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The cornerstone of public action in the area of cross-border economic development, a strategy is an opportunity to determine a territory's potentialities and strengths and weaknesses (i.e. conduct a situational analysis) and make policy choices in respect of public support for economic development.

“Strategies” in the plural denotes the potential coexistence of several different strategies relating to cross-border economic development.

- ✚ **These may be “border region strategies”** (economic development strategies drawn up by a territory that take account of the potentialities of territories situated on the other side of the border and adapt public action accordingly) **or “cross-border strategies”** (strategies drawn up jointly by players located on either side of the border, thus involving public action based on synergies between the two sides). Cross-border strategies obviously require a higher degree of political cooperation than purely “border region” strategies.
- ✚ **They may be multi-level strategies** (spanning various territorial levels) **or they may involve just one territorial level.** These strategies may relate to economic development in a narrow sense or they may cover broader aspects – e.g. addressing the conditions governing such development (planning and development strategies).

# Strategies

## ESTABLISHMENT OF SRDEIIS<sup>131</sup> IN FRANCE UNDER THE “NOTRE ACT”

In border regions, it is essential to establish economic development mechanisms that unilaterally take account of neighbouring border territories (by means of “border region strategies” that help the territory’s businesses to take advantage of cross-border opportunities).

The NOTRe Act also provides: “In border regions, the plan may contain a cross-border component drawn up in cooperation with the territorial authorities of neighbouring countries.”

The option to consult with neighbouring authorities allows the development of a genuine cross-border strategy (with the strategy documents drawn up by those foreign authorities being amended accordingly).

Of course, cross-border action does not mean the abandonment of purely unilateral “border region” action aimed at supporting cross-border economic development.

This is linked to the concept of “co-opetition”, a notion developed notably by the OECD which explains crossborder economic development as a combination of cooperation and competition. This concept is relevant in terms of strategies guiding public action, since their main aim is to develop cooperation within a competitive environment.

## TOWARDS REGIONAL CROSS-BORDER INNOVATION STRATEGIES

The cross-border economic governance structures referred to in the previous chapter only make sense if they operate within the context of strategies – for example, innovation strategies.

Since all European regions have their own regional innovation strategies, as these are required by the EU, this could give rise to joint cross-border initiatives.

**Under the cohesion policy for the period 2014-2020**, structural funds are primarily used to target 11 thematic objectives derived from the Europe 2020 strategy, which was adopted by the European Commission in 2010 to promote smart, sustainable and inclusive growth.

<sup>131</sup> Regional economic development, innovation and internationalisation plans.