



Alpine Space Forum

Pooling Potentials for Competitiveness

Ljubljana, Slovenia, 27-28 September 2011

Forum Objectives

- Inspire key actors to discuss opportunities of new project ideas in the field of competitiveness
- Identify local potentials and policies/initiatives to increase competitiveness of territories through transnational action
- Reinforce Alpine Space Programme contribution to governance, competitiveness and clusters development
- Provide input to the ongoing policy debate
- Enhance cross programme fertilisation and coordination in the cooperation area

Tuesday – 27 September

Forum Facilitation: Blanka Bartol, Ministry of the Environment and Spatial Planning, Slovenia

9.00

Registration

9.30

Welcome & Introduction

- Roko Žarnić, Ministry of the Environment and Spatial Planning, Slovenia
- Zoran Janković, Mayor of the city of Ljubljana, Slovenia

9:50

Setting the scene: EU 2020 strategy for smart, sustainable and inclusive growth and the Alpine Space Programme

The EU 2020 strategy and how European Territorial Cooperation can contribute to it
Introduction to the EU 2020 Strategy and what could be done by the Alpine Space Programme to meet the identified challenges.

- José Antonio Ruiz de Casas, DG Regional Policy, Territorial Cooperation, European Commission

The Alpine Space Programme - A territorial approach towards the EU 2020 strategy
The Alpine Space Programme presents how it could contribute to achieve the objectives of the EU 2020 strategy and strengthen the competitiveness of its cooperation area.

- Rossella Rusca, Programme Committee, Ministry of Economic Development and Cohesion Policies, Italy

10.30

Coffee Break

11.00

Strengthen competitiveness of the Alpine Area

The competitiveness of the Alpine Area as part of Europe's Economy
Keynote introducing the competitiveness of the Alpine Area within Europe and pinpointing its specific assets and strengths.

- Cliff Hague, Team leader of the UK ESPON Contact Point, consultant and researcher, United Kingdom

Driving forces towards competitiveness

Key presentation setting the topic of competitiveness in its relation to innovation, endogenous territorial potentials, clusters creation, governance, etc.

- Claire Nauwelaers, International expert in science, technology and innovation policy

11.45

A practical approach to increase competitiveness – toolbox for practitioners

EU funding instruments and opportunities to enhance competitiveness

Presentation

- Edita Granatir Lapuh, Entrepreneurship and Competitiveness Directorate of the Ministry of the Economy, Slovenia

Followed by a discussion with Alpine practitioners giving direct feedback on their experiences in working with the presented instruments:

- Norbert Höptner, Steinbeis-Europa-Zentrum Stuttgart, Germany
- Jacques P Bersier, HES-SO//Fribourg, Science and Technology Center of the Canton of Fribourg, Plastics Processing Cluster, Switzerland
- Paolo Zaggia, Lombardy Region, Italy

13:00

Lunch

14.00

Workshop Series

Economic actors, public authorities, experts, project partner and NGOs discuss challenges, individual needs for action and suggest recommendations on four main thematic aspects of competitiveness. Topics are introduced by stimulating inputs and illustrated by short statements from one or two projects.

- Coffee will be served during the workshops -

1. Tourism: How to make the Alps a more competitive tourist destination?

Key questions & issues

- + What can be done to make sustainable Alpine tourism more competitive? (i.e. new offers, ICT, Health) What could be possible niches and how could they be exploited?
- + How to shape the profile of the Alps as a top healthcare destination of Europe?
- + What are the needs of the consumers, economic actors and policy makers?
- + How can alpine regions/territories and the population better benefit from tourism?
- + How can transnational cooperation help regions to better work together on tourism?

Facilitation: Dominik Siegrist, University of Applied Sciences Rapperswil (CH) & President of CIPRA International

Expert/practitioner input:

- Umberto Martini, University of Trento, Italy
- Georges Ribière, Ministry of Ecology, Energy, Sustainable Development and the Sea, France
- Mario Jooss, University of Applied Sciences Salzburg, Austria

Project experience:

- Thomas Bausch, ClimAlpTour project, University of Applied Sciences Munich, Faculty of Tourism, Germany

2. Energy: The Alps as rechargeable battery of Europe?

Key questions & issues

- + How to enhance energy efficiency and turn this into a competitive advantage for the Alps?
- + How to cope with the need of boosting renewable energy production and protection requirements?
- + How to overcome energy supply and energy production being dependant to location

factor?

- + Which decision making processes for questions of exploitation, distribution of loads and benefits?

