

the partnership



European Academy Bolzano/Bozen
Institute for Regional Development and
Location Management



Local Development Agency
Langhe Monferrato Roero



BSC, Business Support Centre Ltd.,
Kranj



Swiss Association for Services
to Regions and Communes



Canton of Valais
Economic Development Office



Regional development Vorarlberg



bosch & partner
Bosch & Partner GmbH München



City of Sonthofen



Ministero dell'Ambiente e
della Tutela del Territorio
Ministry for the Environment,
Land and Sea

in a nutshell

Reacting to individual demand at short term is a common strategy of commercial development on municipal level – in mountain regions but also in the plain. A concerted, long term strategy developed in cooperation with other municipalities, aimed at using regional endogenous potentials, is often missing.

COMUNIS aims at developing cooperative strategies for inter-municipal Commercial Location Development (CLD) in mountain areas. By raising awareness of the advantages of and enhancing intra-territorial cooperation, COMUNIS wants to overcome individualistic attempts of problem solution on the level of single municipalities.

To this end, COMUNIS is developing guidelines for devising and applying inter-municipal CLD-strategies adapted to the challenges, conditions and potentials of the pilot regions in particular and mountain regions in general. The project will result in a transnational knowledge management and establish sustainable structures for managing CLD in selected COMUNIS pilot regions.

Project Duration: July 2009 until June 2012



SAVE THE DATE!
8.-9. March 2012
Final Conference



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the pilot regions



Inter-municipal Cooperation
for Strategic Steering of SME-
oriented Location Development
in the Alpine Space

www.comunis.eu



the challenge

In Alpine regions, adjacent municipalities strongly compete for economic development. Although this is not an Alps-specific problem, the Alpine topography creates framework conditions different than those prevailing in the lowland. Steep landscape and mountains, increased probability of natural hazards, etc., limit the land available for development. This requires a considerate joint approach to commercial and industrial land development.



M. Weiß (EURAC): Commercial site in the Passeier Valley, Italy

In times of decreasing municipal budgets, outmigration of young and educated people (brain drain), and repercussions of overall economic development not stopping at municipal borders, inter-municipal cooperation for commercial development suggests itself as problem solution.

Yet, municipalities abstain from pooling financial and human resources for an inter-municipal approach to strategically developing, using, and marketing land, and attracting businesses. Instead of taking the initiative for long-term development, municipalities react at short term, which leaves them little room for manoeuvre.

how to confront it

COMUNIS aims at developing cooperative strategies for inter-municipal Commercial Location Development (CLD) in mountain areas. The development process typically comprises the following elements:

Context description

Starting points: motivation, history, development problems

Analysis

Examining the situation and evaluating the analysis results

Development

Devising joint strategies and action concepts

Implementation

Setting up suitable management structures, regulations etc.

Evaluation

Feedback and strategy adaptation

the guidelines – giving municipalities a hand

In order to support municipalities and regions to go through this process and to position themselves as a sustainable commercial location, COMUNIS provides guidelines on CLD. The guidelines are structured along the above-mentioned steps of the development process. They will present various approaches and possible activities, supported by practical examples.

As a practical handbook for actors on the local and regional level, the guidelines will describe:

- Options for action including measures of land use management, promotion and communication, and business support, suitable to the conditions in the various Alpine regions;
- Methods and tools for implementing the working steps from a first situation analysis to the establishment of a management structure;
- Tools for comparing costs and benefits and for assessing the environmental impacts.

our pilot regions

COMUNIS has started the process of inter-municipal Commercial Location Development (CLD) in the pilot regions. The implemented activities are as manifold as are the framework conditions and problem situations in the pilot areas.

Vorarlberg (AT): A Project and Location Association has been set up that serves as an institutional structure enabling municipalities to implement CLD-strategies and land policy.

Tarare (FR): Local authorities focus their action on territorial marketing and the implementation of a hosting policy in order to enhance the economic attractiveness and facilitate the establishment of businesses.

Alpsee-Grünten (DE): The municipalities plan to install a Special Purpose Association that acts as an interlocutor for companies and enables accurate, demand-oriented land management.

Passeier Valley (IT): Existing inter-municipal cooperation structures are optimized, especially regarding commercial/industrial vacancy and traffic management.

Gorenjska (SI): Two local communities are working on joint development approaches and on including ecologic elements into the development of commercial zones.

Asti (IT): It is aimed at developing shared public/private policies for deploying new energy-saving systems and at establishing focus groups with businesses and municipalities.

Martigny, Sion, Sierre (CH): In the three towns of the Valais romand, stakeholders are sensitized to and trained in industrial ecology in order to enhance a sustainable economic development.



K. Schönthaler (Bosch & Partner GmbH): Workshop discussion in Alpsee-Grünten, Germany