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Towards a Sustainable Future

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## Promoting sustainable and competitive communities

Dipl.-Geogr. Antje Matern

HafenCity University Hamburg / Department of urban planning

Promoting sustainable and  
competitive communities



## Content

- 1 Sustainability as principle
- 2 Sustainability in spatial planning documents
- 3 Main Challenges of Regional Development
- 4 Strategies and good examples
- 5 Conclusions



## Sustainability

- 1992 Sustainability vs. Growth Product
- Dimensions of sustainability:
  - Economic stability
  - Social justice and welfare
  - Ecological capacity
- Global and durable balance between these dimensions
- Rising importance of participation
- Consideration of cultural and institutional aspects

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## Sustainability

- Different understandings of sustainability
  - Economic understanding
  - Ecological understanding
- ways to develop a concept of sustainability
  - Deductive way: criteria and objectives out of general principles of sustainability
  - No legitimized authority and its objectives: participatory development process, criteria out of discursive decision making process

→ IR middle course



Interreg North Sea Region

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## Sustainability in spatial planning

- Need on all spatial levels, but high importance of the regional level
- Need for cooperative regional governance
- establishment of regional networks
- Demand of resort-overlapping and integrative policies
- Cooperation of contiguous areas



## Sustainability in spatial planning

- Expected benefits
  - Benefits in coordination
  - Social consensus
  - Benefits in development
- Criterias for the chance of Sus. in spatial planning
  - Consistence
  - Options of connectivity and accordance with existing structures
  - Consistency with interests of actors



## Sustainability in spatial planning

- Economical development
  - Stability in economic development and growth
  - Balanced economic structure and diverse sectoral mix
  - Consistent allocation / distribution of work and jobs
- Social justice
  - Balanced demographic and settlement structure
  - Access to and high quality of work, education, housing, leisure,...
  - Support of Integration and tolerance
  - High level of culture and education
  - Balanced distribution of income and wealth



## Sustainability in spatial planning

- Ecological Development
  - Strengthening of quality of life
  - Low pollution of air, water and soil
  - Improvement of environment protection
  - Energy efficiency
- Institutional development
  - Possibility of participation of relevant and interested actors in spatial planning



## Main challenges of regional development

*Transformation processes in spatial structures*

Framework conditions:

- Economic globalization
- Knowledge society
- Demographic change
- Climate change and energy supply



## main challenges of regional development

- Rising global competition
  - Growth of product-, person- and capital flows
  - World-wide markets of supply and sales
  - competition between places / regions
  - Change of businesses: transnational
  - Footloose industries



## main challenges of regional development

- Rising global competition
  - Growth of product-, person- and capital flows
  - World-wide markets of supply and sales
  - competition between places / regions
  - Change of businesses: transnational
  - Footloose industries
  
- *Positioning in competition of places*
  - *Fostering production of symbols*
  - *Spatial brands and images*
  - *Joint marketing*
  - *regional governance*



## Main challenges of regional development

### *knowledge-based economy*

Innovation as bases of regional development and employment  
means Importance of knowledge-based economies

Preconditions for businesses:

- Information networks
- Creative Milieu



## Main challenges of regional development

### *knowledge-based economy*

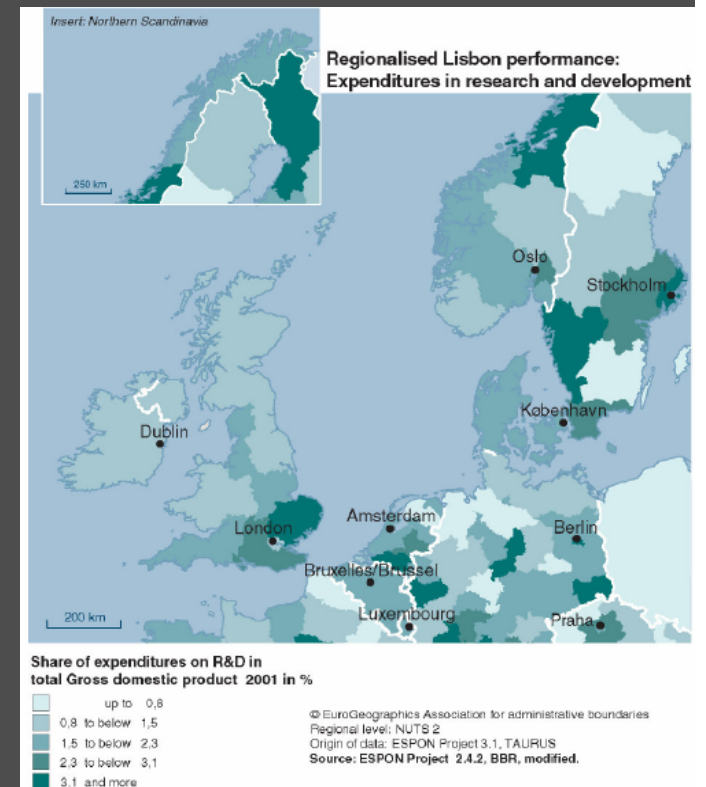
Innovation as bases of regional development and employment means Importance of knowledge-based economies

Preconditions for businesses:

- Information networks
- Creative Milieu

→ *Fostering agglomeration advantages*

- *Sharing, Matching, Learning advantages*
- *Access to information, knowledge, education*
- *Creative milieu*





## Main challenges of regional development

### *Knowledge-based economy*

- Creative Class (R. Florida)
  - Importance of human capital for economic development and innovation
  - creative class for innovative businesses
    - Tolerance, Talent and Technology



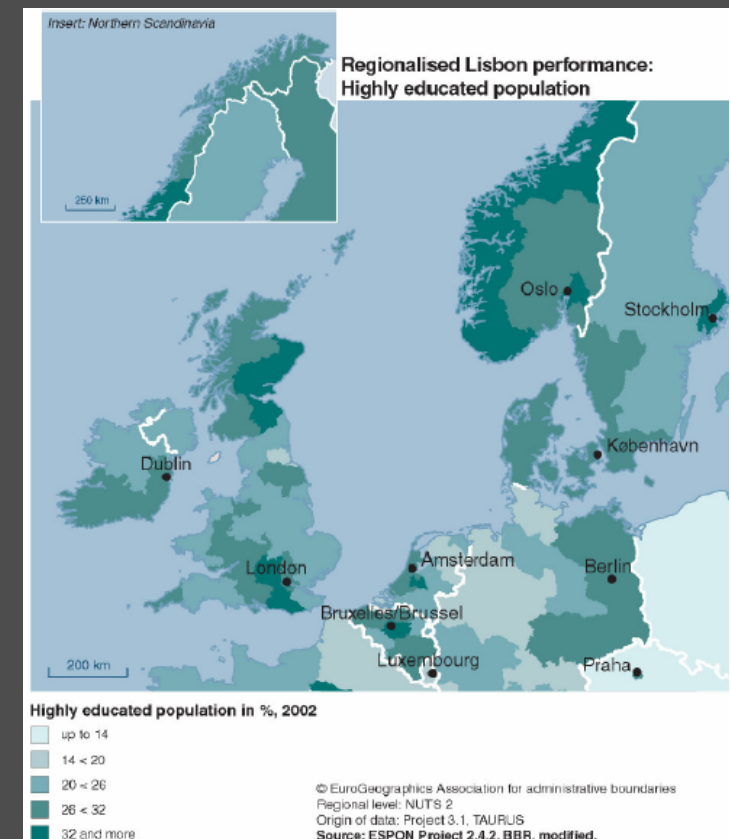
## Main challenges of regional development

### *Knowledge-based economy*

- Creative Class (R. Florida)
  - Importance of human capital for economic development and innovation
  - creative class instead for innovative businesses
    - Tolerance, Talent and Technology

