

The Lake Constance Region: On the way to the future

Simone Strauf & Roland Scherer





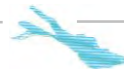
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International Lake Constance Region



DenkRaumBodensee



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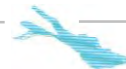
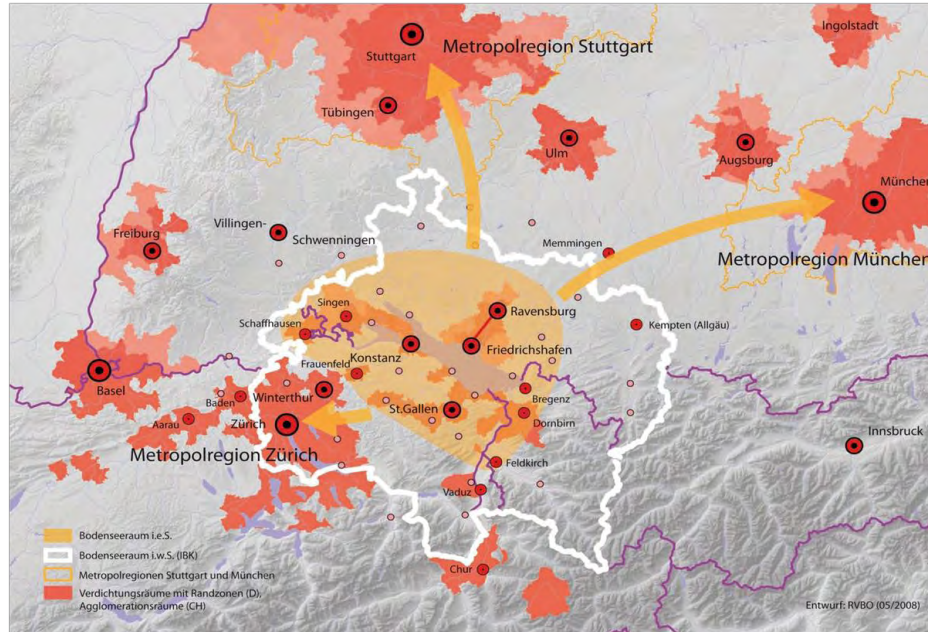
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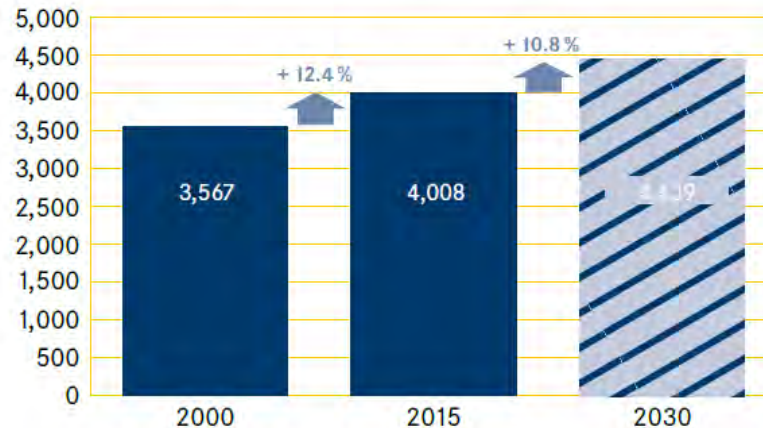
The Lake Constance Region: A cross-border region between 3 metropolitan areas





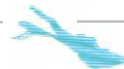
The Lake Constance Region: A cross-border region with a strong population growth

Development of the population structure in the Lake Constance region¹
(thousands)



¹ Population forecasts by the statistics agencies show the development of the population in keeping with past demographic trends.

