

Priority Axis 4: Development of transnational synergies for sustainable growth areas

Kick off conference

Budapest, 28 March 2008

Jointly for our common future



SEE project ideas

Content

- ✓ What is a transnational project?
- ✓ Support to SEE project developers
- ✓ SEE Priority 4.
- ✓ Presentation of project ideas within the priority



What is a transnational project?

- show additional benefits to the outcomes of the project – resulting from **working together in an international context**, in a specific area;
- are focused on **a problem not localized** in one state/region but one that is typical of a larger area
- target core development priorities of the Partner States;
- involve **most of the Partner States**;
- try to use **integrated** (multidisciplinary) **approach** when seeking for relevant solutions for the whole area – analyze possibilities from different aspects;
- **prepare large-scale future development investments**, thus the involvement of national institutions and future national decision-making bodies is inevitable for the success of the project;
- target issues where significant development at the level of the programme area is possible **only through co-operation between Partner States.**
- **„less studies, more concrete results”**

Transnational cooperation projects should:

- ✓ **Have clear links to the programme strategy**

The projects should fit into the programme! They should study the programme carefully and ask themselves whether their aims are the same as those of the programme

- ✓ **Have clear need for territorial cooperation**

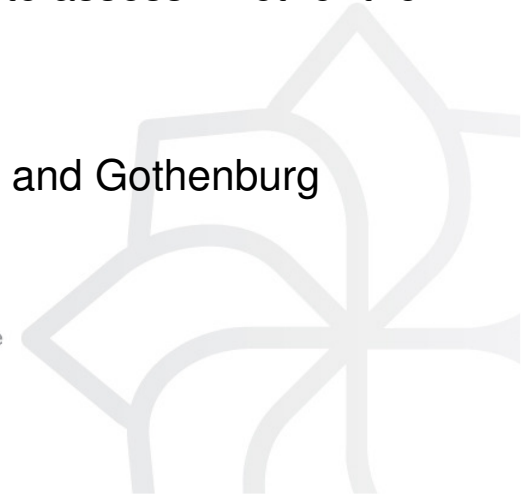
The ETC programmes are defined by the value of cooperation between regions in different countries and projects that could be implemented just as effectively without cooperation have no place in the programmes.

- ✓ **Have clear defined activities and results**

Programmes need to know what they are funding and be able to assess whether the activities planned are likely to deliver the promised results.

- ✓ **Give clear contribution to the cohesion policy**

Projects should be devoted to the achievements set by Lisbon and Gothenburg strategies



Transnational cooperation projects should be:

✓ **Innovative**

Innovation is an overall orientation of the programme. This includes approaches, partnerships, methodologies, tools but also the use of new technologies

✓ **Integrated**

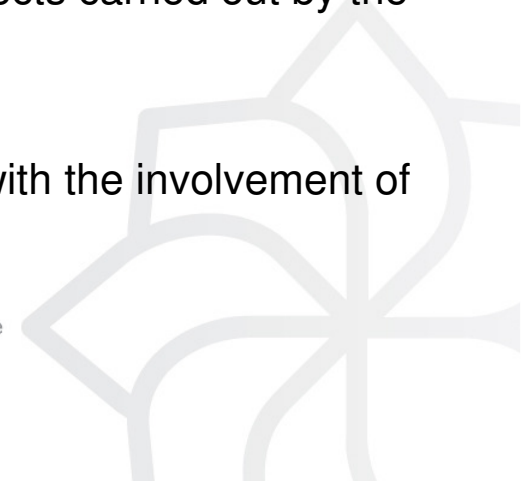
Cooperation will be promoted vertically (among different levels of government), horizontally (among different policy sectors and policy actors) and geographically (across administrative boundaries)

✓ **Sustainable**

The paradigms of sustainability (equal consideration of the economic, environmental and social pillars) shall be followed by all projects carried out by the programme

✓ **Strategic**

Projects relevant to the integration of the programme area, with the involvement of key actors and with long-term perspective and impact



Starting questions and answers

- ✓ What are our needs? = **Project idea**
- ✓ What do we want to change? = **Setting objectives**
- ✓ How will we achieve this? = **Defining work packages**
- ✓ What resources do we need to do this work? = **Developing the budget**
- ✓ How will we know if we have succeeded? = **Defining the indicator system**

Objectives must be

- ✓ **Concrete** (what exactly is going to be delivered?)
- ✓ **Quantifiable** (how can it be measured?)
- ✓ **Realistic** (can it be achieved with the resources available?)



