

The present document aims to give the players involved in cross-border cooperation a better understanding of the issues involved in the economic development of cross-border territories and the links between economy and employment. It is designed to facilitate the economic development of cross-border territories by contributing to the removal of obstacles, to the search for and dissemination of tools and good practices, while also helping to strengthen exchanges and partnerships between cooperation players.

This project is also aimed at contributing to changes in the framework conditions in place in cross-border territories with respect to economic development and employment. However, it does not aim to produce detailed analysis or recommendations, which can only be formulated for each border individually.

THE PLACE-BASED APPROACH TO CROSS-BORDER ECONOMIC DEVELOPMENT

This research is located firmly within the “place-based approach”,⁵ which, in contrast to a sectoral approach, aims to address simultaneously the issues of employment, economic development and regional planning, by focusing on the territories in which policies are implemented. Based on certain options with respect to territorial economic development that are the subject of a degree of consensus among the experts and will not be rehearsed here, we are proposing to bring out the constraints and opportunities that are specific to cross-border territories, which these experts do not generally look at.

PRODUCTIVE AND “PRESENTIAL” ECONOMIES

Another hypothesis underpinning our work is that of the distinction between productive and “presential” economies. Traditionally, territorial economic development is looked at from the point of view of the productive economy, i.e. places of production (for the primary, secondary and tertiary sectors across the board). In general, public action consists in fostering the development of productive activities within a territory. More recently, economists such as Laurent Davezies have developed an analysis of the territorial economy based on the population present in a territory, which fluctuates over the course of the day: residents, including the non-working population (pensioners, unemployed people, etc.), working people who do not work in this territory (commuters) and people passing through the territory (tourists, etc.), who consume private and public services in this territory and sustain a “presential” economy

⁵ See in particular: OECD, *Territorial Outlook*, 2001; Barca Report, *An Agenda for a Reformed Cohesion Policy: A Place-based Approach to Meeting European Union Challenges and Expectations* (an independent report prepared at the request of Danuta Hübner, Commissioner for Regional Policy), 2009. http://ec.europa.eu/regional_policy/archive/policy/future/barca_en.htm
P Veltz, *La grande transition*, Seuil, 2008; *Paris, France, Monde. Repenser l'économie par le territoire*, L'Aube, 2013.



Sales day, rue du vieux marché aux poissons in Strasbourg

that is just as real as the productive economy. This approach takes account of a part of the population whose income does not necessarily come from the territory in question (public-sector employment, financial transfers linked to pensions and other welfare benefits, tourists, residents whose work is located in another territory, etc.). From a statistical point of view, INSEE now refers to two economic spheres: the “presential” and the “non-presential”. The first comprises the goods and services produced locally in order to be consumed locally, while the second consists of other production of goods and services that are produced locally and mainly consumed outside of the area concerned.