Source: www.statistik-bodensee.org



The Lake Constance Region:

A cross-border region with a strong economic growth



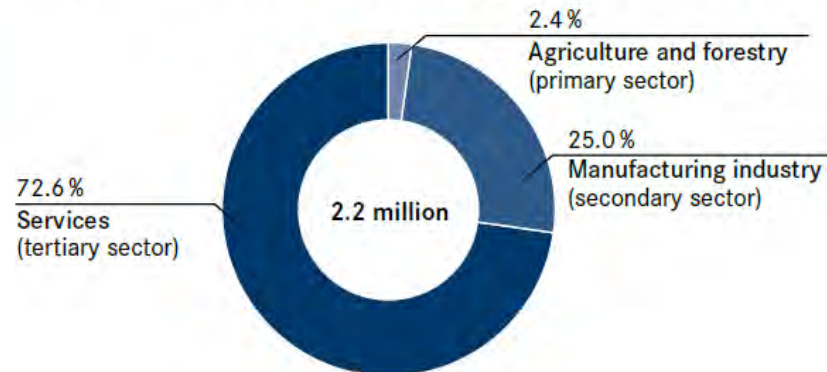
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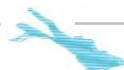
Employees with their place of work in the Lake Constance region³

Year	No. of employees (thousands)	Average annual change
2000	1,930	-
2010	2,094	+0.8 %
2014	2,223	+1.5 %

Employees in the Lake Constance region by economic sector (2014)



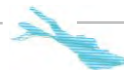
Source: www.statistik-bodensee.org





The Lake Constance Region: A cross-border region with a high potential of innovative firms

- A long tradition of innovative entrepreneurs and companies:
 - e.g. Zeppelin, Dornier, Maybach
- A large number of world market leaders:
 - e.g. Hilti, Doppelmayr, Leica, ZF, Airbus, EADS
- Leading rankings in innovation performance measurements





The Lake Constance Region: A cross-border region with connected labour markets

Cross-border commuter flows in the Lake Constance region (2015)

