



Final Conference

Bolzano
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Introduction

- Industrial or commercial areas are defined by law (Ex. CH = LAT)
- Rules should normally be voted by citizens = consensus of population
- Often based on economy and growth
- Should include environment protection and saving of energy to be sustainable :
 - = use as less soil and energy as possible
 - = grow density in the existed areas
- => Commercial/industrial location development becomes strategic, should have greater areas and be coordinated at the regional level.

Introduction (2)

- Tourism in the Alpine space is generally an important sector but...
- Very breakable if social trouble or natural catastrophes
=> big need of economic diversification
- Example : Canton of Valais => project The Ark (5 economic poles including SMEs, incubators, high education, in 5 selected sectors : chemistry, new technologies, energy, biotechnologies, interaction between men and machines).
- Since 2011, new diversification on Cleanteck through the project Cleantechalps for the green technologies and energies

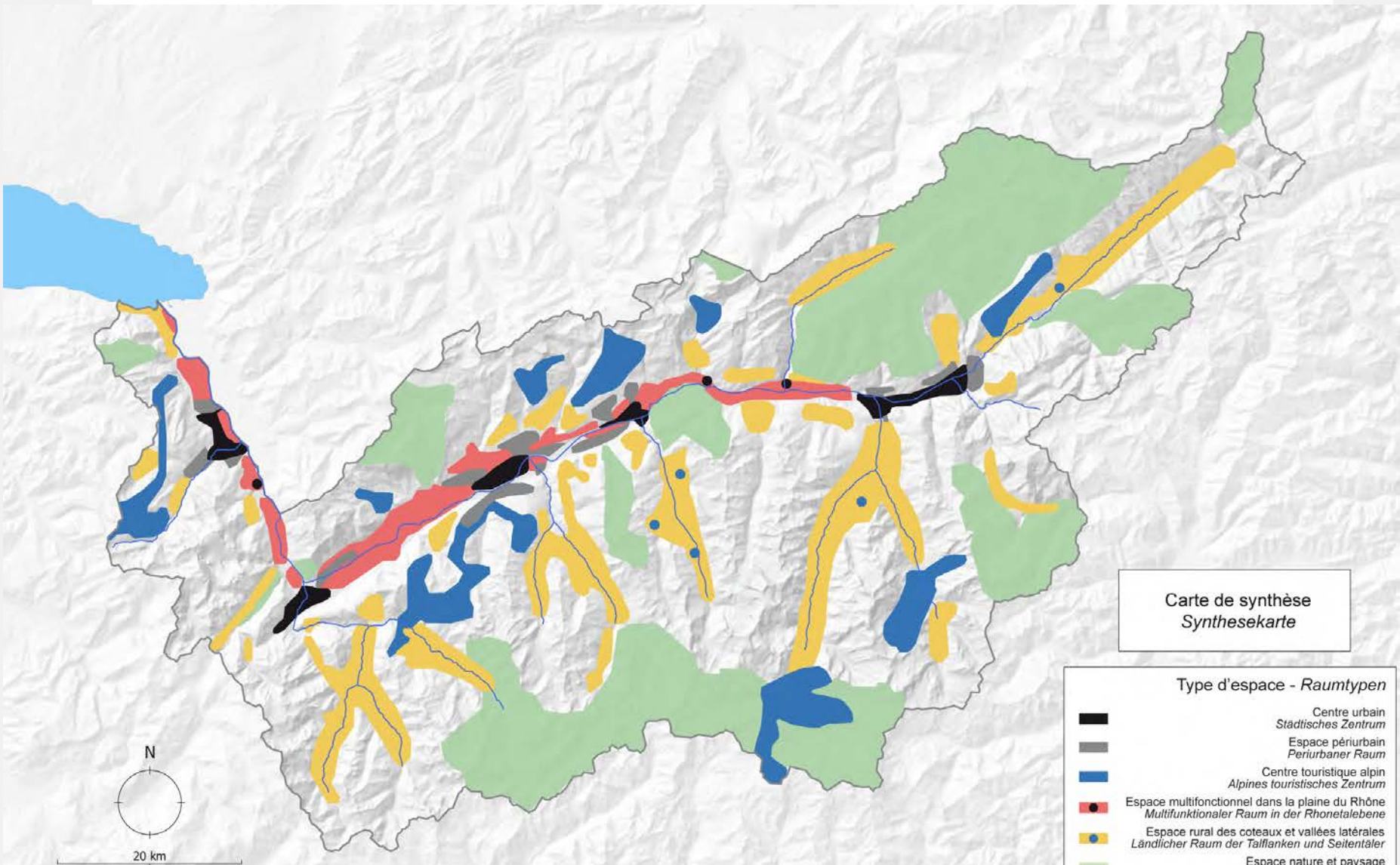
Spatial vision of the Economic Development of Valais

