



## Alpine Space Forum Pooling Potentials for Competitiveness

Ljubljana, Slovenia, 27-28 September 2011

### Forum Objectives

- Inspire key actors to discuss opportunities of new project ideas in the field of competitiveness
- Identify local potentials and policies/initiatives to increase competitiveness of territories through transnational action
- Reinforce Alpine Space Programme contribution to governance, competitiveness and clusters development
- Provide input to the ongoing policy debate
- Enhance cross programme fertilisation and coordination in the cooperation area

### Tuesday – 27 September

9.00 Registration

9.30 **Welcome & Introduction**

9:50 **The EU 2020 strategy and Territorial Cooperation**

*General introduction on the European Strategy and what could be done by the Alpine Space Programme to meet its identified challenges.*

**The Alpine Space Programme - A territorial approach towards Europe 2020**

*The Alpine Space Programme presents how it could contribute to achieve the objectives of the EU 2020 strategy and favour the competitiveness of its cooperation area.*

**The competitiveness of the Alpine Space in the European Union**

*Keynote introducing the competitiveness of the Alpine Space in Europe and pinpointing the specific assets and strengths of this area.*

11.00 Coffee Break

11.30 **Driving forces towards competitiveness**

*Key presentation setting the topic of competitiveness in its relation to innovation, endogenous territorial potentials, clusters creation, governance, etc.*

**Instruments to enhance competitiveness**

*Thought-provoking presentation on EU funding instruments and opportunities to enhance competitiveness.*

*Discussion and feedback from practitioners representing different member states and sectors (in line with workshops of the afternoon) saying which funding instruments they use and for which purpose.*

13:00 Lunch

14.00

## Workshop Series

*Economic actors, public authorities, experts, project partners, NGOs exchange on four main thematic dimensions of competitiveness. All topics are introduced by stimulating inputs and illustrated by short statements from one or two projects. Following the guiding questions below, the participants will discuss challenges, individuate needs for action and suggest recommendations.*

### 1. Tourism: How to make the Alps a more competitive tourist destination?

#### Keywords & questions to participants

- + What can we do to make sustainable Alpine tourism more competitive? (i.e. new offers, ICT, Health) What could be possible niches and how could they be exploited?
- + How to shape the profile of the Alps as a top healthcare destination of Europe?
- + What are the needs of the consumers, economic actors and policy makers?
- + How can alpine regions/territories and the population better benefit from tourism?
- + How can transnational cooperation help regions to better work together on tourism?

### 2. Energy: The Alps as rechargeable battery of Europe?

#### Keywords & questions to participants

- + How to enhance energy efficiency and turn this into a competitive advantage for the Alps?
- + How to cope with the need of boosting renewable energy production and protection requirements?
- + How to overcome energy supply and energy production being dependant to location factor?
- + Which decision making processes for questions of exploitation, distribution of loads and benefits?

### 3. Local resources: How to turn Alpine local resources/knowledge to a competitive advantage in a global economy?

#### Keywords & questions to participants

- + Raw material (also for pharmaceutical products and healthcare), local resources, ecosystems services, local production and local knowledge
- + How to promote/take advantage of endogenous potentials?
- + Which support strategies (investment, qualification...) to the innovation needs of the territories?
- + Which Alpine clusters could be supported to better compete on the global (knowledge) economy?

### 4. An island between surrounding metropolises: How can the Alps benefit from the surrounding urban centres and the cities from the Alps?

#### Keywords & questions to participants

- + Metropolises, peripheral areas, mobility
- + How can the functionality patterns between the Alps and their surrounding cities be improved to increase competitiveness of the entire region?
- + What are the mobility needs in the Alpine area? E-mobility: take at heart to stay at home!
- + How to exploit ICT to maintain health services & care in rural areas and keep them competitive?

17.00

End of Forum Day 1

19.00

Cocktail Reception

## Wednesday – 28 September

- 9.00            **A snapshot of Workshops Results**  
*Practitioners and policy-makers discuss the needs for action identified and the recommendations developed during the workshops.*  
*Feedback round, interview of the WS facilitators*
- 10:00            Coffee Break
- 10.30            **Getting better – European programmes sowing the seeds for competitiveness in the Alpine Space**  
*Discussion by the Alpine Space and other European programmes. What could be the input for transnational, cross-border and competitiveness programmes and what could they offer as response to the identified needs/ recommendations?*  
*An interactive session*
- 12.00            Farewell
- 12.30            Lunch
- 13.30            **Excursion**  
Guided visit of Ljubljana showing the benefits of European funds for the development of the Capital.