

Urban-rural relationships in metropolitan areas of influence



IMPRINT

Editor

Jan Kelling
Ministry of Economy, Transport and Innovation
Free and Hanseatic City of Hamburg
Alter Steinweg 1-3
20459 Hamburg
Germany

Proof reading

Georgina Watkins-Spies

Design

Rainer Mebus
www.mebusplus.de

METREX Working Group

on metropolitan-rural relations
Dr. Rolf-Barnim Foth (chair)
Ministry of Economy, Transport and Innovation
Free and Hanseatic City of Hamburg
rolf-barnim.foth@bwvi.hamburg.de

Juliane Kürschner (co-chair)

Physical Planning Department Amsterdam
j.kurschner@dro.amsterdam.nl

Lise Lyck, Copenhagen Business School

Prof. Dr. Jörg Knieling, HafenCity University Hamburg

Emily Yates, HafenCity University Hamburg

Judith Bornhorst, HafenCity University Hamburg

Julian Jansen, Physical Planning Department Amsterdam

Pim Vermeulen, Physical Planning Department Amsterdam

Koen Elzerman, Physical Planning Department and
University of Amsterdam

Natalia Korwin-Piotrowska, Regional Office for Spatial Planning of
Westpomerania, Szczecin

Stefano Maracci, Regione Lombardia

Monica Peggion, Regione Lombardia

Katarina Fehler, Stockholm County Council

Thomas Kiwitt, Stuttgart Region Association

Prof. Dr. Sako Musterd, University of Amsterdam

Prof. Dr. Willem Salet, University of Amsterdam

Dr. Marco Bontje, University of Amsterdam

Reinhard Wölpert, Metropolitan Region Central Germany

Jan Opitz, Metropolitan Region Central Germany

Frank Segebade, Capital Region Berlin-Brandenburg

Mette Vindbaek Tost, Fehmarn Belt Business Council Copenhagen

Susanna Caliendo, Regional Authority FrankfurtRheinMain

Reinhard Henke, Regional Authority FrankfurtRheinMain

Alberto Leboeiro, Madrid Metropolitan Region

Tomasz Slawinski, Mazovia Region and Warsaw Metropolitan Area

Roger Read, METREX Secretary General

Hilary Lawson, Peri-Urban Regions Platform Europe

Jörg Saalbach, Rhine-Neckar Metropolitan Region

Holger Gnest, Hamburg Metropolitan Region

Aimee Vosper, Northern Virginia Regional Commission

Ernst Hansen, Ministry of the Interior, Schleswig-Holstein

Peter Steen, State Chancellery of Mecklenburg-West Pomerania

... and too many more people to mention.



Trust and cooperation between urban and rural areas is the key to the success of a Metropolitan Region

Many metropolitan areas and regions include vast rural areas. Within these functional regions, the urban and the rural areas cooperate very closely and can be regarded as cohesive systems.

In Metropolitan Regions, urban and rural relations of this kind are of major importance, nevertheless often very complex and challenging. Cooperation also offers new opportunities to work together, for example, in the fields of traffic and transport, new technologies and business, food and nutrition, climate change, energy supply or tourism. Therefore urban, and especially rural regions, must know where their strengths lie in order to be able to achieve best results and mutual benefit.

Hamburg Metropolitan Region is still growing: an additional federal state, two cities and three counties are about to become members. So the initial course for better cooperation is set and joint projects with our new members will follow.

I hope that as many regions as possible embrace the opportunities of urban-rural relationship to achieve a spirit of cooperation and cohesion, to create many common projects and a corporate identity, and to enhance their national and international competitiveness in times of globalisation.

There are a lot of very good and interesting best practice examples in this publication from different European metropolitan areas. Please use this booklet as a source of inspiration and give support to new approaches to cohesion politics.

Many thanks especially to Amsterdam for co-chairing the METREX working group on metropolitan-rural relations and to all members for their valuable contributions throughout the discussions and to this publication.

Andreas Rieckhof
State Secretary
Ministry of Economy, Transport and Innovation
Free and Hanseatic City of Hamburg



A new deal in urban-rural relations

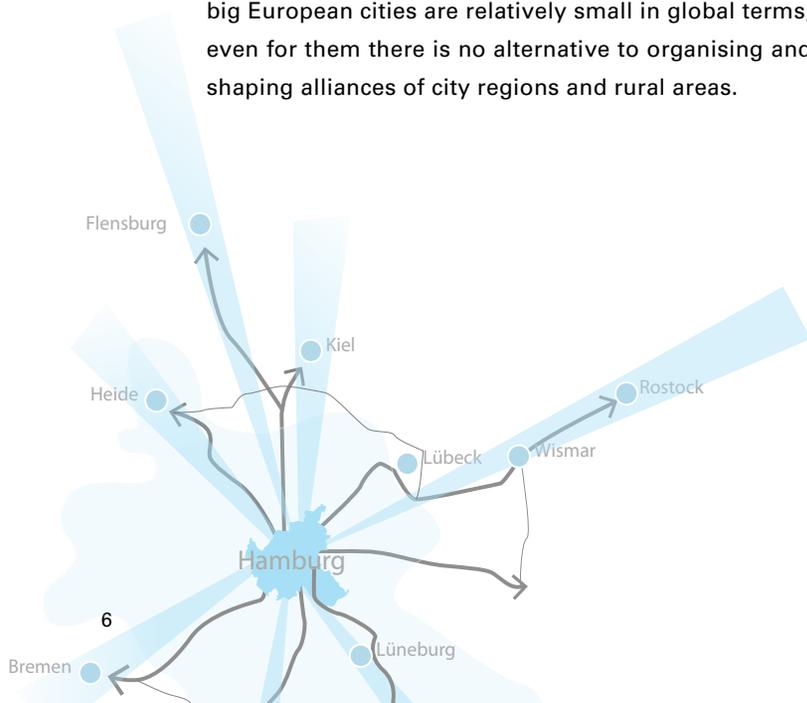
Over the last decade in Europe, urban as well as rural areas have been confronted with an acceleration of globalisation. Additionally, quite a number of regions have been facing the ongoing urbanisation, with hinterlands threatened with decline against a background of dramatic demographic change. Recipes of traditional cohesion politics may not be sufficient either to meet all these challenges or to make the most of new opportunities arising from the changing political and economic environment.

Setting out from the traditional and centuries old symbiosis in peri-urban relations, many major European cities have recently formed or are in a process of forming a new type of coalition with their neighbouring peri-urban and rural areas on an equal footing, so called Metropolitan Regions. Thus the regional level joins forces against the rising pressure of globalisation. Both urban and rural partners are aware that in terms of national or international visibility and competitiveness such cooperative regions are more likely to “remain on the map” or to gain visibility, which makes working across hitherto separate administrative or even national borders indispensable. In fact, as most big European cities are relatively small in global terms, even for them there is no alternative to organising and shaping alliances of city regions and rural areas.

Many of these Metropolitan Regions are able to look back to a tradition of what is nowadays defined as a functional region. However, most of those functional regions lack a centralised steering and a common representative political body and are compelled to define joint governance models. European Metropolitan Regions all differ in size, governance structure, history and specialisation. While some still remain in a process of internal consolidation, others have already become actors in external and international relations. Nevertheless, all Metropolitan Regions function as strong and successful models of cohesion and division of labour among urban and rural areas. In the political debate on Metropolitan Regions and international competitiveness it is often overlooked that, as a rule, important parts of such Metropolitan Regions consist of rural areas as well as of small and medium sized cities.

New approach to cohesion

In an official three year pilot project on spatial development (MORO) of the Federal Ministry of Transport, Building and Urban Affairs as well as the Federal Institute for Research on Building, Urban Affairs and Spatial Development, a number of German Metropolitan Regions have now systematically explored a cooperation of Metropolitan Regions with their surrounding hinterlands. This pilot project of spatial planning resulted from a most controversial debate at national level in Germany about how to give

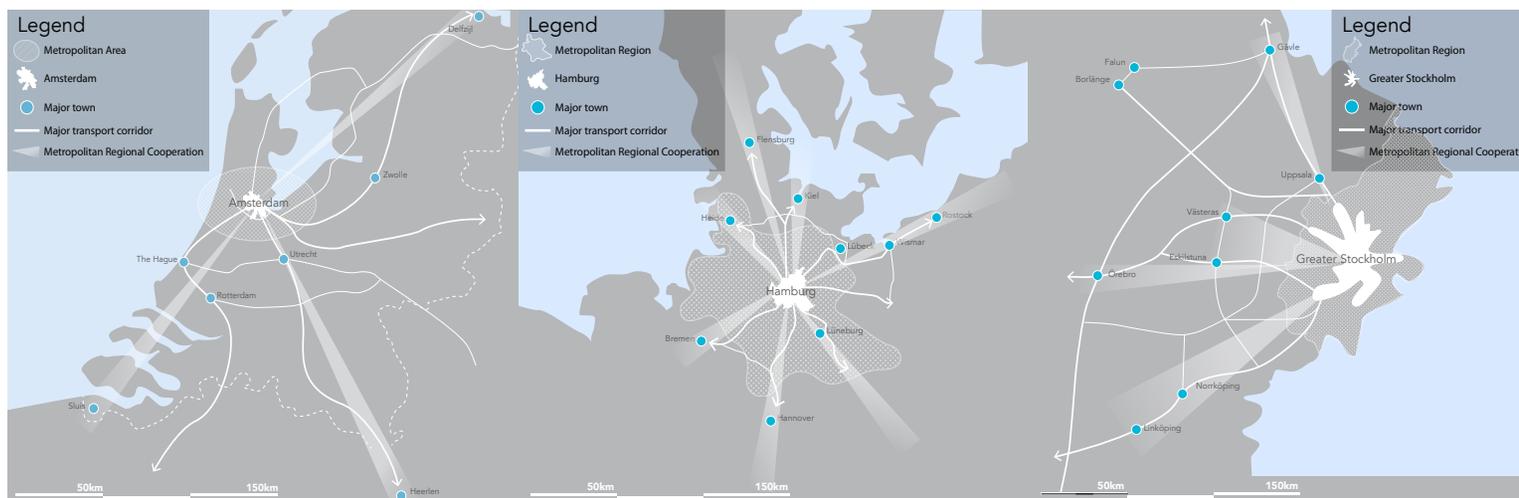


support to Metropolitan Regions in order to enhance their competitiveness while at the same time ensuring regional cohesion. The aim of the pilot project therefore was to enquire into the possibility of metropolitan and rural areas closing ranks and joining forces through project-oriented cooperation on the basis of mutual benefit. This new approach to cohesion politics and the establishment of so-called **“urban-rural partnerships”** have proved to be successful. As a result of the model project, the participating Metropolitan Regions have been able to enlarge and improve cooperative organisational and governance structures. The rural partners have joined forces with metropolitan partners, they have implemented own projects and been able to become partners in new networks and in the decision making process aiming at making an extended region cope more easily with current and future challenges. Although such cooperation processes run by representatives from administration, business, science

and civil society across the existing administrative (and EU-NUTS) borders are fairly slow, they lead to a better mutual understanding and confidence-building. Therefore all participants have declared their interest in continuing the process.

This pilot project on spatial development has brought about evidence that there is no contradiction between the European Union’s policy of cohesion among member states and less favoured regions on the one hand and initiatives to the advantage of Metropolitan Regions on the other. In fact, the two policies complement each other. This publication shows that less developed regions benefit in many ways from better developed ones and vice versa. Urban-rural partnerships neither intend to nor are able to they replace a comprehensive policy of cohesion, but in many parts of Europe, in and around Metropolitan Regions, new and possibly lasting networks of cooperation could be created.

Seen from the same perspective, Amsterdam, Hamburg and Stockholm cooperate on the same geographical scale (app. 250km): metropolitan area, Metropolitan Region and ‘radiating beams’ of cooperation towards more rural cities/regions.



Stretching out even further

Urban-rural partnerships and cooperation can extend even further than the actual metropolitan area of influence. They can create partnerships over a longer geographical distance than the neighbouring areas. Proof of this is the cooperation that Amsterdam has started with municipalities in shrinking regions on the border of the Netherlands. Starting point is cooperation on an equal footing, making instant functional coalitions for mutual benefit and thus enhancing cohesion between the urban metropolis and the rural regions, regardless of their geography.

This publication is the fruit of a working group within the network of European Metropolitan Regions and areas, METREX, with representatives from Copenhagen, Berlin, Frankfurt, Madrid, Mitteldeutschland, Rhine-Neckar, Regione Lombardia, Stockholm, Stuttgart, Szczecin

and Warsaw. The group was chaired by Hamburg and Amsterdam and had support from HafenCity University Hamburg, Copenhagen Business School and the University of Amsterdam. The aim of this publication is to disseminate European Metropolitan Regions' experience and provide interested regions with a set of good practice examples describing successful, as well as still on-going projects of networking and integration of well-developed with less well-developed areas and regions. As only Germany apparently makes use of the possibility of running official pilot projects on spatial development supported by the Federal Ministry of Transport, Building and Urban Development (BMVBS) and its Federal Office for Building and Regional Planning (BBR), the strong presence of best practice examples from Germany could not be avoided in this edition. The METREX network and the participating Metropolitan Regions in this publication therefore invite European regions to initiate similar processes.



Contact

Dr. Rolf-Barnim Foth (chair)
Ministry of Economy, Transport and Innovation
Free and Hanseatic City of Hamburg
rolf-barnim.foth@bwvi.hamburg.de

Juliane Kürschner (co-chair)
Physical Planning Department Amsterdam
j.kurschner@dro.amsterdam.nl

Defining metropolitan areas and regions

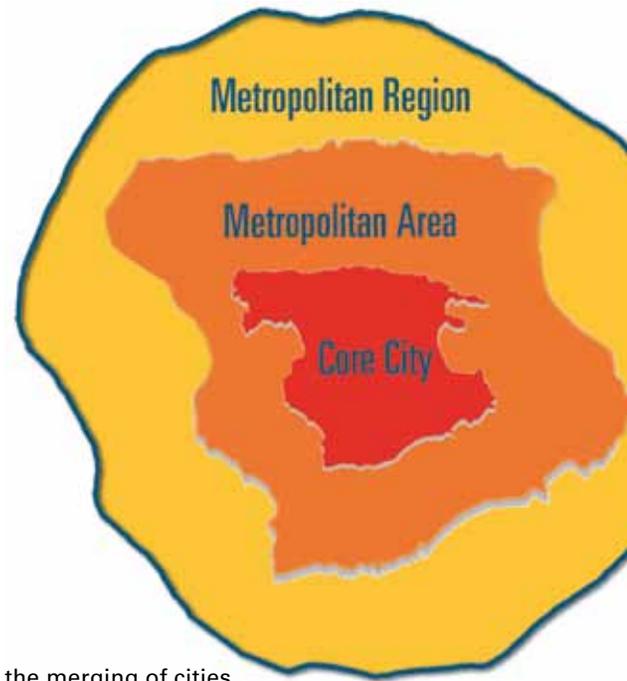
A lot of research has been done on peri-urban relations over the last decades, i.e. on immediate interaction on urban and rural borders. There is even a European organisation, PURPLE, to deal with these relations. Metropolitan areas and regions, however, have not yet achieved a clear and agreed scientific definition. Some Metropolitan Regions have a clearly fixed political and administrative boundary – irrespective of the size of the underlying functional areas. For this publication the following definition of a metropolitan area or region from a planner's perspective might be helpful:

Metropolitan area

- functional urban area (ESPON) or metropolitan area and its area of influence
- within which lies a larger urban zone (LUZ – urban audit and a core city)
- rural/urban policy issues within metropolitan areas include urban sprawl and the merging of cities, towns and villages
- rural/urban policy measures responses can include greenbelts, green wedges and urban fringe management

Metropolitan region and beyond

- one or several core cities
- less intensive urban/rural relationships
- complementarity of functions (urban services/rural resources)
- this is the cohesion policy area and the focus of this publication
- the foundation is socio-economic solidarity and rural resource use and development for mutual benefit





Comprehensive Approaches

MORO – A prototype for regional planning

New challenges such as globalisation, demographic change, changing climate and shortage of resources made it necessary to adapt the policy for spatial development. With regard to its territorial agenda, the objective of the European Union is to consider the different potential and variety of European cities and regions to achieve better realization of the Lisbon and Gothenburg strategy. Recently, a new territorial agenda for Europe 2020 has been agreed.