-  The Ark
-  Industrie, commerce / CLD
-  Agriculture, tourisme extensif, nature
-  Tourisme intensif



Introduction (3)

- In alpine regions, the CLD areas are scarce (only in the bottom of the valleys)
- Ex. Valais = 3 % for houses and infrastructures = 150 Km².
7 % of that area are CLD areas = 10 Km²
- Absolute need to be efficient and coherent
- => inter-municipal cooperation through the agglomeration project (2003) as a public structure
- => horizontal coordination in 6 sectors whereas planning of CLD areas (cantonal and local level) in the NPR (New regional policy)
- In addition : Agenda 21 in many cantons
(In Valais, focus on industrial ecology)



Carte de synthèse
Synthesekarte

Type d'espace - Raumtypen

- Centre urbain
Städtisches Zentrum
- Espace périurbain
Periurbaner Raum
- Centre touristique alpin
Alpines touristisches Zentrum
- Espace multifonctionnel dans la plaine du Rhône
Multifunktionaler Raum in der Rhonetalebene
- Espace rural des coteaux et vallées latérales
Ländlicher Raum der Talflanken und Seitentäler
- Espace nature et paysage
Natur- und Landschaftsraum

Institute of Tourism (University of applied science Western Switzerland)

- 20 professors, assistants and trainees
- annual turnover of 2.5 million Swiss francs in 2010
- At the beginning of the project we were linked with the Institute of Entrepreneurship and Management

Examples of activities

In Tourism :

- creation of management and monitoring tools for the tourism industry (Ex. Destination management)
- innovation and change processes based on the new information and communication technologies (NICT)

In public management :

- Creation of the agglomeration «Brig – Naters – Visp»

Short description

COMUNIS aims to:

develop and promote cooperative strategies for inter-municipal Commercial Location Development (CLD) in mountain areas

Project data

- Project type: NRP - INTERREG/ECT, COMUNIS is supported by the INTERREG IV B Alpine Space programme
- Title: Inter-municipal cooperation for Strategic Steering of SME-oriented Location Development (CLD) in the Alpine Space
- LP: HES-SO Valais (Switzerland)
- Project start: 01.07.2009
- Project end: 30.06.2012

The project partnership



University of Applied Sciences Western Switzerland, Institut Economie et Tourisme, CH
(Lead Partner, Leader of WP 1 and 2)



Chambre de Commerce et d'Industrie de Lyon, F
(ERDF-Lead Partner, Leader of WP 4)



Stadt Sonthofen, DE



Eurac-Research, Institute for Regional Development and Location Management, IT
(Leader of WP 3)



Canton du Valais Service du développement économique, CH



Ministero dell'Ambiente e delle Tutela del Territorio e del Mare, IT



Bosch & Partner GmbH, DE
(Leader of WP 5)



Regionalentwicklung Vorarlberg, AT
(Leader of WP 6)



Società Consortile Langhe Monferrato, Roero, settore progetti europei, IT
(Leader of WP 7)



