



AS Forum - Pooling Potentials for Competitiveness

Workshop 4

Ljubljana, 27 September 2011

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How to improve competitiveness of small-medium cities under the influence of Alpine great urban centres

❖ Context:

- ❖ Accelerated metropolisation
- ❖ Loss of identity and economic competitiveness
- ❖ Challenging role of small and medium-sized Alpine cities to position themselves as attractive places to live and work

❖ Objectives:

- ❖ A sustainable and harmonized territorial development
- ❖ Facilitate a complementary positioning of small/medium-sized cities toward large Alpine agglomerations

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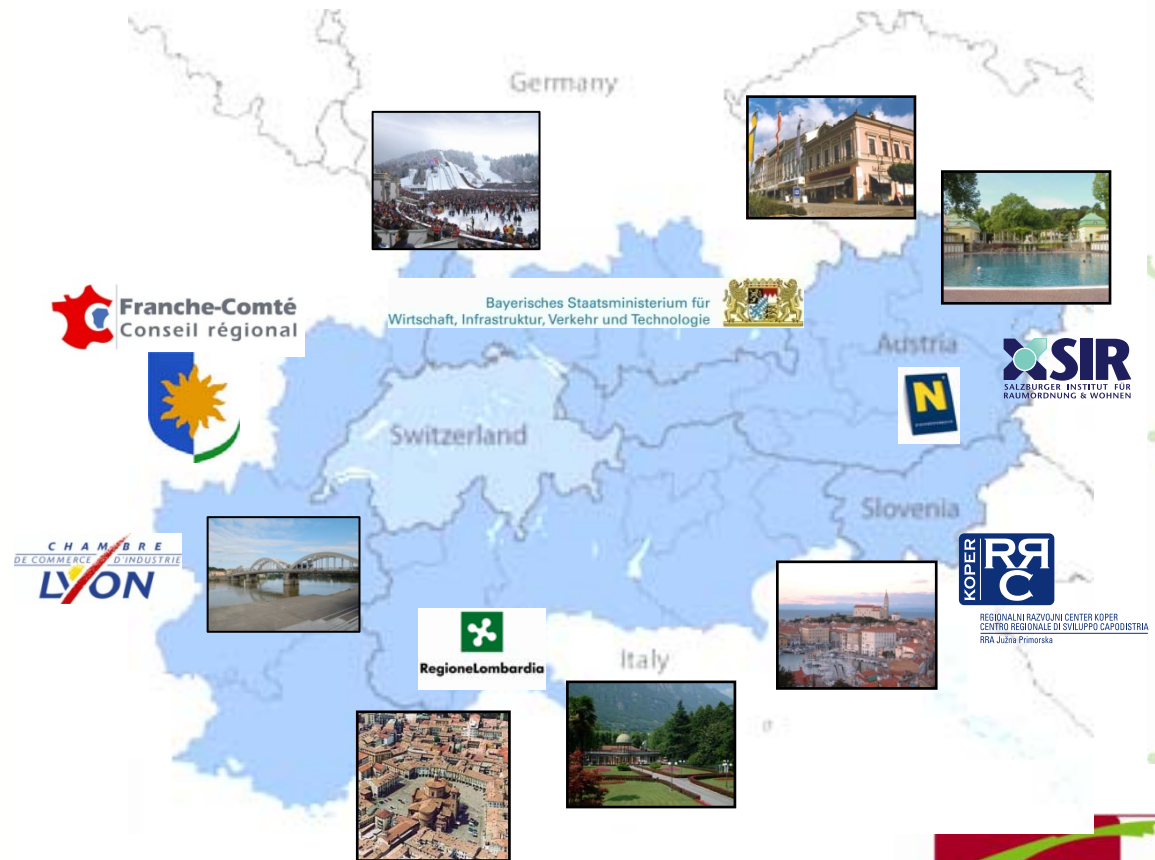




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9 pilot sites from 5 countries

RHÔNE-ALPES FRANCHE-COMTÉ	Lyon 1 167 300 (population)	15 km – 30 min. → Neuville-sur-Saône 7 100	FRANCE
	Belfort-Montbéliard 364 100	36 km – 40 min. → Lure 8 300	
LOMBARDY REGION	Milan 1 304 200	110 km – 1 h 30 min. → Brescia 189 600	ITALY
		65 km – 55 min. → Darfo Boario Terme 14 200	
BAVARIA	Munich 1 311 600	80 km – 1 h. → Garmisch-Partenkirchen-County 87 000	GERMANY
		90 km – 1 h, 10 min. → Garmisch-Partenkirchen-City 26 200	
SALZBURG REGION	Salzburg 150 400	30 km – 35 min. → Plusregion (Neumarkt am Wallersee, Kostendorf, Straßwalchen) 15 200	AUSTRIA
	LOWER AUSTRIA	Vienna 1 680 500	30 km – 25 min. → Bad Vöslau 12 000
		55 km – 40 min. → Hollabrunn 11 100	
OBALNO KRASKA	Trieste 208 600	15 km – 30 min. → Koper 23 500	SLOVENIA



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InnoCité Approach

❖ Tools:

- InnoCité has allowed pilot-cities to build and invest in tools for measuring their attractiveness: **analysis and diagnosis tools, transnational analysis model, list of commun indicators, consumer satisfaction surveys, pedestrian flow counts, surveys to shopkeepers, etc**

❖ Methodology:

- Implementation of **participatory methods** involving key stakeholders in **private/public partnerships**

Impact and benefits

- An opportunity for local actors to get together and compare each others' cities via **common tools**
- Attract **new investors** and entrepreneurial activities
- The programming of an **harmonized strategy** in relation to the economical development on the local level
- Identification and reinforcement of the **identity**
- Economic operators, real estate owners, citizens' **involvement**
- Creation of **innovative** public spaces



More information:

www.innocite.eu

Thank you for your attention

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