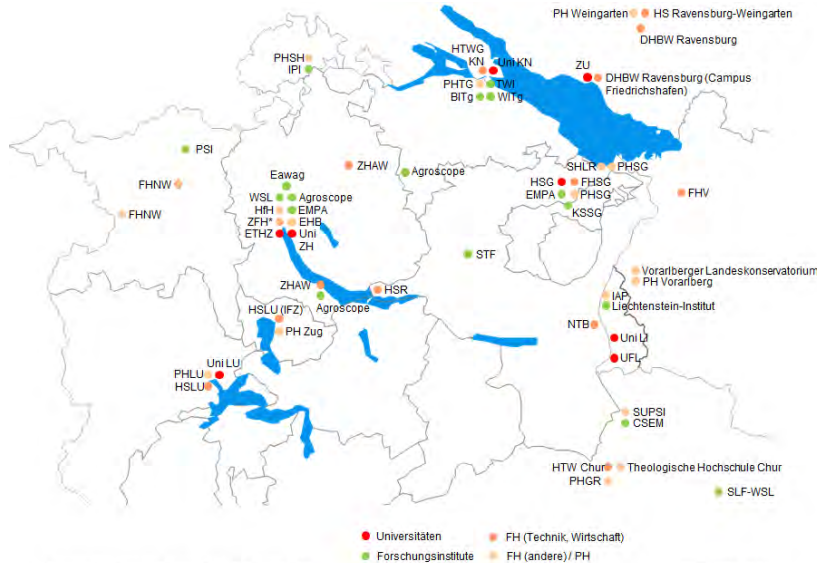


Source: statistik-bodensee.org



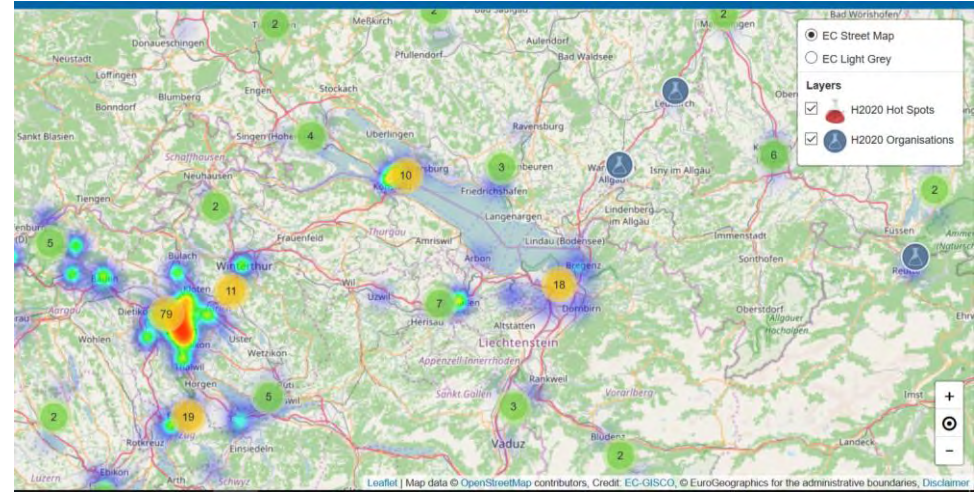


The Lake Constance Region: A cross-border region with a high number of research institutions

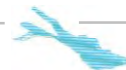


* Zusammenschluss von ZHAW, ZHdK, PHZH und HWZ

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Source: Scherer 2011, www.cordiseuropa.eu

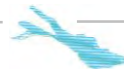




The Lake Constance Region: A cross-border tourism destination as well

- Continuous rise of overnight stays:
2016: more than 20 million guests
- Strong domestic market: 76% from
D-A-CH
- Many daytime visitors and
inhabitants

**Development of overnight stays in the hotel industry
in the Lake Constance region**
Index (2006=100)



40 years of cross-border policy in the Lake Constance Region

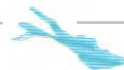
What were the main objectives and what has changed?



The Lake Constance Region: A long tradition of cross-border cooperation

- **“phase of formation”** (19th Century): consequences of industrialization with a strong focus on the utilization of the common good ‘lake Constance’;
- **“post-war phase”**: initiate exchange over national borders and improve international communication;
- **“phase of environment”** (1960ies): severe conflicts between economic growth and protection of the environment (especially of the potable water of the lake) had to be solved;
- **“phase of regionalization”** (1980ies and 1990ies): efforts of local and regional actors to counterbalance the strengthening of the national level, formulation of common guide lines for the development of the cross-border region (first mission statement 1994);
- **“phase of Europeanization”**: intensification of co-operative activities, foundation of new cross-border institutions in parallel to European initiatives on cross-border integration;
- **“INTERREG-phase”**: broad initiatives from all different sectors of society and economy focusing on the financial support of the European Union.

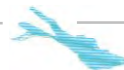
Quelle: Scherer 2011





Guiding Principles of the International Lake Constance Region 1994

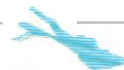
- In the Lake Constance region, **the industrial and commercial economy, tourism and services** must be further developed and promoted.
- Taking into account the specific advantages of the Lake Constance region, the population should have **access to a sufficient number of qualified jobs** in particular.
- In the Lake Constance region, an **open labour market** is to be created according to the principles of reciprocity and equivalence.
- Through close cooperation between business organisations, companies and administrations, **cross-border economic relations** are to be further expanded and improved.
- In the Lake Constance region, **tourism and recreation** are to be secured and further developed in an environmentally and socially compatible manner through qualitative improvements in services and other structural measures.





Guiding Principles of the International Lake Constance Region 2008

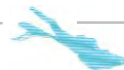
- Promotion and marketing of the Lake Constance region as a **business location**
- Fostering the **free movement of persons, goods and services** around Lake Constance,
- Strengthening cross-border, coordinated **tourism** that takes into account both environmental and economic concerns.





