

**ESPON Seminar. Amsterdam, 16 May 2016**

# Integrated economic development of cross border territories

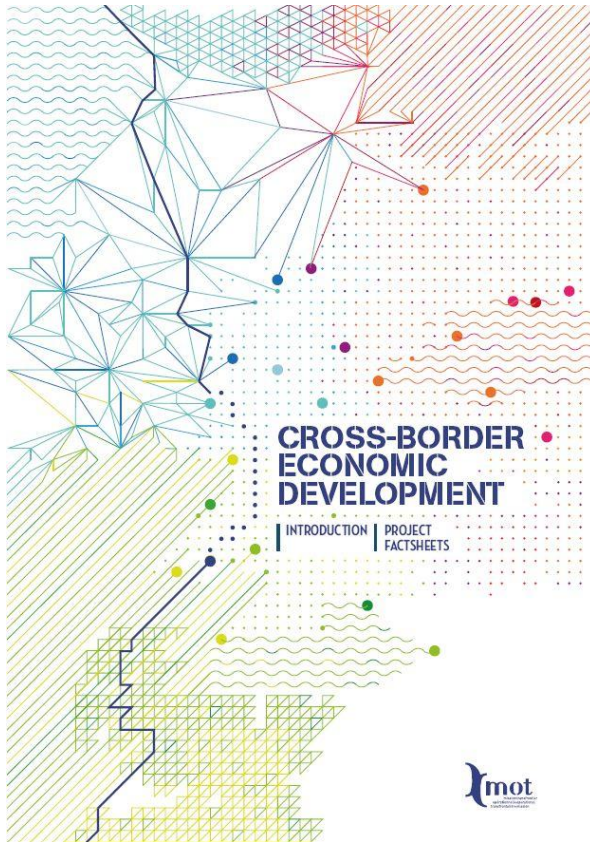


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# Project «Integrated development of cross border territories»



- funded by ERDF (FR Europact programme) 2014/2015
- 9 Territory portraits (based on 106 interviews on all borders FR/. + DE/DK, EMR, Vienna/Bratislava)
- Cross cutting themes of CB economic development
- 10 project fact sheets



# Key Concepts

## Definitions and concepts

- **Integrated economic development**: at the scale of functional territories; coordination of private/public actors to reach common goals ; holistic management of issues related to employment, economy and spatial planning on the CB territory
- **« Territories »**: proximity: local/regional; addresses mainly SMEs
- **Distinguish border and cross border public action**:
  - **Border strategy**: unilateral, taking into account the other side of the border; competition
  - **Cross border strategy**: shared by the 2 sides of the border: cooperation

⇒ **« CO-OPETITION ».**



# Key Concepts

## Definitions and concepts

- **Productive / presential economy** : traditionally, public action focuses on places of production ; presential economy considers local consuming of goods and services (linked with the « presence » of consumers (residents, tourists,...)); this distinction is particularly relevant for many borders, where on one side of the border the economy is mainly productive, on the other side presential: eg CB agglomerations

## 2 reasons to cooperate across the border:

- **complementarity** : exploit difference, chose the system adapted to needs (eg: : tertiary functions on one side, logistics on the other)
- **Scale economy**: share investment costs (as well public and private – eg research, branding,...); **agglomeration economies** (linked to market size)  
→ great potential for innovation and technological transfer in CB region (win win game) ; see OECD study; eg: Tandem FR BE ; Minnovarc Innovarc FR CH;  
**TTC & GCS: CB stimulation (EMR)**



# Project «Integrated development of cross border territories»

## Among important themes

- **Job markets, vocational training, apprenticeships and qualifications**
  - EU Context: weak residential mobility; growth of T to W mobility; CB mobility is an answer
  - Around 2 M CB workers in the EU
  - Border as a resource: make CB employment more fluid through CB public policies (training, recognition of diploma and qualifications, public transport,...)
  - Eg: FR DE placement, SWP Strasbourg and Kehl ports,...
- **Funding partnerships and projects**
  - Many sources : EU (ERDF, Horizon 2020,...) ; national promotional banks (Bpifrance,...) ; local authorities...
  - Create synergies (eg : Interreg and regional programmes)
  - Develop a CB approach (eg : CB venture capital: Seed4Start, ...)



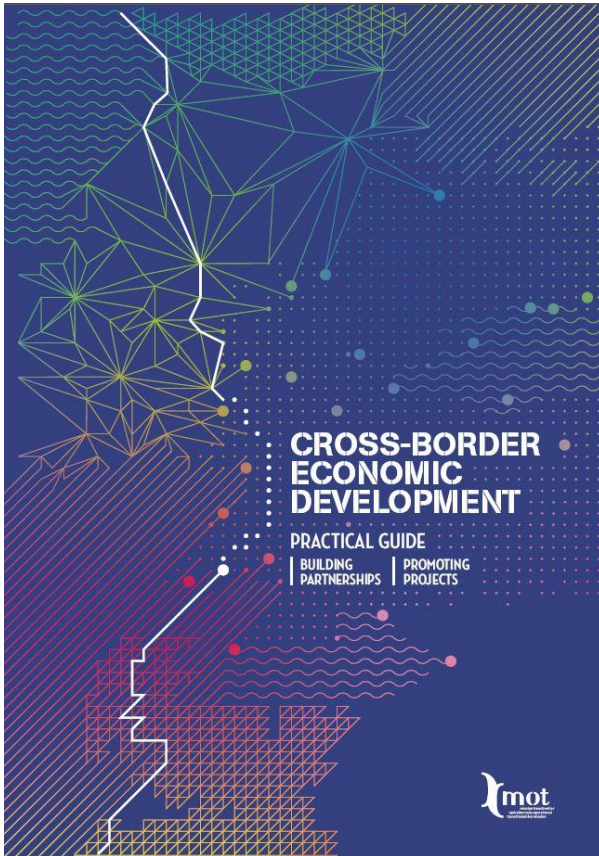
# Project «Integrated development of cross border territories»

## Among important themes

- **CB economic governance**
  - Complexity (many private and public actors, on going reforms) ; functional ( not institutional) logic (variable geometry)
  - Observation to know the CB territory
  - Take into consideration the cost of non cooperation
- **Strategies**
  - Coopetition : border strategy (competition) and/or CB strategy (cooperation)
  - Strong potential for CB innovation strategies; eg Euroregion Pyrénées Méditerranée ES/FR
  - Need of CB strategies of territorial developement, aiming at creating good conditions for economic development:
    - Local scale of CB T to W area (urban transport, services,...)
    - Euro regional scale (regional transport, universities,...)



# Partnerships for CB economic development; CB projects



- **Build partnerships** (eg Interregional Council of the Chambers of Trades of the Greater region)
  - Convince institutions of the CB value of economic development
  - Define optimal perimeter for partnership
  - Build a strategic vision
  - Coordinate funding mechanisms
- **Facilitate projects**
  - Convince economic actors of CB added value
  - Create a favourable framework to find partners (eg Bihartean ES FR, Euro3 BE FR)
  - Accompany project holders (eg project cafés DE FR)
  - Provide financial support (eg Seed4start, GR)
  - Make CB economic activities sustainable



# Thanks for your attention

## More information

[www.espaces-transfrontaliers.eu](http://www.espaces-transfrontaliers.eu)

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