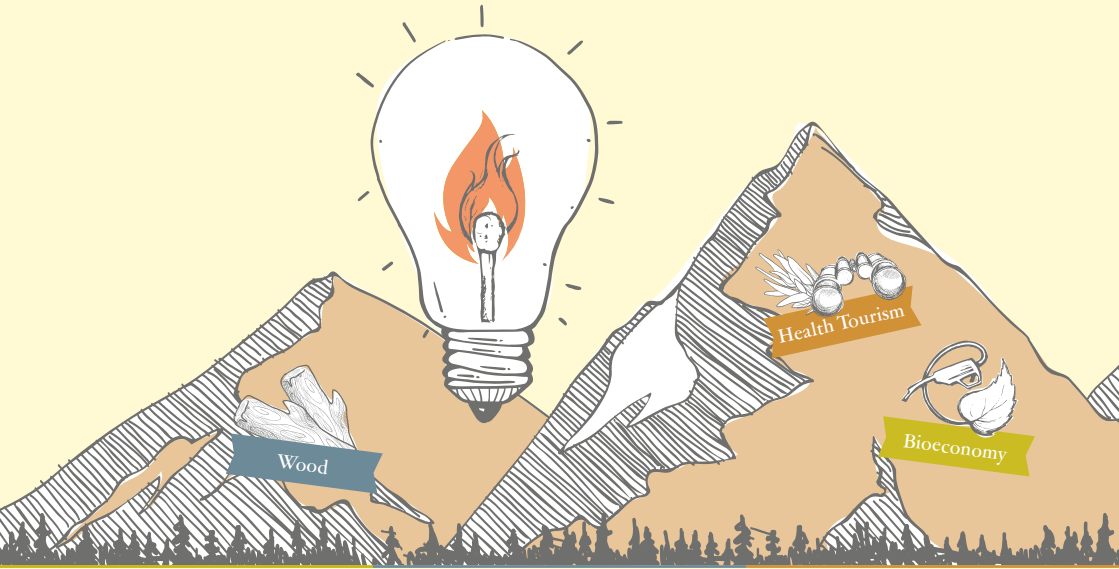




EUROPÄISCHE UNION



ENGLISH

DEUTSCH

FRANÇAIS

Added value of the EU STRATEGY FOR THE ALPINE REGION (EUSALP) for clusters and enterprises

Action Group 2: lead by
Baden-Württemberg and Auvergne-Rhône-Alpes



Baden-Württemberg

MINISTERIUM FÜR WIRTSCHAFT, ARBEIT UND WOHNUNGSBAU

Baden-Württemberg

„A large number of companies in Baden-Württemberg are highly innovative and particularly export-oriented. This is the reason why the State of Baden-Württemberg cooperates closely with the Alpine regions which are some of the most innovative in Europe. We run the Action Group „Economy“ within the macro regional EU Strategy for the Alpine Region (EUSALP) with the French Region Auvergne-Rhône-Alpes.

Together we intend to promote cooperation in strategic sectors in the Alpine Region and thereby strengthen the sustainable competitiveness of companies from Baden-Württemberg and the whole Alpine Region.

Dr. Nicole Hoffmeister-Kraut MdL

*Minister of Economic Affairs, Labour and Housing of the State
Baden-Württemberg*

„Viele baden-württembergische Unternehmen sind hochinnovativ und sehr exportorientiert. Das Land Baden-Württemberg arbeitet deshalb eng mit den Regionen des Alpenraums zusammen, die zu den innovationsstärksten in Europa gehören. Mit der Leitung der Aktionsgruppe „Wirtschaft“ innerhalb der makroregionalen EU-Strategie für den Alpenraum (EUSALP) wollen wir zusammen mit der französischen Region Auvergne-Rhône-Alpes die Zusammenarbeit in strategischen Sektoren im Alpenraum voranbringen und damit die Wettbewerbsfähigkeit der Unternehmen aus Baden-Württemberg und des gesamten Alpenraums nachhaltig stärken.

Dr. Nicole Hoffmeister-Kraut MdL

*Ministerin für Wirtschaft, Arbeit und Wohnungsbau des Landes
Baden-Württemberg*

„Un grand nombre d'entreprises du Bade-Wurtemberg sont particulièrement innovantes et tournées vers l'export.

C'est la raison pour laquelle l'Etat du Bade-Wurtemberg travaille en collaboration étroite avec les régions alpines, qui sont parmi les plus innovantes d'Europe. Nous pilotons le groupe d'action « Economie » dans le cadre de la stratégie de l'Union européenne pour la Région alpine (SUERA) avec la Région française Auvergne-Rhône-Alpes. Ensemble, nous voulons promouvoir la coopération entre secteurs stratégiques de la région alpine et renforcer par là la compétitivité durable des entreprises du Bade-Wurtemberg et de toute la Région alpine.

