



## EU-Project AREE / district Elbe-Elster (in the south of the German County Brandenburg)



### Content:

- 3 European peripheral regions develop together innovative activities for an anticipative, sustainable regional development: Elbe-Elster (Germany), Ljusdals kommun (Sweden), Vordingborg (Denmark).
- Overall idea:

**„regional development based on actors“**

Potsdam, 21/22 June 2007

**Website: [www.aree.de](http://www.aree.de)**

Contact:

Prof. Dr. Frank Berg  
[berg@aree.de](mailto:berg@aree.de)

ESF-program: Innovative approaches to  
the Management of Change -  
Management of restructuring.



## Background: the demographical challenge



- decrease of the population – the rates of senior inhabitants are increasing
- Young people (young, well-trained women) are leaving the region
- On the other hand: deficits of skilled employees
- rate of employment: 22% of all civilian labour force
- increasing lack of specialised personnel
- Our target:
  - keep regional potencies and develop them
  - at first: develop actor-systems, actor-networks

To develop self-propelling forces !



## Old and new answers



### What are old answers (out of time):

- to wait for external investments
- to hope for more public funds
- to intend extensive streets and infrastructure.

Well-positioned networks of actors (enterprises, communes, and society) are said to be the most important instruments for an anticipatory accomplishment of structural change !

### Our project-answer:

Peripheral regions have to rely on their own resources – at the same time to connect actively to the centers and to other regions

### The main question:

creating actor-coalitions,  
enabling for anticipative actions



## Creating a new, modern form of regional regulation in Elbe-Elster



### Out of time:

- hierarchical structures of regional development
- structures only controlled by administrations

New Steering Committee for the Regional Development:  
**„Development forum Elbe-Elster“**

### Our project-answer:

- Coordination of all regional networks and institutions (economy, civil society)
- Open, emancipated, network-based forms of regional steering



