

MFG



**Innovation Agency
for ICT and Media**

ISO 9001 certified
for Innovation Management
and Cluster Management

Recent developments in Baden Württemberg

Elisabeth Mendoza, Project Manager Digital Media / Project Development
MFG Baden-Württemberg mbH





MFG Baden-Württemberg

Facts & Figures:

- Public Innovation Agency for ICT and Media
- Shareholders: State Ministry Baden-Württemberg 51% + SWR (public broadcaster) 49 %
- More than 60 highly qualified employees
- Annual budget approx. € 11 million (2008)
- 31 managed projects
- Almost 15 years of experience in: Management of Cluster Initiatives, Innovation Processes, Consulting, Training





Innovation Programme Digital Media



The Innovation Programme Digital Media aims at fostering digital media in Baden-Württemberg and positioning the region at international level.

Within the full range of this sector, MFG mainly addresses digital games, virtual worlds, animation and mobile applications.

Special emphasis is placed on the digital gaming branch of South Western Germany.





Games activities at MFG





Close cooperation with other MFG projects

Projects related to digital media / games development:

1. *Talent development*

- Karl Steinbuch Fellowship

2. *Research*

- CReATE - Creating a Joint Research Agenda for promoting ICT-Innovations in Creative Industries across Europe

3. *Commercialisation*

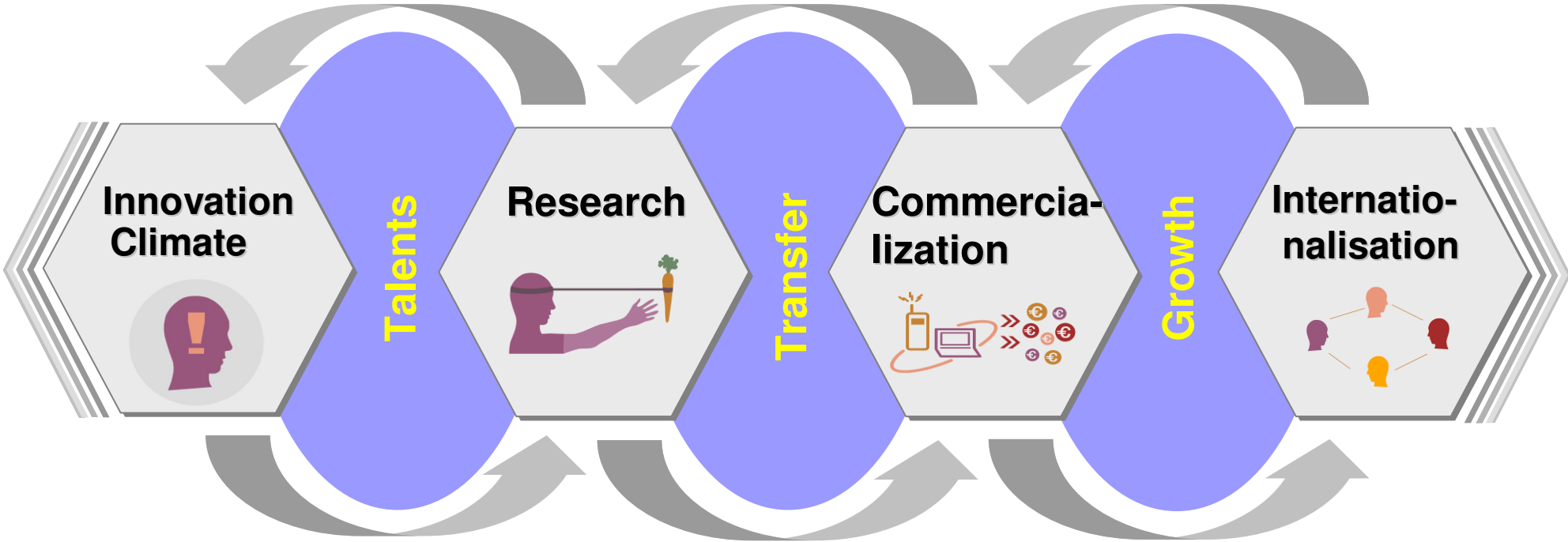
- Bwcon – Baden-Württemberg connected e.V.
- Coach & Connect
- Heidelberg Innovation Forum

