



Z I E L 2 P R O G R A M M

# **Euro-city Silesia**

**16 June 2003**

**Katowice, Poland**





## **My person and my institution**

**ZIEL 2 P R O G R A M M**

**My name is Claudia Schulte**

**Consulter (agiplan Projectmanagement GmbH)**

**Chief of the objective 2 Secretariat in NRW,  
Germany**

**Objective 2 secretariat**

**On initiative of the Managing Authority, the Monitoring Committee and the Working Committee, the state of North Rhine-Westphalia has set up an Objective 2 Secretariat.**

**Its tasks are, for example**

- **support and advice for executive offices of the programme**
- **development and maintenance of the monitoring system and databank and**
- **performance of public relations**

## NRW objective 2 programme - legal, political and administrative framework



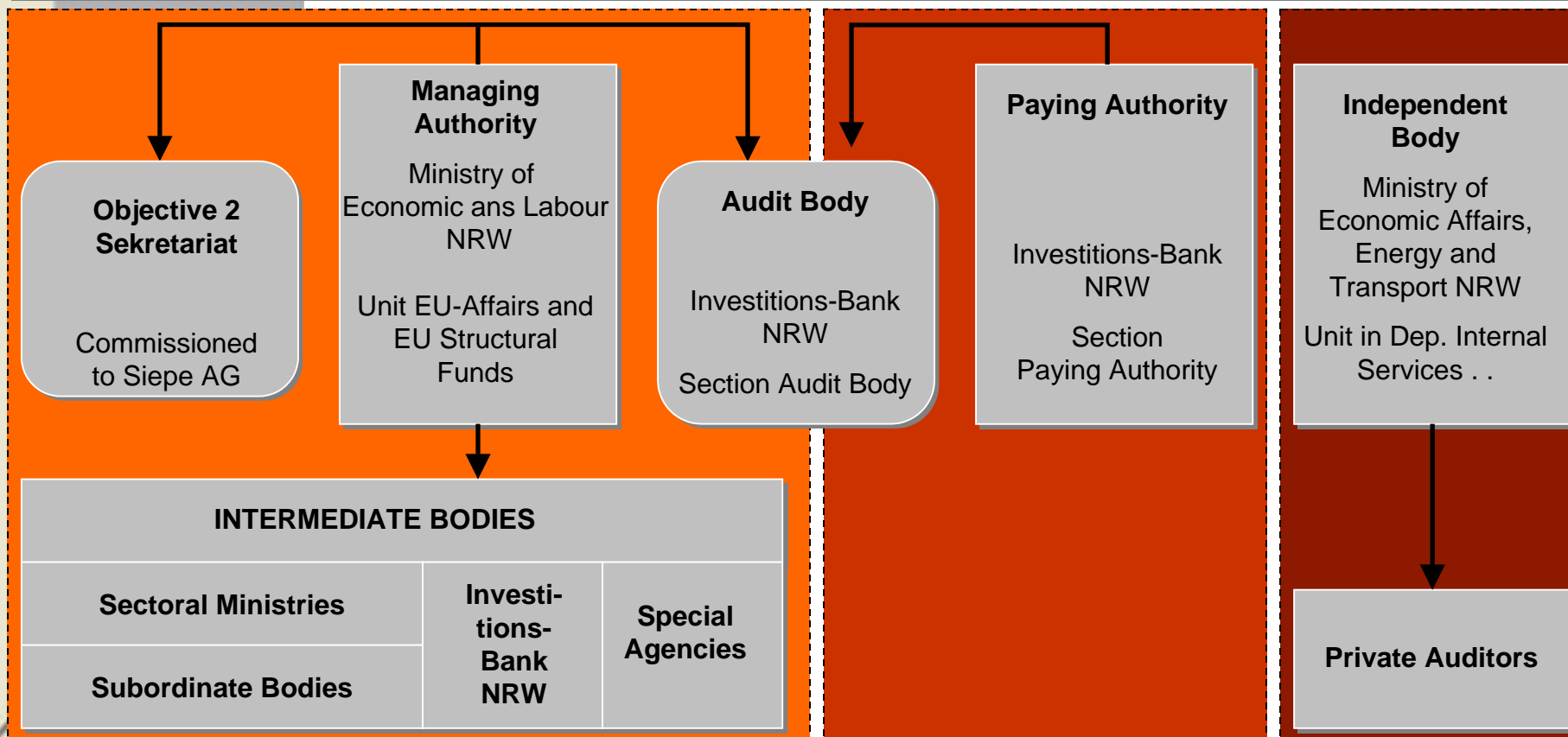
### ZIEL 2 PROGRAMM

- In Germany 'Länder' governments legally responsible for regional policy
- 'Länder' dispose of own tax revenues and budget which can be used for economic development
- Democratic control by regional parliament ('Landtag')
- Traditionally high commitment of the 'Land' government for domestic regional policy
- Little or no interference of the federal government in regional policy (exception: "joint task" of the federal and regional governments)
- EU structural funds mainly subsumed under pre-existing regional aid schemes
- Structural funds managed by 'Land' governments

# The organisation of the objective 2 programme

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## MONITORING COMMITTEE Political or executive directors level



