

21st

European Week of Regions and Cities

Thriving Regions, Stronger Europe

Rethinking post-industrial
transition in cities & regions.



9-12
October
2023

#EURegionsWeek #CCRN



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Rethinking post-
industrial transition
in cities and regions



*Mrs. Anne Andersson
Managing Director at
Stockholm Region EU
Office.*

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Our panelist



Mr. Steffen Terberl is the CEO of the “Berlin Zukunftsorte” office since March 2022. From 2011 he was head of Profund Innovation, the knowledge and technology transfer institution of “Freie Universität Berlin” where he played a key role in promoting start-ups and innovations at the “Zukunftsort Berlin SÜDWEST”. The 11 Zukunftsorte play a central role in the knowledge-based reindustrialization of Berlin.



Ms. Stéphanie Lepczynski is a Policy Adviser to the State Secretary for the Economic Transition and Scientific Research at Brussels Capital Region, Ms. Barbara Trachte. Ms. Lepczynski is also working with Kate Raworth's Doughnut Economics's theory in the Brussels-Capital Region.



Mr. Juraj Droba is the President of the Bratislava Region and a Member of the European Committee of the Regions, in which he serves as President of the Slovak National Delegation and Vice-President of the ECR group. He earned his degree from Comenius University in Slovakia and the University of Pittsburgh, and George Washington University in the US. He served as Director of the External Relations Division at T-Mobile Slovakia, Inc. and actively entered politics in 2010 as a member of the National Council of the Slovak Republic.

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BRATISLAVA REGION

- Southwest of the Slovak Republic
- **723,714** inhabitants (13.3% of the total population of Slovakia)
- Area of **2,053 km²** (the smallest Slovak region)
- **Bratislava** – the capital city (historical, cultural, and economic centre)
- **5 municipal districts** (BA I - V) and **districts of Malacky, Pezinok, and Senec**
- 73 municipalities
- The location in Central Europe - **international crossroad of roads, rail, but also water, and air transport**
- **The most productive region** of the Slovak Republic
- **Hub for science, research, and innovations**

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KEY STRATEGIC PRIORITIES (until 2030)

1. Sustainable **mobility**
2. Quality and sustainable **environment**
3. Modern **education** and quality **science, research and innovation**
4. Sustainable **tourism** and diverse **culture**
5. Quality and accessible **healthcare**
6. Promoting **social inclusion** and **accessible social care**
7. **Modern technical infrastructure** and **effective population safety**
8. Effective **financing** and **comprehensive regional development**



BUT ALSO MANY CHALLENGES...

- **Severe structural challenges** in transport, environment, education, social care, or healthcare, **which cannot be effectively addressed without EU support.**
- **The solution of these challenges is crucial** not only for the region but also for the entire country.
- **These challenges are further accelerated by the trends of green and digital transition.**



