LAND SALZBURG

Science and Innovation Strategy Salzburg 2025 SISS 2025

Christian Salletmaier

Land Salzburg

Regional Development and EU Regional Policy

Südtirolerplatz 11, A-5020 Salzburg

Tel.: +43 662 8042-3799

christian.salletmaier@salzburg.gv.at

www.salzburg.gv.at/regional

www.salzburg.gv.at/wiss

SISS 2025:
Key Regional Priorities

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- **Expanding Salzburg as a place of knowledge:** strengthening the structures for science and research

- **Developing Salzburg as a hub for start-ups and converting knowledge into value:** conversion of results in/from science and research into value for the economy and society

- **Strengthening Salzburg as a place of innovation:** expanding and activating the research and innovation activities undertaken by companies

SISS 2025:
Five Thematic Areas

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- Life Sciences
- **SALZBURG – I.C.T. REGION: SMART DATA AND SERVICES**
- Smart Materials
- Intelligent Building and Settlement Systems
- Creative Industries and Service Innovation

SALZBURG I.C.T. Region Masterplan

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Guiding questions

What does Salzburg have to do to reach excellence in ICT?

What has to be done to qualify and attract more ICT specialists?

- Map of ICT participants in education and research
- Key fields of competence
- Structures and stakeholders of ICT R&D organizations
- Co-operations with R&D and economy
- Input/output of educational opportunities
- Demand for RDI in Salzburg
- Research intensive companies in Salzburg
- Online presence analysis
- Market- and technology trends in key fields

Key Research Areas

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Computational Geometry	**Multimedia Signal Processing**	Multimedia Communication	Databases
Software Engineering	Computational Systems	Aerospace Research	**Human-Computer Interfaces**
High-Performance Computing	Efficient Algorithms	Scientific Computation	**GIS, Geoinformatik**
Networking	**Internet of Things**	Knowledge and Media Technologies	Mobile and web-based IS
Innovation	**Smart Grid**	Applied Informatics	Data Science

IT-reseach at Salzburg University, University of Applied Sciences , Salzburg Research, Research Studios Austria covers approx. 20 reseach-topics.

Strong, aktive groups in Geographic-Information Systems, Human-Computer Interfaces, Energy Informatics, Software Engineering and Networks as well as IoT.

Research areas:

- Network security and secure energy grids
- Smart maintenance
- Usability of IT Systems
- Improved multimedia communication
- Geographic information systems
- Software for secure technical systems

Key Structuring Elements

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University of Salzburg

- Research on an international level
- Scientific excellence
- Qualification of young academics
- Critical reflection
- Social innovation

Salzburg University of Applied Sciences

- Application-oriented education
- Technical-constructive know-how
- Center of technology trans-fer (bottom-up)
- Ressl-Zentrum

Salzburg Research

- Applied research in selected fields
- Regional diffusion of technology
- Strong partnership with University of Applied Sciences
- International visibility (EU)

iSpace

Application oriented partner for GIS

Package of Measures

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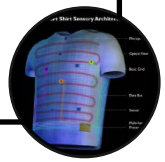
- Exploit synergies between materials research and IT
- Strengthen technical IT at the University of Salzburg
- Develop further the technical education by creating projects for graduate students
- Start a Living Lab in co-operation of Uni and SR

Excellence at the Science Hub Itzling



- Strengthen the close co-operation between companies and FH/SR
- Make use of synergies between Uni (Software) and GIS
- Clarify the succession of Ressel-Zentrum, e.g. establish a center at the FH with the support of SR

Secure Energy Informatics

- Improve the communication of Salzburgs fields of competence
- Strengthen excellence in research (eg. CD-Laboratory, young researchers,...)
- Make use of iSpace for transfer
- Make use of synergies with Smart Grids, mobility

Geoinformatics

- Min. one school per disctrict
- Foster & support teacher training
- Focus: Digital life and computational thinking
- Expand summer schools

Model Region STEM schools

- Establish Infrastructure Testing Center Mobility as successor of CD-Lab (connection to SR)
- Professorship to extenuate possible limitation of personnel and risks

Human-Machine Interaction

- Improving Mechatronics and ITS
- Application Lab in Cooperation FH - HTL
- Implementation of a Transfercentre digitalisation (cooperation with SR)
- Makerspace for creative ideas

Transfer-Initiative Digitalisation