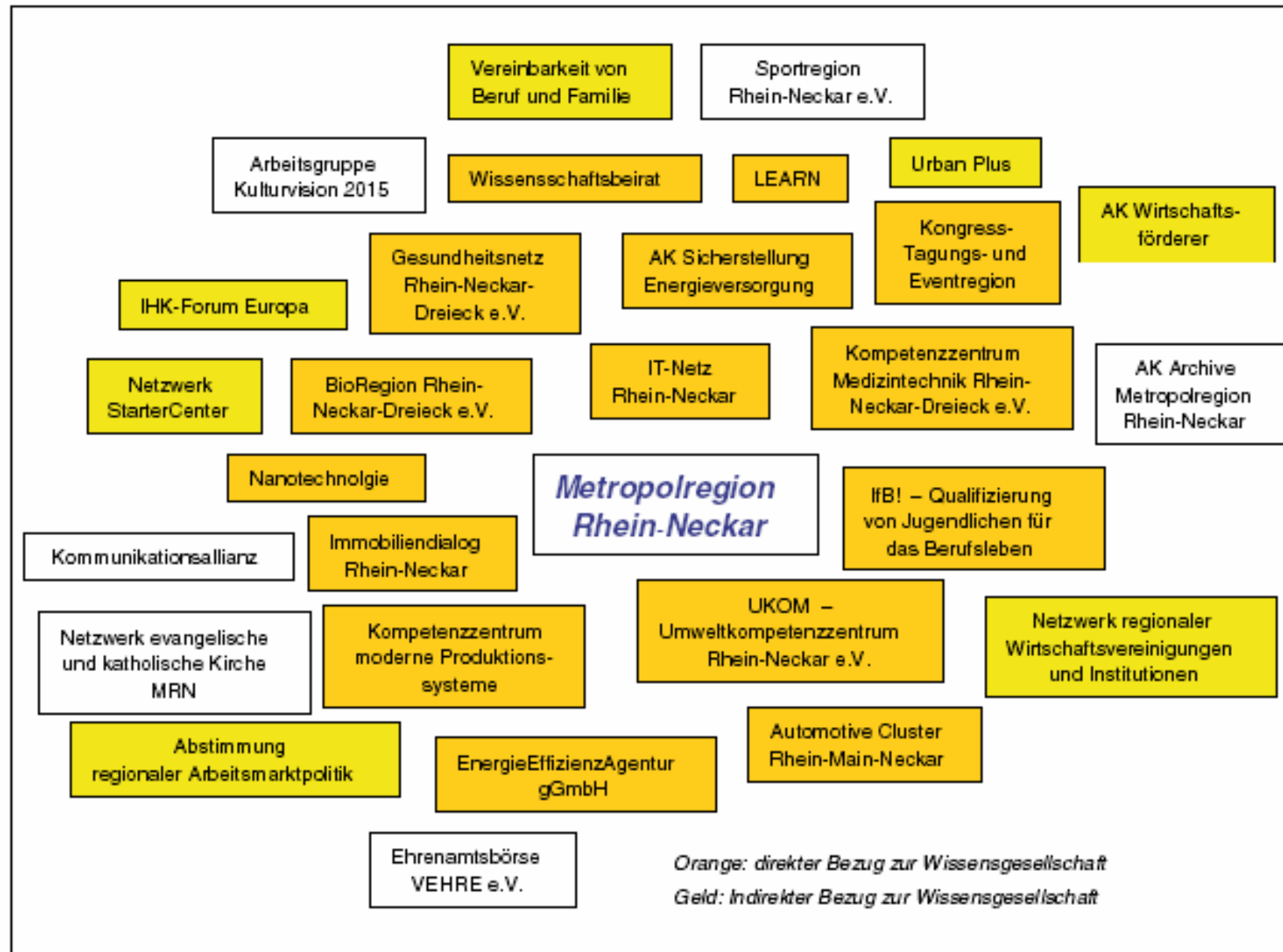
## *Still: governance deficiencies*

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5. lack of fora initiated by economic actors
6. shortage of pro-active networkers (social entrepreneurs)  
→ only a few outstanding personalities engaged in developing the region
7. structural shortage of regional leadership  
→ *Regionspräsident* must keep „a low profile“  
(latent conflicts with communes)  
→ Hannover's mayor would risk conflicts with neighbouring cities  
→ strong party-differentiation („we“ vs. „them“)  
→ government of Lower Saxony hardly visible in Region  
(political bias in favour of rural areas)  
→ *Chambre of Commerce* does not adopt leadership in Region  
(in contrast to Stuttgart, Munich, Mannheim)
8. embryonic culture of „creative milieux“  
→ prevailing „technical culture“  
→ underdeveloped „communicative culture“  
→ lack of people from media or advertising culture

# Networks in the Metropolitan Region Rhein-Neckar (Mannheim)

(Source: IRS/BBR 2008)



## (5) What could and should be improved:

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- (1) Integrate the Regional Development Agency („HannoverImpuls“) more strongly into activities for strategic regional development
- (2) Mobilize high-ranking promoters to meet regularly (every half year in retreat (private meeting), every three months for consultation)
- (3) Organize discourses: to become aware of problems, to find innovative solutions  
→ strip down the old routines and turn to fresh thinking
- (4) Identify regional communalities (in contrast to competing regions)
- (5) Look out for business-oriented issues and motivate business actors to collaborate
- (6) Develop strategic concepts in close cooperation with leading regional actors  
→ „master plan for regional development“  
→ „Pakt Zukunft“ with operationalized goals, defined time-frames, definition of „Project-Patrons“
- (7) Organize and integrate potential multipliers  
→ make public media report on those activities  
→ build up pressure for reforms
- (8) organise institutional learning via devices of public monitoring
- (9) Encourage immigration of „high performers“  
→ improve urban quality

## (6) ... *and what is already taken care of in the region*

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- Several „creative networks“ in existence, but sectorally confined and lacking cross-cutting management
  - ➔CEBIT-network, software-networks, Deisterkiez (fashion) etc.
  - ➔Production Technology Centre (PZH)
  - ➔Centre of Competence for Energy-Efficiency (founded 2007)
- Several fora for meeting like-minded people but few impulses to create intersectoral collaborations
  - ➔Business roundtable, Pro Hannover Region (business-network), „Initiative Science“
- Many endeavours to assist start-ups but few mentoring devices for those wanting to become start-ups
  - ➔Unitransfer (University); Agip (Lower Saxony)
- Cooperation between universities and business sector in the upswing
  - ➔automotive sector, electronic sector, MHH/Hannover Fair etc.
- Discourse on the future of Hannover City under way (➔“City Hannover 2020“)

## (7) Where the untackled deficiencies still linger....

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- There are fora but we need promoters/ brokers of networks
  - ➔ e.g. „communities of practice“ (exchange of experiences)
  - ➔ issue-bound workshops
- There is a profound lack of knowledge of „**who does what**“
  - ➔ improve the mutual knowledge of „**who does what**“ and „**who knows what**“
  - ➔ develop a „regional knowledge report“
- We are still too much entrenched with an „industrial mentality“
  - ➔ communicate more intensely the idea of **knowledge region**
  - ➔ change mind-sets
- There is still much distance and misapprehension between science and business praxis
  - ➔ improve the exchange of personnel between universities ↔ business
- The public is still too much aloof to processes of a knowledge region
  - ➔ create an **Innovation-Monitoring** (to be published via media)

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