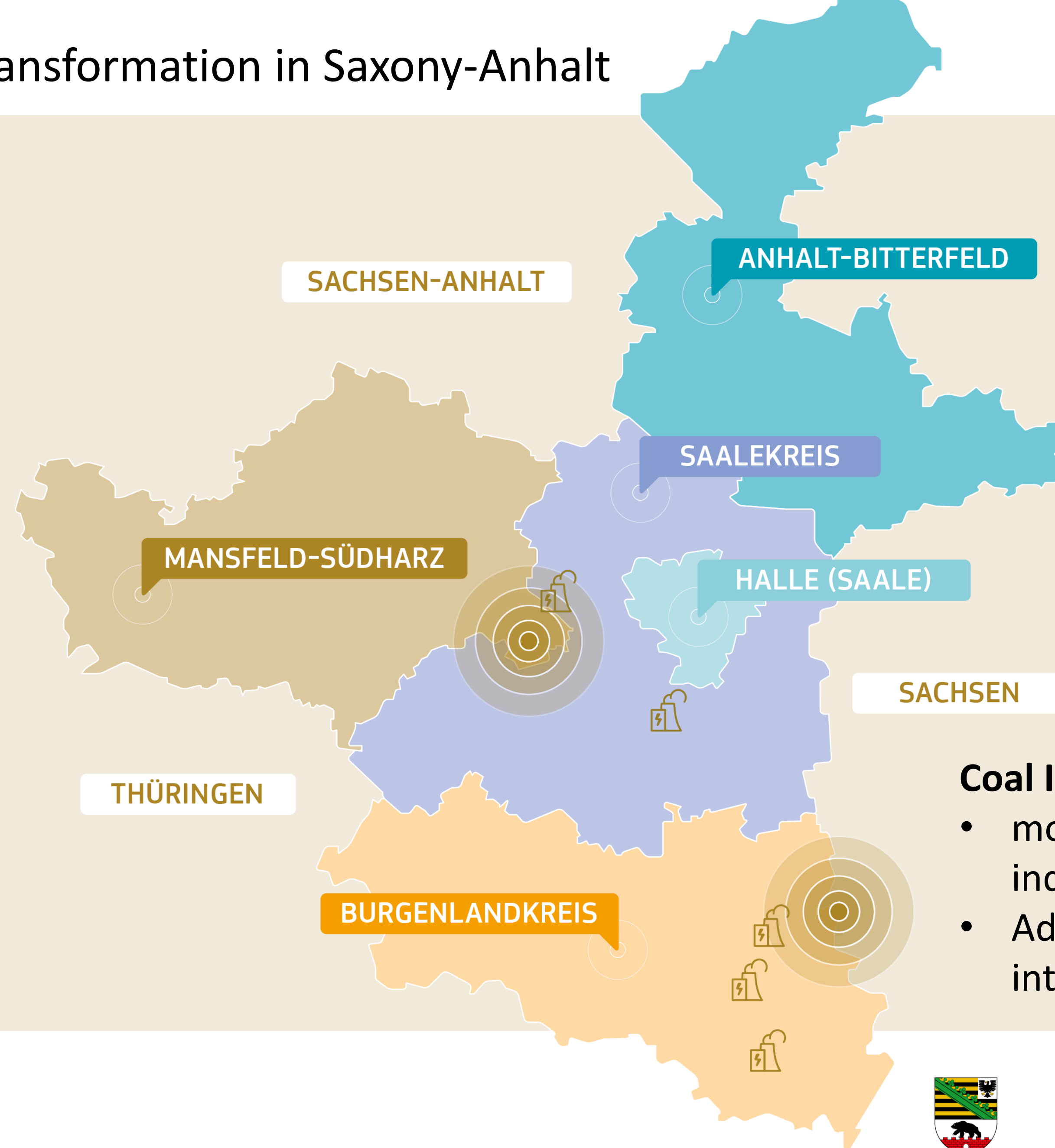