That means all regions should realize and connect their potential and abilities. Large-scale responsibility also means that strong regions help weaker ones. They should act as a kind of motor and create a climate of friendly responsibility, in which dialogue, learning from each other, and maintaining partnerships on equal terms will lead to large-scale cooperation.

From the beginning of 2008 to the middle of 2010 the Federal Ministry of Transport, Building and Urban Development (BMVBS) and the Federal Office for Building and Regional Planning (BBR) supported seven regional pilot regions of supraregional partnership. All pilot regions should be innovative attempts at supraregional partnership. They should:

- Create strategic concepts of development and a joint governance
e.g. strategies for cross-linking, regional identity and cohesive politics
- Put theory into practice and create specific projects
e.g. cluster-building and supraregional business development

The realisation of the pilot regions was supported by the project management of the Federal Office for Building and Regional Planning (BBR) and Institut Raum & Energie. They organized meetings to reinforce the connections between all partners and to support exchanges of experience between all regions and analysed the results of the project.

The prototype results should help to:

- Draw conclusions from the overall concept of supraregional partnership,
- Give hints for implementation in all regions and for support of the federal ministries and offices,
- Conclude further research or prototypes.



Germany took this concept on board and developed a new strategy of large-scale responsibility between metropolitan and rural regions. A programme was therefore established with various different focuses e.g. on infrastructure, supraregional cooperation and site management. Through cooperation and partnership, all regions should be able to improve economic growth and innovation.

The seven pilot regions of supraregional partnership created more than forty projects. These projects, to develop the potential of regions for economic growth and innovation, involved cities, districts, economy, science and civil society. The results of this work show that such cooperation helps to improve the development of all regions or areas of them.

Another positive aspect is that cooperation did not result in intensifying competition between regions. Furthermore cooperation can help to create specific solutions and improve action options for different actors. Now it is important to make sure these positive trends are permanent and improve results in the future. Some pilot regions of the MORO supraregional partnership will be outlined on the following pages.

Contact

Dr. Rupert Kawka
Federal Institute for Research on Building, Urban
Affairs and Spatial Development within the Federal
Office for Building and Regional Planning
Phone: +49 (0)228 99401-1314
Email: rupert.kawka@bbr.bund.de



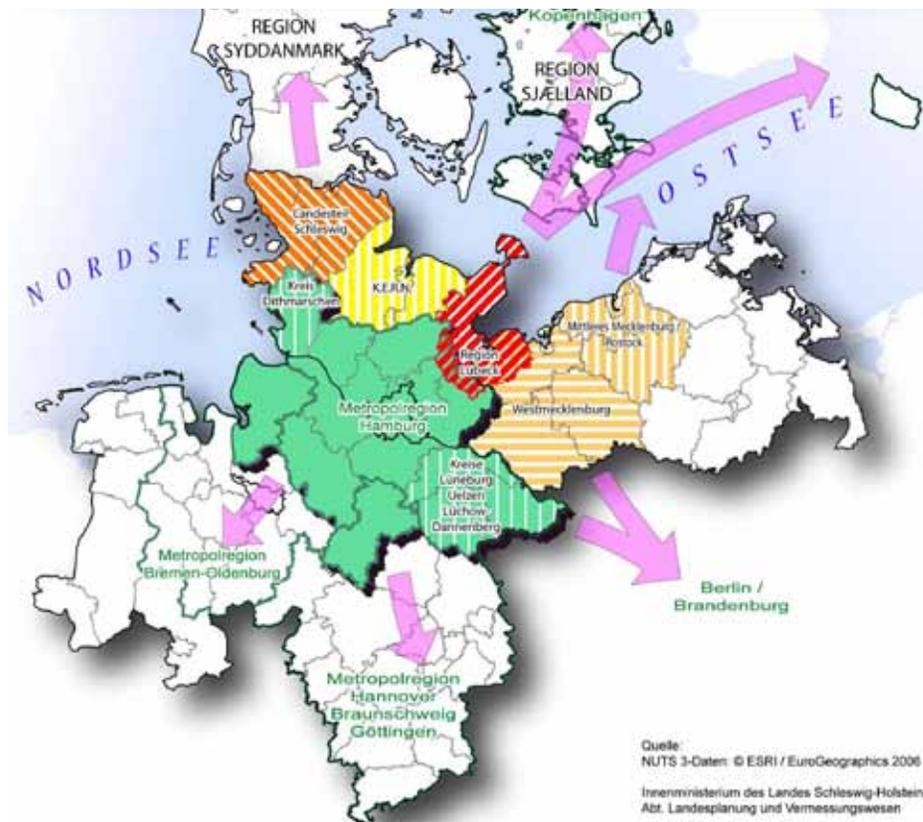
Hamburg Metropolitan Region: MORO North

A partnership prototype of Northern Germany and Hamburg Metropolitan Region

MORO North is the supraregional partnership project of Hamburg Metropolitan Region, northern parts of the federal state of Schleswig-Holstein and western parts of the federal state of Mecklenburg-Western Pomerania. The objective of the project was to look into the possibility of a project-oriented metropolitan-rural partnership on equal terms and for mutual benefit, which would make a substantial contribution to the competitiveness of all partners and to regional cohesion.

MORO North was financed by the German Federal Ministry of Transport, Building and Urban Development, the federal states involved, Hamburg Metropolitan Region and chambers of commerce. Special projects had a different co-financing.

The cooperation got underway at the beginning of 2008. A steering committee was established and the Schleswig-Holstein Interior Ministry took over project leadership. General project management was the responsibility of Hafencity University Hamburg. Regional conferences with participants from all levels of government, associations, chambers of commerce and companies agreed upon 14 individual projects which were subsequently managed in a decentralized way by public or private institutions. These projects fall under the headings of clusters, science, qualification, transport and infrastructure, etc.:



- Campus North – cooperation among universities
- Qualified Northern Germany – combating the shortage of skilled workers and enhancing qualification in the technology sector
- Bridging – preparing for the Fehmarnbelt tunnel which will link Hamburg Metropolitan Region and Öresund from 2020
- Maritime economy – setting up a joint cluster organisation
- Supraregional logistics platform – cluster project
- Life science – cluster project
- From the region for the region – food initiative
- Cultural cooperation – cultural routes and joint marketing
- Unmistakably Northern German – joint marketing initiative
- Moving closer – transport connections between rural and urban areas
- Taking a stand – position of rural areas in a supraregional partnership
- Future North in crafts and trades
- Belt Food – food project with Öresund
- Strategic development of the MORO North partnership

In 2010, at the end of the official model project, all MORO North partners decided to continue to work together. As a consequence, Project Partnership North (PP Nord) was established and will be chaired by Hamburg for the next two years, in order to continue existing projects and develop new ones with the same objectives as MORO North. The project “Taking a stand – position of rural areas in a supraregional partnership” is a good example: It ended with a political declaration (the Bad Bevensen declaration) which has still to be implemented. With the help of this project, the rural regions and Hamburg Metropolitan Region plan to improve regional living conditions, economic growth and sustainable development.

Another example is the project “Moving closer – transport connection between rural and urban areas” which produced a study “Public transport 2030” showing a possible development of public transport in Northern Germany.

Some of the MORO North projects will be explained in the following chapters.

Contact

Dr. Rolf-Barnim Foth
 Ministry of Economy, Transport and Innovation
 Free and Hanseatic City of Hamburg
 Phone: +49 (0)40-42841-2618
 Email: rolf-barnim.foth@bwvi.hamburg.de

Prof. Dr.-Ing. Jörg Knieling
 Hafencity University Hamburg
 Phone: +49 (0)40-42827-4515
 Email: joerg.knieling@hcu-hamburg.de



Capital Region Berlin-Brandenburg

Cooperation and cross-linking in Northeast Germany

In times of an accelerating global competition, regions and major cities have to combine their potential to stay competitive. The entire Metropolitan Region is in the same boat, constituting a community of common interest. This describes the main idea behind the urban-rural partnership model project. One of its partners is Berlin-Brandenburg, the capital region – a cooperation that has been following this approach for many years. The urban-rural partnership model project offered the chance of making a reasonable extension to the approved spatial setting and of examining innovative approaches to cooperation covering the whole of northeastern Germany.

More than thirty public and private stakeholders – comprising among others chambers of industry and commerce, municipalities, districts and the ports of Rostock and Sassnitz – built a new partnership. The lead was taken by the three federal states: Berlin, Brandenburg and Mecklenburg-Western Pomerania.

The main aims of the partnership were to cross-link this region in Northeast Germany and to create a better chance of development for all parts of the region by improving economic development and counteracting demographic change.

In view of the limited time and financial resources available, the partnership decided to concentrate on crucial aspects. The following five modules were tackled at their respective spatial levels:

- Enlarging economic links
- Cross-linking regions
- Bringing together ports and their hinterland
- Enlarging the partnership
- Developing the Lower Oder Valley region

Taking into consideration the novelty of the partnership and the limited resources allocated, the project can be considered a success. Some of the aspects reviewed generated important results which could provide the basis for closer or further future cooperation. For example, the very successful third module (bringing together ports and hinterland) will continue as part of the currently running INTERREG IV B project Scandria.

But the project also showed that the real links between the capital region on the one hand, and Mecklenburg-Western Pomerania on the other, are still poorly developed. This applies both to functional links and real cooperation between public and of private actors.

These links and cooperation are still at an early stage and require perseverance. The main priority and future challenge will be to secure the support of the new initiatives.



Contact

Frank Segebade

Joint Regional Planning Department

Berlin-Brandenburg

Phone: +49 (0)331-866-8740

Email: frank.segebade@gl.berlin-brandenburg.de

Central German Metropolitan Region

In the middle of Europe

The Central German Metropolitan Region network lies at the heart of Europe and brings together eleven cities from Saxony, Saxony-Anhalt and Thuringia.

Apart from the region of Berlin-Brandenburg, it is eastern Germany's only city complex and represents the most dynamic economic part of the new federal states. The Central German Metropolitan Region is located at the interface of western and eastern Europe, which provides it with an important role in the exchange of knowledge, information and goods within the extended European Union.

In 2009 the mayors of the 'Saxon Triangle' Metropolitan Region unanimously decides on the new name of 'Central German Metropolitan Region'. At the same time the cities of Jena and Magdeburg are accepted as full members. On 1 January 2010 the cities of Gera and Dessau-Rosslau are accepted as full members. As a result the Metropolitan Region is now composed of the following members with voting rights: the cities of Chemnitz, Dessau-Rosslau, Dresden, Gera, Halle, Jena (also representing the interests of the cities of Erfurt and Weimar, the Impuls-Region), Leipzig, Magdeburg and Zwickau.

The activities of the Central German Metropolitan Region are concentrated on clearly defined priorities which are related to the specific strengths of the region and the principal interests of those involved.

In the fields "Business and science", "Transport and mobility" and "Culture and tourism" the Metropolitan Region has a number of unique features with which it can present itself both internally and externally. In addition the Central German Metropolitan Region also plays an active role in the following cross-sectional spheres of activity: "Trans-regional cooperation" and "Family-friendly policies".



The Central German Metropolitan Region regards its role as that of stimulus provider for innovation and sustainable economic development within the entire region.

As a 'network of networks' it aims to bring together the wide range of energies, identities, potentials and interests from the economy, science, politics and society in the region. The overriding objective of all these activities is the long-term strengthening of the overall region as a location for business and science, as well as a cultural landscape.

Dynamic, innovative, attractive and open to the whole world – this is our vision of the future of the Central German Metropolitan Region.

Contact

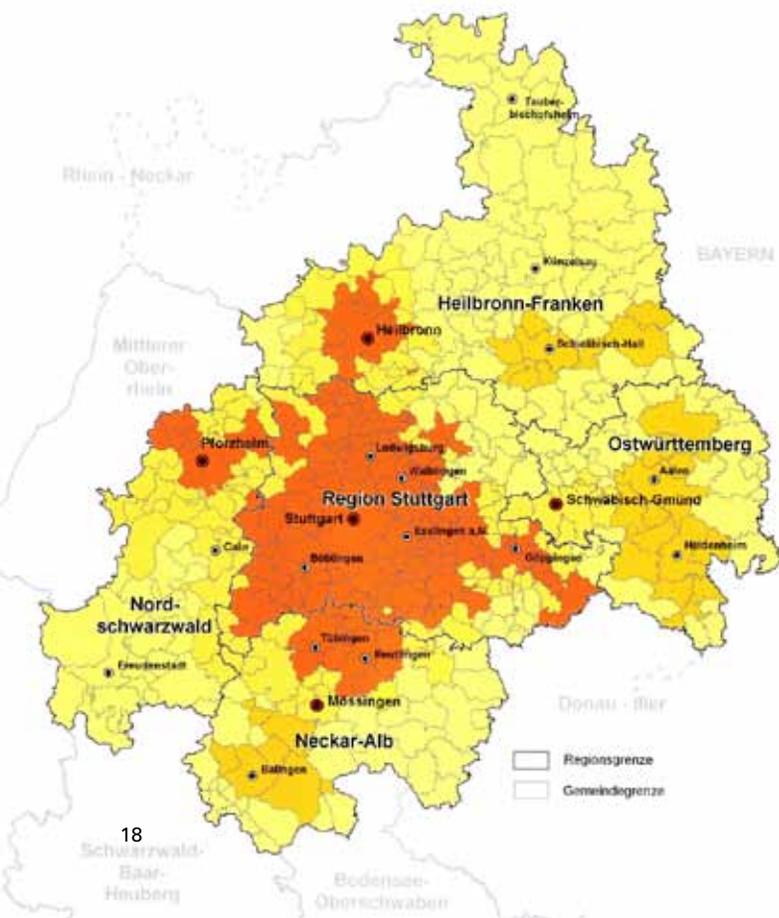
Jasmin Boldhaus
Head office of the
Metropolitan Region Central Germany
Phone: +49(0)351 488 2296
Email: jboldhaus@dresden.de

Stuttgart Metropolitan Region

Stuttgart Metropolitan Region is an intensified cooperation between Stuttgart Regional Association and the surrounding regions, known as European Metropolitan Region Stuttgart (EMS). It describes the cooperation of urban areas with their suburban or rural hinterland, which has the objective of strengthening comparative locational factors to form a kind of large-scale "community of responsibility". Within the framework of EMS, conditions for spatial and economic development differ as well as the competences of the various regional authorities: Unlike Stuttgart Regional Association, competences in the surrounding regions are limited to spatial planning and development, while operative tasks, e.g. transport or economic development, are the remit of municipalities or counties.