BEST PRACTICE FROM THE BRATISLAVA REGION

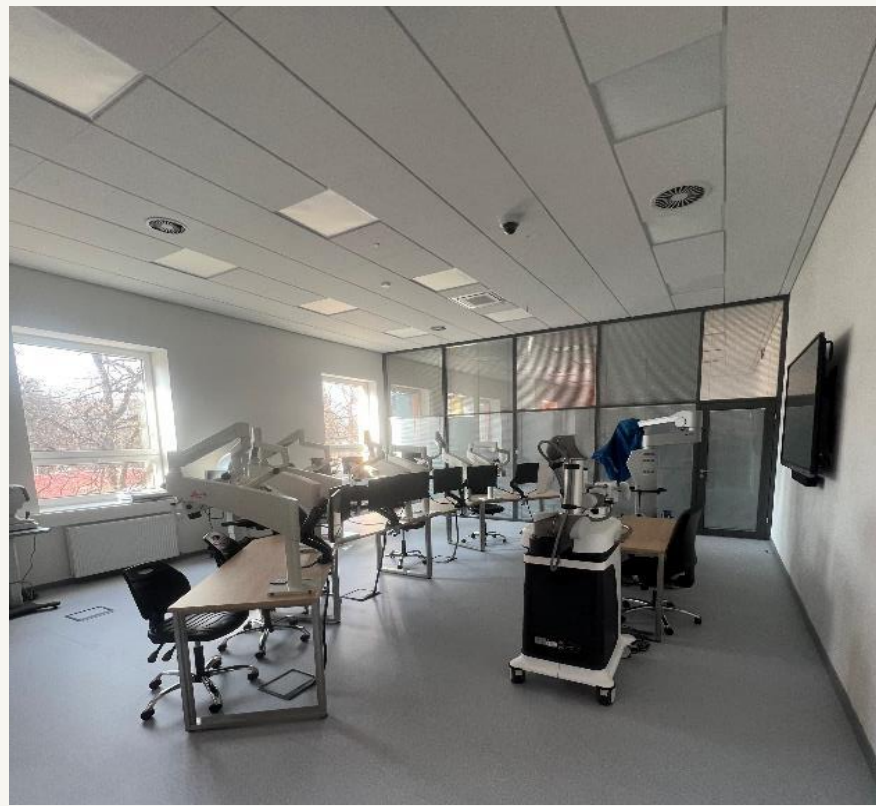
SECONDARY SCHOOL CAMPUSES

as flagship projects of the Bratislava Region in the field of education

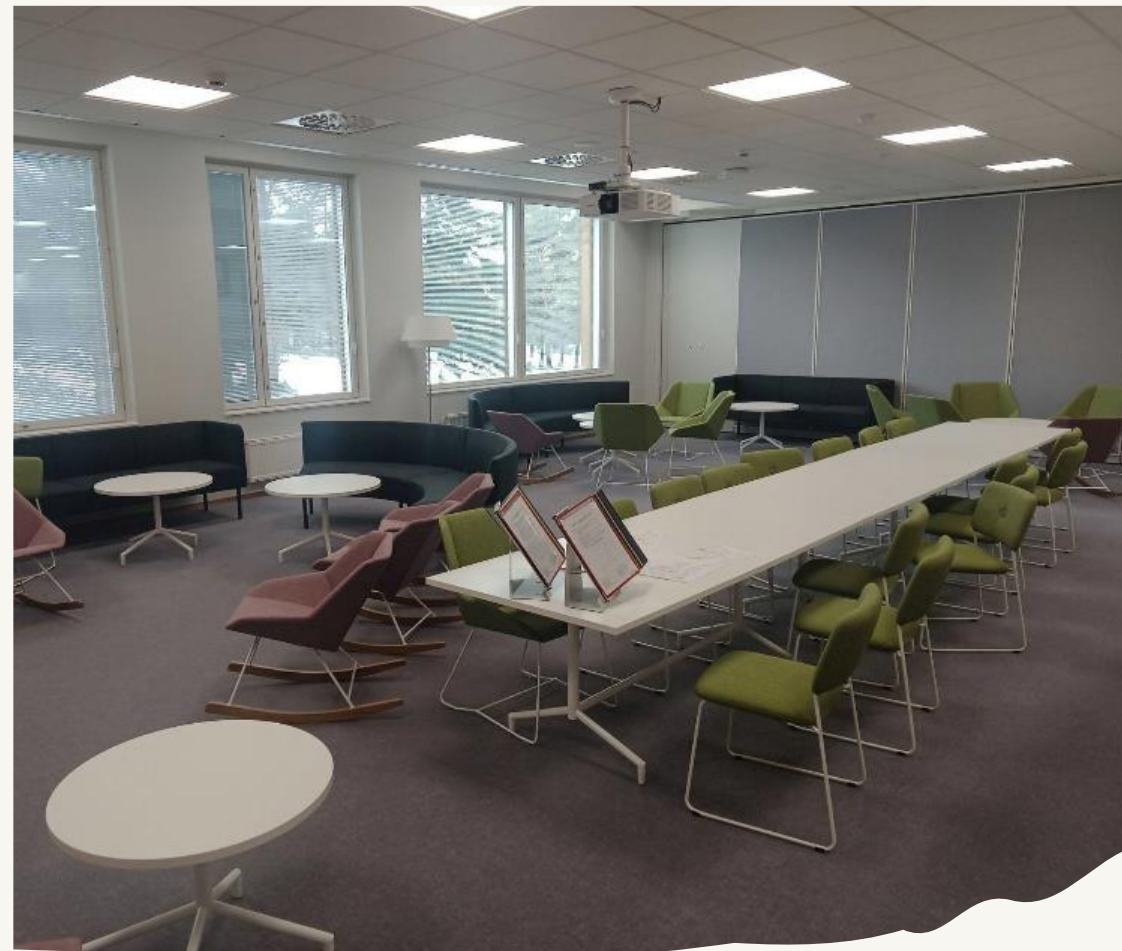


- **New comprehensive infrastructure** for the 21st century built according to **SMART Schools Concept**, (energy efficient, climate-friendly, and inclusive), supporting sustainable mobility and open to the general public for community, cultural, and sporting purposes
- **An innovative approach to secondary and vocational education and training**, based on **active collaboration and partnership** between public, private, and academic sectors
- **Lifelong learning and openness** as a key principles of campuses
- Innovation of study programmes **reflecting the needs of the labour market**
- A **unique approach** to vocational and practical teaching
- **Increasing the attractiveness** of secondary vocational education





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THE ROLE OF REGIONS IN GREEN AND DIGITAL TRANSITION



- Local and regional authorities are **key players** in a successful **green and digital transformation**.
- Bratislava Region must be also prepared for the transition **at a strategic level**. But as these transformative changes go **beyond the region's capabilities**, an active role of the EU is essential.
- **A key role of education, knowledge, skills development, and business!**



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Historical Background

< 1990: Deindustrialization of Berlin's economy (World War II, Construction of the Wall, ...)

1990: Reunification, reorientation of the economy and development of science parks

2007: Publication of the "Master Plan: Knowledge Creates Berlin's Future"

2010: Publication of the first "**Master Plan: Industrial City Berlin**"

2011: "**Zukunftsorte**" are mentioned in the coalition agreement of the new government

2017: Establishment of the business office "Geschäftsstelle Zukunftsorte Berlin"

