Researchers of the Fraunhofer Center develop solutions for creating a welcoming environment that encourages people to stay in a region in order to meet long-term demand for professionals against the backdrop of demographic change.

Working in the Prignitz region?

This is not an option for many young professionals. Like other regions located outside of urban centers, Prignitz in Brandenburg holds little appeal to urban dwellers, which in some cases has serious consequences for the regional economy. Researchers of the Fraunhofer Center are now pooling ideas and initiatives aimed at making their region more attractive. The aim is then to work with the network of stakeholders from politics, business and society to identify common features of their individual initiatives to enable them to present a consistent image of their region. This successive approach allows the employment and corporate landscape of a region to be adapted to that region’s expected economic development in the medium and long term.

Regional Branding

Developed by the Fraunhofer Center for International Management and Knowledge Economy Leipzig, Regional Branding is a concept for making a region more welcoming and attractive.

Duration: 8/2014 – 4/2015

Clients: Regional administrations, business development agencies, administrative districts

Partners: HHL Leipzig Graduate School of Management, Monster Worldwide Deutschland GmbH

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Training program for Polish research managers

The last few years have seen the European Union invest a total of EUR 5 billion in Poland’s research infrastructure, enabling numerous research institutions to set up new laboratories and bring existing ones into alignment with international standards.

Fraunhofer researchers developed a program to train the specialist staff at these institutions in how to develop and manage this state-of-the-art research infrastructure.

Poland’s National Center for Research and Development (NCBR) launched the “SIMS - Science Infrastructure Management Support” project in 2013 to train 120 research managers from innovative Polish research institutions, laboratories and university departments.

Leipzig Fraunhofer Center delivers training in research management

Fraunhofer researchers developed and delivered a two-week training program focused on sustainable learning. Practice-oriented presentations and workshops enabled participants to learn about strategy development, research marketing, application strategies, IP management, technology transfer, effective cooperation with industry, fundraising, HR management, legal issues in research management, and infrastructure management.


Client: National Center for Research and Development (NCBR)

Funding/Partner: International Business Machines Corporation (IBM), Technical University Dresden

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