Cooperation in Stuttgart Metropolitan Region is voluntary and not linked to any formal obligations. Strategic decisions are discussed in regular sessions of a political steering committee with 36 members, representing Stuttgart Regional Association, municipalities within Stuttgart region and municipalities/counties of the other four regions. Additional working groups are established for specific tasks. Cooperation and joint projects are based on a broad consensus and common interests. Currently the most important achievement is the introduction of the Metropolticket, a commuter ticket for public transport with an EMS-wide flat-rate fare. Political lobbying is another important issue of cooperation within EMS: A common strategy has been developed to gain federal support for the improvement of infrastructure along the Neckar - a waterway that offers important capacity for transportation.

Cooperation among the institutions responsible for regional planning and spatial development has been fostered by a federal programme to support cooperation on a supraregional level. Following the overall idea of developing the specific comparative potentials of each region, Stuttgart Regional Association, Stuttgart Region Economic Development Agency and the regional planning authorities Heilbronn-Franken, Neckar-Alb, Nordschwarzwald and Ostwürttemberg intensified their cooperation with initial support from the German Ministry of Transport, Building and Urban Development. This cooperation is based on a strategic concept for the spatial development of EMS, which has been approved by political decision-makers from each participating region. To reach the objectives of this concept, several projects have been identified:



- Inter-regional exchange on the use of formal planning instruments for the coordination of spatial development
- Joint workshops for municipalities
 - on the impact of climate change and possible adaptation measures
 - on strategies to deal with the challenges of demographic change
- Access and coverage of information and communication technology (DSL/UMTS)
- Access to high-speed railway and optimisation of railway services within EMS – the railway system as crucial metropolitan infrastructure
- Providing locations for logistic services: flow of goods, coordination, and accessibility
- “Joining competences” – clusters and networks for an innovative and competitive economy. Fostering EMS-wide cooperation in the field of photonics, virtual engineering, business angels and design.

Besides the ongoing co-operation related to the topics mentioned above, further projects are scheduled concerning synchronized timetables for railways in EMS and the development of rural areas.

Contact

Thomas Kiwitt

Stuttgart Regional Association

Phone: +49 (0)711 22759-50

Email: kiwitt@region-stuttgart.org



Nuremberg Metropolitan Region

Since its foundation and adoption by the German Conference of Ministers for Spatial Planning in 2005, the Nuremberg European Metropolitan Region has seen itself as a large-scale association with shared responsibilities. Its goals are the strengthening of metropolitan functions, joint location marketing, a contribution to shaping Europe, and the expansion of networks within the region.

the entire Metropolitan Region. Large towns and cities such as Bamberg, Bayreuth, Cobourg, Amberg, Hof and many others have established a polycentric network encompassing the entire region.

The goals and rules of this strategic alliance were agreed in the Metropolitan Region's 2005 charter. The rules explicitly emphasise equality and a level playing field. This means that all municipal representatives – lord mayors and mayors – enjoy equal rights. "Independent of population and economic power, each voice in this regional association with shared responsibilities will carry equal weight," states the charter. This means that the rural areas – represented by the district chief executives and mayors of the larger county towns - have considerable influence in the Metropolitan Region council. A total 600 agents from industry, science, administration, politics, culture, marketing and tourism are currently working together in the governance model of the Metropolitan Region. They, too, represent all parts of the region, not only the conurbations.

Some 3.5 million people live and work in this voluntary association of 22 counties and 11 independent towns and cities. The Metropolitan Region encompasses an area of about 20,000 square kilometres with a wide variety of landscapes and regions and a very heterogeneous structure overall. This includes the conurbation Nuremberg-Fürth-Erlangen-Schwabach with about 1.5 million inhabitants, a number of cities with between 50,000 and 100,000 inhabitants, as well as peripheral rural areas, such as the county of Wunsiedel in the Fichtelgebirge mountains. While metropolitan functions are largely concentrated in the conurbations, enterprises and universities in the fields of economy and science are distributed throughout

"A home for the creative" is the vision informing the strategies and projects of Nuremberg Metropolitan Region since 2008. Here, too, the rural areas are given an important role in the concept of "home." One of the region's crucial soft location factors is its good quality of life, with its strong roots in tradition and history. Local culture, culinary styles and traditional events are much more deeply rooted in rural areas and their centres than in urban areas. Every second square metre in the Metropolitan Region is located within a nature park.



In order to make the association of shared responsibilities a vibrant reality, the Metropolitan Region adopted the so-called Bad Windsheim declaration “Strengthening strengths – Rural areas within the Nuremberg Metropolitan Region” in 2006. Again, the declaration emphasises equality of living conditions throughout the Metropolitan Region as its goal and benchmark for all activities. In concrete terms, it defines five main fields of action for developing projects and strategies which mainly build on the strengths of rural areas and create benefits by linking them to urban areas. This includes:

- strengthening regional economic cycles
- strengthening tourism within the region
- improving mobility by extending transport infrastructure
- cluster policy including rural areas
- cross-border co-operation with Eastern Europe

In 2010, a new field of action was added: designing transition in demographic change. Since then, the focus has been on developing various projects in the fields of activity defined in the Bad Windsheim declaration, also within the framework of the MORO Supraregional partnerships. The project “Of regional origin – from the Metropolitan Region”, the project “Strong clusters in rural areas”, and the project “Green Metropolitan Region” are particularly important in this context. The project “Of regional origin” aims to increase consumption of regionally produced foodstuffs. City dwellers constitute the major demand potential for the region’s farmers and direct marketers. “Strong clusters in rural areas” consistently established a network of competences between rural and urban areas for the cluster “Energy and environment”. The project “Top cluster medical valley Nuremberg European Metropolitan Region as an urban-rural network” links scientific and technological know-how with the special needs and demands of rural areas in times of demographic change. The project



“Green Metropolitan Region” established a network of the region’s 10 nature parks and increased the public’s awareness of these parks.

During the 2009 Open Days of Cities and Regions in Brussels, the Nuremberg Metropolitan Region, as the lead partner, successfully presented its urban-rural partnership in the Bavarian representation in co-operation with other Metropolitan Regions in the conglomerate “METREXplus – urban-rural alliances”. In the initiative of German European Metropolitan Regions (IKM), the Nuremberg Metropolitan Region was instrumental in having urban-rural partnerships accepted as an integral part of the self-image of Metropolitan Regions.

Contact

Dr. Christa Standecker

Office of the Nuremberg Metropolitan Region

Phone: +49 (0) 9 11 2 31 - 79 71

geschaefsstelle@metropolregion-nuernberg.de

Metropolitan Region FrankfurtRheinMain Mittelhessen Rhein-Neckar Westpfalz

Knowledge Cooperation Innovation

Partners in the MORO project were the Metropolitan Regions of FrankfurtRheinMain and Rhein-Neckar and the two neighbouring regions of Mittelhessen and Westpfalz. This supraregional cooperation covered parts of the four German federal states Baden-Wuerttemberg, Bavaria, Hesse and Rhineland-Palatinate, and extended over an area of about 15,400 square kilometres. Whereas the two Metropolitan Regions combine both urban and rural areas, the two partner regions Mittelhessen and Westpfalz are characterized by a largely rural structure.

At this stage, the MORO region had not been perceived as defining an entity. The four partner regions, in general competing on questions of attracting high-potentials, companies and research facilities, had not yet begun cooperating and thus were not in a position to build on any existing joint approved structures or project experiences.



The four MORO partners' goal was to initiate the cooperation between economy and science in the field of life sciences. Several joint projects were started to advance growth and innovation and to strengthen the economic capacity of the whole MORO region.

The most important steps of the MORO cooperation were:

- Analysing the potentials of the MORO region in the field of life sciences,
- Organising the exchange of information and knowledge between economy and science in the four partner regions,
- Communicating the MORO region's excellence via an internet platform, newsletter and print-products (for example a detailed compendium with profiles of 26 networking initiatives),
- Holding workshops with stakeholders (economy, science and administration) to define future topics in the field of life sciences.

The partners focused on compiling and supporting the present networking activities and clusters, pointing out their complementary potential and giving new impulses to the cooperation all over the MORO region.

On a working level, the institutions involved in the MORO project used lean self-management coordinated by a small steering group consisting of one or two representatives of each region. This allowed very flexible coordination of activities.

The major challenges for cooperation were the different starting points in the four partner regions. In the field of life sciences, the differences lie in the varying density of companies, research facilities and users. The

disparities also lie in structural aspects such as differing organisation, political management and responsibilities in the four partner regions. While the administrative partner institutions in the two Metropolitan Regions have responsibilities in regional planning as well as in regional development, the partners in the regions Mittelhessen and Westpfalz have conventional competences in regional planning. This means that both Metropolitan Regions already had recourse to long-established competence in organising regional governance whereas the other partners had a less comfortable starting position with respect to acquisition of scientific and business partners.

In view of existing differences, it has become clear that working out and harmonising expectations in the partner regions at the very beginning of the project is crucial in bringing together different types of regions. Transparent internal communication processes, agreement on comprehension of regional governance, as well as strong common interests, contribute to the success of a supraregional partnership learning process.

Contact

Stefan Germer
Planungsgemeinschaft Westpfalz
Phone: +49 (0)631 20577413
Email: germer@westpfalz.de



Amsterdam Responsible Capital

In his inaugural speech on 7 July 2010, Mayor Van der Laan put forward the concept Amsterdam Responsible Capital, an experimental cooperation between Amsterdam, as capital of the Netherlands and core of the Amsterdam Metropolitan Area, and the municipalities of Heerlen, Sluis, and Delfzijl.



The attractiveness of Amsterdam is national property. We are proud to be the capital. But it also creates a responsibility to the rest of the Netherlands.

Responsible capital also means an eye for shrinking regions. The growth of urban regions – and this is not unique to Netherlands – comes along with a shrinking of rural regions.

Mayor Eberhard van der Laan

The three municipalities of Heerlen, Sluis and Delfzijl have common features, despite their different geographic locations, historic background and size. All three are situated on the periphery, as seen from the Amsterdam and Randstad perspective. The journey to Heerlen, Sluis en Delfzijl from the capital takes three hours which, in the Dutch context, is physically and psychologically a great distance. These rural municipalities have to deal with a shrinking number of inhabitants due to their aging population, low birth rates and the exodus of the young population to the 'city' (so-called soft shrinking). They all struggle with the task of how to keep their areas attractive under these changing circumstances. Both administrations and inhabitants need new concepts of identity and authenticity, without yet having any clear idea of how to give new meaning to these words. The changing composition of these municipalities results in large restructuring tasks, costly and intensive operations for small municipal administrations that are themselves suffering from brain drain.

In the context of this increasing gap between growing (Amsterdam) and shrinking regions (Heerlen, Sluis, and Delfzijl), the cooperation Mayor Van der Laan proposed, is meant to show solidarity, share knowledge, and cooperate at eye-level. "We have to extend the benefits of a growing Amsterdam region to the whole of the Netherlands," Van der Laan says. Apart from responsibility and solidarity, it establishes a mutual relationship: as much as investments in the shrinking regions are needed, Amsterdam also needs investment in order to further develop its role as the national economic motor and its international competitiveness in the global economy.

The responsible relationships between Amsterdam and Heerlen, Sluis, Delfzijl are focused on two main areas. In the first place Amsterdam provides civil service

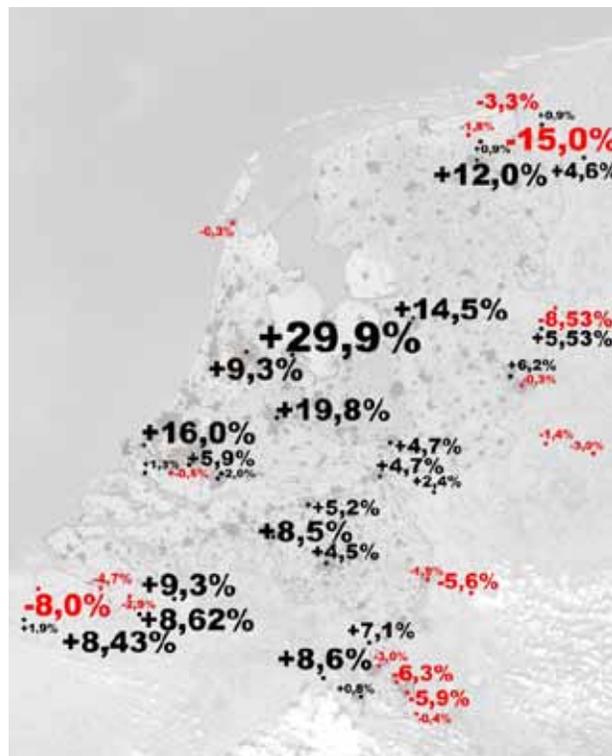


knowledge and expertise. It thereby contributes to strengthening the political and administrative apparatus of these municipalities – a so-called ‘government to government’ approach.

This government to government approach is targeted at features common to all shrinking municipalities:

1. Tailor-made solutions, not a generic approach
2. ‘Soft’ shrinkage is the real problem, solutions have to enhance the attractiveness of the municipalities and their surrounding regions
3. Identity is essential to the whole question of dealing with shrinkage, and almost as important as solving the shrinkage problem
4. Restructuring tasks must be accompanied by interventions that are very cautious and local, and should focus on retaining the incumbent population
5. Involving the local population and other stakeholders, the organization of bottom-up processes, really listening to the population and organizing cooperation: this is necessary to ensure interventions succeed.

It should be understood that Amsterdam will never take on the role of knowing better what needs to happen in the partner regions. Cooperation between the cities is based on trust; Amsterdam is only willing to offer its expertise on demand, when it is so requested by any of the municipalities.



The second area in responsible relationships between the cities is to help the shrinking regions by facilitating (private) initiatives that can support the municipalities by promoting their attractiveness, quality of life and sustainability.

Examples of such initiatives that come to mind are:

- Stimulate 'off-Broadway' performances of prominent cultural institutions based in Amsterdam in the theatres of the three peripheral municipalities
- Stimulate contacts between the creative industry in Amsterdam and those starting in the sector in Heerlen, Sluis en Delfzijl
- Facilitate cooperation between knowledge and educational institutes in the shrinking regions, imagine a summer school in Heerlen held by Amsterdam universities
- Investigate the role of food in the attractiveness of cities: Sluis as a culinary location, the importance of locally produced food, slow food as a sign of quality; an initiative like Marqt in the Amsterdam region linked to the regional food around Sluis, Heerlen en Delfzijl, etc.
- Keep facilities (e.g. schools, care institutions) accessible in shrinking regions by constructing ICT
- Holiday camps in the shrinking regions for young people from Amsterdam's underprivileged neighbourhoods
- Set up a team of ambassadors including people originally from the regions of Zeeland, Limburg and Groningen who now live in Amsterdam and who can build bridges between Amsterdam, Heerlen, Sluis and Delfzijl.
- Etc. Etc.