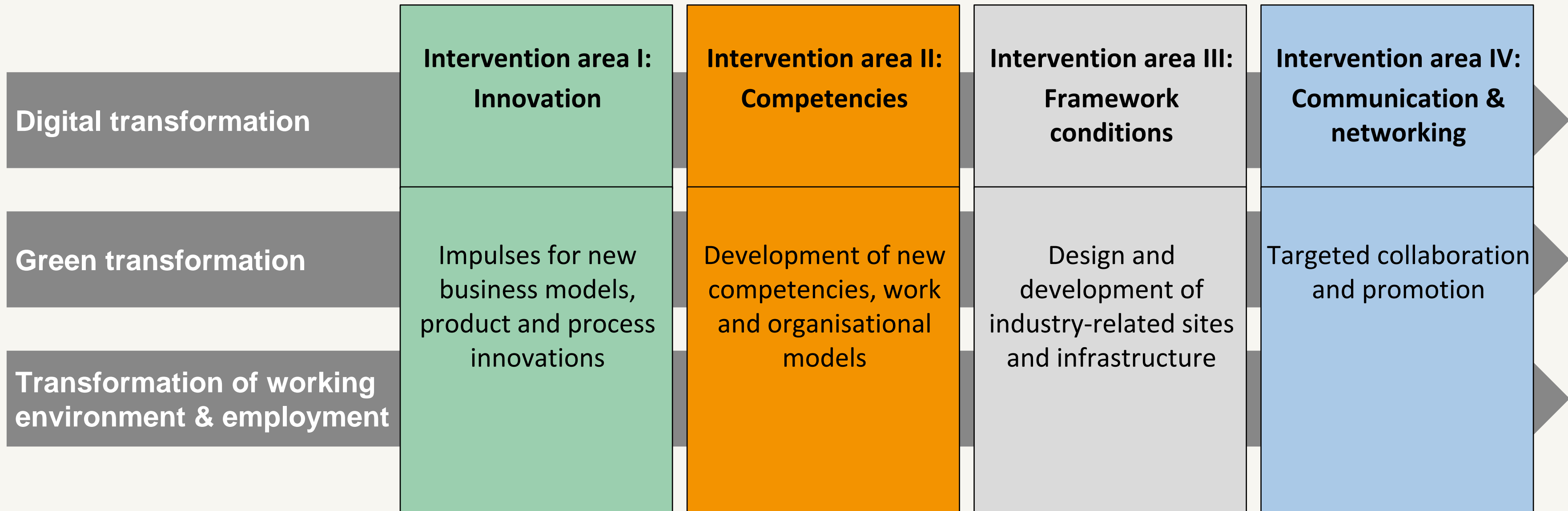


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Masterplan Industrial City Berlin (MPI) 2022-2026: Strategic Framework



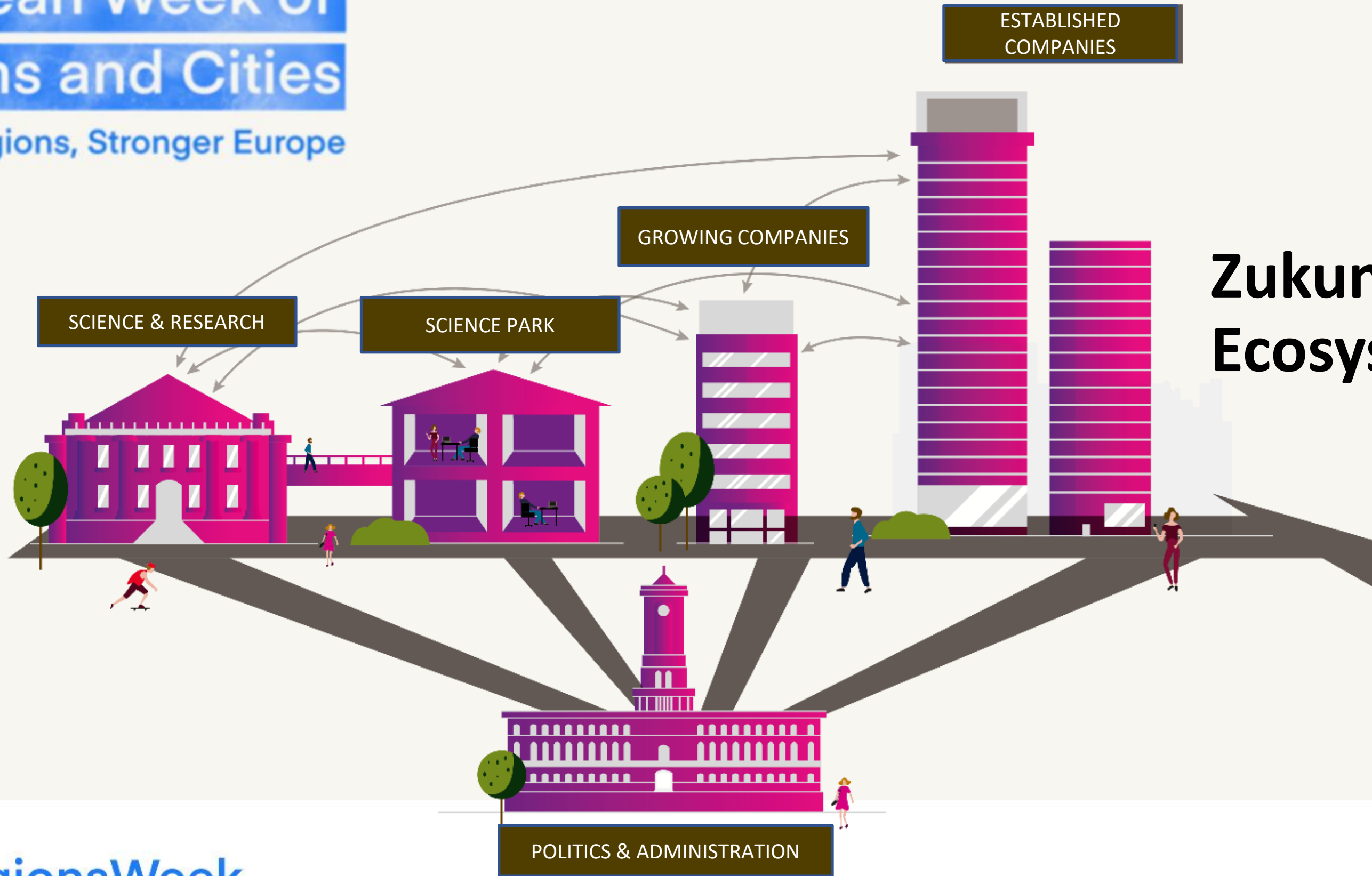
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Zukunftsorte Ecosystem