Project generation: setting objectives

✓ **Overall, visionary objectives**

What impact is the project going to have in the longer term? – The overall aim of the project

Example: “To improve the quality of water systems in partner cities and their direct surroundings and stimulate social and economic development by using the values of water in special planning.”

✓ **Concrete, strategic objectives**

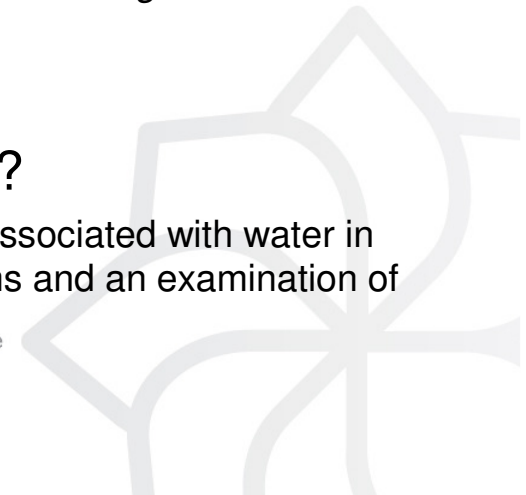
What end result will we achieve with the project? What are the success criteria?

Example: “To upgrade the various functions of water within the urban area and its direct surroundings. To develop healthy and attractive water systems where ecological values strengthen the recreational possibilities. By improving the water systems the quality of the living environment as a whole will be enhanced.”

✓ **Operational objectives**

What are the core (measurable) outputs going to be?

Examples: “To prepare a water plan with strategies for tackling problems associated with water in the cities, including details of the existing situation, prioritisation of problems and an examination of the various functions of water and the improvements that are possible”



Project generation: the right partnership

A good partner has:

- ✓ **Commitment, enthusiasm and trust towards other partners**
(willingness to take part actively already during project development)
- ✓ **Good financial capabilities**
- ✓ **Knowledge of the relevant issues**
- ✓ **Shared needs with other partners and complementary expertise**

Some types of institutions to consider:

- ✓ **„Authorities”** (they can guaranty the usage of the project results in future development decisions)
- ✓ **„Scientists”** (they bring the knowledge in)
- ✓ **„Managers”** (they secure proper implementation of the project)

**Both an invitation to an inappropriate partnership
and an inappropriate partner can be turned down.**

Support to project developers

- ✓ www.southeast-europe.net
- ✓ Joint Technical Secretariat
- ✓ Network of SEE Contact Points
- ✓ Events



Suggested SWOT analysis (1)

Strength

- ✓ Consistency with the Operational Programme?
- ✓ Capabilities?
- ✓ Resources, assets, people?
- ✓ Experience, knowledge, data?
- ✓ Innovative aspects?
- ✓ Location and geographical?
- ✓ Processes, systems, IT, communications?
- ✓ Cultural, attitudinal, behavioural?



Suggested SWOT analysis (2)

Weakness

- ✓ Gaps in capabilities?
- ✓ Lack of competitive strength?
- ✓ Financials?
- ✓ Timescales, deadlines and pressures?
- ✓ Reliability of data, plan predictability?
- ✓ Morale, commitment, leadership?



Suggested SWOT analysis (3)

Opportunities

- ✓ Looking for new Project Partners?
- ✓ Synergies with other ideas, projects, etc?
- ✓ Technology development and innovation?
- ✓ Global influences?
- ✓ Market developments?
- ✓ Information and research?



Suggested SWOT analysis (4)

Threats

- ✓ Political effects?
- ✓ Legislative effects?
- ✓ IT developments?
- ✓ Sustaining internal capabilities?
- ✓ Obstacles?
- ✓ Insurmountable weaknesses?
- ✓ Loss of key staff?