This cooperation between Amsterdam, Delfzijl, Sluis and Heerlen enhances mutual involvement and commitment. It shares the wealth of Amsterdam and its many facets with the poorer regions. Amsterdam can help the shrinking regions in finding solutions to their problems. But the capital city is not only exporting its knowledge, it is also gaining new knowledge (e.g. through its civil servants) that can be useful for Amsterdam.

Anno 2011: the Amsterdam Responsible Capital cooperation is still in a developing phase, there are no formalized structures. From this approach, however, several projects can be derived. After a series of four master classes on different topics, it is aimed to have developed actual projects that support the goals of the cooperation and benefit the stakeholders from both growing and shrinking regions.

Contact

Juliane Kürschner
Urban planner
Amsterdam, Physical Planning Department
Phone: + 31 20 552 7764
Email: j.kurschner@dro.amsterdam.nl

Head of Project: Maria Cuartas
Director of the Mayors Cabinet
Phone: +31 20 5523503
Email: m.cuartas@amsterdam.nl

Best Practice Examples



Amsterdam

Amsterdam Food Strategy

This project started in 2006 and is guided by the municipality of Amsterdam. From 2007-10 there was an alliance with Zaanstad, Noord-Holland, Ministry of Agriculture & Food Quality and National Landscape 'Het Groene Hart' (Green Heart of the Randstad). Project objectives were the support of healthy food and diet, sustainable regional food chains and new urban-rural relations. The financial sources differed according to the project; this means funds were provided by different project partners and entrepreneurs (Rabobank, VSB-fonds, businesses in food). The strategy was to combine, connect and scale up current initiatives in the realm of sustainable and healthy food. In 2010 the strategy was repositioned and new alliances were created among stakeholders in the food chain. The municipality restricts itself to facilitating alliances and initiatives.

Projects centre on the following themes:

Healthy food

70% of health problems are related to food; 30% of people in Amsterdam are overweight (obesity 14%). To improve this situation, campaigns and events to change diet and eating habits are organized in combination with the promotion of exercise. In primary schools guidelines for healthy food are introduced, fruit and vegetables are offered and lunch is introduced. Secondary schools get instruction about improving food in canteens. In care and nursing centres and day-care farms, organic and fresh food is promoted. And finally kitchen amenities are being promoted for new schools.

Environment

Public procurement of catering contracts is organized and regional food is offered. A first result is a 60 per cent increase in sales of organic food in municipal canteens. Organic agriculture is promoted and the percentage of such products bought in Noord Holland increased from 3.4 per cent in 2007 to 7 per cent in 2011. There are a lot

of additional promotion projects like co-operation in the regional food chain and sales to local markets to reduce food miles; change of diet and eating habits to consume less meat; reduction and re-use of organic waste, and sustainable food transport and logistics

Urban-rural relations

In the rural areas education and social services are performed on farms (600 primary school classes from 2008 to 2011). Organic and local farms produce directly for urban markets and farm shops form part of a recreational route network.

In city farmers' markets, urban agriculture (included in zoning plans), allotment gardens, school garden plots and retail shops with direct sales from catering (farmers introducing local food in municipal canteens, schools and care centres) are installed.

Knowledge, jobs, education

Vocational training institutes cooperate with SMEs at local and municipal level, supporting food communities and social food networks. Food education is also part of green educational programmes at schools and teacher training institutes (developing didactic tools). Exchange of knowledge takes place at regional, national and European levels.

Challenges

It is a challenge to get agriculture and food back onto urban policy agendas and food education into school curricula. We have to think in chains and flows and create alliances and connect our 'tunnel visions' to create evidence for policymakers and to get food issues better anchored within the policies of our city, region and countryside.

Now there is a network of cooperating schools and farms. Food markets offer regional products. Primary schools have information packages about healthy food

and financial tools to realise healthy lunch menus. Events (Week of Taste; Sustainable Amsterdam) and several activities (festivals, symposia, eat-ins, tours to farms, taste sessions) are established. Projects are set up at research institutes. National and international knowledge exchange takes place. All these projects are the basis for a sustainable regional food strategy. Although the official Food Strategy project finished in 2010, networks and platforms have been enhanced by bottom-up enthusiasm and have led to enough market demand to be self-supporting.



Contact

Pim Vermeulen

DRO Amsterdam – Physical planning department

Email: P.Vermeulen@dro.amsterdam.nl



Nuremberg Metropolitan Region Of Regional Origin

The campaign “Of regional origin - from the Nuremberg Metropolitan Region” is a marketing association for existing regional / local initiatives. This common platform is already used by 22 partners. “Of regional origin” promotes high-quality products and services offered by small and medium-sized businesses in the Nuremberg Metropolitan Region. The campaign helps to improve the marketing of regional products and services.

For there are many good reasons to shop on your doorstep:

- Producer and consumer are close to each other, guaranteeing fresh produce of high quality and offering the consumer an insight into the origin of the produce.
- Supporting regional firms helps farms to be economically viable and helps maintain a local supply of provisions that is especially important to the older generation.

- Safeguarding local agriculture serves to protect biodiversity and areas of cultivation that have developed over the years.
- Jobs and purchasing power are kept in the local area by consumers opting for regional produce, manufactured products and services.
- The goods are transported locally, helping to preserve valuable resources, cutting down on environmentally damaging exhaust fumes, and contributing to the increasingly important protection of the climate.

The project’s lead manager is the office of the Nuremberg Metropolitan Region. It will moderate and control the network of 22 partners, with decentralised networks taking on important tasks. Finance comes from enterprises, savings banks in the Metropolitan Region and contributions from the municipalities. Annual financial resources amount to about € 250,000. The major demand potential for produce grown in the rural areas is in cities and big agglomerations. New jobs will only be created and farmland in rural areas will only be maintained once a critical demand figure has been achieved. Fresh regional produce offers benefits to city dwellers principally in terms of quality. In addition, by buying regional produce, the public can make an important contribution to climate protection. The project was adopted by the council of the Nuremberg Metropolitan Region, and the necessary financial resources were raised.

The office of the Metropolitan Region took on the task of project management, being responsible for the project of the urban-rural partnership.



Following steps had to be undertaken:

- Draft of partnership agreement
- Development of guidelines for "Of regional origin"
- Development of a network with regional initiatives from the entire Metropolitan Region

Start of Projects:

- Representation of regional partners at major events, trade fairs with the label "Of regional origin - from the Nuremberg Metropolitan Region"
- Start of regional speciality competition with the aim of developing a culinary map for the Nuremberg Metropolitan Region
- Controlling will be implemented via the scientific backing from the University of Erlangen-Nuremberg.

Results of the project are:

- "Of regional origin" network with 22 partners from the Nuremberg Metropolitan Region
- Increased recognition and consumption of regional products.



Contact

Daniela Gorsler

Office of Nuremberg Metropolitan Region

Phone: +49 (0)911 231-5028

Email: metropolregion@stadt.nuernberg.de

Szczecin Metropolitan Region

Sustainable development of the fisheries sector and coastal fishing areas

The European Commission has approved the operational programme for the Polish fisheries industry for the period 2007-13. Total eligible public expenditure for the programme amounts to around € 979 million, with EU assistance through the European Fisheries Fund (EFF) amounting to € 734 million. The programme covers the whole territory of Poland, which falls in its entirety under the convergence objective. Sustainable development of fisheries areas addresses not only coastal areas but also lake shores, ponds, and river estuaries.

Meanwhile 26 local fishing groups have been established countrywide for the programme's purposes. Every local fishing group includes representatives from the public, social and economic sectors. This sectoral triplicity is a pioneering approach in EU policy. One local fishing group, Lagoon, is being used as a prototype.

Local fishing group Lagoon (Lokalna Grupa Rybacka "Zalew Szczeciński")

The project mainly relates to tourism and recreation cluster (bottom-up approach). The objectives relate to two main areas: (1) Development of fishery-dependent areas, and (2) Support for inter-regional and transnational cooperation. All in all the following key points should be mentioned.

- **Strengthening competitiveness and sustaining attractiveness**
This includes the improvement of touristic and recreational qualities of small localities and means in detail the inter alia development of tourism services and the improvement of transport safety.
- **Restructuring of economic activity, diversification of employment in the fisheries sector**
This means diversification of fishermen's income sources; more precisely the inter alia development of eco-tourism, development of catering business and alteration of professional qualifications.
- **Improvement of fishery products**
Improvement in the functioning of the fisheries sector, for example the inter alia revitalization of fishing centres.
- **Development of services for the benefit of fisheries communities**
The aim is the development of the local services sector with the inter alia development of commercial services and handicrafts.
- **Environment and natural heritage preservation**
This includes the improvement of environmental conditions e.g. the inter alia preservation of indigenous ichthyofauna and flood control.



- **Functioning of the local fishing group**
This means the activation of the local fishing and social environment in detail, for example, the inter alia activation and cooperation of local communities; promotion of the area, fisheries sector, development strategy for the fishing areas.
- **Cooperation**
The aim is to provide conditions for the area's development and conservation of fishing resources in Szczecin lagoon, through the cooperation of regional and transnational fishing organizations by sharing information and experiences regarding fisheries sector and areas dependent on fishing; planning, implementation and estimation of joint activities aimed at development.

The project is led by a committee which consists of representatives from the public, social and economic sectors (fishermen). All three sectors are represented in the local fishing group of more than 80 members from, for example, municipalities, museums, institutes, cultural centres, associations, clubs, ship-owners, farms and commercial entities. The project is transcribed by the Marshal Offices of Western Pomeranian Voivodeship in Szczecin. In terms of finance, the EU budget (European Fisheries Fund), community resources, other applicable possible sources are: NGO fund, regional operational programme for Western Pomerania region and human capital operational programme are used.



The progression of the project can be divided into two parts:

Part I (completed):

- 2009: Establishment of LFG Lagoon
- Local development strategy for the fishing areas
- Meetings with relevant stakeholders
- Submission of the application on functioning
- Acceptance of the application and allocation of the funds
- Launch of the website

Part II (just started):

From 2011-15, LFG Lagoon will be responsible for selecting the projects and the beneficiaries of EU funds and for projects' settlements

LFG "Lagoon" is also responsible for:

- Dissemination of information, practices and results of the project
- Assisting beneficiaries in fulfilment of procedural requirements, while preparing the applications
- Promoting the project via local media
- Cooperation with relevant departments in the Marshal Office of Western Pomerania Voivodeship.

LFG Lagoon will be a model initiative, the first of this kind in the region. It will function as a source of the practice and experiences which will contribute to creating the most efficient and transferable model.

After consolidation of the activities, development of a new tourist product is expected. Although the single LFG covers an area with up to 100,000 inhabitants, impact of the initiative will be strengthened through networking and cooperation with other LFGs (in the region, and trans-border area) and Szczecin city. The area of influence will extend beyond Szczecin Metropolitan Region, provided that relevant promotion activities are undertaken.

The objective is to create new job opportunities and improve the quality of life and attractiveness of fishery-dependent areas. Local markets and economies should also benefit indirectly from activities. Cooperation between public authorities, organisations/bodies representing the fisheries sector, as well as between fisheries groups, is also to be upgraded.

After implementing particular projects, involvement of the city and its relevant institutions will be welcome and purposeful.

- Projects focusing on fishing scientific research will require strong cooperation with relevant institutions and universities in Szczecin city.
- In the projects related to fishing museology, co-operation will be necessary inter alia with the National Museum from Szczecin and other institutions responsible for culture and heritage.
- Projects focusing on fish processing and fish products (restaurants etc.) need to involve vocational schools for instance, so that qualified staff specialized in regional fish-based foods can be trained there. The main focus should be on development of regional food products and dishes which could become a culinary showcase/ trademark of local gastronomy.
- In case of tourist initiatives like routes or landing stages, city could be involved in dissemination of information and promotion - in order to boost attractiveness of the whole area to tourists.
- Recently a maritime cluster was established in Szczecin. One of its topical areas comprises fishing. Therefore future cooperation with this cluster would be highly recommended.



Contact

Lokalna Grupa Rybacka "Zalew Szczeciński"

Phone: +48 (0)91 4000 002

Email: lgr.zalew@gmail.com

Stuttgart Metropolitan Region

Stuttgart region landscape park competition projects

The objective of the Stuttgart region landscape park competition projects is to enhance the environment, upgrade recreational opportunities, and thus improve quality of life in the Stuttgart region. In Metropolitan Regions, a sound and attractive environment is needed to compensate for the deficits of the core city or cities – e.g. pollution resulting from traffic and industry, a higher risk of floods due to sealed surfaces, and noise.

The Stuttgart Region Association arranges the competition, which was first held in 2005. Since then, it has taken place every year.

The municipalities develop project ideas and, if they are chosen, co-finance their projects.

Each year, the Stuttgart Region Association provides € 1.5 million for promotion of landscape park projects. Costs of the chosen project can be co-financed by the Stuttgart Region Association by up to 50 percent. The remaining costs are carried either by the municipalities and cities that submitted the application, or by other players, such as the federal state of Baden-Wurtemberg, the European Union, sometimes even by foundations, companies or private donors. Implementation, finance and maintenance of chosen projects are controlled continuously.

Thanks to the region's co-financing, the municipalities are in a position to realize projects they would not be able to finance on their own. The whole region benefits from an attractive environment that residents of both

rural and of urban areas can enjoy. The region's quality of life and attractiveness increases.

So far more than 70 landscape park projects have been realized in the context of this competition. Each year, more and more applications are submitted. Fortunately many landscape park projects have been realized despite not succeeding in the competition. The parties that had put in the plans were so pleased with their ideas that they thought them worth realizing even without financial support from the region. So it is clear that the effects of the landscape park competition went far beyond the actual amount of money endowed by the region.

The idea of arranging a competition open to landscape park or other environmental projects from a variety of parties should be easily transferable to other regions. All that is needed is a good concept including financing methods, a jury to select the projects and structures to ensure projects are carried out properly.

Contact

Manfred Meister

Stuttgart Region Association

Phone: +49 (0)711 227 59-67

Email: meister@region-stuttgart.org



Hamburg Metropolitan Region Elbe river tourism project

Along the Elbe River east of Hamburg there are many attractive tourist sights as well as beautiful countryside and biosphere reserves. However, neither the small towns along the Elbe nor the tourism organisations of the five federal states bordering the river had made this Elbe region a brand and a joint tourist destination. Within the framework of the MORO North project Hamburg has therefore taken the initiative to raise awareness of the region as a tourist destination.

Lead management was attached to an efficient tourism organisation within the region, Flusslandschaft Elbe GmbH, willing to work across administrative borders. Further project partners are towns, counties and tourism organisations along the Elbe, passenger ship owners, hotels, tour operators etc.