4. *Internationalisation*

- EICI - European Interest Group on Creativity and Innovation
- Creativity World Forum



MFG-Model of Innovation Process – Managing Innovation Networks and Clusters



Knowledge Platforms | Training | Cluster Management | Marketing

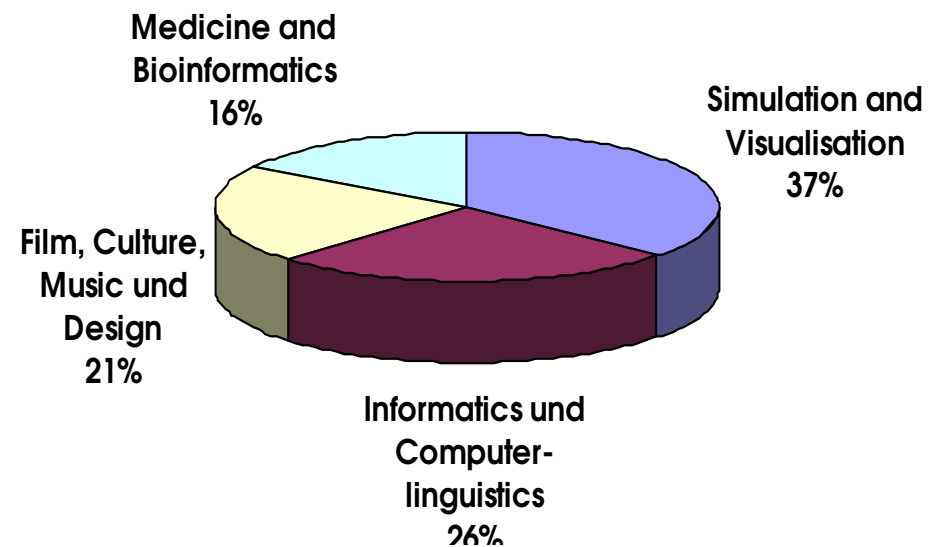
Adapted from NEICO Network for European Cooperation Innovation

Karl-Steinbuch-Stipendium

Facts and figures

- 200 successful submissions (2004 to 2008)
- 75 percent of the fellows presented their project on events, congress and fairs.
- 38 percent set up sustainable research contacts to enterprises
- **Implementation until 2013**

Technology- and application fields



<http://www.karl-steinbuch-stipendium.de>

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CReATE – Creating a Joint Research Agenda for Promoting ICT-Innovations in Creative Industries across Europe

- **Project Coordinator:**
MFG Baden-Württemberg – Public Innovation Agency for IT and Media
- **Project Partners:**
Steinbeis-Europa-Zentrum
CSP - INNOVATION IN ICT
Regione Piemonte
Politecnico Torino
Imaginove
Advantage West Midlands
- **Project Duration:**
March 2008 – October 2010
- **Funding:** EU, 7. FP, ~1 Mio. Euro



<http://lets-create.eu/>

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What?

The Heidelberg Innovation Forum offers *IT* researchers and companies for the first time a platform for the transfer of research close to the market, bringing them together systematically.

How?

- Presentations of business ideas and R&D results with high application potential in industry (matchmaking),
- Presentations of R&D projects (project pitch) and
- Networking

Outstanding researchers, who have been specially prepared in workshops, present solutions close to the market and research ideas.

For whom?

Researchers present their R&D results and business ideas to investors, business angels and decision makers of the European industry, who are on the lookout for new cost-cutting applications or new markets for products.



<http://heidelberger-innovationsforum.de>



Internationalisation



... where Creativity meets Technology.

30.11. - 03.12.2009
Stuttgart | Ludwigsburg | Germany

<http://www.cwf2009.de>



eici european interest group
on creativity and innovation

- Connecting Creative Regions and Cities
- Focusing on Creative Industries
 - Fostering Pan-European Collaboration
 - Developing Joint Projects
- Publishing News, Events and Strategies

www.creativity-innovation.eu

<http://www.creativity-innovation.eu>



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