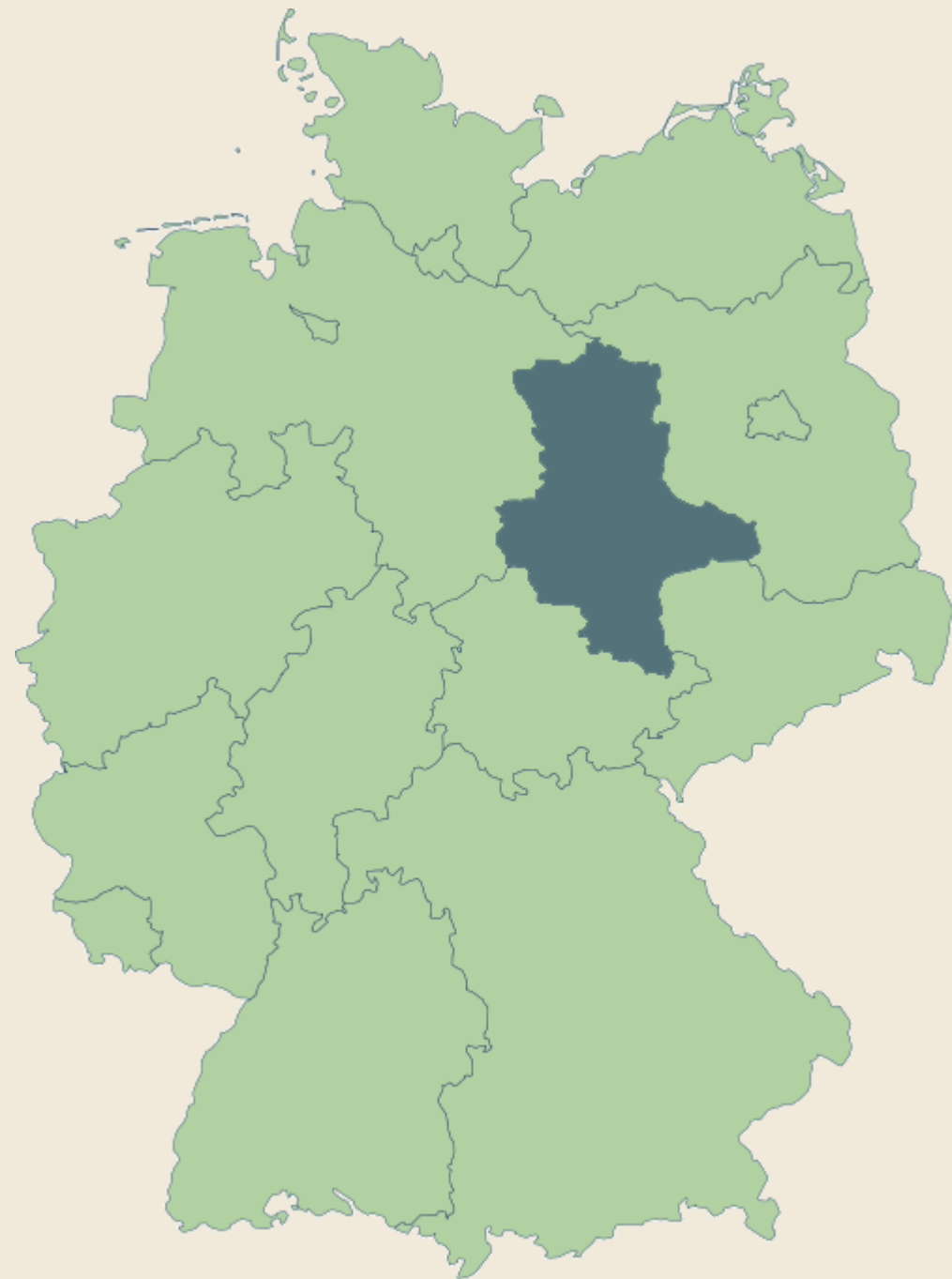