The project has financial resources of € 300,000 for two and a half years. It started with a conference

organised by Hamburg. At the conference of ship owners and tourism representatives from the Elbe valley, the project was proposed and the president of Lake Constance (Bodensee) Shipping talked about his experience with cooperation among a large number of shipping companies across three countries. Hamburg then took the initiative with three master theses on tourism and shipping in the Elbe region written by students from the tourism management department of Leuphana University Lüneburg. Finally Hamburg called in a kick-off conference in the City Hall with all potential actors of the Elbe region and chaired the subsequent project definition process. At a certain stage, regional actors chaired by the county of Lüneburg took over, set up the project and arranged finance.

The aim of the project is to generate more tourism and thus more income and jobs in a disadvantaged rural area extending from the core of Hamburg Metropolitan



Region to regions 100 kilometres up the river. The project will largely enhance the visibility of an attractive region just outside the gates of Hamburg offering recreation to the public. On the other hand, a higher-profile Elbe region can be used by Hamburg marketing as a soft location factor in domestic competition to attract a qualified workforce. Supraregional cooperation is expected to lead to the creation of a stronger neighbourhood feeling among those involved and with Hamburg and pave the way for other projects.

Expected results are:

- Definition of joint target groups and marketing
- Enhancement of cooperation between ship owners aiming at a broader choice of tours on the river as well as creating a routine for coordination of time tables etc.
- Joint development of all-inclusive tours esp. for bus tour operators and marketing/communication materials incl. website
- Enhancement of public transport connections with ships
- Encouraging use of bicycles
- Enhancement of harbour and water sports infrastructure
- Development of two joint major events per year

Contact

Dr. Rolf-Barnim Foth
Ministry of Economy, Transport and Innovation
Free and Hanseatic City of Hamburg
Phone: +49 (0)40 42841-2618
Email: rolf-barnim.foth@bwvi.hamburg.de

Jens Kowald
CEO Flusslandschaft Elbe GmbH
Phone +49 (0)5852 951988-0
Email: Kowald@flusslandschaft-elbe-gmbh.de



Metropolitan Region Frankfurt Rhine-Main Project Rhein-Main Regionalpark

Is the Rhein-Main Regionalpark a good example of an alliance between the city and rural areas? Well, let's have a closer look. Certainly, it is a best practice example of a successful long term planning strategy for a Metropolitan Region – a planning strategy linked with a governance structure to implement it successfully, with some 350 km of routes and some 180 attractive destinations in place, less than 20 years after the idea was first presented.

The basic idea was (and still is) to enhance and safeguard an under-estimated asset of our region: Its open space. Because of the polycentric settlement structure there are large expanses of forest and farmland although, by definition, this is not a rural area. Much is protected statutorily as a sort of green belt; however, the Regionalpark's aim is to make it accessible, both physically and perceptually. The means to achieve this are routes and places, that is, the creation of a network of paths for cycling and walking, complemented by a series of attractions.

Fortunately, we did not have to start at zero because there are lots of country lanes and forest paths, as well as many treasures, sometimes hidden. This is why the main task is to identify, enhance and signpost routes, filling gaps, make attractions known and accessible. Additionally, new attractions are created, of all kinds, be

they a large rose garden, an adventure playground for children or culture in an open space. Often this means renovating or reconstructing forgotten or overgrown features like historic parks and gardens. The aim is to provide places for relaxing: why not sit in one of the deckchairs at the edge of a wood, overlooking a field towards the Frankfurt skyline in the distance, or enjoy a glass of local wine next to a reconstructed medieval watch tower?

The routes are supposed to have a layout that makes it easy to find the way without a map, although the original idea of having 10-metre green borders on either side proved to be somewhat over ambitious.

The project was initiated, conceived and started by the then Umlandverband Frankfurt (now Regionalverband FrankfurtRheinMain and between 2001 and March 2011 Planungsverband Ballungsraum Frankfurt/Rhein-Main), combining its planning powers (especially for landscape planning) and responsibility for regional outdoor leisure facilities. They worked with the Pilot Project Company, founded for the purpose of implementing Regionalpark demonstration projects by the cities of Hattersheim, Hochheim and Floersheim and another company with the cryptic name GRKW. The latter, also owned by the municipalities, had been founded earlier to repair damage done to that zone by gravel extraction.

This constellation provided for quick and tangible results, a success factor because the Regionalpark faced considerable opposition at that time: many detractors were appeased after making a visit and, more important, the public appreciated it.

However, the challenge then was to take this project, as the name suggests, to the region and from three towns to dozens. To cut it short: It did work out well, although it was not easy:



a) The sheer size of the region put a heavy workload on those responsible, and it needed quite considerable tangible results to make the project visible on that regional scale. One solution to this was the creation of a group of additional project companies, following the model of the Pilot Project Company, again with some success.

b) The Regionalpark was at risk of being the victim of its own success: The more stakeholders realized the potential of the idea, the more requests came to participate, pushing the co-ordinators to their limits, and potentially blurring the original idea of an instrument for the regional core. Fortunately, the strategy was strong enough to accommodate all this, including the integration of Frankfurt's Gruenguertel.

c) When the Umlandverband was abolished in 2001 it left a gap because its predecessor was not supposed to do more than planning, it was not allowed to implement. Here, two Interreg III B NWE projects, SAUL (Sustainable and Accessible Urban landscapes) and SOS (Sustainable Open Space) proved essential because they helped to implement some key investments, providing subsidies of some € 2.5 million and helping the Regionalpark survive that critical phase.

Eventually, the sustainable solution was to found, yet another company in 2005, colloquially called the Dachgesellschaft or umbrella company, owned by the Kreise and some cities, the federal state of Hessen and the Regionalverband: for strategic decisions, overall planning, marketing and the acquisition of funding, working with the well-established project companies and selected towns and cities. The latter, after all, are responsible for maintenance. Almost by tradition, Fraport, the owner of Frankfurt Airport, contributes substantially to the budgets.

Just recently, on 11 September 2011, the Regionalpark celebrated the inauguration of the 190 km ring route. This is more than a marketing feature because it proves that the Regionalpark is now a reality; they have passed the point of no return on their way to building the remainder of the 1,250 km route network.



Clearly, this is a project focusing on the peri-urban zone as advocated by PURPLE, rather than urban-rural alliances. However, as long as peri-urban is misunderstood as 'rural' just because it is outside the core city, the Regionalpark is a valuable tool to integrate urban and rural features. And last not least, the Regionalpark does reach into the 'real' rural parts of our Metropolitan Region, making it a part of this region's identity and strength.

So which lessons can be learnt? The success of the Regionalpark may be the result of a series of coincidences, the right structures and the right people in place at the right time, and yet this can only work out when there is a solid basis, a territorial capital, including well-established spatial planning. And then you need courage, patience, networks and, last but not least: a good topic.

Contact

Dipl.-Ing. Reinhard Henke
Regional Authority FrankfurtRheinMain
Phone: +49 (0)69 2577-1611
Email: henke@region-frankfurt.de

Gabriele Blankenhaus
Regional park RheinMain GmbH
Phone: +49 (0)6145 936-36 20
gabriele.blankenhaus@regionalpark-rheinmain.de

Nuremberg Metropolitan Region

„Wanderlust Right here“ and „Discovery Pass“

In terms of tourism, the Nuremberg Metropolitan Region has a lot to offer and boasts a variety that is second to none. What some appreciate as a holiday destination, others enjoy as quality of life. A lot of cities and counties in the Metropolitan Region have very good tourism results. Domestic tourism underpins growth. According to forecasts, the trend to take a holiday within one's own country is expected to continue rising. This trend has already been picked up in our region. Currently, two thirds of the region's turnover in tourism is already generated by day tourists.

“Tourism exchanges” at well-attended city festivals and traditional markets successfully promote the wide array of recreation and leisure facilities in the region. Their slogan is “Wanderlust Right Here”. An additional incentive is the “Discovery Pass” combining public transportation with reduced entrance fees for many culture and leisure facilities. Ten nature reserves, a wide range of swimming facilities, and numerous museums and historic monuments amount to an enviable array of leisure and cultural amenities. Tourism strengthens rural areas especially and provides important incentives for the services, retail, and leisure industries.



The lead management will be the responsibility of the office of the tourism forum of Nuremberg Metropolitan Region. Tourism regions from throughout the Metropolitan Region have co-operated in this forum. Financial resources are provided by enterprises, the savings banks from the Metropolitan Region and contributions from the municipalities.

The remarkable cohesive aspect and mutual urban-rural benefits are job creation and creation of value that remains within the region.

The project was adopted by the council of Nuremberg Metropolitan Region and the necessary financial resources raised.

The Metropolitan Region tourism forum office took on the task of project management. The “Discovery Pass” project was developed in public-private partnership and is intended in the medium term to be taken on by a private partner as a commercial enterprise.

Results of the project are:

- Increased recognition of tourist highlights and scenic attractions within the Metropolitan Region
- Increased leisure visitor traffic and short breaks in the region

Contact

Manuela Gottwald
Office of the Nuremberg Metropolitan Region
Tourism Forum Bamberg
Phone: +49 (0) 951 87-1408
Email: tourismus@metropolregion-nuernberg.de



Central German Metropolitan Region Family-friendly policies

With the project “family-friendly policies”, the Central German Metropolitan Region aims to establish pro-family living conditions and attitudes in the municipalities within the Metropolitan Region. Project lead management is therefore by a Metropolitan Region working group of about ten people from different municipalities located in/bordering the Metropolitan Region. Additional project partners are various local alliances for families and Zwickau University of Applied Science. Financial resources are provided by the Central German Metropolitan Region with its eleven cities, numerous counties and federal states of Saxony, Saxony-Anhalt and Thuringia.

The project was established in May 2009 with regular working group meetings to work out guidelines. These guidelines are designed to support municipalities in creating family friendly living conditions (May

to October 2009: lead management and support by the Leibniz Institute of Ecological and Regional Development (IOER), Technical University of Dresden). In January 2010 a first release of a manual was written. It includes 18 guidelines explaining how to create family friendly living conditions and attitudes in municipalities, with additional best practice examples to demonstrate possible solutions.

In March 2010 the manual was presented at the annual conference of the Metropolitan Region in Chemnitz/Saxony.

In September 2010 a scientific conference “The Metropolitan Region gains from family friendliness” in Leipzig/Saxony, was organised by the working group. Main goals were to promote and to discuss the guidelines, and to improve the network of local activities to improve family friendliness in the Metropolitan Region. Approximately 150 people attended.



From October 2010 a questionnaire-based survey of different activities related to family friendliness in all of the approx. 2,100 municipalities in the three federal states of Saxony, Saxony-Anhalt, and Thuringia was in preparation.

From April to May 2011 questionnaires about the guidelines were mailed and the answers will be used to revise the guidelines.

The result of the project is a manual composed of 18 guidelines explaining how to create family friendly living conditions and attitudes in municipalities, and including best practice examples to demonstrate possible solutions

Improving living conditions for families and creating awareness of family friendliness is not an issue confined to the eleven cities of the Central German Metropolitan Region. The guidelines are suitable for any municipality. The positive effects of family-friendly measures for the Metropolitan Region are multifaceted and interactive. They include positive regional economic development, raising educational standards, improvement of image for the whole region (not only the eleven cities) and preferential treatment for positive demographic development.

Contact

Jasmin Boldhaus
Head office of the
Central German Metropolitan Region
Phone: +49 (0)351 488 2296
Email: jboldhaus@dresden.de

Prof. Dr. Jörg Klewer
University of Applied Sciences Zwickau
Phone: +49 (0)375 536 3405
Email: joerg.klewer@fh-zwickau.de



Stockholm

Long term spatial vision for Stockholm and surrounding counties - A platform for greater regional collaboration on joint planning issues in Eastern Central Sweden

Stockholm is undeniably one of the most competitive regions in the OECD. The region is leading developments towards a knowledge-based economy and competes successfully through a high degree of innovation and creativity.

It is extremely important now to develop a strategic plan including clear measures for managing the effects of growth. The relevant stakeholders should co-ordinate their efforts around the vision of the Stockholm-Mälaren region in order to create such a document.

From OECD Territorial Reviews, Stockholm, Sweden, 2006

There is strong support for cross-regional cooperation in Eastern Central Sweden. In order to create better conditions for tying together markets for labour, housing, education and enterprise, and reducing administrative obstacles to people's free movement, a spatial vision for the greater region was prepared through collaboration between its constituent regional bodies.

Eastern Central Sweden is made up of seven counties around Stockholm-Mälaren that are part of the collaboration regarding the regional development plan for the Stockholm region – RUFSS 2010: Stockholm, Uppsala, Södermanland, Västmanland, Örebro, Gävleborg and Östergötland counties. The regional plan formally only applies to the Stockholm county area.

The greater region has a population of just over 3.5 million. By 2050, the population is expected to grow to almost 5 million. Problems and opportunities that accompany higher population concentrations in large towns are shared. In several areas, greater regional strategies can lead to better resource utilisation.

The spatial vision is a view of the future in 2050. It constitutes a basis for joint planning issues and a guide to development and planning decisions in Stockholm county. Accordingly, the vision will be a starting point for cross-county cooperation between Stockholm county and other parts of Eastern Central Sweden. A common understanding and discussion of how cities and their surroundings in the greater region interact may facilitate matters.

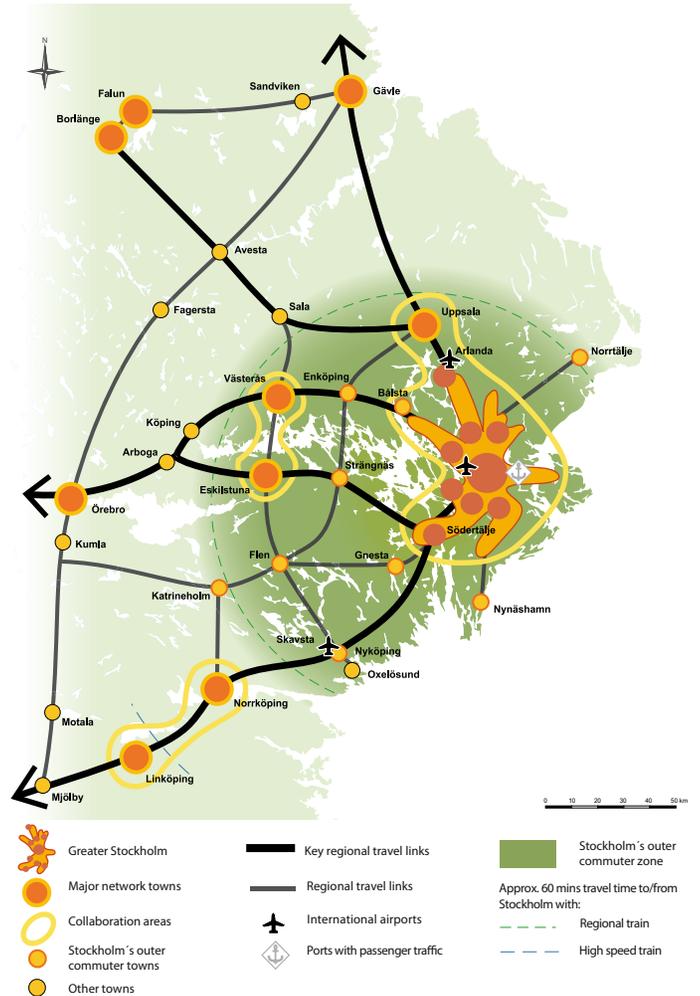
The spatial vision should be regarded as a platform for further discussion and cooperation. More detailed breakdowns on a county basis will be beneficial or in the form of sub-regional collaboration within the scope of the regional development programmes of the



constituent counties. More detailed breakdowns can also be done in the planning of transport infrastructure, especially in the work on the municipalities' comprehensive plans.