→ *Location factors of the creative class*

- *Attractiveness, tolerance, culture*
- *High quality of life and environment*



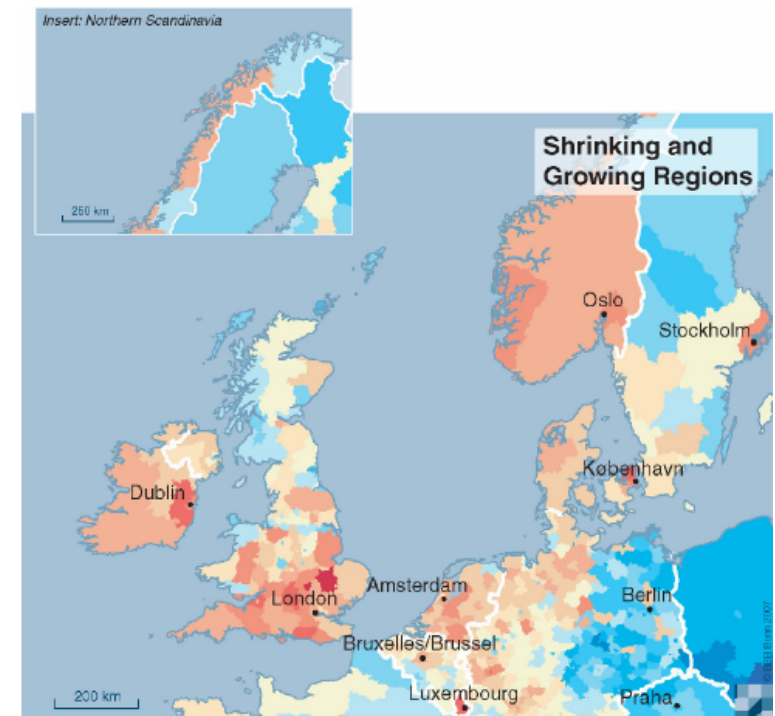


## Main challenges of regional development

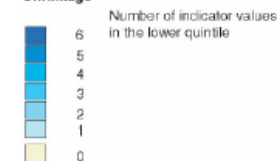
### Demographic change

- Shrinking and aging of population
  - Unequal distribution of migration
  - different impacts on spatial structures
- Problems of unequal distribution and “brain-drain”

2:



#### Shrinkage



#### Indicators used

- ◆ Population development 1995 - 2002
- ◆ Development of jobnumbers 1995-2000
- ◆ Migratory balance 1995 - 2000
- ◆ Unemployment rate 2003
- ◆ Gross Domestic Product 2002
- ◆ Purchasing Power 2001

Due to lack of data, Bulgaria, Romania and Slovenia could not be considered in this analysis.

N.U.T.S. 3

Source: Eurostat, OECD, GfK Marktforschung, Continuous Spatial Monitoring System of the BBR



#### Growth



## Main challenges of regional development

### *Demographic change*

- *Family and elderly friendly spatial policies and settlements*
- *Education, qualification, regional job markets*
- *Attractive cities and regions, quality of life*



## Main challenges of regional development

### *Demographic change: Integration*

#### Migration

- Integration of high-skilled people
  - Internationalization
- Integration of low-skilled people
  - Ethnic infrastructure
  - Diversity of the city-culture



## Main challenges of regional development

### *Demographic change: Integration*

#### Migration

- Integration of high-skilled people
  - Internationalization
  
- Integration of low-skilled people
  - Ethnic infrastructure
  - Diversity of the city-culture
  
- Problems of unequal distribution and “brain-drain”
  - *Fostering Integration policies*
  - *Support tolerance and diversity in cities / regions, avoid segregation*

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## Main challenges of regional development

### *Climate Change and energy demands*

- Effects of global warming and climate change adaption
- Need for a change within the energy mix: from non-renewable energies to renewable energies
- Protection of resources and consumption of open space