Dr. Nicole Hoffmeister-Kraut MdL

*Ministre de l'Économie, du Travail et du Logement de L'Etat du
Bade-Wurtemberg*



Nicole Hoffmeister - Kraut



Auvergne-Rhône-Alpes

„I am convinced that this project, which was initiated in the first place by the regional level, is the right framework to implement new planning and developing models in order to re-invent the productive functions of our economy, to valorize residential economy and to pave the way for a livable mountain area, where young people want to stay. In this framework, be assured that the new Auvergne-Rhône-Alpes Region will stay involved in this crucial implementation phase, through the Action Group 2 focused on the strategic economic sector, which we co-lead together with our historical partner of Baden-Württemberg.

*Etienne BLANC, Vice-president in charge of Finance, general administration,
budgetary savings and crossborder policies of the
Auvergne-Rhône-Alpes Region*

„Ich bin davon überzeugt, dass dieses Projekt, das in erster Linie von den Regionen des Raumes initiiert wurde, den richtigen Rahmen für die Umsetzung von neuen Planungs- und Entwicklungsmodellen bildet, um die produktiven Funktionen unserer Wirtschaft wieder zu erfinden, die auf die Region ausgerichteten Wirtschaftstätigkeiten aufzuwerten und den Weg für lebenswerte Berggebiete zu ebnen, in denen junge Menschen bleiben wollen.

Aus diesem Grund wird sich die neue Region Auvergne-Rhône-Alpes in dieser entscheidenden Umsetzungsphase insbesondere über die Aktionsgruppe 2, die wir zusammen mit unserem historischen Partner Baden-Württemberg leiten und die sich auf strategische Wirtschaftssektoren fokussiert, weiter engagieren.

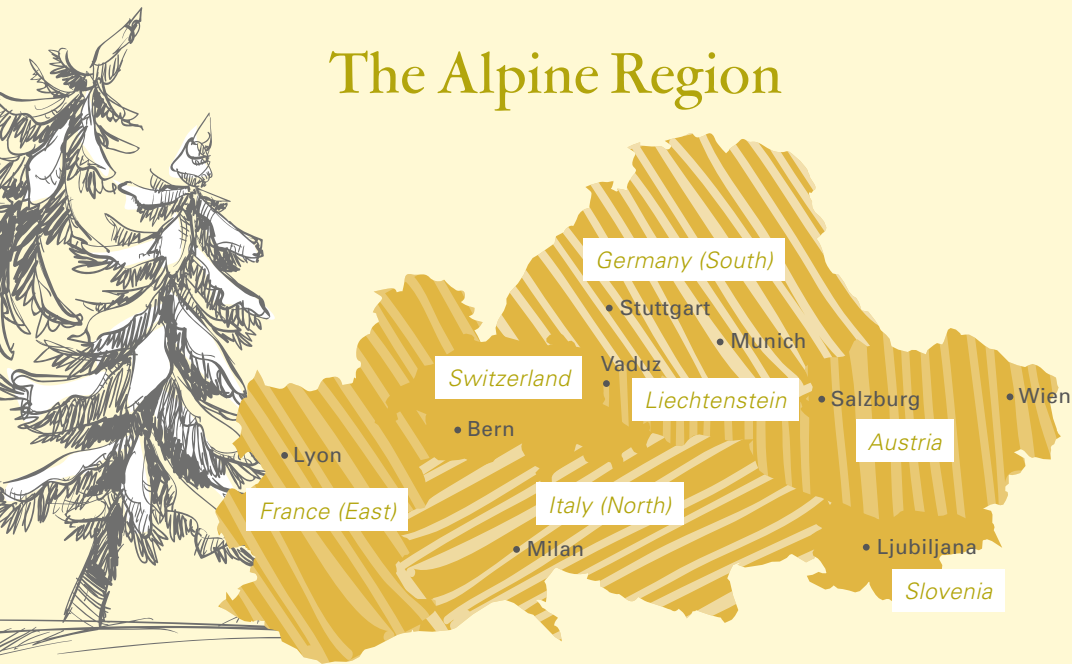
*Etienne BLANC, Vizepräsident für Finanzen, allgemeine Verwaltung,
Haushaltseinsparungen und grenzüberschreitende Politik der Region
Auvergne-Rhône-Alpes*

„Je suis convaincu que ce projet, qui a été initié en premier lieu par les régions de cet espace, est le bon endroit pour mettre en place de nouveaux modèles d'aménagement et de développement, afin de réinventer les fonctions productives de valoriser l'économie résidentielles et préfigurer une montagne où il fait bon vivre et surtout, qui favorise le maintien des plus jeunes dans cette zone. Dans ce cadre, soyez assurés que la nouvelle Région Auvergne-Rhône-Alpes restera mobilisée dans cette étape cruciale de mise en oeuvre, notamment à travers le pilotage du groupe d'actions dédié aux secteurs stratégiques de l'économie, que nous animons au côté de notre partenaire historique du Bade-Wurtemberg.“

Etienne BLANC, Vice-président délégué aux finances, à l'administration générale, aux économies budgétaires et aux politiques transfrontalières de la Région Auvergne-Rhône-Alpes



The Alpine Region



The Alpine Region is one of the richest areas in the world and among the *most economically dynamic, innovative and competitive* in Europe. However, significant economic differences still exist between the individual regions, requiring a mutual response to face shared economic, environmental and social challenges.