Facilitation: Ludwig Karg, BaumConsult Munich, Germany

Expert/practitioner input:

- Gianni Lazzari, Habitech , Italy
- Miro Kristan, Soča valley development centre, Slovenia

Project experience:

- Matjaž Gerl, SHARE project, E-zavod, Slovenia

3. Local resources: How to turn Alpine local resources/knowledge into a competitive advantage in a global economy?

Key questions & issues

- + How to promote/take advantage of endogenous potentials? (e.g. raw material - also for pharmaceutical products and healthcare-, local resources, ecosystems services, local production and local knowledge)
- + Which support strategies (investment, qualification...) to the innovation needs of the territories?
- + Which Alpine clusters could be supported to better compete on the global (knowledge) economy?

Facilitation: Jernej Stritih, Government Office for Climate Change, Slovenia

Expert/practitioner input:

- Andrej Breznikar, Slovenia Forest Service
- Theo Eberhard, University of Applied Sciences Munich, Faculty of Tourism, Germany

Project experience:

- Peter Schröder, AlpsBioCluster Project, Helmholtz Centre Munich, Germany

4. An island between surrounding metropolises: How can the Alps benefit from the surrounding urban centres and the cities from the Alps?

Key questions / issues

- + How can the functionality patterns between the Alps (peripheral areas) and their surrounding cities (Metropolises) be improved to increase competitiveness of the entire region?
- + What are the mobility needs in the Alpine area? E-mobility: take at heart to stay at home!
- + How to exploit ICT to maintain health services & care in rural areas and keep them competitive?

Facilitation: Wolfgang Pfefferkorn, CIPRA international

Expert/practitioner input:

- Alma Zavodnik Lamovšek, University of Ljubljana, Slovenia

Project experience:

- Laurence Jacquinet, InnoCité project, Chamber of Commerce and Industry of Lyon, France

17.00

End of Forum Day 1

19.00

Cocktail Reception hosted by the Ministry of Environment and Spatial Planning, Slovenia and the Swiss Presidency of the Alpine Convention.

Greetings by Mitja Pavliha, Ministry of the Environment and Spatial Planning of Slovenia and Robert Reich, Swiss Ambassador to Slovenia

Wednesday – 28 September

- 9.00 **Summary of workshops results**
- Practitioners and policy-makers discuss the needs for action identified and the recommendations developed during the workshops. Feedback round, interview of the WS rapporteurs.*
- WS1** Thomas Bausch, ClimAlpTour project, University of Applied Sciences Munich, Faculty of Tourism, Germany
- WS2** Ludwig Karg, BaumConsult Munich, Germany
- WS3** Jernej Stritih, Government Office for Climate Change, Slovenia
- WS4** Laurence Jacquinot, InnoCité project, Chamber of Commerce and Industry of Lyon, France
- 10:00 Coffee Break
- 10.30 **Getting better – European programmes sowing the seeds for competitiveness in the Alpine Area**
- Discussion by the Alpine Space and other European programmes. What could be the input for transnational, cross-border and competitiveness programmes and what could they offer as response to the identified needs/ recommendations?*
- An interactive session*
- Tanja Rener, Interreg IVC for Slovenia, Government Office for Local Self-Government and Regional Policy, Slovenia
 - Tatjana Rener, Government Office for Local Self-Government and Regional Policy, Regional Office Štanjel, cross-border programme Slovenia-Italy
 - Cinzia Margiocco, Joint Technical Secretariat Coordinator, Cross-border Programme Italy-Switzerland
 - Hans-Rudolf Helfer, Manufature Association, Switzerland (contribution about FP7)
 - Christian Salletmaier, Managing Authority, Alpine Space Programme
- 12.00 Farewell by Mitja Pavliha, Ministry of Environment and Spatial Planning, Slovenia
- 12.15 Lunch
- 13.15 – **Excursion**
- 16.00 Guided visit of Ljubljana showing the benefits of European funds for the development of the Capital. Meeting point: Hotel Lev.

Organiser

Alpine Space Programme 2007-2013

Host

Ministry of the Environment and Spatial Planning,
Slovenia

Venue

Hotel Lev D.D.
Vošnjakova 1
SI - 1000 Ljubljana
Slovenia
<http://www.hotel-lev.si/>

Forum Language

English - Workshop sessions may be open to interventions in alpine languages. To be defined with session facilitators.

Greening

All efforts will be undertaken to organise the workshop in a sustainable and environmentally friendly manner.

Participants are encouraged to offset the carbon emissions from travelling.