

## Silicon Vales (Silva)

### A Miners Perspective



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If you like the idea support Silva. With your support, rolling out Silva to the world will help every Silvaner and their children. Silva needs you! Below are a couple of ways where you can help.

## Spread the idea

Send this document to others.

## Sponsor

Be a Silva Sponsor. Have your brand shown on emails, documents, webpages.

Supply resources and/or encourage workers to socially take part.

## Supporter

**As a Silva Ambassador:** Tell others about the cause, persuade them to help.

**As a friend:** Help with a monthly subscription

**Be a Enterprise Member:** If you are a company, register and join as a member.

**As a Researcher:** Tell us about the Silva 'Diamonds' which are still hidden. Feed us with facts about the Silva area, its history.

**Be a proud Silvaner:** Put the ASCII or HTML banner in your E-Mails so that others can follow up on it 😊

**Like us:** Like us on Facebook.

**Help in projects:** Find out where you can help.

## Get in the loop

Register for updates via email.

# 1. Introduction

## 1.1. The basic idea

The basic idea is to stamp the geographical area around Dresden/Leipzig/Berlin with the name Silicon Vales or simply Silva.

## 1.2. The drive behind it

There is so much potential and 'hidden nuggets' in the area that it is for the benefit of all - the people in the area, the enterprises, for the states, Germany, Europe and Mankind, if it is consolidated into a 'meme' with a world wide name. It elevates the area into the Silicon League such as Silicon Valley.

That simply having the handle 'Silicon Vales' will attract attention and foster growth.

That focusing activities with coordinated development of Silicon Vales will act as an accelerator - for innovation, culture, wealth, and well being.

## 1.3. This document and purpose

This document contains the basic seeds of the idea. Its purpose is to spread the seeds, to inform, to grow awareness, to spark ideas, to act as a catalyst for further thoughts, for dialog, for action.

## 1.4. Status

Silva is a baby starting to develop, trying to find its way how to speak, to conceptualise. As of Feb 2021 a basic operational framework and associated spacial ecosystems for new products and services are starting to form.

## 1.5. By-product

A by-product is the meme 'Silvawood' as a reference to the motion picture industry in the area, inline with Hollywood / Bollywood.

That is in itself a growth accelerator.