Just Transition in the Central German Lignite District – An Innovation, Creative and Cultural Industries Driven Approach

Challenges of the Structural Transformation in Saxony-Anhalt

...a Region in central Germany,
in the Heart of Europe.



Coal Industry in Saxony-Anhalt

- more than 5.000 direct / indirect employees
- Additional 15.600 in energy intensive industries

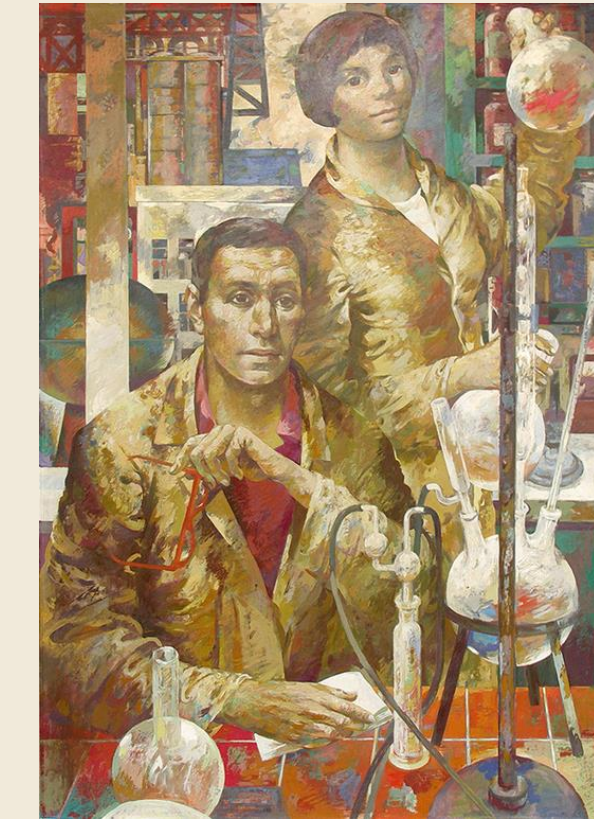
Challenges of the Structural Transformation in Saxony-Anhalt



