Wir wehren uns!
Gegen den Sozialen Blackout ganzer Regionen!
LausitzLab
Regional entrepreneurial transformation process (RETP)

1. **understand**
   - **dialogue & analysis**
     - Starting point and boundary conditions for structural change
     - Studies, structured interviews with actors and stakeholders
     - Cooperation with researchers, experts and other regions.

2. **search**
   - **projects & markets**
     - Growth projects: entrepreneurs, revenue- or employee growth in 5 years
     - Workshops – focus on strategy, products and business models of firms
     - Growth potentials – emerging as a combination of several projects

3. **develop**
   - **innovation system**
     - Regional organization – a regional coordination and strategy for the region
     - Initiatives to strengthen the innovation system – infrastructure, institutes, incubator etc.
     - Capital for company projects, initiatives and Analyses
Erfolgsfaktoren

1. Loslegen
2. Unkursheilen
3. Strukturen schaffen
4. Ideen um Leib zu wecken
5. Erfolg
A new DNA of cooperation

105 innovation projects from Bio-Food to Block-Chain-Energy-Contracts elaborated – 29 completed and 15 work in progress. Over 400 participants and over 50 firms have taken part in our workshops.
Regional Entrepreneurial Transformation Process (RETP)

1. understand
   - 29 + 12 structured interviews

2. search
   - 105 initiated projects

3. develop
   - 6 potential growth markets
   - 5 strategical initiatives

Timeline:
- 2016
- 2017
- 2018
The End
Lignite production in Mio. tons
Regional Entrepreneurial Transformation Coordination – Cooperation – Participation

Research Cooperations
Project Panel A
Project Panel B
Steering committee
Lausitz Stab

understand
entrepreneurial responses
dialogue

GF

Regionaler Wachstumskern Westlausitz
Regionaler Wachstumskern Spremberg
IG Metall
IG BCE
Bundesverband Erneuerbare Energien
Pro Lausitzer Braunkohle
Unternehmerverband Brandenburg-Berlin
Hochschule Zittau/Görlitz
Evangelischer Kirchenkreis Cottbus
envia Mitteldeutsche Energie AG
Vattenfall Europe Mining & Generation AG
BASF Schwarzheide GmbH

Innovation interaktiv

coordination
expertise
participation