The greater regional spatial vision focuses on the relationship between Stockholm county and the other counties. In addition to these relationships, there are a number of other relationships not covered by the vision, but which are important in Eastern Central Sweden. These have to be developed in the context of joint greater regional work.

The Stockholm region is now actively initiating a continued process in close cooperation with the parties concerned.



Contact

Katarina Fehler
 Senior Regional Planner
 Office of Regional Planning
 Stockholm County Council
 Phone: + 46 8 737 44 04
 Mobile: + 46 70 737 44 04
 katarina.fehler@regionplanekontoret.sll.se

Madrid Metropolitan Region

Supraregional growth and new metropolitan–rural relationships

Madrid's metropolitan area has grown very rapidly in recent years. Its population increased from 4.6 million inhabitants in 2000 to 5.5 million in 2010. This fast growth has been transmitted to the hinterland of the metropolitan area, beyond the regional border with the neighbouring region of Castilla-La Mancha. This project analyses new urban development in the area located between the regions of Madrid and Castilla-La Mancha (see map), an extremely dynamic territory. In fact the population of this area has doubled in the last ten years. Urban development has occurred in a dispersed and fragmented way, covering a large area and creating a highly car-dependent territory.

Four project objectives should be mentioned:

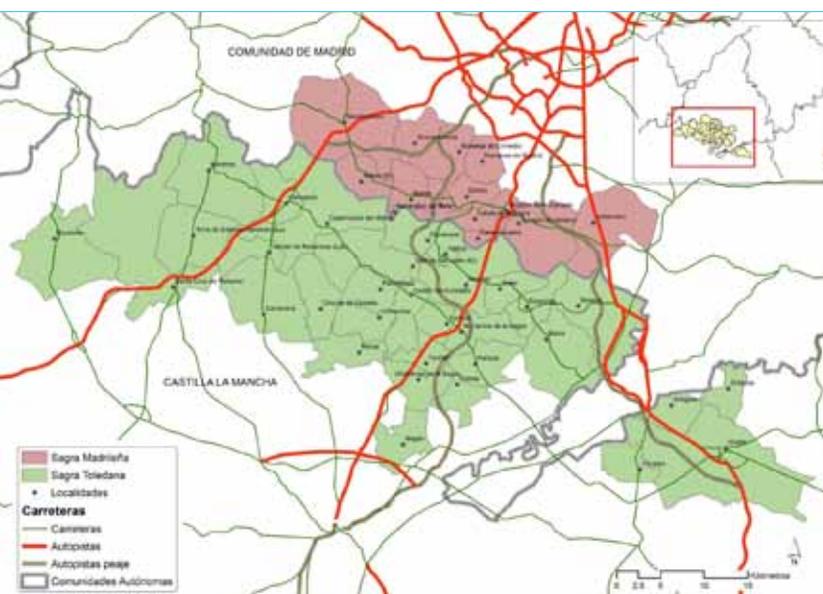
- Studying spatial patterns of the fast extension of the Madrid Metropolitan Region across the regional border with Castilla-La Mancha: population, housing, land use and economic structure
- Analysing new functional metropolitan-rural relationships
- Proposing guidelines for the future development of the area
- Promoting cooperation between Madrid and Castilla-La Mancha regions, particularly on urban development and public transport

Specific topics and ideas are controlling sprawl, improving public transport, improving sustainable spatial development and fostering supraregional cooperation.

The project is led and financially supported by Dirección General de Urbanismo y Estrategia Territorial (Madrid region). The other project partner is Dirección General de Planificación (Castilla-La Mancha region).

Members of the research team are collecting statistical and cartographical data, performing a specific survey of new households in the study area, analysing new spatial patterns and metropolitan-rural functional relationships and creating guidelines for future development.

This project has been online since October 2010 and it should be completed by the end of October 2011.



The project should provide information on the characteristics and consequences of recent urban development in the study area from different perspectives:

- Characteristics of new urban developments
- Socio-economic characteristics of new residents
- Location and type of new residential areas
- Location and type of new economic activity areas
- Transport infrastructure, transport services, mobility
- Functional rural-urban relations
- Environmental impact of new developments (especially the loss of agricultural land and natural areas)
- Cooperation between the two regions (Madrid and Castilla-La Mancha)
- Prospects for future development

In view of the previous analysis, the project will provide proposals for future development of the study area relating to redevelopment and new developments (compactness, density, diversity of land uses, urban design), control of environmental impact, landscape restoration, improving transport (new infrastructure and services, management of public transport), integration of transport and land use policies (transit oriented developments). It should highlight opportunities for future development of this area in the framework of cooperation between regions.

Contact

Alberto Leboreiro

Comunidad de Madrid

Phone: +34 (0)914382859

Email: alberto.leboreiro@madrid.org



Region Brandenburg and Mecklenburg-Western Pomerania HUB 53/12°

HUB 53/12° is cooperation between municipalities in the federal states of Brandenburg and Mecklenburg-Western Pomerania, located between Berlin, Hamburg and the Baltic Sea ports. The location is to be developed into a European hub for logistics with the aim of creating additional potential for added value in this rural region.

Project leaders are the cities of Neuruppin, Pritzwalk and Güstrow, with partners from the regional growth centre Prignitz and the "Kleeblatt" (cloverleaf) region. The project is managed by the Richter-Richard planning office from Aachen/Berlin. It is financed by the cities of Güstrow, Neuruppin and Pritzwalk, as well as by the MORO-programme and by the Interrreg IVB-project "SCANDRIA".

HUB 53/12° interconnects the region between Berlin, Hamburg and the Baltic Sea ports Hamburg, Rostock and Sassnitz. It thus contributes to strengthening geospatial cohesion in northeastern Germany. Consequently it also benefits rural and urban areas and the ports. It also offers the chance of developing new jobs, especially for rural areas.

The project started as a bottom-up process at local level; meeting the demand of local companies for a rail link was a first step. The existing good transport infrastructure should build the basis for it. The next step is to attract additional businesses to use this rail link, with a third step being gaining new companies for the region.

In the meantime, HUB 53/12° has become established as a local trademark and first milestones have been successfully reached:

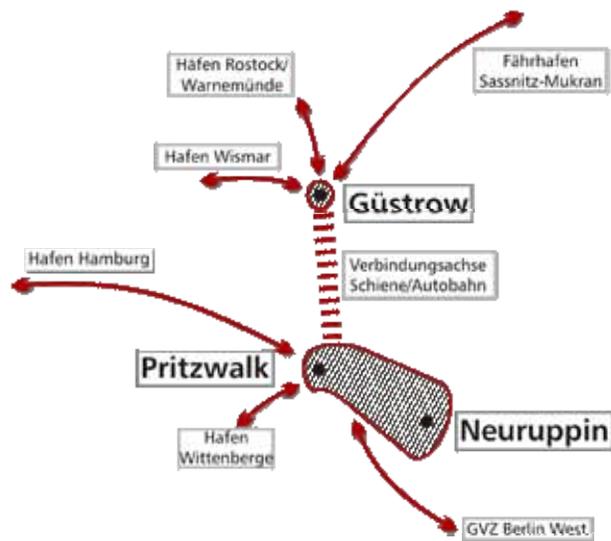
- While reconstructing the rail station in Pritzwalk the freight tracks have been preserved and renewed.
- The endangered link between Herzberg-Neuruppin-Neustadt has been saved.
- The sidings and internal track infrastructure of the derelict site of a former sugar refinery have been retained. It is planned to develop that plot as port hinterland.
- At the Business School Potsdam a study course in logistics, with advanced training within the region, will shortly be established (in the certification process).



Parallel to this, new municipalities and project partners joined the partnership, which already covers an area of 1,700 hectares of industrial and commercial space and nearly 200,000 inhabitants.

Since this most of this area is northwestern Brandenburg, further expansion into and stronger cooperation with Mecklenburg-Vorpommern municipalities would be desirable.

For sustainable and visible success it is now necessary to run the first trains which are expected this year.



Contact

Arne Krohn

Building Department Fontanestadt Neuruppin,

Phone: +49 (0)3391-355-701

Email: arne.krohn@stadtneuruppin.de



Hamburg Metropolitan Region

"Moving closer – Connection of rural areas with metropolitan areas"

The Western Mecklenburg Regional Planning Association is responsible for the project "Moving closer – Connection of rural areas with metropolitan areas". The project aims to link public transportation in Northern Germany to develop common strategies for improved connections. It has the following objectives:

- Improvement of the traffic situation and connection of rural and urban areas
- Elimination of public transport infrastructural deficits
- Development of common strategies and a joint lobby for better connections

The following working groups are to achieve these objectives:

- Projects – Improvement in public transport
- Vision – Traffic in 2030
- Structures – Schedule for working groups

The project is supported by many different public and private partners of the federal states Mecklenburg-Western Pomerania, Schleswig-Holstein, Lower Saxony and the Free and Hanseatic City of Hamburg. The study "Traffic in 2030" is financed through resources of the European Fund for Regional Development (Interreg-Project New Bridges).

The mutual urban-rural benefit is the improved connection between urban and rural areas, resulting in economic growth, improved living conditions, improved movement of qualified employees and improved health care.

The most important achievement is the study "Public traffic 2030 in the MORO-North region". The study was compiled by the transportation planning bureau PBV Berlin by the order of the Western Mecklenburg Regional Planning Association and the Ministry of Urban Development and Environment of the Free and Hanseatic City of Hamburg. This study analyses the structural and traffic-related development of public transport in the MORO-North region until 2030; expert discussions and workshops formed the basis for the study. It covers Hamburg Metropolitan Region (with its eight districts of Lower Saxony, six districts of Schleswig-Holstein and the Free and Hanseatic City of Hamburg), the federal state of Schleswig-Holstein, the Western Mecklenburg Regional Planning Association and Central Mecklenburg/Rostock.

The study area breaks down into different corridors with specific analyses. And following connection opportunities are possible.

- Connection of big centres with the centre Hamburg
- Connection of two big centres
- Connection of rural areas with the centre Hamburg



The resulting seven proposals are:

1. Expansion of fast railway system especially in the direction of Hamburg
2. Offer a wider range of railway transport in Hamburg Metropolitan Region, between important centres and in the region of the cities Flensburg, Kiel, Lübeck, Schwerin and Rostock.
3. Expansion of alternative transport systems, especially in rural areas
4. Development of supraregional fare structures
5. Use of modern technology for data transfer
6. Change transportation companies into mobility service providers for different forms of transport
7. Better cooperation between federal states, districts, municipalities and transportation companies

The next step is to implement the strategy, pick out concrete projects and realize these good ideas.

The project can be deployed in other metropolitan areas with problems of an imbalance of transport between rural and urban areas. An up-to-date analysis needs to be done to clarify demand for transportation. The strategic paper therefore needs to be supported by experts and politics because infrastructural projects require large investment.



Contact

Dr. Gabriele Hoffmann

Regional Planning Association Western Mecklenburg

Phone: +49 (0)385 588 89 160

Email: poststelle@afrlwm.mv-regierung.de

Stuttgart Metropolitan Region

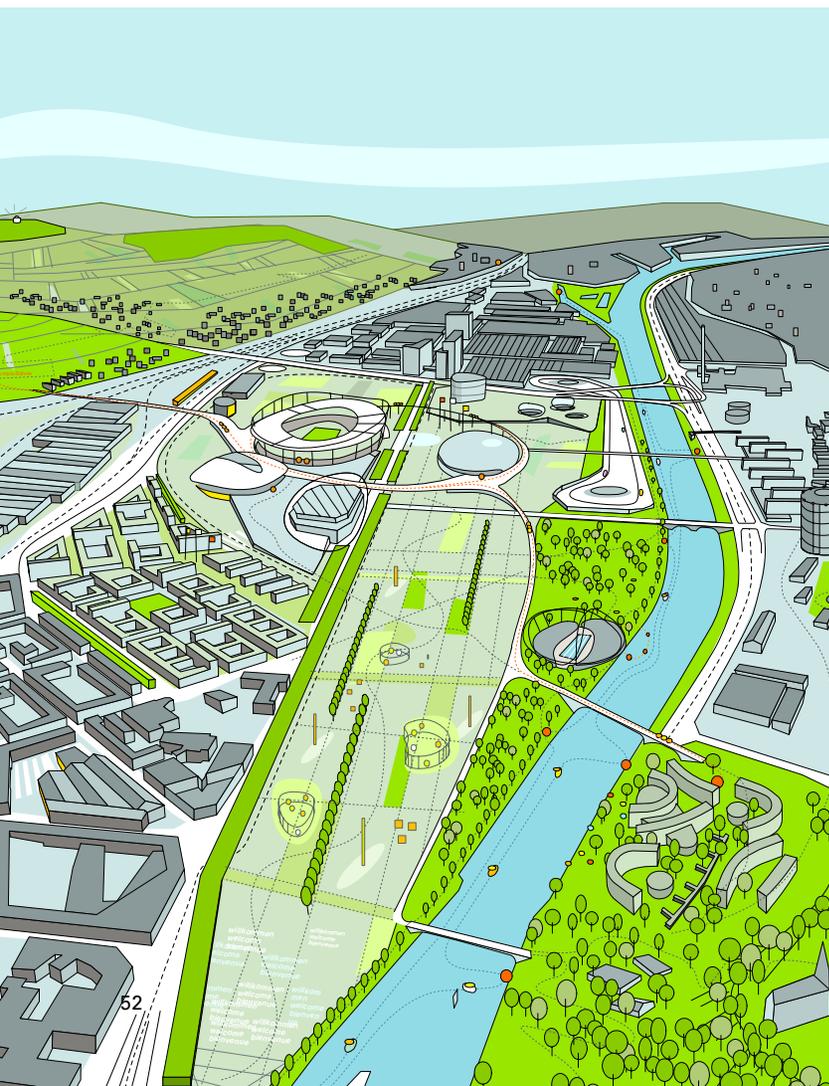
Stuttgart region's 2012 Olympic Games application

The project's objective was to bundle the region's forces in order to be chosen as the location for the 2012 Olympic Games. A limited liability company, Olympia 2012 GmbH, was founded to coordinate the project. It was wound up after the project had been completed. Other project partners were the Stuttgart Region Association, the City of Stuttgart, Baden-Wurttemberg federal state, the cities and municipalities to have hosted sports events during the Olympic Games, as well as different sports organizations. Financial support came from the Stuttgart Region Association, the City of Stuttgart and the federal state of Baden-Wurttemberg. Each financed one third of the project.