DER ALPENRAUM

Der Alpenraum ist eines der wohlhabendsten Gebiete der Welt und darunter einer der *wirtschaftlich dynamischsten, innovativsten und wettbewerbsfähigsten* Gebiete in Europa. Dennoch bestehen signifikante wirtschaftliche Unterschiede zwischen den einzelnen Regionen, die einer gemeinsamen Antwort

bedürfen, um den gemeinsamen wirtschaftlichen, Umwelt- und sozialen Herausforderungen wirksam zu begegnen.

LA RÉGION ALPINE

La région alpine est l'un des espaces les plus riches du monde et parmi les aires géographiques les *plus dynamiques économiquement, innovantes et compétitives* en Europe. Cependant, des disparités économiques importantes existent encore entre les territoires, nécessitant une réponse commune face à des défis économiques, environnementaux et sociaux partagés.

What is the EUSALP?

- The EU Strategy for the Alpine Region (EUSALP), adopted in November 2015, constitutes a strategic agenda to identify *common goals* (to boost competitiveness and the economy in the Alpine Region, to improve traffic connections in the region, to improve protection of the environment and nature) and to implement them more effectively through *transnational cooperation*.
- five EU Member States (Austria, France, Germany, Italy and Slovenia)
 - two non-EU countries (Liechtenstein and Switzerland)
 - 48 regions and 70 million people



Image source: EUSALP

WAS IST DIE EUSALP?

Die EU- Strategie für den Alpenraum (EUSALP), verabschiedet im November 2015, ist eine strategische Agenda, um *gemeinsame Ziele* zu identifizieren

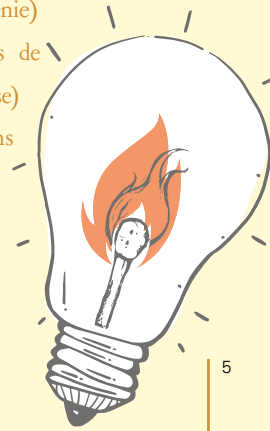
(Stärkung der Wettbewerbsfähigkeit und Wirtschaft im Alpenraum, bessere Verkehrsanbindung des Raums, Verbesserung des Umwelt- und Naturschutzes) und diese effektiver durch *transnationale Kooperationen* umzusetzen.

- fünf EU-Mitgliedstaaten (Österreich, Frankreich, Deutschland, Italien und Slowenien)
- zwei Nicht-EU-Staaten (Liechtenstein und Schweiz)
- 48 Regionen und 70 Millionen Menschen

QU'EST-CE QUE LA SUERA?

La Stratégie de l'Union européenne pour la Région Alpine (SUERA), approuvée en novembre 2015, constitue un programme stratégique pour identifier des *objectifs communs* (renforcer la compétitivité et l'économie dans la région alpine, mieux relier la région, améliorer la protection de la nature et de l'environnement) et les mettre en œuvre plus efficacement grâce à une *coopération transnationale*.

- cinq États membres de l'UE (Autriche, France, Allemagne, Italie et Slovénie)
- deux pays non membres de l'UE (Liechtenstein et Suisse)
- 48 Régions et 70 millions de personnes



Added value of the EUSALP for participating regions

- ✓ Political support at the EU, national and regional levels
- ✓ Politische Unterstützung auf EU-, nationaler und regionaler Ebene
- ✓ Soutien politique au niveau européen, national et régional
- ✓ Development of concrete initiatives on important thematic priorities
- ✓ Entwicklung von konkreten Initiativen zu wichtigen thematischen Prioritäten
- ✓ Elaborer des initiatives concrètes sur les priorités thématiques d'importance

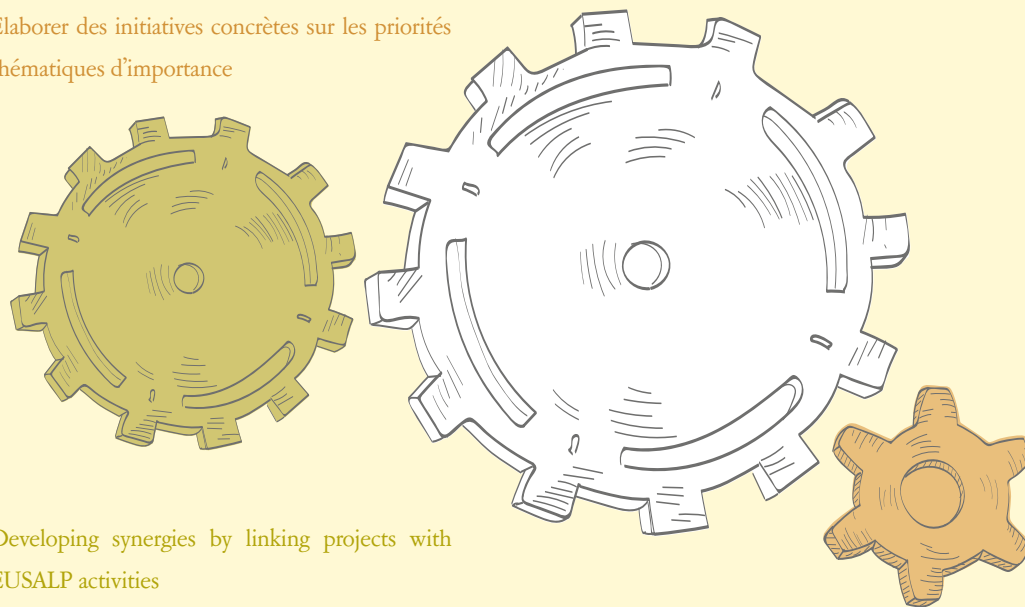
- ✓ Increase of political attention and public awareness
- ✓ Erhöhte politische und öffentliche Aufmerksamkeit
- ✓ Accroître l'attention politique et la sensibilisation du public

