The Nuremberg European Metropolitan Region as an Urban-Rural Partnership

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Agenda

1. Who we are
2. How we cooperate
3. What we do in concrete terms
Nuremberg Metropolitan Region

Data & Facts
- 21,300 km²
- 3.4 million inhabitants (2012)
- 1.8 million working population (2009)
- GDP € 106 billion (2009)
- Export ratio 47.3% (2010)
- Accessibility
  27 Mio. Menschen

A Response to Globalisation and an Alternative to Mega Cities
Urban-rural partnerships as a central prerequisite for global visibility of towns, cities, and regions.
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Rules for Cooperation

- Subsidiarity
- Openness and dynamic approach
- Consensus
- Democratic core: Metropolitan Region Council
- Cooperation on equal terms
- Urban-rural partnership
- “Regional governance”: Networking with industry, science, culture, sports and administration
Mutual Goals

“We want to be the preferred home region for talented and dedicated people from all over the world. Together we will create a home for the creative.”

- Strength through Polycentrism
  “We want to make polycentrism and cooperation our unique characteristic.”

- Exemplary Culture of Welcome
  “We will develop an exemplary culture of welcome.”

- Most Family-Friendly Metropolitan Region
  “We strive to become one of Europe’s most family-friendly Metropolitan Regions.”

- Top in Future-Oriented Fields of Competence
  “We will strengthen the competence fields of the WaBe model.”

- Efficient Infrastructures for People, Goods, Information
  “We aim at sustainable development of transport infrastructures for people and goods and an infrastructure for information exchange.”

Network Regional development is well-coordinated
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Urban-Rural Partnership

Bad Windsheim Declaration
Priority on equal living conditions and integration of urban and rural areas.

Fields of Action
- Regional economic cycles
- Domestic tourism (local “wanderlust”)
- Transport networks in the region
- Clusters in rural areas
- Cross-border cooperation
Our projects strengthen the realization of Europe 2020

The Europe 2020 strategy
– smart
– sustainable
– inclusive

The 5 targets for the EU in 2020

1. Employment
75% of the 20-64 year-olds to be employed

2. R&D
3% of the EU's GDP to be invested in R&D

3. Climate change and energy sustainability
   greenhouse gas emissions 2030 40% lower than 1990

4. Education
Reducing the rates of early school leaving

5. Fighting poverty and social exclusion
   at least 20 million fewer people in or at risk of poverty and social exclusion

Creating and keeping a Skilled Labour Force

Network Future Coaches
A network of 18 future coaches strengthens the labour market, offering tailor-made qualification measures
Target groups: young people, women, and senior citizens
Nuremberg Metropolitan Region Strengthens Competence Areas

Example: Medical Valley Metropolregion Nürnberg e. V.

Climate Protection

By 2050, CO2 emissions in the entire Metropolitan Region are to be reduced by 80 per cent.
Increasing business success

Regional Campaign “Original Regional”
- 23 regional initiatives
- 1,700 direct marketers & producers
- Nuremberg Christmas Market
  - 2 million visitors
- CONSUMENTA, 150,000 visitors

Promotion of Intraregional Tourism

“EntdeckerPass”
- Strengthening leisure and local recreation tourism
- 140 leisure facilities and culture attractions in the entire region
Conclusion

• Projects generate **win-win situations** for urban and rural areas

• Successful projects in urban rural partnership for the **economic promotion** of the region;

• **Cohesion and regional competitiveness** are promoted

• **Holistic approach** (*spatially integrated regional development / functional region*) for regional policy
  - overarching all types of regions
  - interagency

• Common voice at European, Federal and State level to **promote sustainable polycentric regions as** sustainable alternative to mega cities

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