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Summary / central theses

Regional Level (Berlin)

- Sustainable urban production through digital + green + working environment transformation
- “Zukunftsorte” as drivers for change (e.g., living labs for innovation and deregulation, cooperation with science)

EU-Level:

- Metropolitan Regions are magnets for international talents and core for innovations for the whole country / EU → *focus on support and development*
- Similar challenges: land and housing shortage, high cost of living, traffic, ... → *knowledge exchange and transfer between Cities*

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Secretary for the Economic
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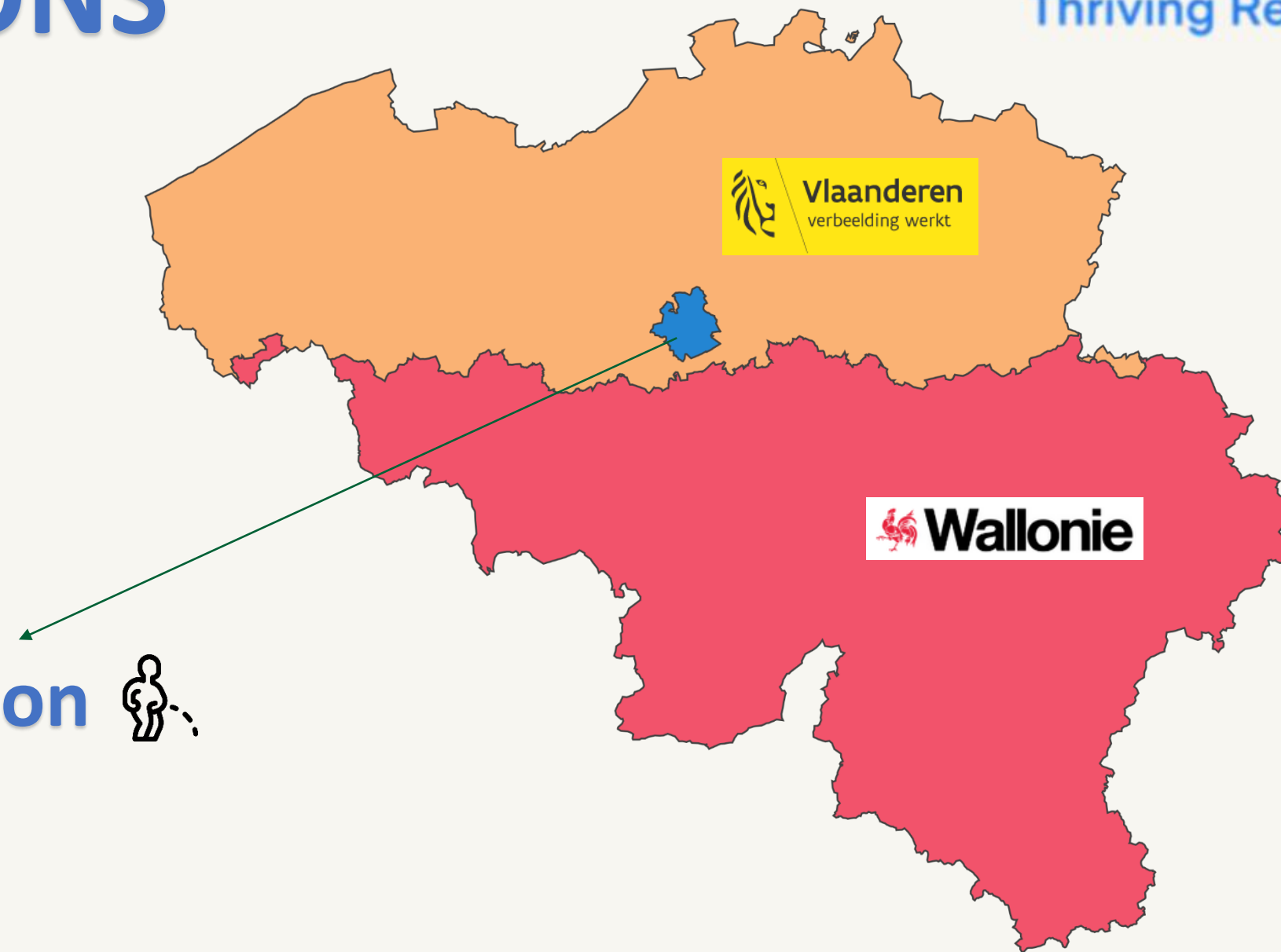
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1 FEDERAL STATE: BELGIUM