- ✓ Strengthening the cooperation between metropolitan, mountain-side and mountainous areas
- ✓ Kooperationen zwischen Metropol-, Bergrand- und Berggebieten stärken
- ✓ Renforcer la coopération entre les régions métropolitaines, péri-urbaines et montagneuses

- ✓ Active involvement of public and private actors
- ✓ Aktive Einbindung von öffentlichen und privaten Akteuren
- ✓ Engagement actif des acteurs privés et publics

- ✓ Developing synergies by linking projects with EUSALP activities
- ✓ Synergien entwickeln durch das Verbinden von Projekten mit EUSALP-Aktivitäten
- ✓ Développer les synergies en liant les projets aux activités de la SUERA

- ✓ Combining funding sources to reach common objectives in the Alpine Region
- ✓ Verknüpfen von Finanzierungsquellen, um die gemeinsame Ziele des Alpenraums zu erreichen
- ✓ Combiner les sources de financement pour atteindre les objectifs de la région alpine



Added value of the EUSALP for participating clusters and enterprises

- ✓ Finding business partners
- ✓ Geschäftspartner finden
- ✓ Trouver des partenaires commerciaux

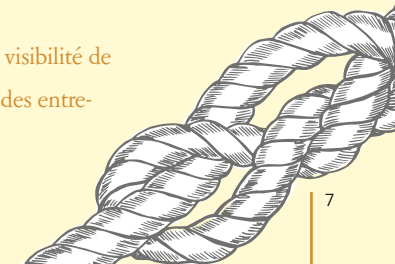
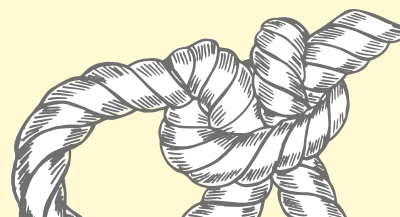
- ✓ Development of entrepreneurial strategies and international cluster strategies
- ✓ Entwicklung von Unternehmens- und internationalen Clusterstrategien
- ✓ Élaboration de stratégies entrepreneuriales et de stratégies internationales pour les clusters

- ✓ Innovative market access through new transnational value chains
- ✓ Innovativer Marktzugang durch neue transnationale Wertschöpfungsketten
- ✓ Accès innovant au marché grâce à de nouvelles chaînes de valeur transnationales

- ✓ Implementing problem solving through concrete initiatives
- ✓ Umsetzung von Problemlösungen durch konkrete Initiativen
- ✓ Mettre en place des solutions via des initiatives concrètes

- ✓ Receiving information about internationalization and innovation
- ✓ Informationen über Internationalisierung und Innovation erhalten
- ✓ Recevoir des informations sur l'internationalisation et l'innovation

- ✓ Increasing the visibility of entrepreneurial commitment
- ✓ Erhöhte Sichtbarkeit des unternehmerischen Engagements
- ✓ Augmenter la visibilité de l'engagement des entrepreneurs



Policy areas of the EUSALP

1. Economic growth and innovation
2. Mobility and connectivity
3. Environment and energy

The Action Plan for the EUSALP divides these three thematic policy areas into nine concrete actions, each implemented by an Action Group.

The Action Groups consisting of representatives of the states, regions and professional experts are responsible for the implementation of the Strategy. They develop concrete activities (e.g. political initiatives, networking events, project preparation).

POLITIKFELDER DER EUSALP

1. Wirtschaftswachstum und Innovation
2. Mobilität und Anbindung
3. Umwelt und Energie

Der Aktionsplan der EUSALP unterteilt diese drei thematischen Politikbereiche in neun konkrete Aktionen, die jeweils von einer Aktionsgruppe umgesetzt werden. Die Aktionsgruppen, die sich aus nationalen und regionalen Vertretern sowie fachlichen Experten zusammensetzen, sind für die Umsetzung der Strategie verantwortlich, indem sie konkrete Aktivitäten (wie politische



