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Europa Region Mitte

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Středoevropský region

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Stredoeurópsky región

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Közep-Európa Régió



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Vera Vyskovsky
ecoplus. The Business Agency
of Lower Austria.

Project manager CENTROPE

initiators & partners

Austria

- Federal Provinces of Burgenland, Lower Austria, Vienna
- Cities of Eisenstadt, St. Pölten, Vienna

Czech Republic

- South Moravia Region
- City of Brno

Hungary

- Győr-Moson-Sopron County, Vas County
- Cities of Győr, Sopron

Slovak Republic

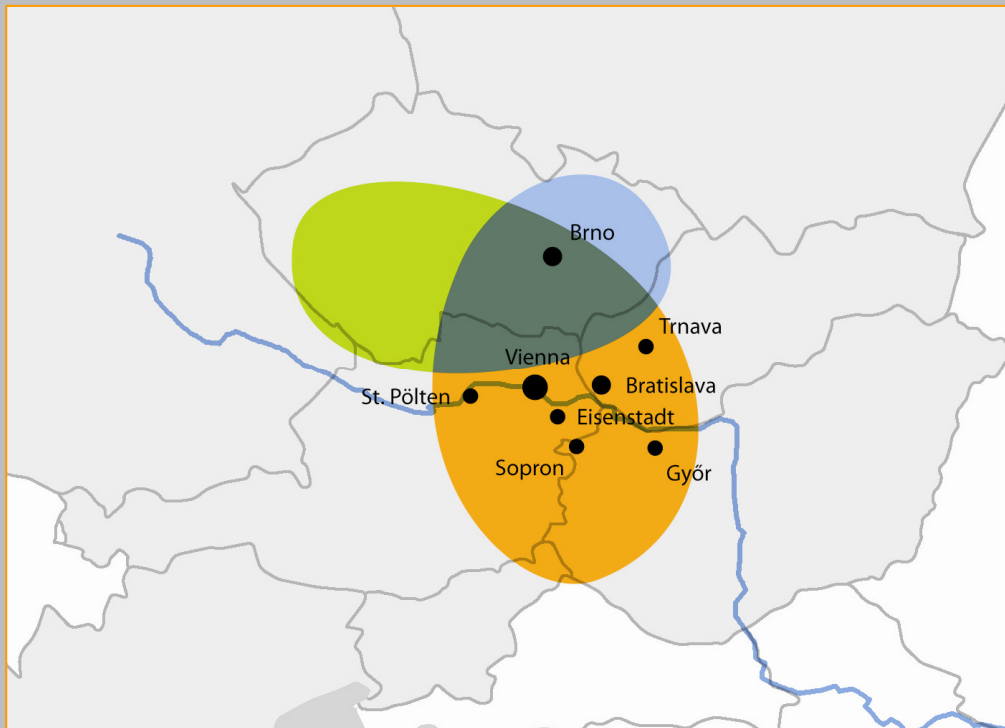
- Bratislava Region, Trnava Region
- Cities of Bratislava, Trnava



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we grow together
together we grow



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CENTROPE in total

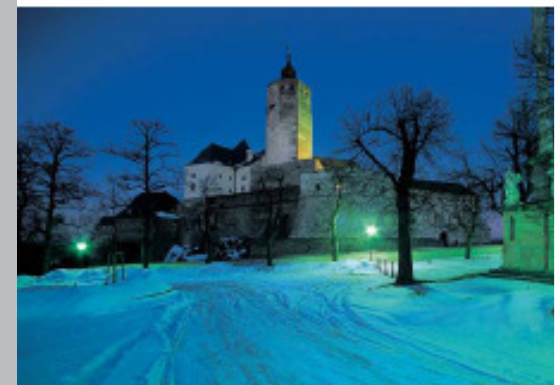
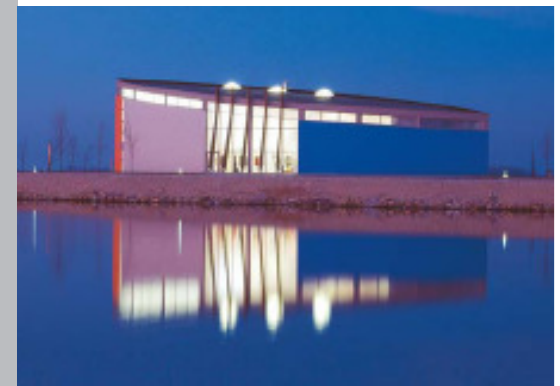
- 4 EU Member States
- 4 languages
- 6.5 million inhabitants

objectives & benefits

- > gain international attractiveness and visibility
- > achieve sustainable integration on the basis of diversity
- > establish a cross-border location with high economic dynamics and quality of life
- > implement a professional cross-border co-operation management