3 REGIONS



The Brussels Capital Region 

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THE BRUSSELS CAPITAL REGION

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- Surface area: 162km²
- 1,209 million inhabitants
- GDP : 84 billion €
- 92% services
- 3% industry
- 5% other



BRUSSELS, PARADOX OF TODAY'S ECONOMY

- GDP per capita : 61.300€ (2019)
- Poverty rate : 31,4% (2018)

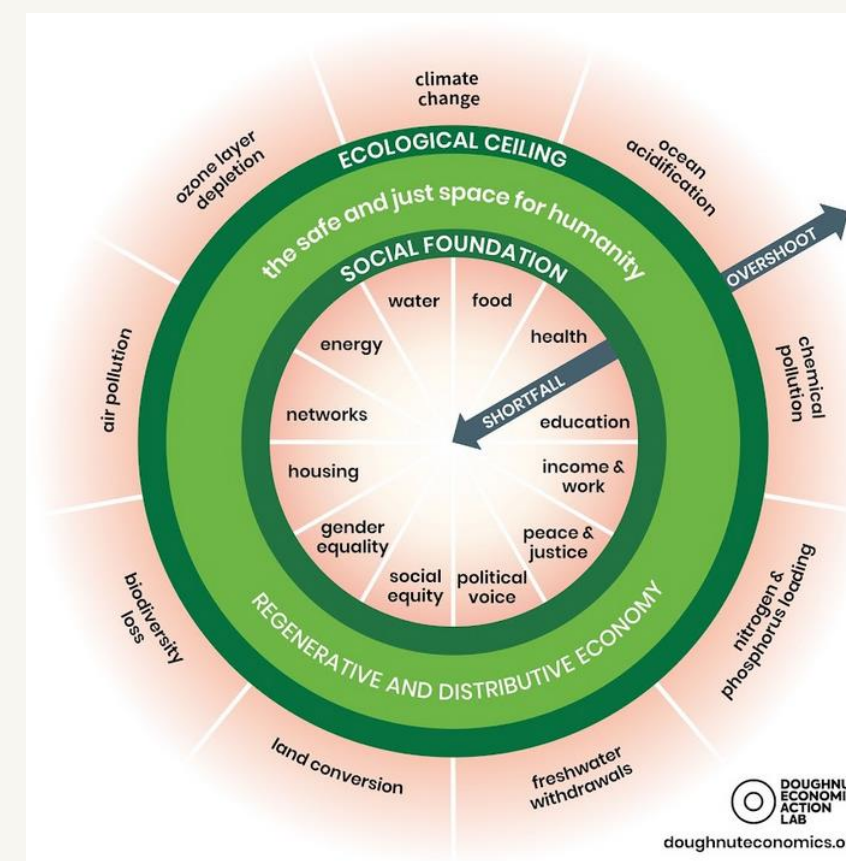


PUT THE ECONOMY AT THE RIGHT PLACE