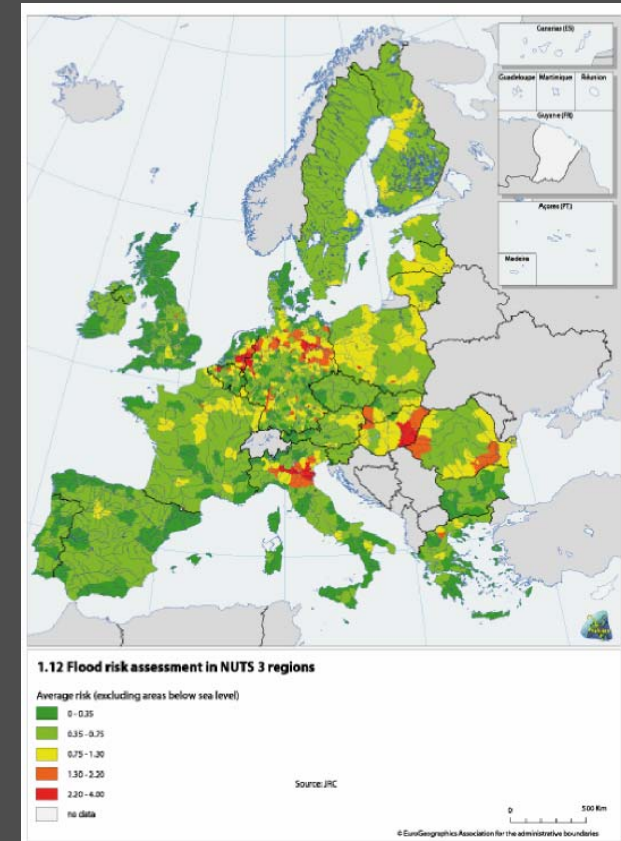




## Main challenges of regional development

### *Climate Change and energy demands*

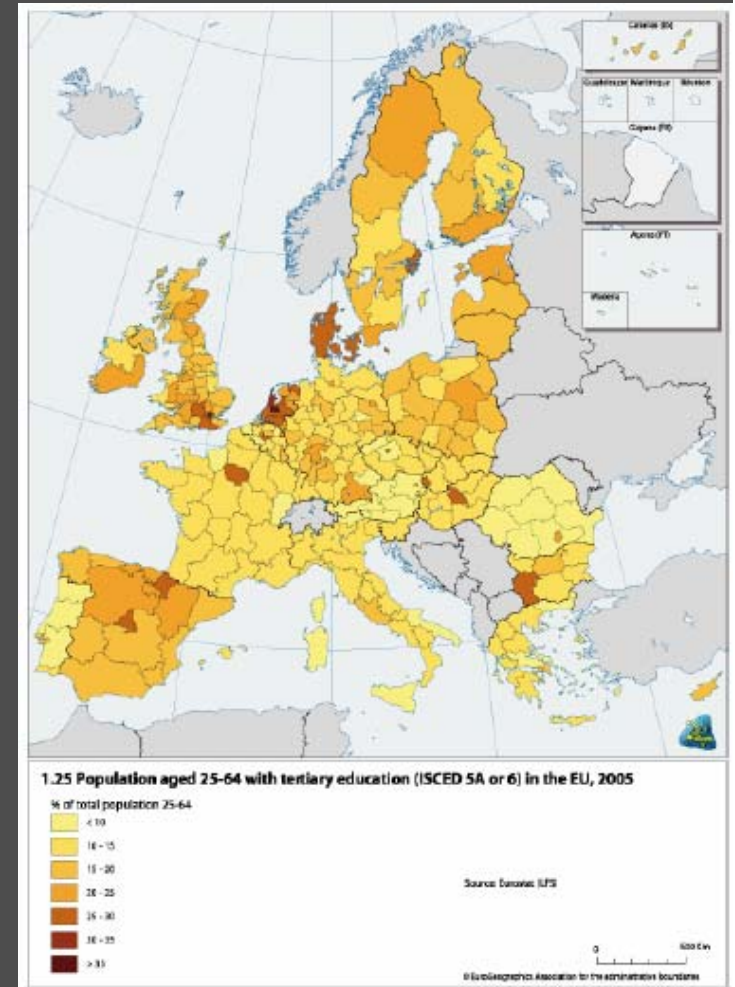
- *Climate change mitigation (Reduction of CO<sub>2</sub>)*
  - *Environmental friendly transportation system*
  - *Reduction of commuting*
  - *Low-energy housing and energetic reconstruction*
  - *Programs for open space*
  - *New energy mix: rise of renewable energies*
  