The main objectives of the INTERREG-Programmes 1990-2020

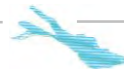
- Development of a **common economic area** and **guaranteeing employment opportunities** in all sub-regions;
- Development and upgrading of an **efficient infrastructure** in the entire region
- Increase the **quality of life** and development opportunities of the people in the region;
- Fostering the **attractiveness of the location**
- Fostering human **capital and mobility**
- Fostering sustainable and quality **employment** and supporting labour mobility
- Fostering **innovation and knowledge transfer**
- Fostering **networks and cooperations**
- Empowering **research, technological development and innovation**





A thesis on the viability of regional policy

Regional development policy - not only, but also in the Lake Constance region - is generally not very innovative and in the course of time the same, less meaningful objectives are usually continued. A fundamental strategic discussion about the long-term orientation of the region is not taking place or only to a limited degree.

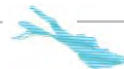


The regional foresight-study „Bodensee 2030“



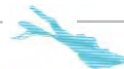
Foresight-Studien as a methodological approach

- People have always had an interest in predicting the future.
- Predictions are always subject to uncertainties.
- Even more precise models cannot overcome the uncertainties.
- Foresight is used in different areas, but especially in relation to national competitiveness, technology foresight and regional foresight.
- The regional perspective can be understood as an analysis of the long-term challenges and development conditions of a region.
- This means that general future trends are examined for their relevance in smaller spatial scales, especially in terms of their specific regional reference.



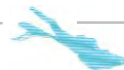


Regional foresight approach





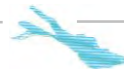
Considered trends





Main study results

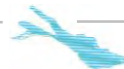
- Overview of relevant trends for the future and their possible significance for the Lake Constance region.
 - Identification of medium and long-term challenges for the region from the region's perspective.
 - Identification and weighting of fields of action for cross-border cooperation from the perspective of regional decision-makers.
- The findings have been incorporated into the new formulation of the “Mission statement of the international Lake Constance region 2030” of the Lake Constance Conference.





Critical reflection

- Many of these actors deal intellectually with the future of the region and reflect on supra-regional trends and regional challenges.
 - The regional stakeholders have a high level of experience, of strengths and weaknesses of the region.
 - There is a high degree of agreement between the various actors on the challenges and the need for action.
 - All in all, however, all actors are more or less trapped in the here and now and it is difficult to really take up the long-term perspective.
- The discussion on the future of the region needs to be consolidated.

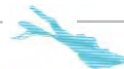


**A new approach:
DenkRaumBodensee – The scientific ThinkTank for the cross-border Lake
Constance region**



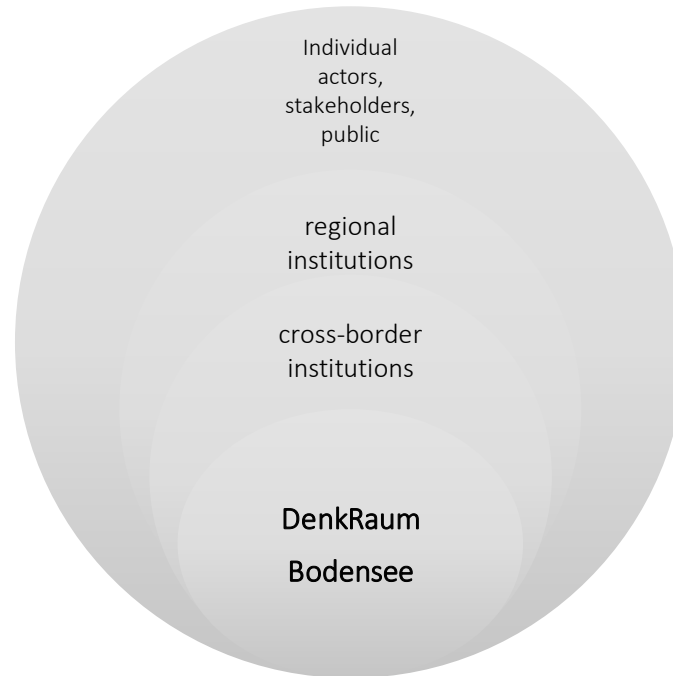
DenkRaumBodensee – our mission

- DenkRaumBodensee is an independent scientific think tank that provides impulses for the sustainable economic, spatial, social and political development of the Lake Constance region from an overall and interdisciplinary perspective.
- DenkRaumBodensee promotes public discourses on relevant topics for the future development of the Lake Constance region and points out concrete need for action.
- DenkRaumBodensee connects science, business, politics and society across borders and thus makes a contribution to the Lake Constance knowledge area.