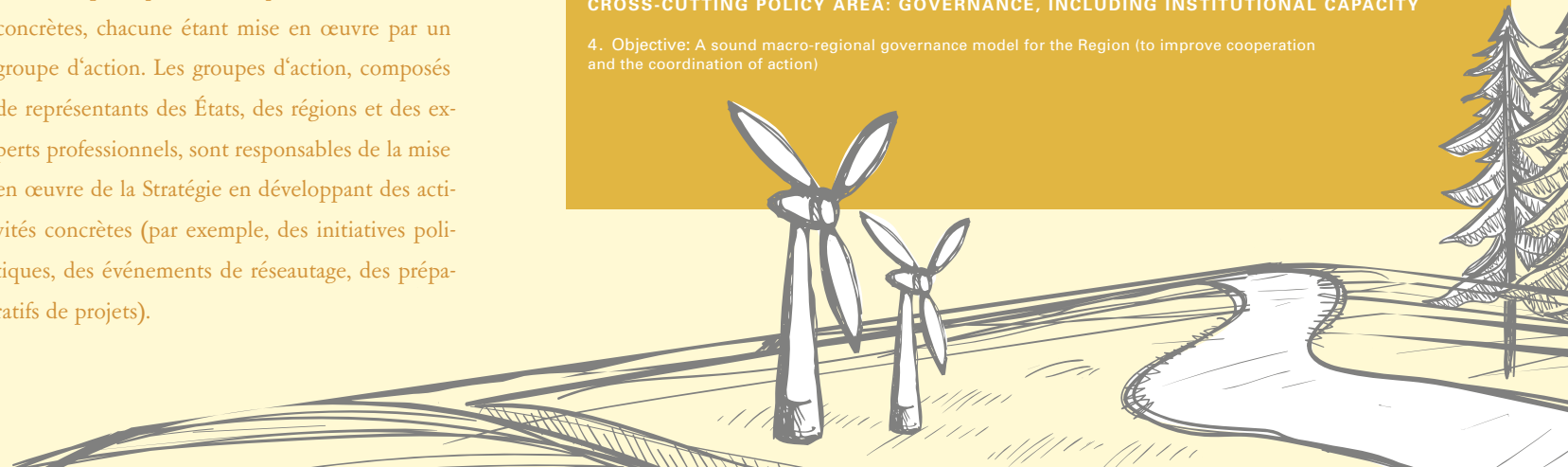
Initiativen, Netzwerkveranstaltungen, Projektvorbereitungen) auf den Weg bringen.

DOMAINES POLITIQUES DE LA SUERA

1. Croissance économique et innovation
2. Mobilité et connectivité
3. Environnement et énergie

Le plan d'action pour la SUERA divise ces trois domaines politiques thématiques en neuf actions concrètes, chacune étant mise en œuvre par un groupe d'action. Les groupes d'action, composés de représentants des États, des régions et des experts professionnels, sont responsables de la mise en œuvre de la Stratégie en développant des activités concrètes (par exemple, des initiatives politiques, des événements de réseautage, des préparatifs de projets).

1. ECONOMIC GROWTH AND INNOVATION			2. MOBILITY AND CONNECTIVITY	
1. Objective: Fair access to job opportunities, building on the high competitiveness of the Region				
AG 1	AG 2	AG 3	AG 4	AG 5
To develop an effective research and innovation ecosystem	To increase the economic potential of strategic sectors	To improve the adequacy of labour market, education and training in strategic sectors	To promote inter-modality and interoperability in passenger and freight transport	To connect people electronically and promote accessibility to public services
3. ENVIRONMENT AND ENERGY				
3. Objective: A more inclusive environmental framework for all and renewable and reliable energy solutions for the future				
AG 6	AG 7	AG 8	AG 9	
To preserve and valorise natural resources, including water and cultural resources	To develop ecological connectivity in the whole EUSALP territory	To improve risk management and to better manage climate change, including major natural risks prevention	To make the territory a model region for energy efficiency and renewable energy	
CROSS-CUTTING POLICY AREA: GOVERNANCE, INCLUDING INSTITUTIONAL CAPACITY				
4. Objective: A sound macro-regional governance model for the Region (to improve cooperation and the coordination of action)				



Action Group 2

„TO INCREASE THE ECONOMIC POTENTIAL OF STRATEGIC SECTORS“

„STEIGERUNG DES WIRTSCHAFTLICHEN POTENZIALS STRATEGISCHER SEKTOREN“

„AMÉLIORER LE POTENTIEL ÉCONOMIQUE DES SECTEURS STRATÉGIQUES“



SPECIFIC OBJECTIVES OF ACTION GROUP 2

- Develop new value chains with enterprises from different sectors
- Bridge the gap between different policies and efforts in order to stimulate the transformation of the industrial structure and drive job creation and growth
- Make better use of cluster initiatives
- Bridge the gap between disconnected value chains
- Facilitate and encourage the development and implementation of concrete projects in these strategic sectors in the Alpine Region.

Currently AG 2 works with three Sub-Groups.

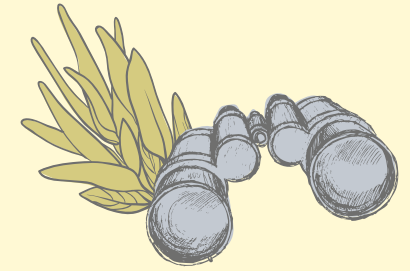
LEITUNG

Ministerium für Wirtschaft, Arbeit und Wohnungsbau Baden-Württemberg und die französische Region Auvergne-Rhône-Alpes

MEHRWERT

Heranführen zu einer bessere Nutzung der al-

penspezifischen Ressourcen und Entwicklung von Potentialen in den identifizierten *strategischen Branchen* mit einem spezifischen Fokus auf den Entwicklungsmöglichkeiten für KMUs innerhalb des Alpenraums.