BSC Poslovno podporni center, d.o.o., Kranj, SI

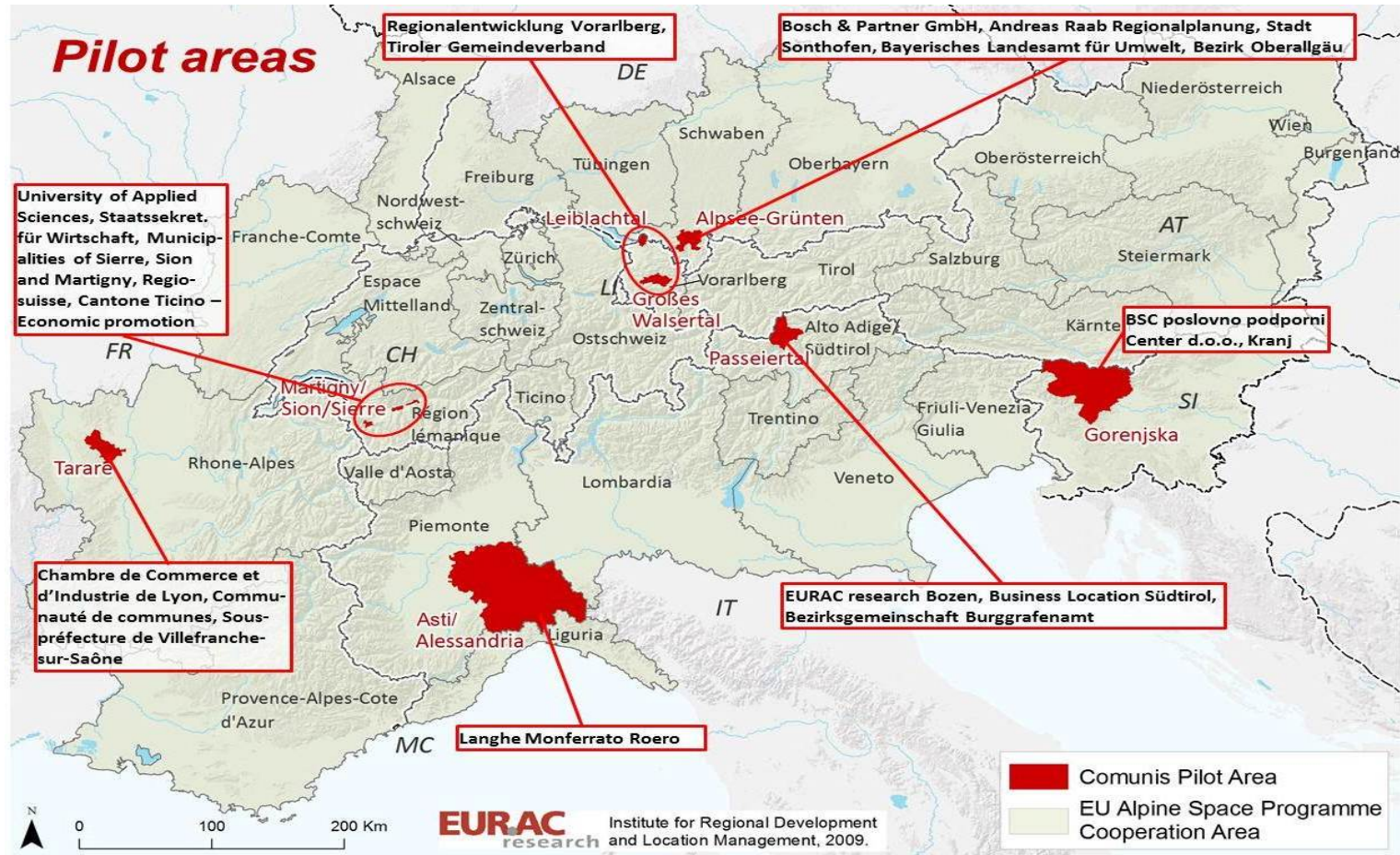


Association Suisse pour le Service aux Régions et Communes, CH

State institution

Regional development agency

Institution of higher education



Map of the Alpine space Programme area indicating the Comunis pilot areas and responsible project partners and involved observers.

Starting conditions

An observation :

- Need to enhance the competitiveness of municipalities
- Individual approaches to economic and promotion development
- They want to counteract the out-migration of young qualified people

A statement :