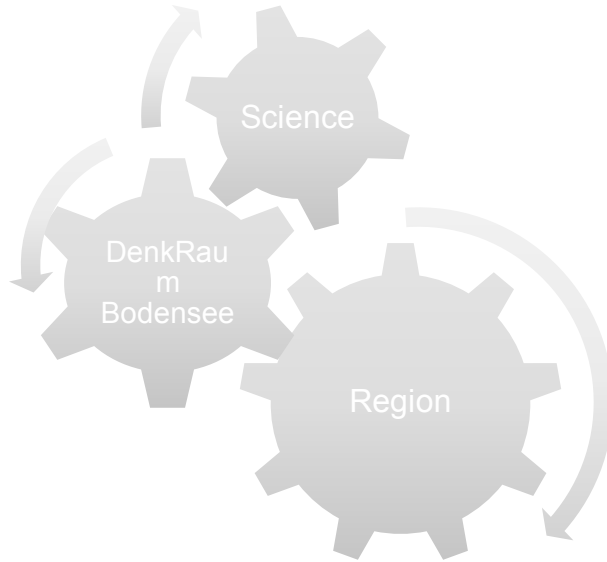


Stakeholder-Map



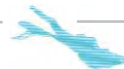


DenkRaumBodensee as a link between science and practice



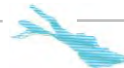
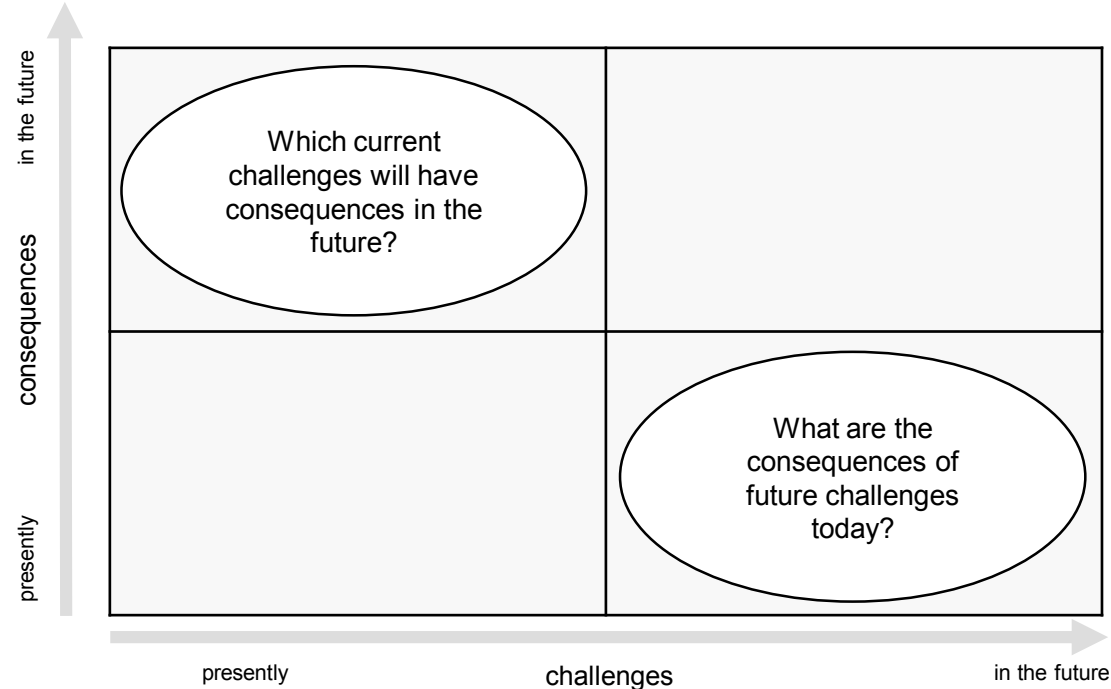
DenkRaumBodensee transfers central findings from science into regional practice.

