



Association of European Border Regions

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Application form “AEBR-Cross Border Award” 2010

Deadline: 20.09.2010

Please, fill in the grey gaps and return this form by e-mail!

“Territorial Cooperation in a Post-Crisis Scenario. Contribution of Cross-Border Cooperation.”

1. General information

1.1 Applicant border / cross-border region:

The Öresund region

1.2 Title of the cross-border cooperation measure* [project(s), programme(s)/strategy(ies), concept(s)/project idea(s)]:

ØRUS – The new cross border regional development strategy for the Öresund region

1.3 Period:

The project was started in May 2008, the strategy was presented in May 2010 and the implementation process will take place from autumn 2010 and up to ten years and onwards

1.4 Project initiator:

The Öresund Committee

Contact:

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1.5 Partners:

The Capital Region of Denmark

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Jens Christian Sørensen, Corporate director
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Region Zealand

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City of Copenhagen

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1.6 Financing of the cross-border cooperation measure (e.g. INTERREG):

Remark: It has to be visible how financing of the concept(s)/project idea(s) can be realised.

Time and finances have and will be invested from both Danish and Swedish actors in the Öresund region. As part of the implementation process has the focus of the strategy been used to generate ideas for new future INTERREG projects.

1.7 Links to other projects, measures and/or programmes (only if applicable):

ØRUS uses the findings of different analyses projects:

ØresundsTrends 2010,

A unique cooperation between 12 organisations in the region on statistics on the development of the Öresund region

<http://www.tendensesund.org/en>

IBU Øresund,

Big INTERREG project focused on developing reliable analyses and forecasts in relation to accessibility and infrastructure in the Øresund region.

<http://www.interreg-oks.eu/en/Menu/Projects/Project+List+%c3%96resund/IBU+Oresund+Project>

The regional development strategies of the regions in the Öresund region,

The Capital Region of Denmark: http://www.regionh.dk/NR/rdonlyres/D07BBC02-EE45-4FDC-AEF7-0BFCA1ECA99C/0/080904_RUP_UK_net.pdf

Region Zealand:

http://www.regionsjaelland.dk/publikationer/regionaludviklingsstrategi/Documents/Den_regionale_udviklingsstrategi_2008.pdf (in Danish)

Region Skåne:

http://www.skane.se/Public/Skaneportalen-extern/Skanes_utveckling/RUP_ENG_.pdf

Territorial Review Copenhagen, Denmark, OECD 2009,

<http://www.regionh.dk/NR/rdonlyres/D0D9305F-EE1A-43D4-93B2-17739789E50A/0/FINALMANUscriptCOPENHAGEN2.pdf>

A movie based on ØRUS has been made,

Ö-ting Visionsfilm : <http://www2.scandvision.se/oresund10/>

2. Contents

2.1 Objectives of the cross-border cooperation measure:

To defend the Öresund region against increasing international competition, stakeholders need to work together to create growth and build dynamism: it is only through close cooperation that the Öresund region can attain sufficient critical mass to be able to compete internationally.

For this reason the Öresund Committee has together with its members organisations formulated an Öresund Regional Development Strategy (ØRUS). Also, an equally important part of the project involves the possibility to create the needed political unity to agree upon a such a political strategy and make its implementation possible.

As the need to create political unity was a very important part of the project, involvement of both member organisations of the Öresund Committee and external partners was a key object. The discussions included political dialog with member organisations, civil servants, external organisations and politicians.

2.2 Organisational structure and activities to implement the objectives (e.g. joint secretariat, contract etc.):

The Öresund Committee has together with its member organisations and a wide range of external partners worked to write and agree upon a shared strategy for the region.

2.3 How far has the cooperation measure been implemented, respectively up to which point of time can it realistically be implemented?

Both member organisation, external actors and the Öresund Committee is involved in implementing the strategy. As the strategy covers many areas and recommendations the time perspective of implementation varies with the different initiatives from the short perspective up to ten years.

3. Contribution of the measure (added value) to the development of the border/cross-border region:

(Please tick where applicable and explain shortly)

- 3.1 x Economy (e.g. globalisation, necessary structural change, development of new markets, technological development)

The strategy focuses on creating growth and building dynamism to ensure international competitiveness and cooperation in relation to knowledge and innovation, culture and events, a diverse, yet cohesive labour market and accessibility and mobility.

- 3.2 Demographic change (e.g. birth rate, ageing, migration, effects on the labour market)

- 3.3 x Climate change (e.g. draught, storms, flooding, global warming)

- 3.4 x Transport and accessibility / mobility (e.g. Trans-European Networks, cross-border traffic links, motor highways on the seas)

The strategy aims at making cross border planning for infrastructural projects.

- 3.5 x Energy supply and removal, energy efficiency (e.g. water, electricity, gas)

The ambition is for Öresund to be a region characterised by green growth, where sustainable urban development and clean technology provide a favourable climate for growth enterprises on both sides of the Sound. The strategy includes many initiatives in relation to green growth.

- 3.6 x Geography (e.g. dangers of territorial concentration / depletion of rural areas, centres of excellence in cross-border rural areas, polycentric development)

The strategy focuses on developing increasing cross border cooperation in both urban and rural areas of the cross border region.

4. Further annexes yes x no

Which ones?

- a) Short description of the project contents (in English, French and German, not longer than 2 – 3 pages)
- b) Organisational diagram of the organisation of writing the strategy (in English, French and German)
- c)
- d)



17th of September 2010

Date

Signature

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* A cross-border cooperation measure is given, when partners from both sides of the border participate as regards contents, organisation, staff and finances.