Birth of the Economic **Transition** Portfolio

The **Brussels Donut**: a new compass for the economy



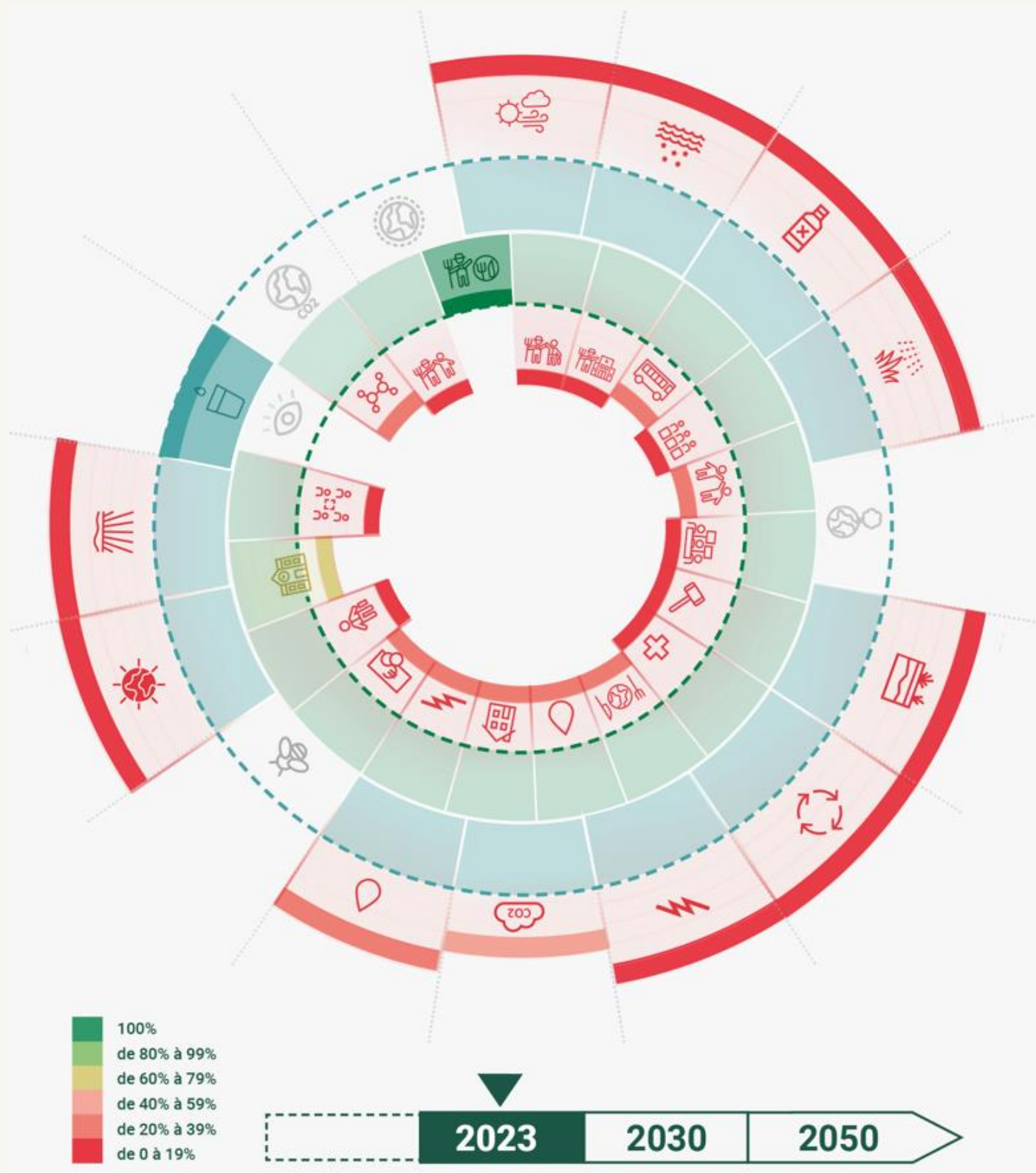
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Dimension sociale

local	global
<ul style="list-style-type: none"> Santé Alimentation Eau Logement Energie Revenu Emploi Education Communauté 	<ul style="list-style-type: none"> Culture Connectivité Mobilité Equité sociale Egalité dans la diversité Expression politique Paix et justice