Priority axes 4: Development of transnational synergies for sustainable growth areas

Results of the analysis

- Increasing disparities within the areas
- Pattern of metropolitan areas, medium-sized or small cities distributed over the programme area shows dramatically increasing disparities.
- Diverse cities could capitalise on their potential complementarities and so achieving competitiveness, (international) visibility and ensure a sufficient level of public services.
- Lack of policy to “centralise the periphery”
- The great cultural diversity could be further utilised as development factor and as an asset in global competition.





Priority axes 4: Development of transnational synergies for sustainable growth areas



What is needed?

Internal cohesion within urban areas is necessary for sustainable economic development.

Diversity and Migration issues are priorities to be treated.



Priority axes 4: Development of transnational synergies for sustainable growth areas

Answers of the priority for the challenges

Development and implementation of integrated strategies for metropolitan areas and regional systems of settlements, work towards optimal polycentric structures in the programme area and use cultural values for sustainable development. The Priority Axis 4 shall contribute specifically to the future development of South East Europe as a place of sustainable and polycentric development of metropolitan areas and regional settlement systems.



Priority axes 4: Development of transnational synergies for sustainable growth areas

Operational objectives of the priority:

- Tackle crucial problems affecting metropolitan areas and regional systems of settlements
- Promote a balanced pattern of attractive and accessible growth areas
- Promote the use of cultural values for development



AoI: Tackle crucial problems affecting metropolitan areas and regional systems of settlements

Objectives

Development, implementation and dissemination of concrete strategies and action plans and utilisation of transnational skills and knowledge to tackle crucial problems affecting metropolitan areas and regional systems of settlements.

Transnational co-operation should generate concrete projects which:

- ✓ develop transnational synergies in the field of Public Infrastructure and Public services,
- ✓ develop transnational synergies in Planning and Governance,
- ✓ develop transnational synergies in social issues
- ✓ develop transnational synergies in economic issues

Aol: Tackle crucial problems affecting metropolitan areas and regional systems of settlements

Indicative activities

- ✓ Developing common pilot co-operation projects to improve the urban infrastructure (e.g. waste water treatment, drinking water improvement, energy efficiency refurbishment) and to improve useful inter-connections
- ✓ Tackling the needs of settlement areas that are suffering from economic and population decline
- ✓ Developing integrative tools such as city development strategies in order to cover poverty, economic development, the environment (e.g. Environmental Urban Management Plans), city management, sustainable tourism development and finance
- ✓ Developing pathways to integration for disadvantaged people, migrants and groups with specific needs
- ✓ Developing measures to stimulate business opportunities, innovation and entrepreneurship in crisis areas

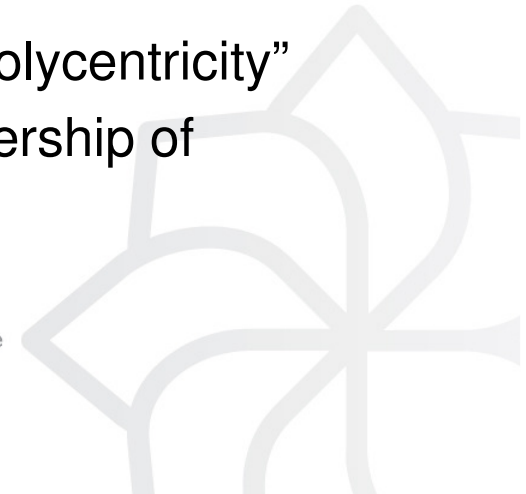
AoI: Promote a balanced pattern of attractive and accessible growth areas

Objectives

Elaborating integrated spatial and development strategies for strengthening functional regions as carriers of growth and competitiveness and providing partners with tools for the formulation of their role and for the formation of new partnerships within those areas.