## 2. Geographics

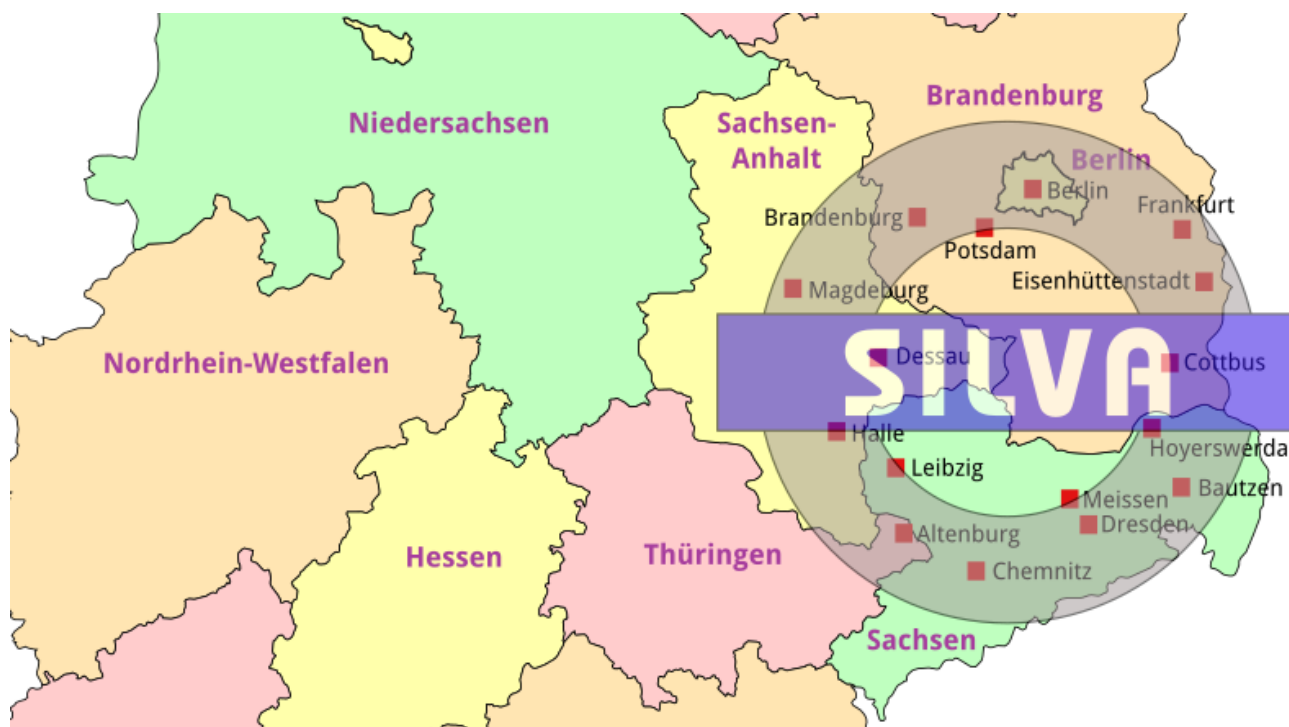
### 2.1. Silva Vales region

Silva is at the heart of Germany.



It spreads across:

- The five Federal States Brandenburg, Berlin, Saxony, Saxony-Anhalt, Thuringen.
- The three social service (Diakonie) federal areas Berlin-Brandenburg-schlesische Oberlausitz, MitteldeutschlandSachsen, Sachsen.



## 2.2. The Diamonds

### 2.2.1. The Core

At the core of Silva is a rich area of vales, of natural parks, woodlands, lakes, biospheres.

In the south are the ore mountains where they used to mine for silver.

### 2.2.2. The SilvaRing

The SilvaRing is a meme for the ring of cities on the perimeter - Halle (Saale), Magdeburg in the west, Potsdam, Berlin in the north, Frankfurt (Oder) and Cottbus in the east, and Leipzig and Dresden in the south.





## 3. What it is

### 3.1. Simply - A name

It is a name for an area, for culture, for a community, a service ecosystem, a hub at the heart of Europe.

### 3.2. Simply - An economic area

Silva is an idea for a empowered economic area, being fed from the magnetism of Dresden, Leibzig, Berlin, for culture, high-tech, innovation.

It is about creating an integrated ecosystem - bringing people, ideas, finance, ecology, the arts together to further cross pollination, to boost innovation, the sciences, technology, culture and society.

### 3.3. Simply - Marketing

It is a marketing concept - of placing one of Europes most powerful areas and strongest growing startup communities on the map in the same league as Silicon Valley.

With its easy to remember name it can be used around the world to market the area, to attract specialists and finance.

Silva has the chance to uniquely position itself as the place to live - for lifestyle, wellbeing, with its cultural foundry, its ecology core, and multifaceted tech diamond community.

### 3.4. Simply - A green future

It is a platform to grab the topic of the 2020's 'ecology' and to place it at the core of a 'people orientated' economic area.

### 3.5. Simply - Heimat

It is answer to the needs to belong to something 'great'.

To have a unique identity, to be home for thousands of 'Europeans' and other nationalities.

It is answer for the German 'soul' to be itself, i.e. be creative, innovate, work together, create something schön (nice), abundance.

It is a healing aid to help glue together the wounds left from re-unification.

Its a platform to create a networking layer, a layer of unity - bridging the 5 Federal States - the civic and civil organisations in the area - to facilitate services and change.

### **3.6. Simply - Europe**

It is an idea for a concept - to be the proactive hub to others in Europe - creating a better Europe.

It is a platform for the European 'soul' to lead or keep up with the US, China, India, in specific areas.