DenkRaumBodensee identifies concrete research needs for science based on the needs of the region.





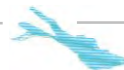
Main questions





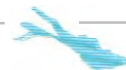
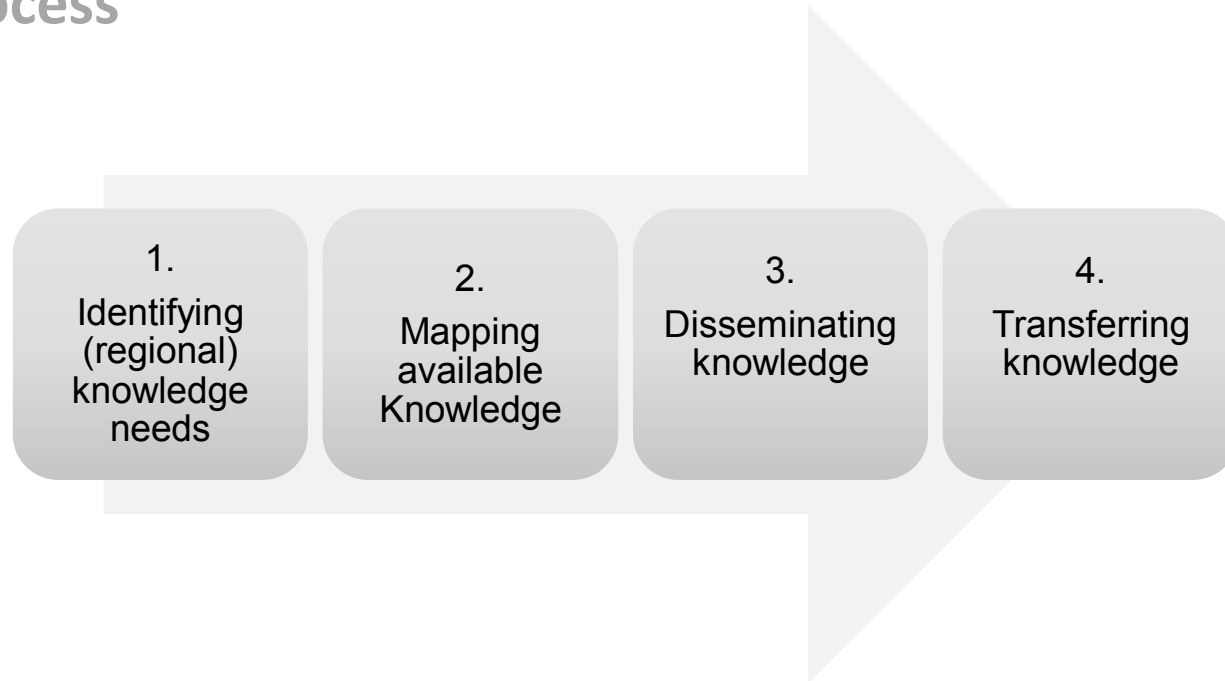
Success factors

- Credibility and acceptance of the actors
 - High transparency in the working method
 - Commitment of important regional stakeholders
 - Legitimation of the regional commitment
 - Quality of activities
 - Separation of tasks and cooperation with other regional institutions
- Are the impulses of DenkRaumBodensee taken up and further processed by regional actors?