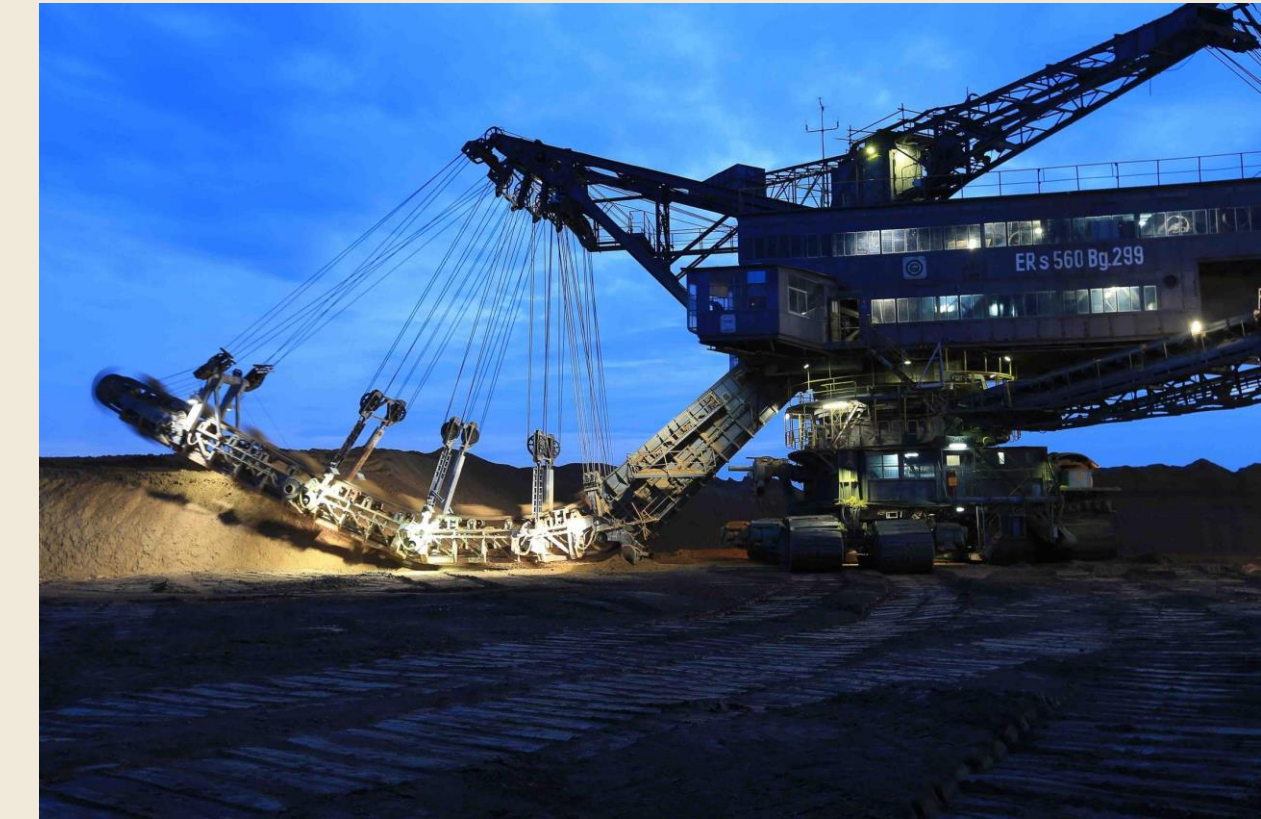
Old City View Zeitz



Kinderwagenfabrik Zeitz



Franke, B. „Junge Intelligenz in der Chemie“



Coal Mining today in Profen

- The Central German Lignite District looks back to a rich and prosperous industrial history before World War II
- Major structural breakdown after World War II
- Then: Coal Industry as a major anchor, stimulating energy intensive industries to settle and grow
- Second major structural breakdown after the German reunification
- The decision of phasing out the use of lignite, confronts the region with new challenges but also chances at same time

Challenges of the Structural Transformation in Saxony-Anhalt

Major Challenges of the Region



- Fear of job loss and unsecure future among population resulting in dissatisfaction and loss of trust in political competence



- Keeping and strengthen the attractiveness of an economic region facing the challenges of energy transition in society and energy intensive industries



- The massive brain drain after 1989 is still present and at the same time the demographic change is drastically perceptible



- Strengthening the attractiveness of the region and tackling the gap between cities and rural areas

Potentials of the Creative and Cultural Industries in the Coal Region of Saxony-Anhalt

Facts & Figures of the Creative and Cultural Industries in Saxony-Anhalt

15.650
Persons
Employed
*in 2016

979 Mio. €
Total Revenue
*in 2016

Over
700 Companies
in the Design
Industry

Historical
Bauhaus Dessau

1 University of
Art and Design

2 Universities

4 Universities
of Applied
Sciences

Over
7.000 Students
Enrolled in
Creative
Disciplines

Source: Ministry of Economics, Science and Digitalization Saxony-Anhalt

Potentials of the Creative and Cultural Industries in the Coal Region of Saxony-Anhalt

Innovation and Creativity are Key-Drivers for Successful Structural Transformation

- Connecting the innovative competences of the Creative Industry with the challenges of transition



Fraunhofer CBP



Burg Giebichenstein Halle



Kloster Posa Zeitz



Bauhaus Museum Dessau



Alte Nudel, Zeitz

Our mindset and values

- Both, high-level technological and non-technological innovation is required to step into a sustainable century
- Creativity is an essential driver for innovation
- A cross-innovation approach is the key for finding answers on how we will and want to live in the future
- Networks and creative laboratories are essential to connect competences and activities across industries and regions

Thank you!

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Sources

Slide 4

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Silde 8

Fraunhofer CBP, Burg Giebichenstein Halle, Kloster Posa Zeitz, Fotos: Andreas Lander Photography

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Nudelfabrik Zeitz, https://kreativorte-mitteldeutschland.de/wp-content/uploads/2020/07/IMG_1252.jpg