It can be a political instrument to create a more 'European' orientated service area.

It is also about creating and living a 'european ethos' - of teamwork, fairness, of building grassroots social stability in the region and to position it for the Europe of tomorrow.

### **3.7. Simply - A vision**

A vision helps to unite people in their actions, to build something better.

### **3.8. Simply - A foundry**

Silva is a foundry for new ideas, new services, new products.

### **3.9. Simply - A framework**

It is a 'handle' for the bundeling of resources. It can be developed as a framework for:

- Wealth development
- Culture development
- Knowledge & expertise development
- Local area development
- Grass roots social projects

### **3.10. Simply - It is already there**

It bundles what is already there, uncovers what is hidden, lets new be created. From a systemic aspect it's an organism that's already growing. Like the other Silicon Areas around the globe it will be bigger than its cities.

### **3.11. Simply - For the long term**

It is a framework to plan for the longterm - 20, 30, 50, 100 years. It represents a strategic asset of long term value.

### **3.12. Simply - Love**

Love for the people, for the beauty of the area, for the culture, the competence, for the historical heritage, for what we have and what we can be.

## 4. SilvaWare



### 4.1. A collection of memes

To market, to grow, to empower the Silicon Vales area, several topics need to be considered. Due to their complexity these topics are handled as memes and are called 'SilvaLines'.

### 4.2. What is a SilvaLine?

A SilvaLine is a 'handle' for a bundle of topics centered around a core Silva topical theme such a Tech, Region, Arts, Style. Depending on your viewpoint, each SilvaLine is:

- A product
- A portfolio of services.
- A collection of ideas.
- A collection of projects.
- A framework for services.
- A line of activities.

### 4.3. Catalog

The following list contains a description of the topical SilvaLines.

More information about each SilvaLine can be discovered in the SilvaWare's Catalog such as the separate document 'Catalog of SilvaWares / SilverLines' or on the website.

The Catalog describes each SilvaLine in more depth:

- A rough idea of what the SilvaLine is about / can be.
- Aspects of the area from the SilvaLine topic point of view.
- Their intrinsic value i.e. The Diamonds which can be polished.
- What advantages can Silva i.e. working towards the establishment of a 'Silicon Vales Area', bring for the area - as seen from the world, internally and for Europe.

## **4.4. List**

### **4.4.1. SilvaTech**

SilvaTech is a meme focused on technologies - on their development, innovation, the creation of prime value, of startups, establishment of clusters of excellence, the feeding of capital, marketing of USPs, attracting talent.

### **4.4.2. SilvaRegion**

SilvaRegion is a meme focused on the region itself. Topics include infrastructure and service needs for inhabitants and business, synergy potential.

### **4.4.3. SilvaMedia**

SilvaMedia is a meme focused on the content creation industry within Silva. Topics include networking, attracting creative talents.

### **4.4.4. SilvaWood**

SilvaWood is a meme focused on the motion picture industry within Silva. Topics include networking, attracting creative talents, integration with other SilvaWares - SilvaMedia, SilvaFinance, SilvaArts, SilvaStyle.

### **4.4.5. SilvaArts**

SilvaArts is a meme focused on the arts - as culture - as a collective for music, painting, design, dance, opera, museums. It covers their development, innovation, the creation of value, of the establishment of excellence, its marketing, attracting talent.

### **4.4.6. SilvaCampus**

SilvaCampus is a meme focused on life-long learning within Silva, from toddler to pensioner, of supplying a portfolio of learning services, of innovating the learning experience. Its about integration - of what's available, of partners.

### **4.4.7. SilvaStyle**

SilvaStyle is a meme focused on lifestyle within Silva. Topics include the industries fashion, recreation, events, tourism, luxury.

#### **4.4.8. SilvaSocial**

SilvaSocial is a meme focused on the Silva long term area's internal social needs.

#### **4.4.9. SilvaBridge**

SilvaBridge is a meme focused on exporting Silva to the world. It is also a marketing concept for people abroad to see Silva as the their "SilvaBridge to Europe - to the largest single market". Topics include working with city and federal state partners, creating a data mine for supplying services, for creating partnerships, etc.