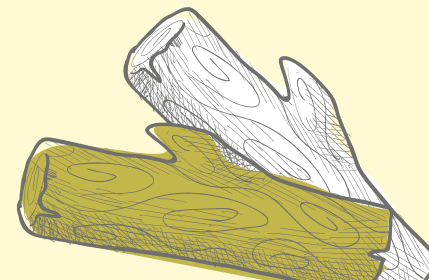


SPEZIFISCHE ZIELE DER AKTIONSGRUPPE 2

- Entwicklung von neuen Wertschöpfungsketten mit Unternehmen verschiedener Sektoren
- Schließen von Lücken zwischen verschiedenen Strategien und Bemühungen, um den industriellen Strukturwandel anzuregen sowie neue Arbeitsplätze und Wachstum zu schaffen
- Bessere Nutzung von Cluster-Initiativen
- Schließen von Lücken unterbrochener Wertschöpfungsketten
- Die Entwicklung und Umsetzung von konkreten Projekten in den strategischen Branchen des Alpenraums ermöglichen und unterstützen. Derzeit arbeitet die AG 2 mit drei Sub-Groups.

DIRECTION

Ministère de l'Économie, du Travail et du Logement Bade-Wurtemberg et La Région Auvergne-Rhône-Alpes



VALEUR AJOUTÉE

Mieux utiliser les ressources et le potentiel spécifiques aux Alpes dans les *secteurs stratégiques* identifiés, en mettant l'accent sur les opportunités de développement pour les PME dans la région macro alpine.

OBJECTIFS SPÉCIFIQUES DU GROUPE

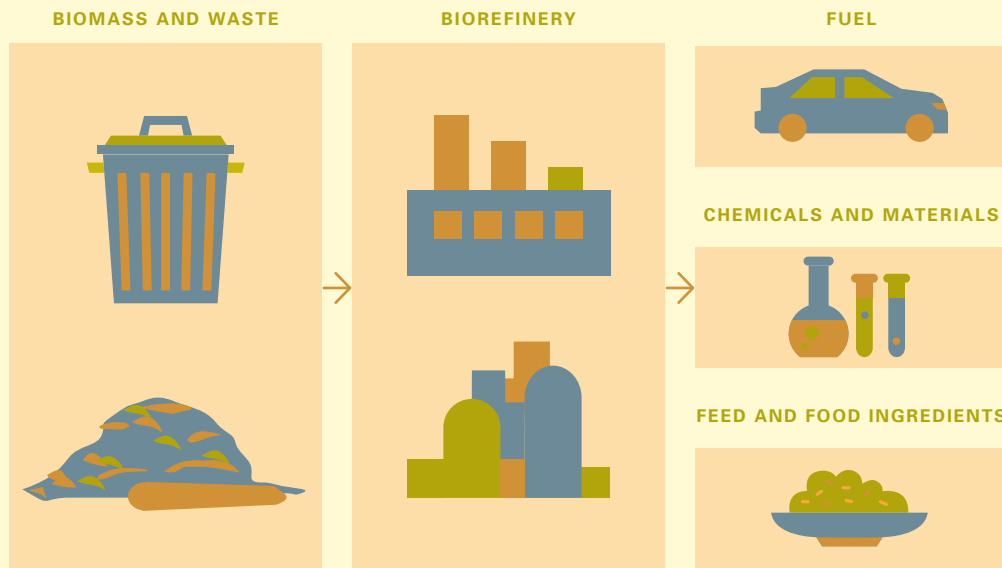
D'ACTION 2

- Développer de nouvelles chaînes de valeur avec des entreprises de différents secteurs
- Adopter différentes politiques et initiatives pour stimuler la transformation de la structure industrielle et stimuler la création et la croissance de l'emploi
- Faire un meilleur usage des initiatives des clusters
- Réduire les déconnexions au sein des chaînes de valeur
- Faciliter et encourager l'élaboration et la mise en œuvre de projets concrets dans les secteurs stratégiques dans la région alpine.

Pour L'instant AG 2 travaille avec trois sous-groupes.

Sub-Group Bioeconomy

COORDINATED BY BADEN-WÜRTTEMBERG, DE



Bioeconomy in the Alpine Space has huge potential for companies to create new business and to contribute to a green environment. Due to its diversity, trans-regional cooperation along value chains is a must in order to succeed. Value chains are, so far, disconnected and can only be connected by trans-regional collaboration. The current status is even more contradictory since many regions, based on regional Smart Specialisation Strategies (S3), individually support clusters and the Bioeconomy, but only within their own regional borders.

OBJECTIVES OF THE SUB-GROUP

- To improve the framework conditions for trans-regional collaboration and to turn the fragmented regional approach into one macro regional approach with the aim of dismantling regional borders.
- To make better use of the S3 approach and the fact that most regions focus on the Bioeconomy in their regional strategies.