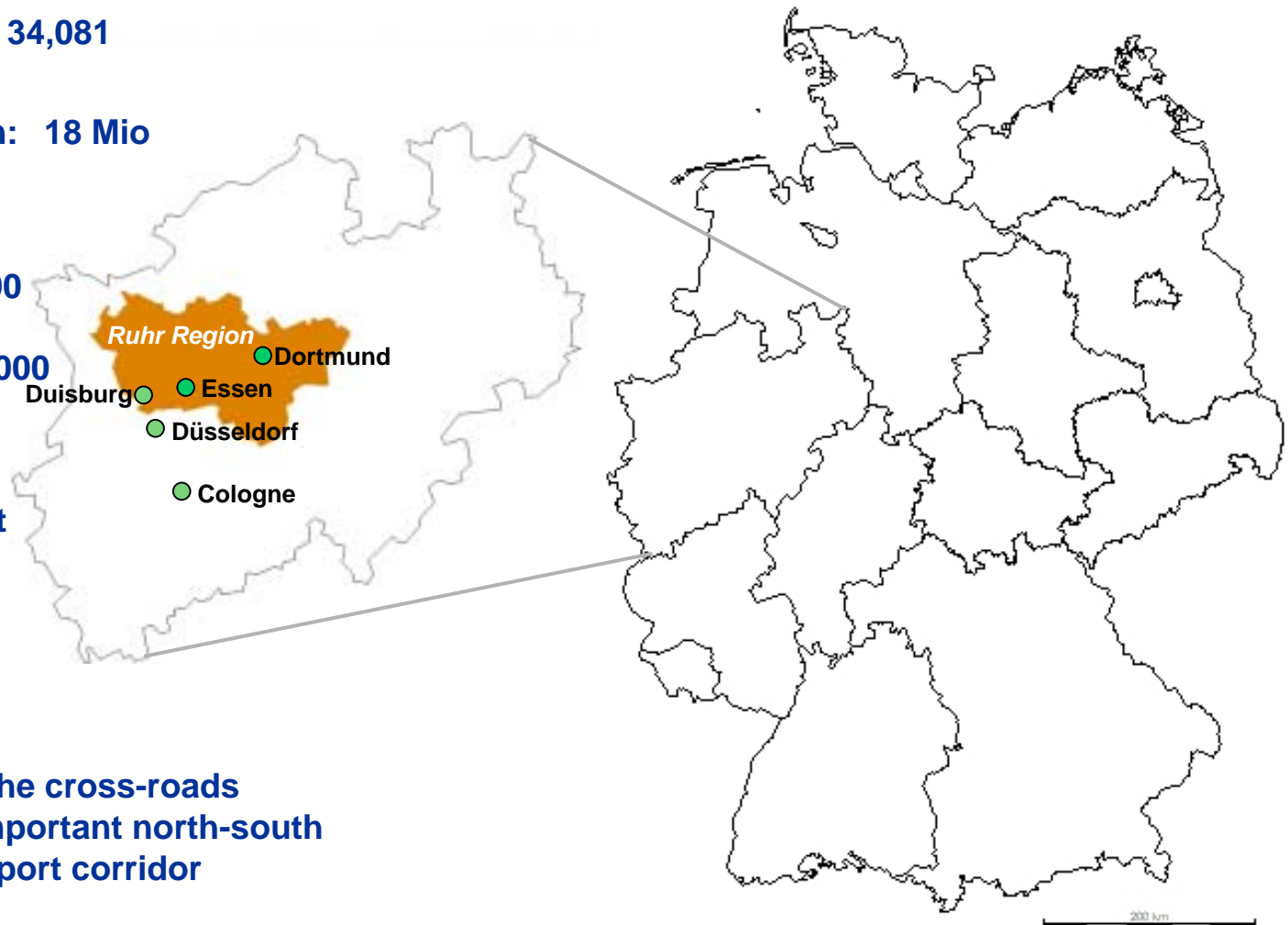
## Structure of the presentation

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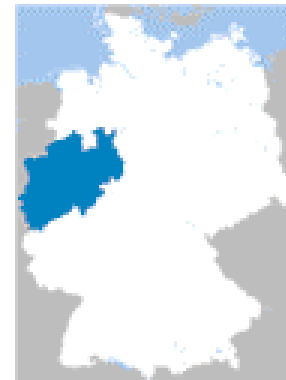
- the region Nordrhein-Westfalen
- the objective 2 programme
- experience with generating projects
- best practice projects



- Area in sq meters: 34,081
- Resident Population: 18 Mio
- 30 cities with a population  $\geq 100.000$  and 5 cities with a population  $\geq 500.000$
- Headquarters of 16 out of 100 largest industrial and service companies in the EU located in NRW
- Central location at the cross-roads of Europe's most important north-south and east-west transport corridor