Transnational co-operation should generate concrete projects which:

- ✓ joint action to formulate and manage “functional polycentricity”
- ✓ joint action to support governance as a new partnership of functional areas



AoI: Promote a balanced pattern of attractive and accessible growth areas

Indicative activities

- ✓ Strengthening co-operative marketing activities to support economic and regional development, attracting investments in a transnational network of regions
- ✓ Integrated business location concept for functional economic regions: Presenting and coordinating disperse business location offers that cover a functional region of small communes, development of business zones located at the best suitable and accessible locations
- ✓ Creating public funds or other relevant tools for interventions in the land market and as an instrument of public land policy, to “protect” areas for the intended use
- ✓ Developing networks and other forms of co-operation between public bodies to save investment costs (e.g. inter-communal industrial parks)

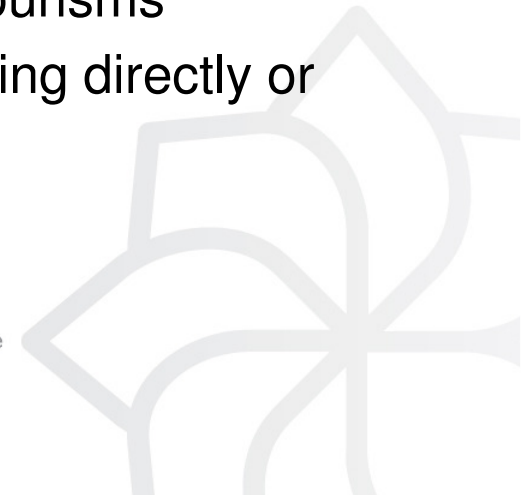
AoI: Promote the use of cultural values for development

Objective

Inclusion of cultural values as an integral part of the programme area in the planning and development processes of urban centres, systems of settlements and surrounding rural areas.

Transnational co-operation should generate concrete projects which:

- ✓ joint conservation and the utilization of cultural values as a development factor and resource of sustainable tourisms
- ✓ developing the endogenous potential and generating directly or indirectly income and jobs



AoI: Promote the use of cultural values for development

Indicative activities

- ✓ Improving good policy, programme design and capacity building with respect to joint conservation and the utilization of cultural values
- ✓ Enhancing joint promotion of historic places, joint labeling and communication strategies, development of transnational city marketing concepts for historical centres
- ✓ Transnational pooling of specific expertise, e.g. for better management of archaeological sites
- ✓ Coordinated approaches in cultural heritage conservation in combination with common professional training (Data base creation, mapping and monitoring the sites of cultural interest, restoring techniques, also utilizing ICT tools)
- ✓ Promoting cultural tourism, e.g. through the developing of cultural routes

Target sectors

Decision-makers and stakeholders at national, regional and local level, as well as institutions dealing with challenges on

- ✓ the field of urban and regional development
- ✓ transport
- ✓ housing
- ✓ culture
- ✓ tourism



Main beneficiaries

- ✓ National, regional and local authorities
- ✓ Regional and local development agencies
- ✓ Energy agencies
- ✓ Chambers of commerce, collective business support actors
- ✓ Transport authorities, (Public) Transport operator
- ✓ Universities, research centres, scientific institutions
- ✓ Non-governmental organisations / public-like organisations (e.g. environmental interest groups)
- ✓ Voluntary sector organisations
- ✓ Associations for renewable energies

Nobody is eligible who has industrial or commercial character!



Project ideas

<i>Time</i>	<i>Title</i>
10:00-10:05	Culture Landscape Joins Civil Economy
10:05-10:10	Cultural Patrimony as focal points for sustainable tourism
10:10-10:15	Culture Links
10:15-10:20	Development and Promotion of Cultural Tourism
10:20-10:25	Diplomacy for All
10:25-10:30	Donauhanse II – network of Danube Cities
10:30-10:35	Innovation for generation fair urban and rural areas
10:35-10:40	Newcomers Integration Models For a Sustainable Growth
10:40-10:45	Reveal: Regional Values Economic Alternatives
10:45-10:50	Revitalisation of Traditional Industrial Areas in SEE - ReTInA
10:50-10:55	SYNCULTOUR – synergies of culture and tourism for sustainable growth and integration of regions
10:55-11:00	TICAD – Tisza Catchments Area Development
11:00-11:05	Transnational Strategy for Sustainable Rural and Tourism Development in the Danube Area
11:05-11:10	TRANSCULTURE Valorisation and management of water heritage for cultural tourism in South-East Europe
11:10-11:15	Valorisation and management of built heritage in inter-cultural environments
11:15-11:20	Waste Management in Mountain Areas



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