### **4.5. Other SilvaLines**

The region offers other aspects which fortify the region's value abroad. A couple are described below.

#### **4.5.1. SilvaFinance**

SilvaFinance represents the finance sector - a collection of banks, fonds, risiko capital enterprises, private financiers, offering financing solutions.

A Silva focused approach can help the area to catchup on London, Silicon Valley.

The expansion of this sector is necessary to fire the foundries of SilvaTech, SilvaArts, SilvaSupply (Supply Chain / Logistics), SilvaWood. SilvaStyle.

#### **4.5.2. SilvaSpeak**

SilvaSpeak represents the language sector such as the availability of people to support services to Europe and the world, the development of Human Language Technologies (HLT).

This capability is one of the areas unique selling propositions.

It can be argued that alone the concentration of language specialised institutions, tech and services allows the area to be named SpeakValley.

## 5. Appendix

- Terms and defintions
- Frequently Asked Questions (FAQ)



## Terms and definitions

### A

**Accelerator Ring:** A metaphor to describe Silva as an accelerator to get things going for the Region.

### D

**Diamonds:** A term used in this document for topics of exceptional value.

### H

**Handle:** A term used to reference a concept so that it can be managed. i.e. a door handle which is needed to open a door.

### L

**Labs:** Short form for laboratory.

### M

**Mehrwert:** A term for 'exploiting the intrinsic value' to create new prime value.

**Meme:** Memes are an idea, behaviour, style, which carries a symbolic meaning. They are also used to represent complex value topics. Example Bollywood for films from Bombay, or from India, or indian-dancing-singing-drama genre,

**Mining:** Looking for diamonds, for nuggets within Silva, so that they can be cut, polished, shown, or be used to create mehrwert.

### P

**Portmanteau:** A word which blends the sounds and combines the meaning of two other words.

### S

**SDA:** Silva Development Agency - An organisation supporting the growth of Silva.

**Silicon Vales:** A meme where 'Silicon' = high tech / innovation, and 'Vales' is the (poetic) short form for valleys.

**Silva:** A portmanteau of Silicon Vales.

**SilvaLine:** Silicon Vales main meme topics.

**SilvaRing:** The ring of cities around Silicon Vales core.

**SilvaWare:** A collection of SilvaLines such as SilvaArts, SilvaTech, SilvaStyle, SilvaFinance, SilvaWatch, SilvaReal, Silvawood, SilvaMedia, etc.

**Silvawood:** A meme for the motion picture industry within Silva, in the sense of Hollywood,

Bollywood.

**Speak:** A shorter term for 'language'.

**T**

**TBD:** Abbreviation for 'To be defined'.

**U**

**USP:** Unique Selling Proposition

# FAQ

Here are a couple of frequently asked questions.

If you have a question send it to us at [service@silicon-vales.com](mailto:service@silicon-vales.com).

## 1. General

*General Silicon Vales topics*

### ❓ What is Silicon Vales?

Silicon Vales (short Silva) is a concept of a greater economic area in Germany more comparable to that of Silicon Valley. An area of high-tech, innovation, a hub for a startup ecosystem, with an emphasis on ecology.

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### ❓ Where is Silicon Vales?

Silicon Vales is an area south of Berlin. Its area stretches from Magdeburg in the west, Potsdam and Berlin in the north, Leibzig, Dresden in the south and Frankfurt (Oder) in the east.

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### ❓ What are the Silva Cities?

Silva Cities is a reference to the cities within Silicon Vales such as Berlin, Dresden, Leibzig, Potsdam but also Brandenburg, Dessau, Cottbus.

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### ❓ What is the SilvaRing?

The term 'SilvaRing' is the name for the large ring of cities around the central vales (countryside, biospheres, lakes, etc.)

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## 2. Language

*Questions concerning languages*

❓ Why are some documents available in English first?