During the course of the project, all partners became more aware of their regional identity. They realized that their application would only have a chance succeeding if they bundled their forces.

First an initiative for the 2012 Olympic Games application was founded by cities and municipalities from the Stuttgart Region and beyond. Then, a coordinating office was installed and attached to the administration of the City of Stuttgart. The political bodies of the City of Stuttgart and the Stuttgart Region formally decided to apply to be the site of the Olympic Games 2012. Finally a limited liability company was founded in order to prepare and submit the region's application.

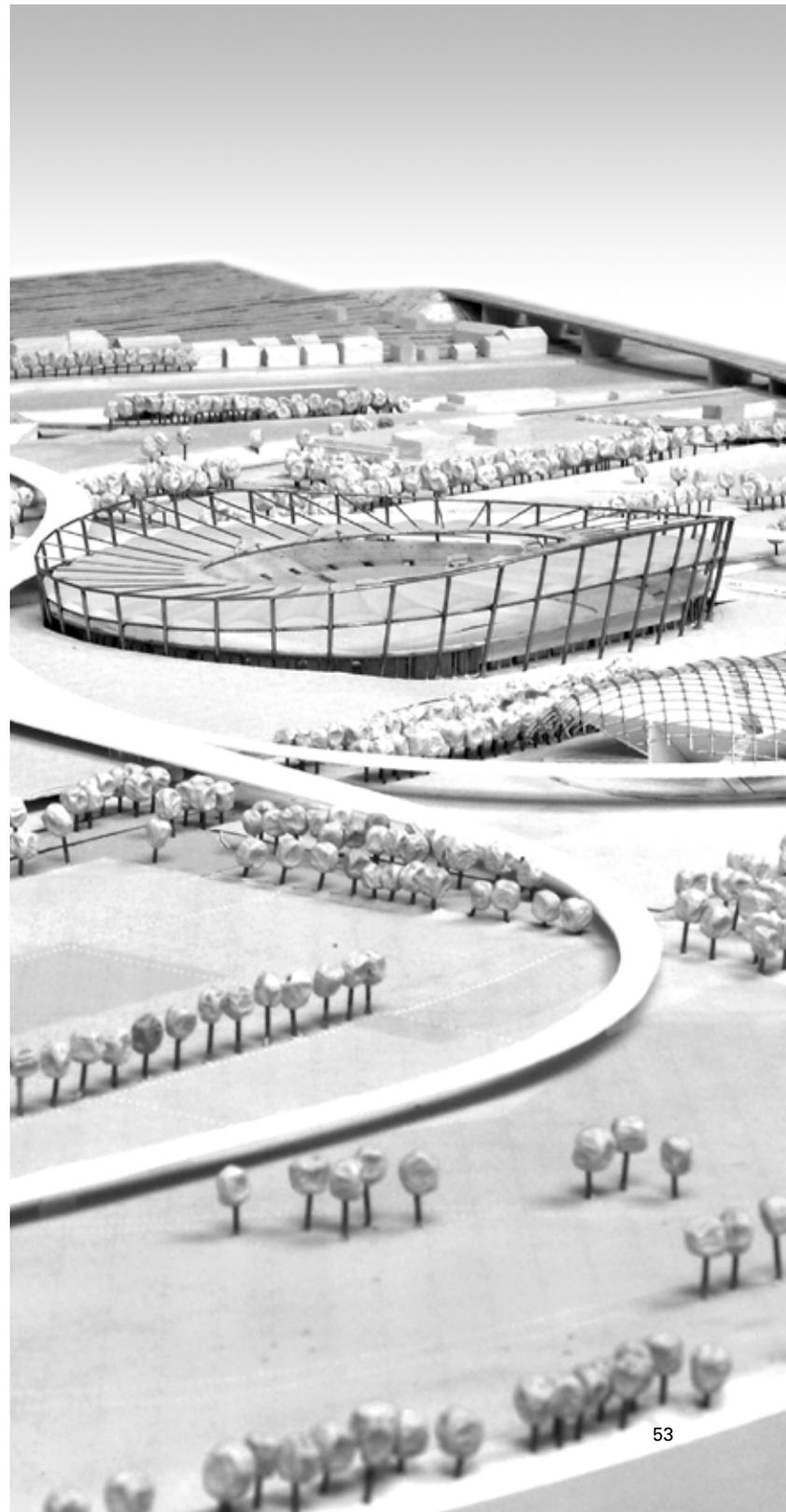
Even though the Stuttgart region was not chosen to host the 2012 Olympic Games, the project remarkably strengthened the individual parties' awareness of their common regional identity. Whenever another major event is to be hosted or applied for, it will be much easier to get all parties to pull together.



Whenever a region is applying for major events, it can be helpful to realize that more partners cooperating might have better chances to win the event. With the common goal of succeeding in the application process, they will be motivated to find the best possible structures to work together in order to obtain the best possible output.

Contact

Manfred Meister
Stuttgart Region Association
Phone: +49 (0)711 227 59-67
Email: meister@region-stuttgart.org



Capital Region Berlin-Brandenburg

Health region of the future northern Brandenburg–Fontane - Telemedicine for structurally underdeveloped rural areas

To ensure that medical care in structurally underdeveloped rural areas is not inferior in contrast to that in metropolitan areas is one of big challenges of the German healthcare system. The telemedical care concept of the Fontane project consortium was the winner of the German Federal Ministry of Education and Research's competition "Health region of the future" in 2009.

Fontane is a research and development project sponsored by the German Federal Ministry of Education and Research, Brandenburg federal state and the European Regional Development Fund. The aim of the project is to improve care for cardiovascular diseases in structurally underdeveloped rural areas by using broad application of modern IT-systems (telemedicine or remote patient monitoring), biomarker-guided diagnostics and therapy management across different health care sectors. Product innovations like homecare platforms and self-adaptive prioritising middleware support this new health care model.

These product innovations have been under development since 2009 by industrial and scientific partners Deutsche Telekom GmbH, getemed AG, Brahms GmbH – part of Thermo Fisher Scientific and Hasso Plattner Institute for Software Systems Engineering



in cooperation with the Charité - Universitätsmedizin Berlin.

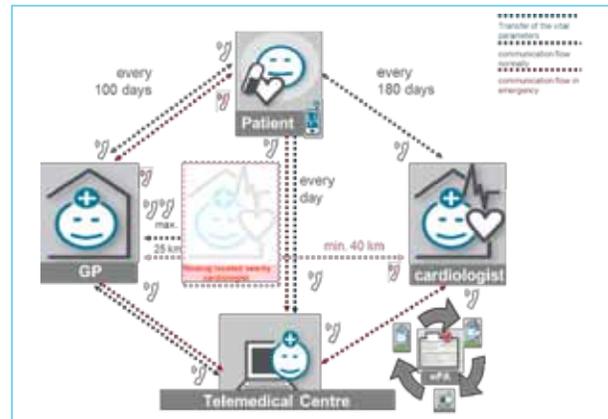
These product innovations will be evaluated in clinical trials with heart failure and preeclampsia patients (high risk pregnancies) in 2012.

Mortality in cardiovascular disease is nearly 40 per cent higher in northern Brandenburg than the German average. The northern Brandenburg region is functionally divided into three areas: Berlin as the German capital, its suburbs and the outer development areas of Brandenburg. Northern Brandenburg accounts for a third of Brandenburg territory but only 14.6 per cent of its inhabitants. Estimates suggest that its population will decrease in the next 20 years by about 22 per cent, while the average age will increase from 45 years currently to 53 years¹.

Chronic heart failure is a reference indication for remote patient monitoring because patients mostly have a delayed reaction to worsening cardiac function. Nevertheless, deterioration can be detected at an earlier stage if objective vital data are analysed. As in other European countries, the German population is aging and at the same time there is a substantial increase in chronic disease. In 2009, about 1.2 million people in Germany suffered from chronic heart failure; patients were admitted to hospital about 363,800 times². Heart failure is the most frequent reason for hospitalisation. About € 3 billion per year is spent on diagnosis and therapy of heart failure³.

Improvement of cardiovascular health care is therefore a challenge of great interest. Conventional solutions such as offering economic incentives to establish specialists had little success. For this reason new solutions with innovative potential need to be developed for the whole health region.

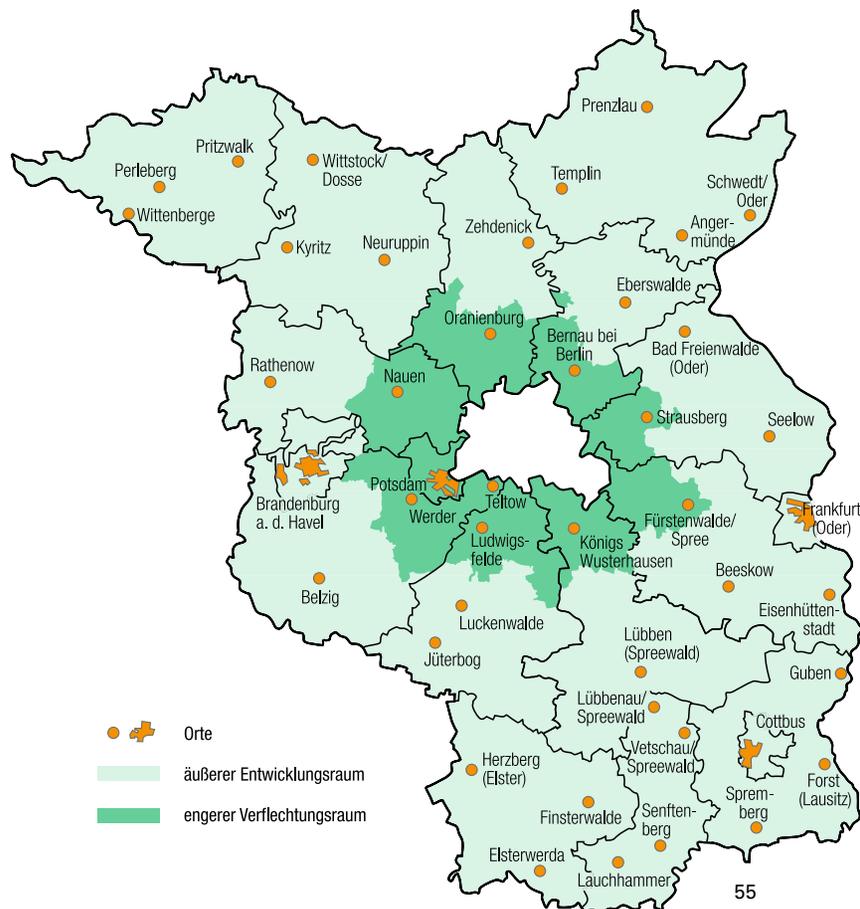
The Fontane project concept is aimed at expansion the ambulatory triangle (patient, GP and cardiologist). The new ambulatory treatment model consists of an active patient, who daily measures his vital parameters like ECG and blood pressure; the GP, the telemedical centre and the ambulatory cardiologist (“ambulatory quadrangle”). The GP-patient relationship persists as the dominant care model. The telemedical centre supports the GP in the care of cardiology patients and strengths his cardiological competence.



This care model can help to overcome the distance between patients and health care providers in rural areas. The mortality and morbidity of cardiovascular patients can be decreased and the quality of life increased.

Two randomized controlled clinical trials will test this care model and the product innovations in 2012. The objective of the trials is to demonstrate that this new care model (quadrangle) in rural areas is not inferior to care in metropolitan areas of Berlin-Brandenburg. The technical development and the care model are based on a generic concept which will make it transferable to other (chronic) diseases and regions.

¹ Bruckenberg, Ernst (2010): Herzbericht 2009, Hannover.
² Statistisches Bundesamt Deutschland. Krankenhauspatienten. Die 20 häufigsten Hauptdiagnosen der vollstationär behandelten Patienten insgesamt, 2011
² Neumann T, Biermann J, Neumann A, Wasem J, Ertl G, Dietz R, Erbel R. Heart Failure: the Commonest Reason for Hospitalization in Germany- Medical and Economic Perspectives. Dtsch Arztebl Int 2009; 106(16): 269-75



Contact

Prof. Dr. Friedrich Köhler
 Charité – Universitätsmedizin Berlin
 Phone: +49 (0)30 450 514 184
 Email: friedrich.koehler@charite.de

Hamburg Metropolitan Region

Logistics Cluster Hamburg

Globalisation has led to a huge increase in volumes of worldwide trade. Nowadays, goods are produced in every corner of the globe, from which they then need to be delivered to other parts of the world. Hamburg Metropolitan Region (HMR) is a major beneficiary of this trend. Its geographical position at the interface between the booming regions of East Asia and North, Central and Eastern Europe, coupled with its traditional expertise in logistics, makes the metropolitan region the best in Northern Europe. A well-functioning logistics sector is indispensable for the efficiency of other economic sectors. Since the era of the Hanseatic League, therefore, the metropolitan region and its global trading tradition have been highly competent in this field. Today, logistics means far more than just storage, transport and transshipment. The branch's responses to pressure on speed and efficiency, highest expectations of quality, as well as the extreme variability of conditions in other parts of the world, have made logistics a high-tech business.

The Logistics Initiative (LIHH) is a network of politics, business, science and research (PPP-Project) – appointed by the Hamburg Senate in August 2005. The registered association was founded on 14 February 2006.

From 2006-10 the Hamburg Senate supported the LIHH and an integrated package of measures with € 4.7 million. Since then, public funding has depended on the actions planned and is evaluated annually. 60 per cent of the funds are now being put at the disposal of the private side (by the registered association).

Objectives of the Logistics Initiative Hamburg are:

Linking the actors within the field of logistics at the location to:

- improve educational as well as further educational programmes
- support workforce development (all skill levels)
- promote innovation
- facilitate the exchange of information
- create expansion opportunities for logistics companies based in the sectors of industry, trade and logistics services, as well as specialists doing business close to the field of logistics

Distinguishing Hamburg Metropolitan Region as Europe's leading region for logistics

- establish a positive climate for logistics
- market expertise of the location worldwide
- locate new companies in the HMR

Promoting sustainable economic management in the field of logistics

More than 470 companies and institutions in industry, commerce and services, together with the Free and Hanseatic City of Hamburg, are sponsoring the Hamburg Logistics Initiative. Its aim is to develop the region even further as North Europe's leading logistics centre. The emphasis will be on pushing forward innovation and new technologies. The Logistics Initiative Hamburg will effect sustained, ground-level improvements for all areas of the logistics industry in the Metropolitan Region. This will provide an important stimulus for renewed growth and more employment. Adding approx. € 6 billion to the value chain and creating up to 14,000 new jobs (8,500 by settlement of new firms) by 2015 is possible, according to analysis carried out by location consulting firm Regionomica in 2005, if all parties work hand in hand. In order to achieve this, the initiative's efforts will be supported by a board of top-class logistics



experts and by the formation of a logistics network in the business, academic and research community which is to strengthen the individual companies and the whole industry.

The initiative promotes networks between businesses, the scientific community and politics, from exchanges of information through to lasting cooperation. The logistics initiative bundles the ideas, needs and interests of the companies and offers businesses interested in relocating into the region a one-stop shop for relocation management.

