

# Strategy of the Cluster Mobility & Logistics

Status: January 2024



## USP

*'Focusing on innovation and cross-sector collaboration 'Mobility - Logistics' in the context of social challenges, technological developments and global megatrends.'*

## Strategic and operational goals of the cluster

The cluster establishes high-performance innovation networks and cooperation platforms. Networking between companies, research institutions, administration and politics is an essential part of the cluster, as is international co-operation. The cluster is highly visible nationally and internationally through marketing measures. The cluster's activities are embedded in Regensburg's cluster policy and in the Bavarian research and technology strategy. The operational goals are assigned to the **strategic goals of the cluster**.

**Strategic objective 1:** Supporting companies/members/science and the location with innovations ('getting technology moving')

Developing innovations is the best way to become and remain economically successful. The cluster therefore initiates projects to promote and demonstrate innovations.

### Operational goals

- Identify, initiate, moderate and support innovative R&D projects, network projects and lighthouse projects
- Promote networking - create trust
- Develop a good, qualitative, balanced and active membership structure

**Strategic objective 2:** Create high added value for members through services

On the one hand, members pay contributions for which they generally expect corresponding added value. Secondly, benefit-creating offers and services promote the activity of the members and thus the benefit for the cluster and all members as a whole. Thirdly, needs-based support promotes the members.

Operational goals

- Technology funding Expand and pass on expertise
- Expand needs-based cluster services
- Increase visibility and awareness of members
- Increase visibility and awareness of the cluster

**Strategic objective 3:** Raising the profile of the technology centre

Regensburg is a 'cluster capital'. The work of the cluster, in particular the EU Gold Label and international projects, will further strengthen this profile.

Operational goals

- Consolidate excellent cluster work through the EU Gold Label
- Be an active partner in Regensburg's innovation ecosystem
- Identify, initiate, moderate and support international projects
- Increase the visibility of the location

## Thematic fields of specialisation and cooperation of the cluster

Driven by social and technological developments and megatrends, the cluster has developed six fields of specialisation and cooperation. These are

### Thematic field of mobility

- Vehicles and infrastructure
- Sustainable mobility / smart city
- Data and networking

### Thematic field of logistics

- Production logistics
- Intralogistics
- Transport logistics



VEHICLES &  
INFRASTRUCTURE



SUSTAINABLE MOBILITY



DATA & NETWORKING



PRODUCTION LOGISTICS



INTRALOGISTICS



TRANSPORT LOGISTICS