Application for the AEBR Award, Territorial Cooperation in a Post-Crisis Scenario

Introduction: ØRUS – a Cross Border Regional Development Strategy for the Öresund Region

The Öresund region with its 3.7 million inhabitants is one of the most significant and most dynamic regions in northern Europe. However, to maintain the Öresund region's position against the increasing international competition, stakeholders need to work together to create growth and build dynamism: it is only through close cooperation that the Öresund region can attain sufficient critical mass to be able to compete internationally.

For this reason the Öresund Committee¹ has together with its member organisations formulated an Öresund Regional Development Strategy (ØRUS). The strategy has a time horizon of 2020 and is an active tool that is reviewed annually in order for the committee to take account of developments and to follow up on implementation. The decision to create a cross border regional development strategy was influenced by recommendations from the OECD in 2009².

The strategy is unique due to the fact, that it covers a cross border region consisting of two countries. The strategy is also a unique example of cross border dialog and agreed political unity.

The ØRUS strategy includes a vision for the Öresund region. The vision is: "The Öresund region will be one of Europe's most attractive and climate-smart regions by 2020 by maximising the benefits of integration and cross-border dynamics". Please see the attached short edition of the strategy for more information on the vision.

The focus of the strategy and vision supports the development of cross border regions in Europe in a post-crisis scenario by addressing the theme of cross border regional development in the years to come and in an environment of increased international competition.

The contents of the strategy

The strategy is focused on specific areas where the cross border solutions of development exceed the national or regional solutions in functionality and value added.

The strategy covers four areas of development:

- Knowledge and Innovation
- Culture and Events
- A diverse, yet Cohesive Labour Market
- Accessibility and Mobility

Challenges such as the appeal of the region, its openness, climate, sustainability, health and lifestyle are common to all four of these themes. The aim is that by 2020 the Öresund region will be a model for other European border regions with a common labour market –free from obstacles that complicate life for those living and working on different sides of the Sound and for those in one country who want to employ people from the other country.

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The Öresund Committee is made up of leading politicians from Skåne in Sweden and Zealand in Denmark. The Committee is a political constellation that promotes regional cross-border cooperation. The politicians are served by a secretariat that is responsible for implementing the decisions of the Öresund Committee and the Executive Committee. The Danish member organisations comprise: The Capital Region of Denmark, Region Zealand, City of Copenhagen, City of Frederiksberg, Bornholm Regional Municipality, Local Government Regional Council for the Capital Region of Denmark, Local Government Regional Council for Zealand. The Swedish member organisations comprise: Region Skåne, City of Malmö, City of Helsingborg, Lund Municipality, City of Landskrona

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OECD Territorial Reviews: Copenhagen, Denmark, OECD 2009

The ambition is for the Öresund region to be a region characterised by green growth, where sustainable urban development and clean technology provide a favourable climate for growth enterprises on both sides of the Sound. The strategy includes many initiatives in relation to green growth.

ØRUS is a platform for the development work that players in the region need to concretise in their action plans. The four areas of development were selected with reference to recommendation from OECD3 and the view that these areas are important for regional development.

The strategy has been published in both a full version and a short edition. For more information on the contents of the strategy, please see the attached short edition of the strategy.

The project: To Create a Common Strategy and Political Unity in the Öresund Region
The idea to create a cross border regional development strategy for the Öresund region actually covers a two-folded plan. The first aim of the project is of course to create a strategy for the future cross border regional development. However, the second aim is equally important and involves the possibility to create the needed political unity to agree upon such a political strategy and make its implementation possible. Hence, a very important part of the project was to create political

dialogue among the many stakeholders in the region.

How to Develop a Cross Border Regional Strategy

As the need to create political unity was a very important part of the project, involvement of both member organisations of the Öresund Committee and external partners was a key object. The discussions included dialogue with political member organisations, civil servants and external organisations and politicians.

Member organisations played an active role in the process of writing the strategy. Politicians from the top level of the member organisations (the executive committee of the Öresund Committee) served as members of the political steering group, top civil servants as members of a steering group and other civil servants helped in the work to complete and write the strategy. Employees of the Öresund Committee served as both writers and organisers. This wide involvement of actors meant that member organisations had good possibilities to influence the content of the strategy.

Political discussion took place during the entire process. To enhance the political discussion a political hearing was held among member organisations before the final version of the strategy was adopted. The outcome was that the final strategy represented a political compromise of the opinions of different organisations and hence reflected political unity of the development of the region in the years to come.

The knowledge and involvement of external actors was a key priority. A wide range of workshops and interviews was held to collect input from a number of political, public and different external stakeholders. The list included for instance universities, science parks, civil servants from municipalities and on the national level. All together around 200 organisations were involved in the work to complete the new strategy for the region.

Outcome of the Project

The ØRUS strategy was launched in May 2010 and the strategy has been subject of much political discussion in the media. Focus is now on the process of implementation, which will take place from autumn 2010 and the years to come. However, as the strategy covers many areas and with recommendations for each one the time perspective of implementation varies with the different

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OECD Territorial Reviews: Copenhagen, Denmark, OECD 2009

initiatives from the short perspective up to ten years (for instance in relation to big infrastructural projects).

As part of the implementation process the focus of the strategy has been used to create ideas for new future INTERREG projects.

Both member organisation, external actors and the Öresund Committee is involved in implementing the strategy.



Organisational Diagram of ØRUS