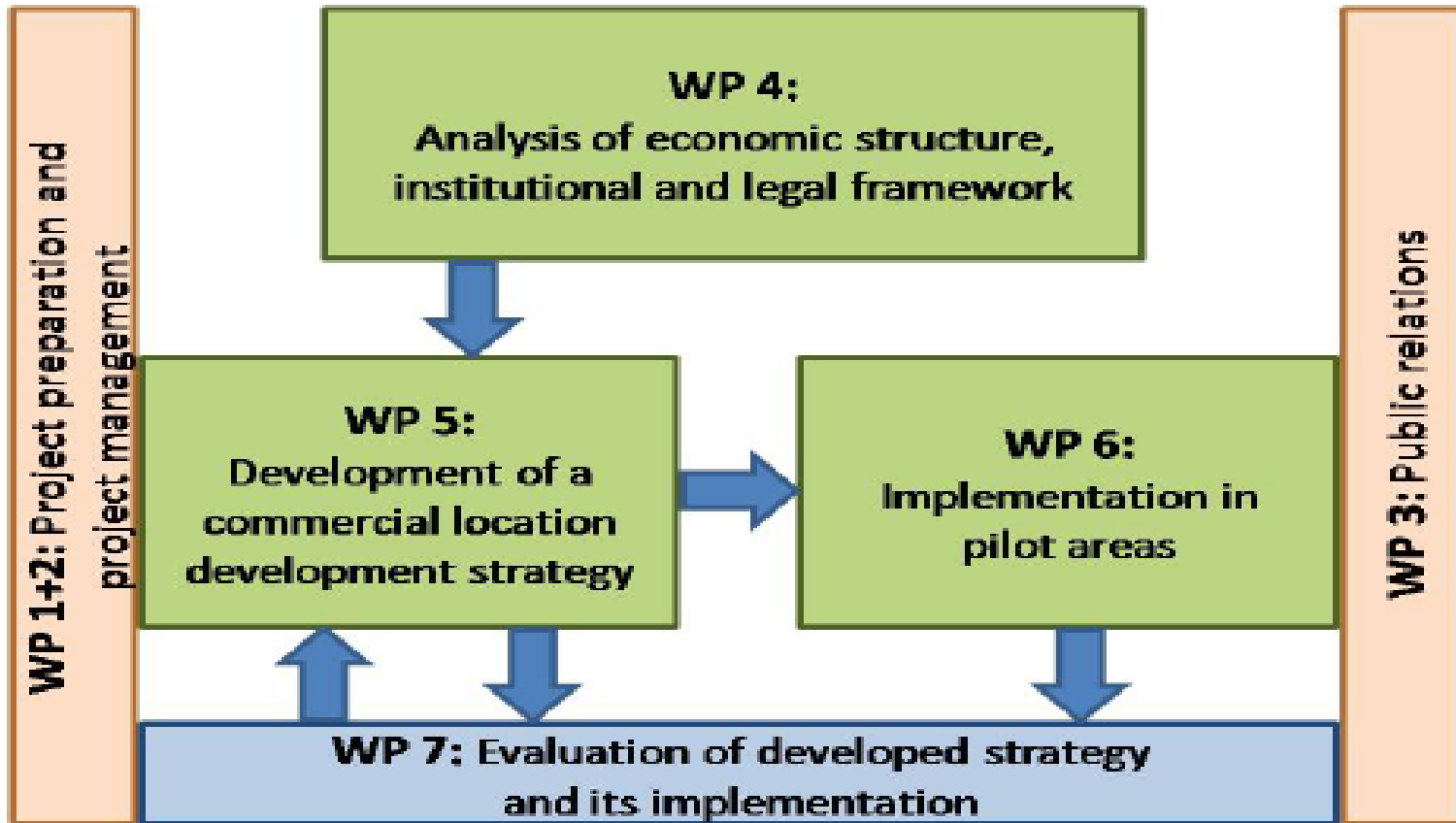
- Missing of sustainable CLD
- Scarcity of land => strong competing land use interests

A challenge :

- Highlight the benefits of inter-municipal cooperation for the CLD

5 Objectives

1. Point out the advantages of intra-territorial cooperation
2. Develop CLD Strategies adapted to local and regional challenges, conditions and potentials
3. Elaborate Guidelines for devising and applying inter-municipal CLD Strategies
4. Establish a Transnational knowledge management system which provides technical solutions and institutionalizes an exchange of experiences
5. Create Sustainable structures for managing commercial industrial location development in selected pilot regions.



The project is comprised of seven inter-related work packages (WP).

WPs – Results (I)

- WP1:
 - Filled in Expression of Interest
 - Filled in Application Form
 - Confirmed co-financing
 - Established network of observers
- WP2:
 - Management of ERDF-funds and national co-financing
 - Activity and Financial Reports
 - 1 kick-off and 5 internal meetings
- WP3:
 - Press releases in local newspapers and on Alpine wide-level
 - COMUNIS-website and logo
 - Project synthesis booklet
 - Newsletters 1-5



WP4:

- Comparative analysis of CLD problem situations in the Alpine Space
- 19 factsheets, 1 regional analysis per pilot region

WP5:

- Draft version of the Guidelines
- Cost benefit analyses and environmental assessments for CLD
- Determination of CLD strategies

WP6:

- Knowledge Management System
- Business concept of the expected CLD management structures (Alpsee-Grünten Region (D), cooperative in Grosswalsertal (A))

WP7:

- Tandems for exchange of information
- Analysis frame for the evaluation of the pilot experiences

CONCLUSION

- Thanks to a well working transnational project partnership including a network of observers, the COMUNIS-team is on its way to implement nearly all its work plan as previously established in the Application Form.
- Thank you all of you for this result !