Gründung Entwicklungsforum Elbe-Elster



29.03.2007

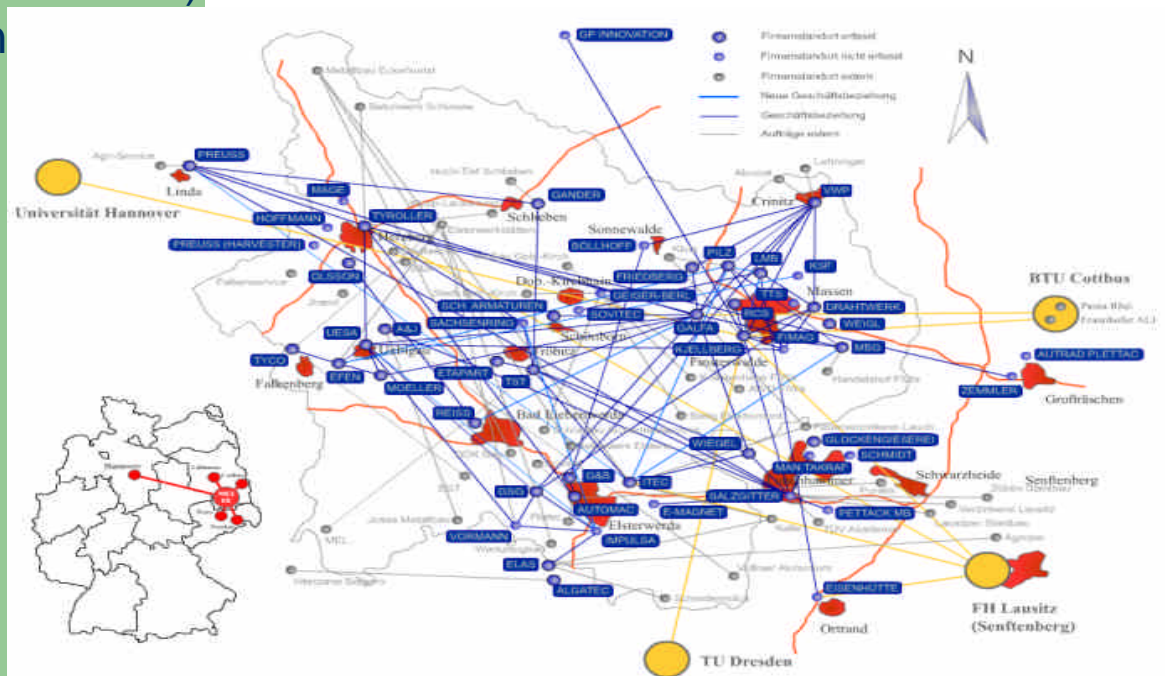


## Strengthening of economic networks and connecting with our region



### e.g. Metal Processing and Electrical Industry (MEI):

- Network of 55 companies
- Garages for innovative products (universities-students-enterprises)
- New forms of cooperative professional education
- Creating a Factory 50+ (special working places for older people)
- 4th Panel MEI as an anticipating tool
- Development of a common strategy for the MEI and Chemical Industry (managed by the networks)
- Common further education
- Declaration on CSR





## creating of cross-sector economy zones



Economic branches in structural weak regions are quite weakly –  
but we can strengthen them by

**integration of different sectors, e.g.**

## **Regional Senior Economy or Tourism-culture-regional products“**



Senior economy (“Silver economy”) =  
network of apartment services,  
handicraft-companies, tourism, architects  
social services, nursing homes,  
health economy etc.

First conference of silver economy in Elbe-Elster

12 / 2006



## Employment, social responsibility and health care in a region with demographic change



We ´ve been applying and supporting a **50+ project**:  
a compact for employment of older people - [www.gdrei-web.de](http://www.gdrei-web.de)

### **Formation of the doctor network South Brandenburg:**

construction of an integrated medical supply of patients and the included optimisation of the processes in health care ([www.ansb.de](http://www.ansb.de))

We will arrange a new private social company – supported by public-private funds:

### **“Social enterprise for integration”**

Protected working areas for employees with exceptional problems



The formation of the company will be rapidly

[www.horizont-sozialwerk.de](http://www.horizont-sozialwerk.de)



## Ecological Guidelines – systemic approach



**ENTWICKLUNGS  
GESELLSCHAFT ENERGIEPARK  
LAUSITZ**



Energy wood –  
Recycling of wastewater –  
protection of landscape –  
Production of energy –  
Local climate protection –  
Complex economic flow –  
Local economy.

### Support:

- **3 workshops** (regional context)
- **Concepts** for local actors (4 pilot areas)
- Analysis of **regional potentials for sustainable landscape-use**
- Development of „**popular**“ **guidelines**
- Development of a new, complex and **systemic approach for the sustainable development EE**
- Founding of the **Society for a sustainable Elbe-Elster-region**

Learning with our Swedish partners

**Sustainable local systems  
for using and protecting of  
natural resources**



# ICT – Network International Competence Transfer Network



We want to apply it, to develop contents, to mainstream it !

The online-system of our Swedish partners

- **Online-Competence-Tests**
  - **Online-Competence-Profiling**
  - **Online-Competence-learning**
- Based on the system of MAPAZ MZ

**The solution of the tomorrows education process**

Individual study plan is automatically generated from the result of the validation

Self studies from the working place during the machine is running through the computer, Internet and Mapaz Mz's logistics solutions and individual study plan.

Study materials as film, sound and documents are connected to the individual study plan wich is shown on the computer through the Internet

From the working place You have realtime connection with Your teachers through webcam, computer and Internet

Learning with our Swedish partners

Patent pending



## Cooperation of communities and of local administrations



The demographic change will challenge new, „slim“ and citizen-oriented administrative systems



The public finances are going down

The concentration of citizens is going down too

We propose an new Integrated administrative system of the communities and of the county and a new involment of citizens



Learning with our Denish partners

The administration of the district Elbe-Elster