- To synchronize and align regional approaches to support bio-based industry in the Alpine Region.
- To map the Alpine Cluster landscape related to the Bioeconomy. Plenty of Bioeconomy related clusters exist in the Alpine Region (results: clusters as regional hotspots with industrial / academic strengths).



2. to stimulate the transformation of the industrial structure and drive job creation and growth.

- To address the challenges of resource efficiency, circular economy, climate change and provide business opportunities for new cross-regional bio-based value chains.
- To promote the Bioeconomy as an important, but at the same time, diverse economic approach which enables all regions to benefit.
- To gather the critical mass in the Bioeconomy along the value chains and enhance cross-regional collaboration between clusters and SMEs in order to create new innovative products and services.

PLANNED ACTIVITIES

- Building Bio-Based Industry Value Chains Through Cross-Regional Cluster Cooperation (Master Plan Bioeconomy)
- Initiate an INTERREG Alpine Space project (ALP^{LINK}BIOECO)
- To focus on bio-based industry in order to
 1. to restore prosperity and promote regional economic convergence by building bridges between different policies and activities at various levels

Sub-Group Wood

COORDINATED BY AUVERGNE-RHÔNE-ALPES, FR

The timber industry can be regarded as a strategic economic sector in the Alpine region, a source of added value and local employment. The exploitation of abundant and renewable wood resources can indeed be significantly improved through encouraging new uses. This requires helping SMEs in implementing new know-how.

OBJECTIVES OF THE SUB-GROUP

- Pooling knowledge resources of competence centres and sharing their output (findings concerning innovation, improving dissemination of best practices towards private and public stakeholders...) will be the core activity of this Sub-Group. The core activity will also include expanding the efficiency of R&D efforts, by enlarging the providers' pool of references and avoiding any overlap of their initiatives.

- Organizing their networking presupposes making an inventory of organizations performing connections between the timber industry and innovation sources, and defining issues responding to their needs for enlarging their references. Cooperation tools (e.g. periodic technical seminars, permanent data exchange platform...) will then be implemented to serve the objective of increasing added value generated by these sectors' value chains.

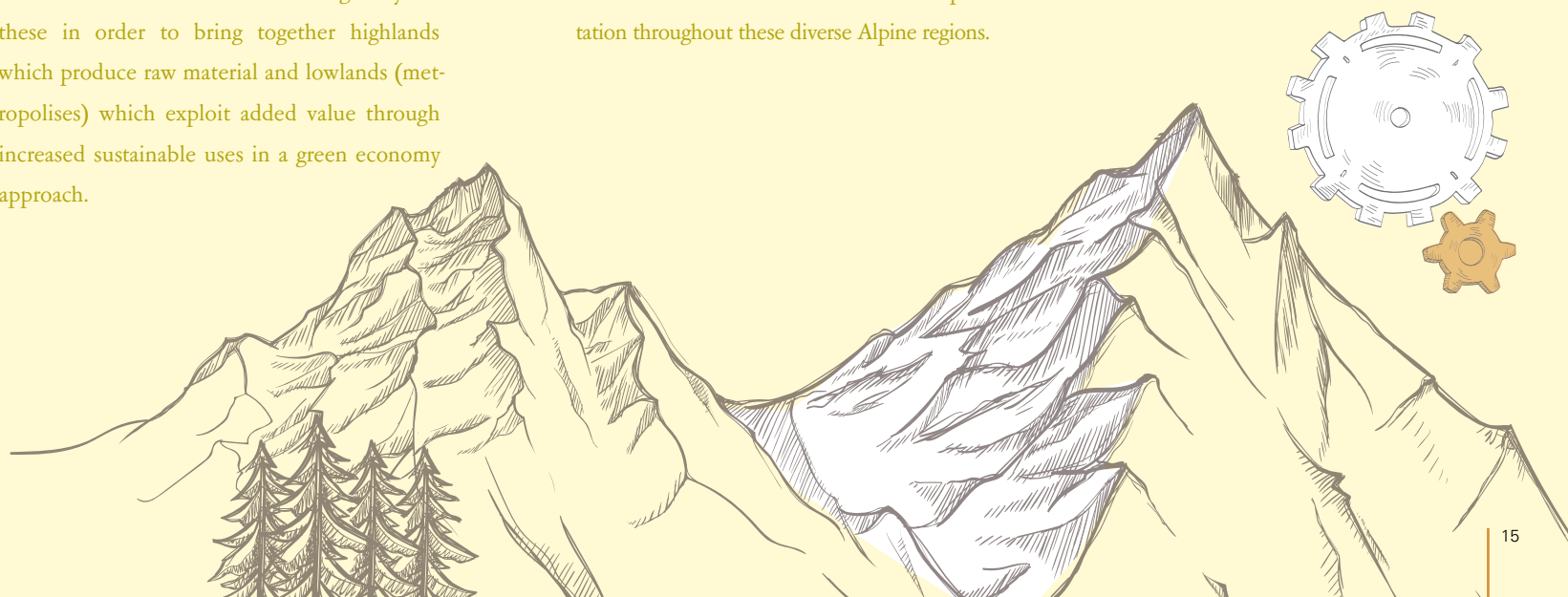
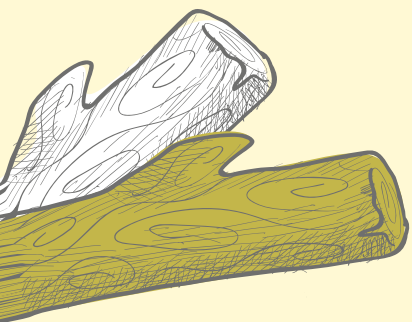
- Added value that is expected from the EUSALP framework will also lie in the opportunity available to capitalize on previous territorial cooperation or R&D results. It will even go beyond these in order to bring together highlands which produce raw material and lowlands (metropolises) which exploit added value through increased sustainable uses in a green economy approach.