Several reasons:

- Some of the people helping to build Silva i.e. writing documents, concepts, communicating, are people who have moved to the area and they are not so strong in speaking or writing German.
  - We are also sharing with other European countries and one of the EU core languages is English.
- 

❓ Why are a lot of the terms and names usee in English and not German?

Similar reasons as stated in the questions about documents.

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### 3. Names

*Questions concerning the name*

❓ We are German. Why an english name?

It is a brand name, designed to be easily remembered inside and outside Germany. The reference to "Silicon" is linked to "High-Tech" and "Innovation". The reference to "Vales" is to ensure that the brand can be associated with other international "Silicon" brands such as Silicon Valley, Silicon Slopes, Silicon Fens, etc.

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❓ What does Vales mean?

Vales is the poetic short form for Valley. As this area has a long cultural heritage it is only fitting that we use the 'poetic' form. 😊

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❓ Does 'Silva' have a reference to silver?

Directly no, but in the past centuries Silver was mined in the south and the Silicon Vales region has a lot of 'value' to offer.

Also one of the best keyboard / church organ builders 'Gottfried Silbermann' was born in the region.

Due to it sounding similar to silver, we use the "silver' aspect playfully in our concepts.

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❓ What is "Silva"?

Silva is the short form for SIL-ilicon VA-les. Also called a 'portmanteau' - A word which blends the sounds and combines the meaning of two other words. A form of nickname.

It is short and easy to speak.

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❓ Do we need a nickname?

Short names can be spoken more easily, can be remembered more easily and help to make things successful.

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❓ What is a person called who lives in the Silva area?

Favoured is 'Silvaner'

Another term would be 'Silvanite'.

Both have other meanings - Silvaner is also a wine grape type and Silvanite is a silver gold telluride minerale.

Silvaner is to be favoured as it can be used in English as well as German.

Another short form is 'Silvie' - but this has a female character.

Perhaps there is another form. Time will tell which name will become more popular.

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## 4. The area

*Questions about the area*

❓ The area is very big - Is it not too large?

Over the last 50 years Silicon Valley has spread out over 100 miles to engulf neighbouring cities such as San Fransisco, and is still growing.

Silicon Vales is a conceptional Accelerator Ring which allows cities, companies, people, to integrate into. It is long term concept for the next 50 - 100 years which allows organic growth.

Silicon Vales is large from a Germany point of view but for a foreigner it is not.

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❓ Berlin is big enough - why not Silicon Berlin?

The civic administratino of Berlin is focused on the Berlin geographical area. Silva's focus is on the larger area down to the south. We believe that this overlapping focus will benefit the whole region, including Berlin.

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❓ We already have Silicon Saxony - We don't need a new name. What's the advantage for us?

Silva has no intention of replacing Silicon Saxony: It is a supplement. Silva is an area that partly overlaps Silicon Saxony and has a different focus.

Silicon Saxony and the people behind it have done a great job over the last decades in attracting investment and Silva, as a new born baby, can benefit a lot from it.

Silicon Vales has however a slightly different focus - of placing the magnitude of the area in the heads of investors, of talent, of tourists, and this in the end will also be to the benefit of Saxony.

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❓ Out town is not exactly in the ring on the map: Can we be a part of it?

The visual representation is a 'concept', a rough idea, and does not define who actually works in the initiative.

Yes you can. History will show what area the Ring will actually cover.

## 5. What's in it for us

*Questions about why we need it*

② We have had enough of Berlin. Is this a Berlin driven thing to knecht us?

The initiative has been sparked by people from society who do not have any political relationships with Berlin and who have a heart for the smaller cities such as Altenburg.

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② Who is 'Silicon Vales' for?

Silicon Vales is for everybody in the region:

- As a marketing name abroad to attract investors, talent and thus employment,
- As a platform to facilitate working together within the region,
- As a long term enterprise to develop and carry out social orientated projects to improve the area.

The vision is the bigger area, working together, across all fields, is beneficial for all.