Dimension environnementale

local	global
<ul style="list-style-type: none"> Climat Biodiversité eau Air Flux de matière Energie Sol 	<ul style="list-style-type: none"> Changement climatique Acidification des océans Pollution chimique Utilisation de fertilisants Prélèvements d'eau douce Conversion des terres Perte de biodiversité Pollution de l'air Appauvrissement de la couche d'ozone

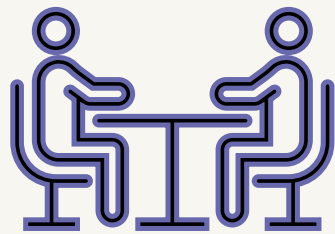
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BEST PRACTICE (1)



Reorientation of all regional economic instruments towards **social and environmental exemplarity**



SUPPORTING BUSINESSES



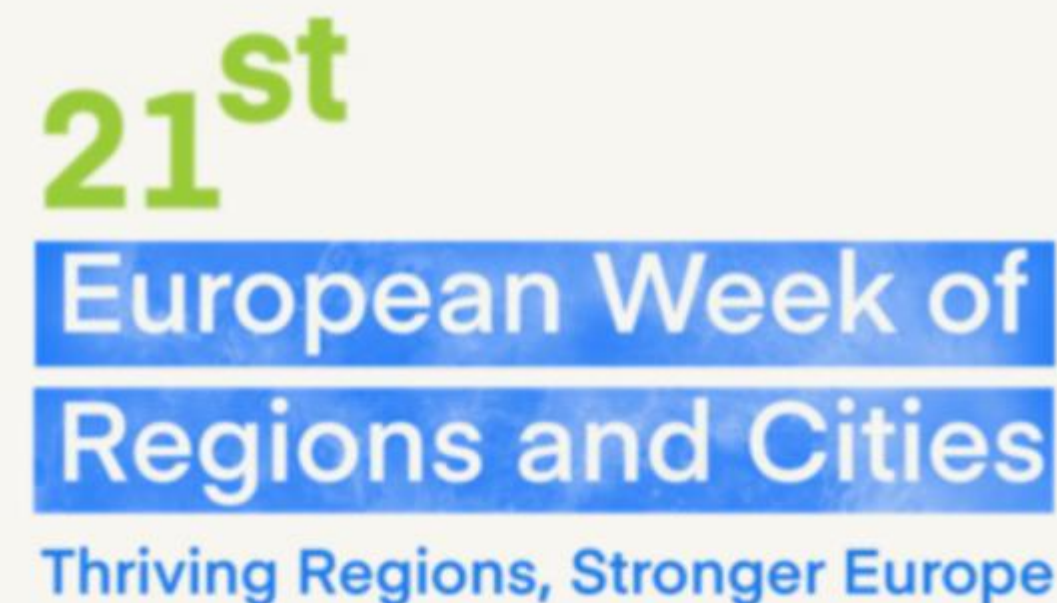
FINANCING BUSINESSES



HOUSING BUSINESSES



BEST PRACTICE (2)



Reorientation of all regional economic instruments towards **social and environmental exemplarity**

Examples:

- Energy Crisis: Premium to Companies for **Energy Audit and Energy Efficiency**
- Industry in the City: **Circular Economy (Urban Mining), Fablabs** and **Productive Activities**
- Brussels Centre for Excellence in **AI at the service of the Transition**
- **Inclusive Entrepreneurship** as a tool for personal emancipation



MAIN MESSAGE



- The Green Transition cannot happen without a **change of paradigm** in the economy. This change of paradigm will help **turn the economy into an ally of the Green Transition**
- Cities and Regions are best placed to test these new ideas and show that they work. But we need the upper public authorities, especially the EU, to adopt them on a **macro level** – to increase the impact



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