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the project structure

2002-2003: pre-CENTROPE era

- Platform Europaregion – Multilateral Round Tables

2003-2006: CENTROPE I

- Interreg III A project BAER – Building a European Region
– co-financed by Vienna, Lower Austria and Burgenland

2006-2007: CENTROPE II – Complementary projects

- Interreg III A project BAER II (Vienna, Lower Austria, Bgld.)
– under negotiation
- Interreg III A project CENTROPE, co-financed by the Slovak Cities and Regions of Bratislava & Trnava
– application submitted
- Interreg III A project co-financed by the Czech partners
– under consideration
- CENTROPE management structures in Hungary
– under consideration

2008 plus: CENTROPE III – joint projects & one multilateral structure

- Joint projects & multilateral structure under the new objective
“European Territorial Cooperation”



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the work structure

CENTROPE Advisory Board

- representatives of all partner regions and cities
- multilateral consultations on form and substance of CENTROPE

CENTROPE Working Groups

- multilateral working groups
- dealing with specific topics of cross-border cooperation

CENTROPE Steering Committee

- made up of representatives of the three Austrian Federal Provinces co-financing the current CENTROPE I project
- responsible for the performance of the project

CENTROPE Consortium

- currently consisting of five institutions located in Austria
- conducting the project in accordance with the Steering Committee and the Advisory Board



results of CENTROPE I

CENTROPE Regional Development Perspective

- common guideline document elaborated by the regional development authorities in CENTROPE
- Biosphere Growth Region & Learning Region

CENTROPE Sectoral Development Perspectives

- economy & innovation
- labour & qualification
- education, science & research
- culture
- tourism
- communication
- cooperation management

Vision CENTROPE 2015

- politically agreed
- published as brochure
- based on the CENTROPE Regional Development Perspective and the sectoral development perspectives, further analysis & multilateral consultation



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results of CENTROPE I

CENTROPE Pilot Projects

- CENTROPE Map
- CENTROPE Labour
- CENTROPE Bio Cluster
- CENTROPE Image
- CENTROPE Sailing
- CENTROPE Sound
- CENTROPE Video – Enter CENTROPE
- CENTROPE Regional Management

CENTROPE Communication & Awareness Raising

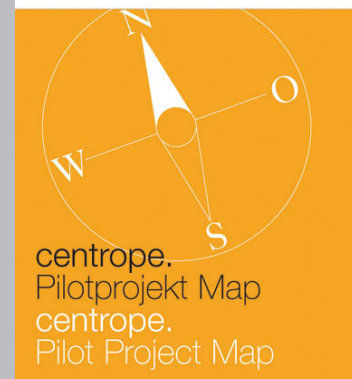
- 4 supplements to the newspaper “Der Standard”
- Various further articles in newspapers and magazines
- Video clips shown in cinemas
- CENTROPE represented at international events
- Information material widely distributed
- “Vision CENTROPE 2015” published as brochure
- Conference “CENTROPE 2006 plus” & “Route CENTROPE”
2 March 2006, Vienna City Hall



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Wir wachsen zusammen.
Zusammen wachsen wir.
We grow together.
Together we grow.



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CENTROPE II – Agenda

CENTROPE flagship projects & task programme 2008 ff.

- development of joint lead projects and thematic priorities

CENTROPE communication & public relations

- activities to broaden and to strengthen the basis for identification with CENTROPE

CENTROPE cooperation management

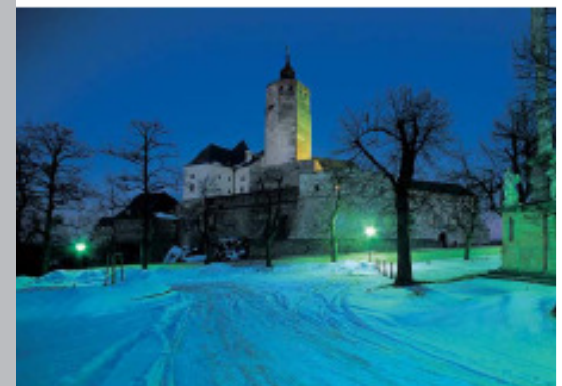
- development of functioning working structures in all 4 partner countries

CENTROPE lobbying & marketing

- joint lobbying of CENTROPE interests on the political level (regional, national, EU)



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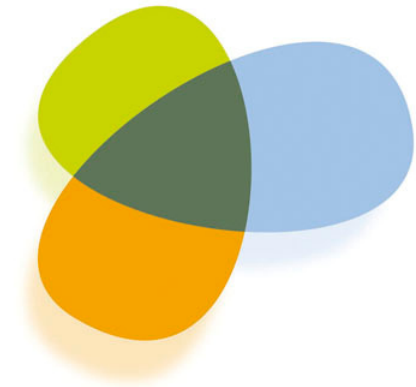
CENTROPE II – Topics 2008+

Labour market, qualification & employment

- representing the SOCIAL TOPIC
- innovative concepts and measures that impact simultaneously in economic (competitiveness), social (inclusion/solidarity) and budgetary (financial feasibility) questions

For instance...