- *Climate change adaption*
  - *Monitoring and early warning systems*
  - *Efficient use and protection of water and soil*
  - *Networking of habitats*
  - *Protection of open space (e.g. for flood plains)*





## From challenges to IR-Projects

- Regional specific priorities, strategies and solutions:
  - From Rural areas to City-regions
  - Economic growth to shrinking
- Further development of specific strengths and combine advantages from different sub-regions
- Include regional social capital of private sectors in the development of strategies and measures





## Strategies of sustainable development

Strategies for sustainable development in the North Sea Region:

- Develop quality of Life in city regions: second cities
- fostering urban-rural partnerships: regional circuits, cluster projects
- Strengthen endogenous development : climate regions, eco villages, slow cities



## Objectives on EU-level

### *Second or cool cities*

- Trend of avoiding mega-sized cities while second cities are flourishing centers till they reach a certain size (<6 Mio inhab.)
- Cities of economic, political and cultural importance
- Strategy:
  - Keep manageable size
  - Be safe and Quality of life
  - Ensure an identifiable innovative core for progress and prosperity
  - Foster conditions for the creative class

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## Strategies for metropolitan region

### *Metrex*

[www.eurometrex.org](http://www.eurometrex.org)

- Network of european city regions ( 40 members)
- Networking since 1996
- Information, exchange experiences, conferences
- Projects: Intermetrex, Polymetrex, climate change



## Strategies for urban-rural development

### *Urban-rural partnerships*

- Combining strength of urban and rural areas in win-win-partnerships, using synergies and complements for joint growth / regional development strategies
- Development trends: cluster projects, tourism, accessibility
- Existing examples:
  - URBAL, BESST
  - regional circuits “ From the region for the region”
- Strategy:
  - Offering good quality of food (fresh, organic farming)
  - develop regional sales counter, regional catering on events, regional farmed school lunch
  - Networking between farmers, gastronomers
  - Studies of financial and organisational feasibilities



## Strategies for urban-rural development

### *Climate regions*

Region of climate mitigation Hannover

- Internet portal for renewable energies, energy efficiency, climate change
- Themes, projects, hints
- Competitions (solar league), Events (Solar festival), lectures
- Consultants offer: homeowner, manufacturer, teacher, journalists
- Service to financial support, brochures/Flyer, information, contact persons and partners



## strategies for endogenous development

### *Ecovillage*

- Urban, rural communities which strive to integrate a supportive social environment with low-impact way of life on local and global level
- By ecological design, permaculture, ecological buildings, green production, alternative energies, community building
- Strategy:
  - Ecological housing
  - Education, social welfare in community
  - Sustainable future by identifying, assisting and coordinating the efforts of community
  - Culture / spiritual
  - Given good examples of sustainable way in a technologically-advanced society



## strategies for endogenous development

### *Slow cities*

- Citta slow (Italy 1999) from Slow Food movement
- Aim to preserve and enhance the traditional way of life and the unique character of market towns in global times
- objectives:
  - strengthening regional culture and identity by Agenda 21
  - Foster quality of life and limit americanization of cities
  - Foster cultural diversity
- Strategy:
  - Networking, proximity to people, awareness rising
  - Environmental politics: Use of alternative energies, recycling concepts
  - Infrastructure: access for disabled people, parks, leisure areas
  - Urban qualities: heritage, waste concepts
  - Regional markets, traditions ...



## conclusions

- Need for regional oriented understanding of sustainability :
  - Define regional specific priorities, strategies
  - Include regional stakeholders in decision-making process
  - Consider all three pillars of sustainability
  - Regional specific strategies and solutions
  - Start with regional strengths

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THANK YOU FOR YOUR ATTENTION !

Antje Matern  
Hafencity University Hamburg  
Institute for Urban, Regional and Environmental  
Planning  
Schwarzenbergstr. 95 D  
21073 Hamburg  
Germany  
Tel.: ++49 (0) 40 / 42878 - 3613  
Fax: ++49 (0) 40 / 42878 – 2580  
Antje.matern@hcu-hamburg.de  
www.hcu-hamburg.de