Within the northern Hamburg Metropolitan Region, regional business development agencies act as contacts, acting together as regional management for logistics. The Brunsbüttel-based company Entwicklungsgesellschaft Brunsbüttel mbH (egeb) is working closely with the Logistics Initiative Hamburg. The objective is to provide services for business from one source and to develop large logistics sites that are already available and developed. In addition the Northern Region has an excellent position in the growing business of offshore logistics for wind turbines.

In the southern Hamburg Metropolitan Region, Süderelbe AG is the central point of contact for companies, investors and municipal councils. In addition to its services for the logistics business as part of the Logistics Initiative Hamburg, this one-stop agency is the central service provider for all relocation and site-relevant issues in the Süderelbe region. Süderelbe AG ensures optimal crosslinks between location and logistics know-how through effective development of large logistics sites and a real estate and consultancy service for logistics companies. It searches for optimal locations, brokers suitable sites, brings users and investors together, supervises purchase negotiations,

and supports planning and approval processes with responsible authorities.

Today, logistics is one of the Metropolitan Region's most crucial branches. Many companies use the Metropolitan Region for cargo handling, distribution and warehousing. Multinational companies control their global networks from here. A total workforce of 330,000 helps to ensure the success of the logistics cluster – and its growth.

With more than 470 active members from the logistics industry and related sectors, this powerful network is the largest of its kind in Germany. The Logistics Initiative Hamburg has won the LOGISTIK inside Image Award 2008 in the category logistics sites. With 811 points for image, Hamburg is more popular than any other region in Europe among logistics managers. The Logistics Initiative Hamburg is one of four award winners of the Kompetenznetz 2009 competition run by Kompetenznetze Deutschland, an initiative of the Federal Ministry of Economics and Technology.

The project extends to partners outside the Metropolitan Region. Therefore the most important metropolitan logistics regions in Germany are working together on developing logistics in Germany. They have founded a working group for Logistics Initiatives of Germany in August 2008. Members of working groups co-ordinate common themes and activities of national importance and share their experiences. They act upon the maxim: „Think globally, act locally“. The office is located at the Logistics Initiative Hamburg.

Contact

Logistics Initiative Hamburg

Phone: +49 (0)40 22 70 19 – 83

Email: info@hamburg-logistik.net

Nuremberg Metropolitan Region Clusters in rural areas

Networking between research and industry will also extend to the “development mission” of the Nuremberg Metropolitan Region as a basic concept. The strategic approach currently being approved by the Nuremberg chamber of commerce is the “development mission.” The development mission defines the specific strengths of the region that should be expanded on a long-term basis.

The energy and environment cluster will interlink specific competences in the urban and rural areas of the Metropolitan Region. The rural areas possess scientific and technological know-how and application competence, particularly in the field of regenerative energies, which is not present in the conurbations to

the same extent. Some of the clusters are closely based on Networking Energy Technological Centres.

One example is the cluster for medical technology, Medical Valley Nuremberg Metropolitan Region. It supports all players in the region and integrates the partners into a common interactive network. In this association, representatives of medicine, science, economy, and of the local authorities strategically concentrate the regional potential in order to develop the best remedies both for the local public and for the global market.

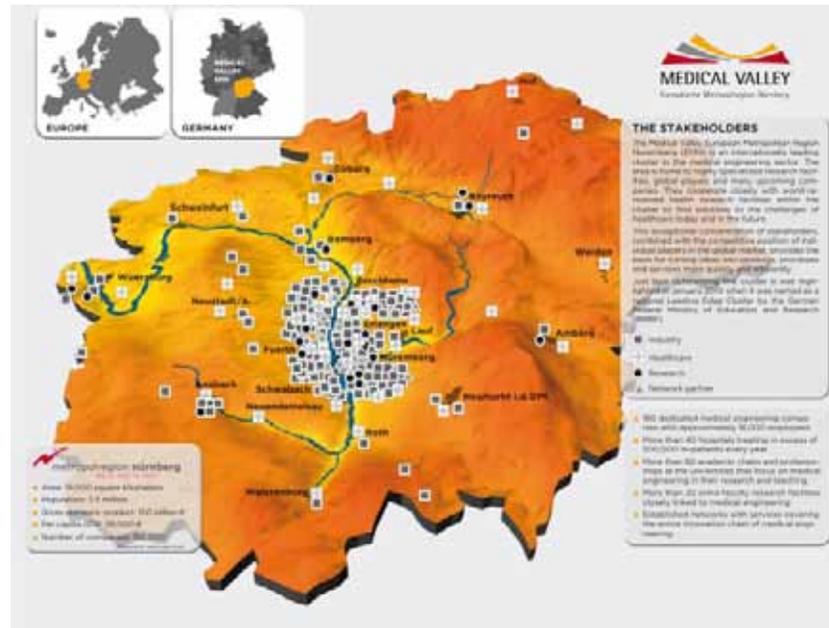
Lead management will be the responsibility of the office of the Nuremberg Metropolitan Region. In co-



operation with the chambers of industry and commerce in the Metropolitan Region and with the cluster initiatives, networks will be established and projects initiated. Activities will be financed by public-private partnerships.

Thanks to the specific competences of the universities and projects located in rural areas, the entire regional network in the fields of energy and environment will benefit from a much wider spectrum of opportunities/programmes. The agglomeration will be able to develop a distinguishing profile with a wider mix of competences. Institutions will be able to agree on a division of labour and on specialisation; conserving resources and giving the network a better competitive edge. The same is true for the medicine and health cluster.

The project has resulted in an improved competitive edge amongst all players and extended the spectrum of competences in both the energy and environment and the cluster medicine and health clusters.



Contact

Dr. Christa Standaeker
 Office Nuremberg Metropolitan Region
 Phone: +49 (0)911-231-7973
 Email: metropolregion@stadt.nuernberg.de

Metropolitan Region Bremen-Oldenburg - North-West Germany

Regional monitoring

The primary objective of the project is to establish an online platform for statistical monitoring in the Bremen-Oldenburg Metropolitan Region. Data for Metropolitan Regions is not generally collected by German offices of statistics, either at state or federal level. Local government data only covers units of local government such as towns, districts and federal states.

This resource is aimed at regional stakeholders such as local government, political parties, businesses, interest groups and other parties in the region and beyond. As well as informing about developments in the region, this resource aims to strengthen regional identity and allows comparisons with other regions to be made. The project is led by the Bremen-Oldenburg, North-West German Metropolitan Region; maintaining and updating data generates costs of € 7,500 per annum.

Other partners are:

- Institute Labour and Economy, Bremen
- Institute for Applied Social Research and Evaluation (data processing), Leipzig
- Bremen State Office of Statistics
- State Office for Statistics and Communication Technology of Lower Saxony

German Metropolitan Regions stand for driving cooperation between conurbations, towns and rural areas. Regional monitoring highlights the strengths and weaknesses of individual areas; developments and trends of individual indicators become identifiable. Thus monitoring provides a solid empirical basis for developing regional strategies and cooperation.

This project has been online since March 2009 and is continually being expanded. There have been several data updates and an external evaluation including a user survey took place in the summer of 2010. This allowed further improvements to be made. Also, in the summer of 2010, Osnabruck district joined the Bremen-Oldenburg Metropolitan Region and further data was added. Now more than 100 indicators are available. They have been split up into 13 general fields for ease of use, and are updated every six months.

Our regional monitoring is a user-friendly resource. It offers data which is not available elsewhere – our Metropolitan Region is spread over two federal states, meaning that data specific to our region is not published. Our information is updated regularly, sorted by subject and easy to access. Regional monitoring is now the most visited part of our website with 20,000 clicks in 2010. An evaluation of our users shows that





Conclusion

Europe's global hubs: Metropolitan Regions on the EU agenda

The examples shown in this publication demonstrate that in terms of cohesion, Metropolitan Regions represent added value for Europe - although such regions are not yet marked on any maps. No European statistics document their strengths and importance; neither the European Union nor its member states have yet fully appreciated the phenomenon of the "Metropolitan Region".

Metropolitan regions as large agglomerations are cohesive systems stretching far beyond city and county boundaries and official administrative entities, sometimes even beyond national borders. These cohesive systems form the major economic areas and job markets of the European Union, they have become functional regions that are in the front line of global competition. As cohesive systems, Metropolitan Regions require a specific multi-level governance structure allowing representatives from different administrations and often from business and science communities to jointly administer and run their Metropolitan Region in order to find common answers to the challenges of globalisation. Cohesion, solidarity and international competitiveness have proved to be two sides of the same coin.

The large majority of European Metropolitan Regions are small in size and cannot compare with megacities like Paris, Shanghai or the large U.S. city bands. However, European Metropolitan Regions are generally well equipped for competition by virtue of their (relative) size and focus on the region's economic and decision making centres. The comparative advantages of European Metropolitan Regions in international competition can be summed up by the following features:

- The hubs of trans-European and inter-continental traffic networks are located in Metropolitan Regions. Metropolitan regions are exceptionally well integrated into international systems and thus represent Europe's gateways to the world and to international knowledge.
- Metropolitan regions are the centres of Europe's knowledge economy. Here, most universities and research as well as education facilities are based, thus attracting Europe's knowledge-intensive enterprises. Most new inventions and most patents originate here, and these regions generate innovative workplaces and economic growth. Metropolitan regions are therefore the backbone of the European Union's 2020 strategy.



- Metropolitan regions are nuclei for both smart specialisation strategies and cluster-promoting policies. They offer the critical mass of enterprises, facilities and qualified workforce that make cluster policies possible in the first place. Therefore economic policy in Metropolitan Regions focuses increasingly on regional and international integration. Cluster policies create bridges between Metropolitan Regions and less developed areas. This is more important since the European labour force population will decline in most European regions.
- Against the background of demographic change in Europe, Metropolitan Regions keep attracting highly educated young people. Metropolitan regions offer excellent job opportunities, professional and social advancement and inclusion as well as a high living standard. A continually growing portion of Europe's population lives in Metropolitan Regions, employers can therefore draw on an excellent pool of workers.
- Metropolitan regions function as social escalators. They can enhance emancipation and labour participation by offering people numerous possibilities for work and study careers.
- In Metropolitan Regions an exchange takes place with big cities beyond the national borders as well as between the local population and immigrants thus leading towards an international transfer of culture, knowledge and ideas.
- The Metropolitan Regions offer the hard and soft locational factors like an excellent cultural infrastructure and a high quality of life that make them attractive to well-qualified people from home and abroad.
- The networks in the realms of politics, business and society are present in Metropolitan Regions. Decision making leading to innovation is therefore much easier.
- Already well established Metropolitan Regions are setting themselves up to begin a process of collaboration with other Metropolitan Regions, creating (transnational) cluster oriented cooperations aiming at a division of labour. A new approach to European industrial policy, smart specialisation strategies are becoming visible and new networks are emerging.

The Metropolitan Regions appreciate that there is a wide-ranging European policy concerning cities, which also benefits them.

The Metropolitan Regions believe that those policies should be developed further within future European regional policy after 2013. It is important to seize the opportunities presented by the strengths of the Metropolitan Regions. Europe's Metropolitan Regions face enormous competitive pressure as a result of rapidly increasing globalisation. Time is of the essence here. Therefore the Metropolitan Regions ask the European Union to

- support cluster building processes originating in the Metropolitan Regions, and to network European clusters and encourage cooperation without bureaucratic obstacles,
- take Metropolitan Regions as pattern for polycentric integration of Europe by means of traffic routes, to expand the gateway infrastructure in Metropolitan Regions and support the linking of these gateways with third Metropolitan Regions,



- view Metropolitan Regions as well as their non-metropolitan hinterlands as fields for action and demand and monitor the creation and implementation of integrated regional development strategies and provide funding for urban-rural cooperation,
- commission EUROSTAT with the compilation of fundamental statistics which provide the relevant data for policy making, a steering process and permit international benchmarking.
- Encourage the ESPON network to lay the foundations for a scientific description of metropolitan and functional regions.
- Provide within the future EU regional policy the possibility of running pilot or model projects according to the example of the German Federal Ministry of Transport, Building and Urban Affairs and encourage EU member states to consider a national equivalent.
- Facilitate regional cooperation across national borders by extending the geographical range of application of what is at present INTERREG IVa funding to metropolitan-rural cohesion projects.

Europe's Metropolitan Regions are conscious of their significance for Europe and the member states. They are willing to assume the important role allocated to them by the Lisbon and Europe 2020 processes. They acknowledge their responsibility for regions that are economically less-developed and appreciate that they benefit indirectly from many European policies and programmes. However, at present these policies are not geared to or integrated with the Metropolitan Regions and at no point were the Metropolitan Regions involved in the Lisbon or Europe 2020 processes. Synergies can be attained in these fields. METREX members would therefore wish to enter into a permanent dialogue with the European institutions and become a partner in order to further develop European urban policies with a perspective to enhance European competitiveness and cohesion.

Pictures

Photographs and pictures courtesy of the authors and the Office of Hamburg Metropolitan Region.

Further photographs and pictures:

www.mediaserver.hamburg.de, K.-U. Gundlach (cover)

www.mediaserver.hamburg.de, Unterelbe Tourismus e.V. (cover)

Photocase.de@JanineWittig (cover)

www.mediaserver.hamburg.de, B. Kuhne (cover)

City of Amsterdam, Physical Planning Department (p.7)

www.mediaserver.hamburg.de, O.Heinze (p.8)

www.mediaserver.hamburg.de, Heideregion Uelzen e.V. (p.11)

BBR Bonn 2007 (p.12)

www.mediaserver.hamburg.de, R. K. Hegeler (p.13)

www.mediaserver.hamburg.de, O.Heinze (p.15)

Stadt Reutlingen (p.19)

Stadt Nürnberg (p.20)

Stadt Nürnberg (p.21)

NUTS 3-Daten: ESRI/EuroGeographics 2006 (p.14)

Planungsgruppe 4 GmbH (p. 16)

Edwin van Eis (p.24)

City of Amsterdam (p.24)

City of Amsterdam (p.25)

GroeiKrimpKaart, Atelier Rijksbouwmeester 2011 (p.25)

[www.mediaserver.hamburg.de/C. Spahrbier](http://www.mediaserver.hamburg.de/C.Spahrbier) (p.27)

Carolyn Steel, PlanAmsterdam, 2010 (p. 29)

City of Amsterdam (p.29)

Stadt Nürnberg (p.30)

Stadt Nürnberg (p.40)

Photocase.de@lechat (p.43)

kameraauge - Fotolia.com (p.50)

PBV. Planungsbüro für Verkehr ; Design: die fachwerkler (p.51)

BMW: next generation media (p.54)

Landesvermessung und Geobasisinformation Brandenburg (p.55)

Siemens Medical (p.58)

Screenshot www.frischkoepfe.de (p.61)

www.mediaserver.hamburg.de, Landkreis Rotenburg (Wümme) (p.63)

www.mediaserver.hamburg.de, photowerk59.de (p.64)

www.mediaserver.hamburg.de, M. Brinckmann (p.66)