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**Decline of heavy industries (coal, steel) over many decades in the Ruhr region:**

- High unemployment rates
- Lack of attractive jobs, particularly in high-tech and service industries and for women
- Low number of business start-ups and SME's
- Environmental damages and derelict land unattractive inner cities

**But**

- Prosperous semi-rural regions with medium-sized centres (Aachen, Münster, Bielefeld etc.)







## NRW objective 2 programme – main priorities of the 2000-2006 programme

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### Main objective:

### Creating new and securing existing jobs by enhancing regional competitiveness through

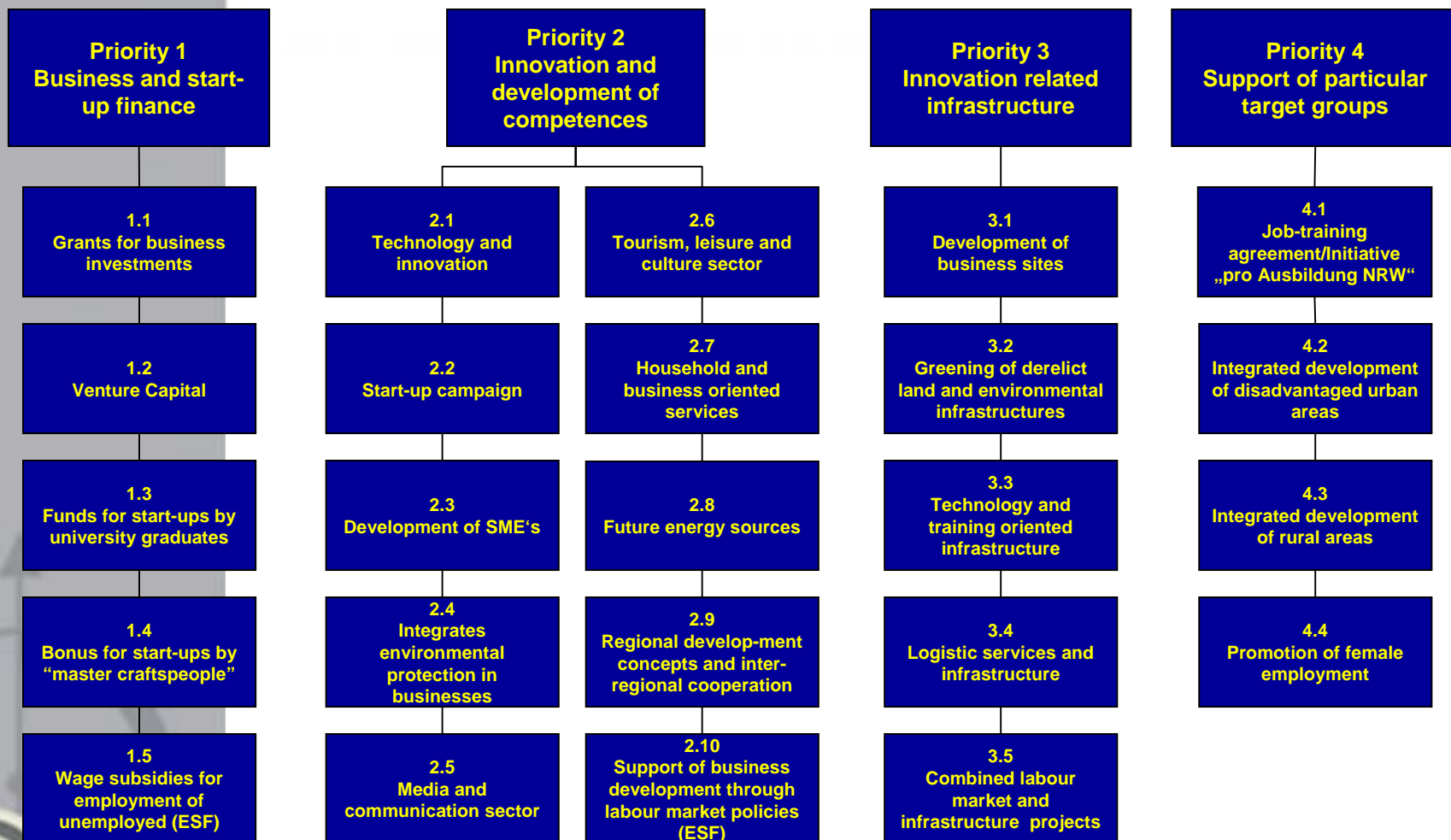
### Subobjective:

- Increasing private investments and business start-ups
- Developing and upgrading skills and competencies in the region
- Improving the infrastructure
- By respecting sustainable development, equal opportunities for women and men, inclusion of disadvantaged and innovation and information society as horizontal principles



# Objective 2-Programme NRW 2000-2006

## ZIEL 2 PROGRAMM





## Experience with generating projects

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- How local governments could generate investment projects under Structural Funds that differ from the usual public service infrastructure? What are the conditions to prepare a good project?
- Who beside local governments has to be involved in generating these non-traditional investment projects? How to activate and involve others?
- How local governments could implement successfully non-traditional investment projects?



## **The ZukunftsWettbewerb Ruhrgebiet**

- **is targeted at technology-oriented and innovative product, process or service developments.**
- **focuses on the quality of the projects submitted under competitive conditions.**

**Funds are not allocated according to the watering-can principle but instead in a competition for the best ideas.**

**In this way the goal of encouraging projects of a new quality has been achieved. The projects awarded funding to date are sufficient proof of this.**

**Form 283 project proposals with ideas for innovative product, process or service developments, resulted form two calls for application, 36 of them were selected and put forward for support.**



The dortmund-project focuses on the New Economy in the region of Dortmund. The project was initiated in 1999 by the City of Dortmund, McKinsey & Company, and about 80 private Investors in the Dortmund region (e.g. ThyssenKrupp AG).

Its goal is strengthening and supporting the specific competence fields of the city as a leading center for IT, MEMS, and e-logistics in Germany by