- **cross-border labour market monitoring & management** services for employers as well as employees; thus improvement of the labour market conditions both on the supply and demand sides
- **coordinated Territorial Employment Pacts** optimizing qualification measures as part of active labour market policy



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CENTROPE II – Topics 2008+

Labour market, qualification & employment

Current activities are...

- Regular meetings of a multilateral expert board
- Development of a business plan for future activities 2008-2013
- Pilot project: Business and Labour Report

Topics ...

- Annual/semi-annual Business and Labour Reports
- Preparations of a yearly “Labour Conference”
- Sector specific educational initiatives
- Qualification standards



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Other Topics in the
CENTROPE agenda are ...



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CENTROPE II – Topics 2008+

Economy, innovation, research & development

- representing the FUTURE TOPIC
- innovation as key factor for international competitiveness and sustainable growth

For instance...

- **Services for cross-border enterprises**
support for intercultural competencies, analysis of remaining barriers, multilateral business forum, networking among existing commercial platforms, label CENTROPE & joint marketing,...
- **University network**
for cooperative education and research projects with autonomous EU-funded project budget: joint degrees, networked studies, doctoral and post-doc programmes,...



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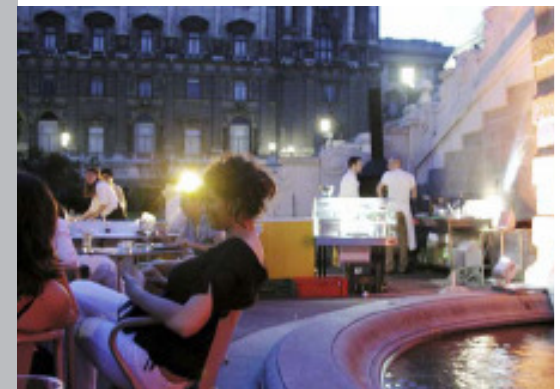
CENTROPE II – Topics 2008+

Infrastructure, transport, environment & planning

- representing the STRUCTURAL TOPIC
- being of substantial importance for sustainable regional development

For instance...

- **cross-regional intermodal transport and logistic network** in order to guarantee for a sustainable international and inner-regional mobility; development of hub functions, innovative public transport associations etc.
- **CENTROPE Map** further development of a cross-border geographic information system (GIS) – as initiated with the CENTROPE pilot project “Map” – maintained by partners in all CENTROPE regions.



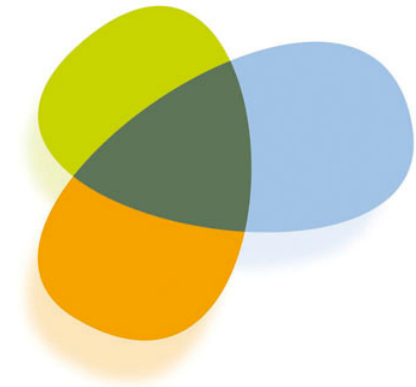
CENTROPE II – Topics 2008+

Culture, Creativity, Leisure, Sport & Tourism

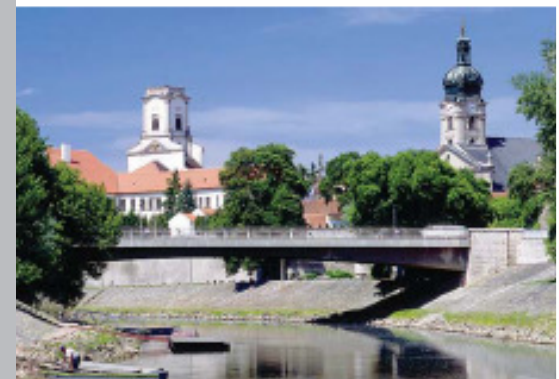
- representing the IDENTITY TOPIC
- facilitating mutual understanding and emotional integration despite different languages

For instance...

- **tourism package “Route CENTROPE”**
including travel routes and printed guides on various specific topics such as (world) cultural/natural heritage, castles/palaces, wine, cross-border museum tickets etc.
- **culture and event guide**
internet based, in all 4 languages, in cooperation with newspapers or publishing companies



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further information

CENTROPE Consortium

- Ecoplus, The Business Agency of Lower Austria
- Europaforum Wien (project secretariat)
- Regionalmanagement Burgenland
- Regional Consulting
- WIBAG Burgenland Business Agency
- WWFF Vienna Business Agency

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Thank you for your
attention!