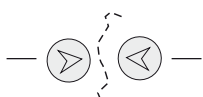


IDENTIFYING ECONOMIC SECTORS WITH CROSS-BORDER POTENTIAL

The first step in drawing up a cross-border economic development strategy is identifying economic sectors with cross-border potential. The aim is to determine in which areas the establishment of cross-border connections (partnerships between clusters, or between universities or technology centres and businesses on both sides of the border, exports or provision of services on the other side of the border, etc.) could create value added.



The economic fabric is dynamic and changing, which makes it necessary to regularly renew the search for complementarities. Economic sectors with cross-border potential have been identified in some cross-border territories, such as for example, materials and processes in the Greater Region and life sciences in the Upper Rhine.

EXAMPLES:

In 2013, ahead of the drawing-up of its Euroregional Innovation Strategy,

the Pyrenees-Mediterranean Euroregion commissioned an assessment of the ecosystem of innovation of the territory. The focus was on three strategic sectors: water, e-health and agri-food. Interviews were conducted with institutional players and economic representatives from the four member regions to identify complementarities. The regional innovation strategies

of the four regions were compared, notably to pinpoint competing and complementary areas, strengths and weaknesses and avenues for collaboration for the three targeted sectors.

http://www.euroregio.eu/sites/default/files/sei_fr.pdf

More details may be found in the factsheet on the project.

The cross-border Strategic Workforce Planning (SWP)

exercise for the ports of Strasbourg and Kehl integrates the issues of complementarity of the economic fabric (businesses) with those of employment/training (employees).

The cross-border SWP is aimed at pooling jobs and skills between sister companies and helping businesses to develop a better knowledge of the issues at stake in their own development. Interviews were conducted with some 30 “network heads”, both institutional and private, in the ports of Strasbourg and Kehl.

<http://www.maisonemploi-strasbourg.org/la-demarche-de-gpec-des-ports>

More details may be found in the factsheet on the project.

DRAWING UP CROSS-BORDER ECONOMIC DEVELOPMENT STRATEGIES



Once economic sectors with cross-border potential have been identified, it is possible to work on drawing up a cross-border economic development strategy. This is done through political negotiations, seminars or thematic workshops, consultations with stakeholders (chambers of commerce and industry, employer and worker representatives, clusters, universities etc.). In most cases, for this exercise it is necessary to find common ground between regional and local economic strategies on both sides of the border.

EXAMPLES:

At the end of 2013, the Upper Rhine institutional players

drew up a 2020 Strategy for the Trinational Metropolitan Region. This strategy is the result of political consultations between elected representatives in this territory and thematic work seminars between the technical departments. It defines ten priorities for the four components of Upper Rhine cooperation (sciences, economy, civil society and policy). Economic development is therefore intertwined with the other aspects of the territorial development of the Upper Rhine.

<http://www.rmtmo.eu/fr/economie/strategie.html>

At the end of 2014, the Aquitaine-Euskadi Euroregion finalised its 2014-2020 Strategic Plan.

On the basis of a euroregional assessment, the strategy can be broken down into four core areas and some 40 initiatives to be conducted with cooperation players: euroregional citizenship; the knowledge-based economy, innovation, business competitiveness; sustainable territory; and open governance. To draw up the strategy, a call for papers was issued to Euroregion players (territorial authorities, cross-border structures, chambers of commerce and industry, clusters, etc.) who defined their priorities and cooperation projects.

In addition, personal interviews and working groups helped to channel their views and wishes.

<http://www.aquitaine-euskadi.eu/blog/2014/12/18/plan-strategique-de-l-euroregion-aquitaine-euskadi-2014-2020.html>

More details may be found in the factsheet on the project.