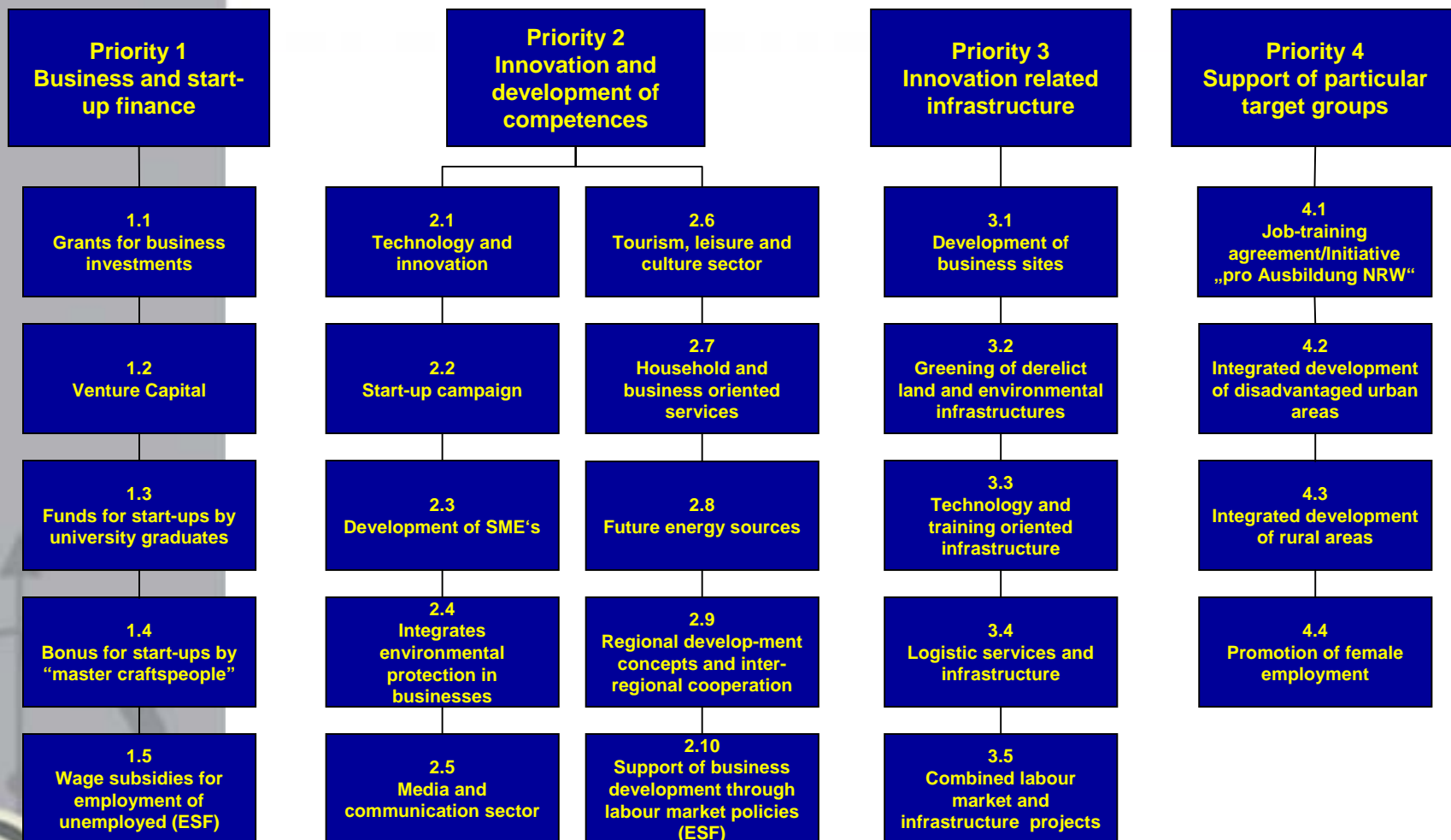
- enforcing start-up processes,
- attracting investors from Germany and abroad
- internationalizing the city.



One of the core activities is to attract investors in order to build up a new infrastructure that helps to locate more and more companies in the city.

# Objective 2-Program NRW 2000-2006

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## 2.2 Start up campaign

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The Programme "Start-up initiative GO!" of the State of NRW ('Gründungsoffensive GO!') has succeeded in providing information and incentives for the setting-up of new enterprises. One of the main goals of the campaign has already been reached: a good start-up climate in North Rhine Westphalia.

Now the Start-up initiative ('Gründungsoffensive GO!') is being completed by special regional measure to maintain and enforce the positive start-up climate.



## 2.3 Development of SME's

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In addition to the increasing number of start-ups the maintenance of existing SME's is important for the stabilisation of regional economic development.

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It is an important target to increase the number of craftsmen enterprises throughout the region. Therefore financing support is being offered to craftsmen located in the Objective 2 Region.



## 2.6 Tourism, recreation and culture sector

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The sector of design and culture economy is growing more and more in NRW and is one of our 12 competence fields



One of the most important projects financed by the measure 2.6 is the Ruhrtriennale arts Festival



## 2.6 Tourism, recreation and culture sector

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Tourism is one of the branches which will experience major growth assuming sufficient support by state-run aid Programmes.

One of the most important projects financed by the measure 2.6 is the Ruhrtrienale arts Festival.

The Ruhrtrienale will derive its essential character from use of premises no longer used by the coal and steel industry of the region.





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**Thank you for your attention!**

