

the partnership



Marie-Françoise Perruchoud-Massy, Roland Schegg, Nicolas Délétroz, Nathalie Stumm
University of Applied Sciences Western Switzerland Valais, Institute Economics and Tourism
www.hevs.ch

Claire Delsuc, Marc Malotau, Maud Convers, Florine Goncet
Chamber of Commerce and Industry of Lyon
www.lyon.cci.fr

Thomas Streifeneder, Miriam L. Weiß, Christian Hoffmann, Kathrin Renner
European Academy Bolzano/Bozen, Institute for Regional Development and Location Management
www.eurac.edu

Valentina Scioneri, Chiara Gesino
Local Development Agency Langhe Monferrato Roero - European project department
www.lamoro.it

Paolo Angelini, Corrado Clini
Ministry for the Environment, Land and Sea
www.minambiente.it

Franz Ruef, Peter Steurer
Regional development Vorarlberg
www.leader-vlb.g.at

Konstanze Schönthaler, Stefan v. Andrian-Werburg
Bosch & Partner GmbH, with support of Andreas Raab, Regional planner
www.boschpartner.de

Fritz Weidlich
City of Sonthofen
www.sonthofen.de

François Parvex, Philippe Chauvie
Swiss Association for Services to Regions and Communes
www.serec.ch

Dominique Luyet
Canton of Valais Economic Development Office
www.vs.ch

Helena Cvenkel, Barbara Sephar
BSC, Business Support Centre Ltd., Kranj
www.bsc-kranj.si



in a nutshell

In the Alps, the most common strategy of commercial development on municipal level is to react to the individual demand in the short term. A coordinated and concerted strategy using the regional and local potentials is missing.

COMUNIS aims at developing a well-defined integrative and cooperative strategy for Commercial Location Development (CLD). By enhancing inter-municipal and intra-territorial cooperation, COMUNIS wants to overcome individualistic attempts of problem solutions on the level of single municipalities.

COMUNIS will provide broadly adaptable guidelines to apply this strategy and offer practical instruments for the assessment of the local and regional demand for and the steering of commercial development. COMUNIS will particularly focus on diversification and efficiency of economic activities, environmental and social concerns as well as human and cultural capital. The project will result in a transnational knowledge management and establish sustainable structures for managing CLD in the COMUNIS pilot regions.

Project Duration: July 2009 until June 2012

contact

Nathalie Stumm, Nicolas Délétroz
University of Applied Sciences Western Switzerland Valais
Institute Economics and Tourism
TechnoArk 3
CH-3960 Sierre
Tel.: +41 27 60 69 00 3
Email: nicolas.deletroz@hevs.ch

Claire Delsuc
Chamber of Commerce and Industry of Lyon
Place de la Bourse
F-69289 Lyon
Tel: +33 4 72 40 56 92
Email: delsuc@lyon.cci.fr



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

www.comunis.eu



the challenge

In many Alpine regions, adjacent municipalities strongly compete with each other for commercial development. Municipalities are chasing promising approaches to economic development in order to enhance their competitiveness, to overcome the consequences of demographic shift, and to slow down or even stop the out-migration of young and graduated people. Regional views on economics and labour market are rare, just as strategic approaches to keep the existing enterprises in the region by providing them attractive development options.

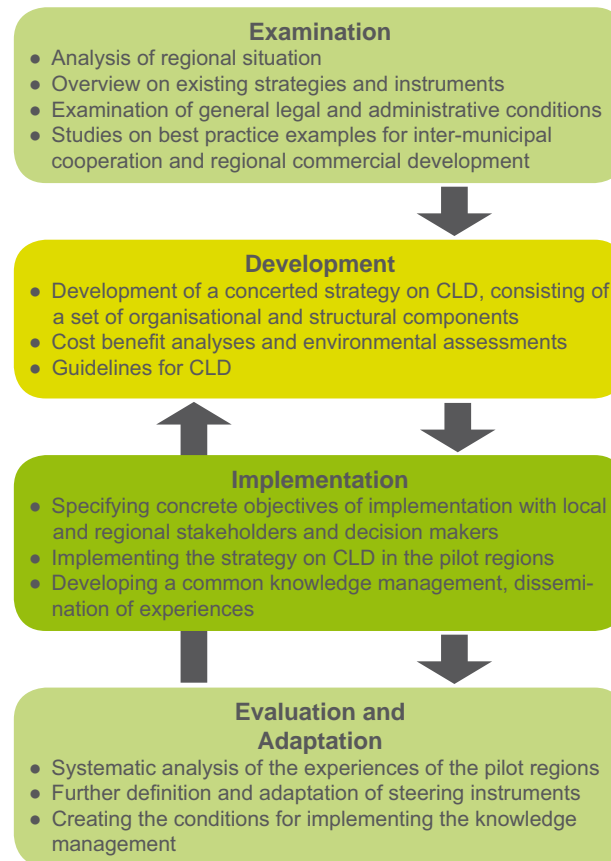


High land use intensity in the Etsch Valley, close to Merano / Italy
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Additionally, diverging interests such as agriculture, transport, nature conservation and flood protection, compete for the use of the scarce land resources. Often, valuable natural resources are squandered instead of being used in a sustainable way. Furthermore, the public image of many Alpine regions today is still mainly focused on tourism. The quality and potential of their human resources and small and medium-sized enterprises so far are not adequately perceived in the public. A coordinated and concerted strategy using the regional and local potentials for commercial development is missing.

our approach

The basic methodological approach of COMUNIS consists in a well structured decomposition of the complex issue of Commercial Location Development (CLD). The components of the CLD strategy will be examined, inspired by studying best practice examples in all Alpine countries. Then they will be adapted to the variant conditions and potentials of the different Alpine regions and tested in selected pilot regions. In all COMUNIS partner countries the components of CLD will be discussed synchronically, in order to develop a common understanding of key factors of CLD and best practices.



the pilot regions

COMUNIS will start the process of inter-municipal or intra-territorial cooperation and Commercial Location Development (CLD) in the pilot regions. In at least three of these, a detailed stage of cooperation shall be achieved, as for instance an agreed cost and revenue sharing mechanism or a common charter of development. Some of the pilot regions will achieve a high standard of location branding and will be well-known for their CLD initiatives on a national or even Alpine-wide level and be considered as best practice examples.



COMUNIS will raise the awareness of Alpine municipalities for the necessity of inter-municipal or intra-territorial cooperation for Commercial Location Development.