- The Sub-Group will help by taking into account the need for improving dialogue between public and private actors. It will create the opportunity to express the respective expectations of stakeholders in order to embed this topic in public policies and to define relevant support to this economic sector, through promotion of long-lasting uses for wood.

- The positive impact gained by the final utilisation of this renewable material will be conveyed to (public) decision makers, especially through new approaches in construction. Highlighting iconic examples of wooden architectural constructions will illustrate ambitious timber implementation throughout these diverse Alpine regions.

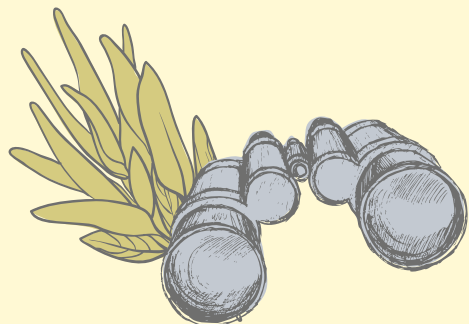
PLANNED ACTIVITIES

- *Networking between timber industry clusters* and other competence centres on an Alpine scale
- Creating a demonstrative *wooden architecture buildings' network* showing economic, environmental and social assets of this local material, exploited in a wide array of purposes, within short-distance value chains.



Sub-Group Health Tourism

COORDINATED BY THE LAND SALZBURG, AT



Alpine Health Tourism combines medical and tourism aspects within the cornerstones of tourism, alpine authenticity, medical evidence, indication-based development, and regional development.

OBJECTIVES OF THE SUB-GROUP

- To develop a knowledge base and exchange knowledge on how to successfully initiate tourism innovations, products and processes based on natural resources.
- To create knowledge-driven innovation in Alpine health tourism on evidence-based natural health resources.

- To improve the access of tourism enterprises to innovation knowledge by shaping the transfer process from scientific theory to application.
- To initiate service innovation processes in the field of tourism by integrating scientific evidence and addressing new customer groups.
- To create a better understanding and develop models as well as harmonize regulation in the Alpine region for the smart and sustainable use of natural Alpine resources.
- Sustainable exploitation of Alpine natural health resources and cultural heritage (e.g. re-evaluation of traditional medical heritage).
- To position the Alpine space as a healing environment for urban populations.

PLANNED ACTIVITIES

- *Preparation of a project application for the Interreg Alpine Space Programme* with the general objective of making health tourism more attractive and competitive by adding value and integrating these aspects into Alpine tourism value chains.

Financing instruments

The Strategy has no specific EU financing. But a lot of funding opportunities still exist which can be used by implementing the EUSALP objectives. The EUSALP can help to mobilize and bring together existing EU and national funding instruments.

FINANCING INSTRUMENTS

- The *INTERREG Alpine Space Programme* www.alpine-space.eu can be used for the implementation of the EUSALP. In addition, INTERREG's Priority Axis 4 „Well-Governed Alpine Space“ is designed specifically to support EUSALP governance. In this context, the project „AlpGov“ provides financial support for the work of the Action Groups: www.alpine-space.eu/projects/alpgov/en/home
- *Other EU Funds and programmes*, e.g.: Horizon 2020; the COSME programme; the Connecting Europe Facility; the LIFE programme. www.alpine-space.eu/projects/alpgov/en/home www.horizon2020.de
- Relevant country-specific, cross-border and transnational programs from the *European Structural and Investment Funds* (ESIF) for 2014-2020 offer financial resources which can provide a wide range of tools and technical options. https://ec.europa.eu/info/funding-tenders/european-structural-and-investment-funds_en
- There are further international financial instruments, e.g. the European Fund for Strategic Investments; the European Investment Bank and other international financial institutions.
- Other national and regional budgetary resources. Ministry of Economic Affairs, Labour and Housing Baden-Württemberg: <https://wm.baden-wuerttemberg.de/de/wirtschaft/wirtschaftsfoerderung> Auvergne-Rhône-Alpes: www.auvergnerhonealpes.fr



EUSALP – Contacts

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Région Auvergne-Rhône-Alpes

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phone: +33 685 01 8573

LINKS AND FURTHER INFORMATION

EU-Strategy for the Alpine Region (EUSALP):

www.alpine-region.eu

Interreg B Alpine Space Programme:

www.alpine-space.eu

Ministry of Economic Affairs, Labour

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