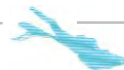
Core process





Activities and approaches

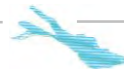
1. Knowledge needs: Stakeholdersurvey, research dialogue, citizen dialogue, e-participation, etc.
2. Mapping available knowledge: collect explicit and tacit knowledge, knowledge maps, open access, identify knowledge gaps
3. Knowledge dissemination: classic (conferences, newsletter, website, etc.) and new communication channels, cooperation with mice-lab
4. Knowledge transfer: like communities of practice, expert groups of scientists and practitioners, focus on concrete problems





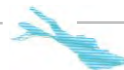
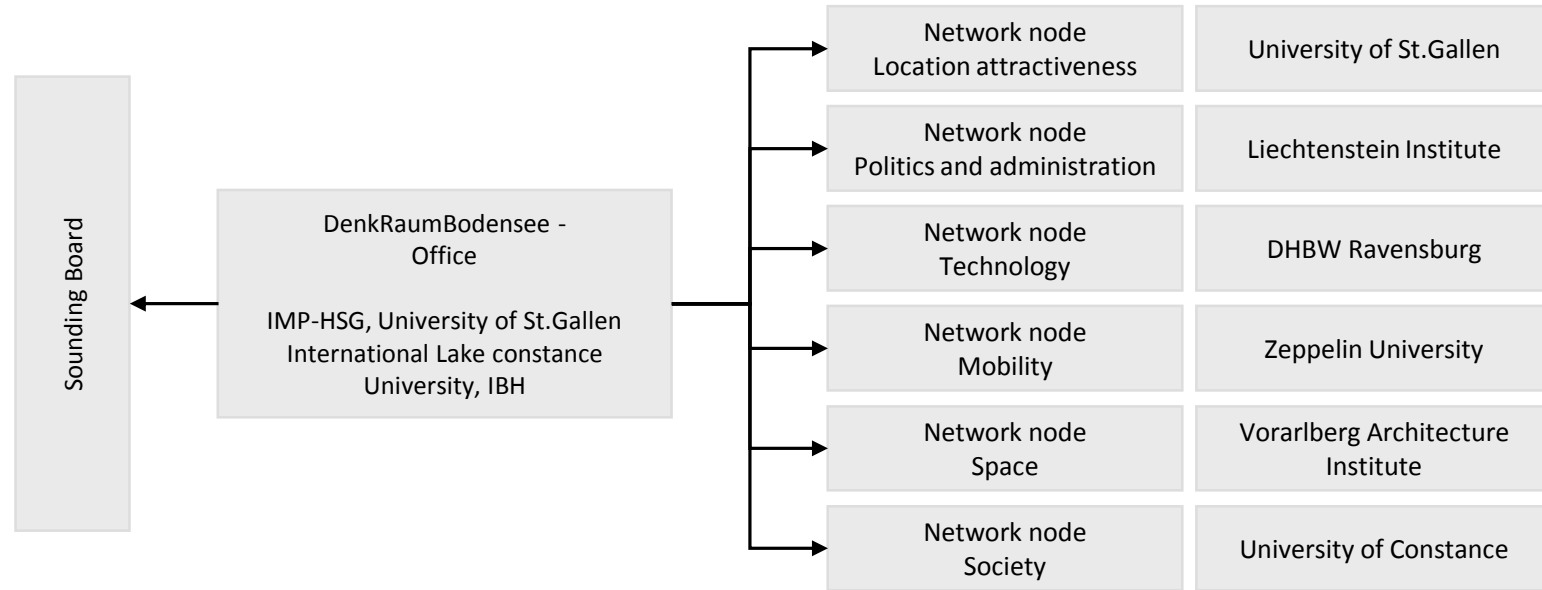
Current topics

- Lake Constance Tourism Region: Have the growth limits been reached? In which direction do you want to develop in the future?
 - Lake Constance Knowledge Region: Between Local-Buzz, Global Pipelines and cross-border contact zones
 - Perception of space: Where does the region develop in the area of conflict between housing, economy, tourism and nature conservation?
 - Cultural heritage: between conservation, marketing and regional identity
 - The connectivity of the region: How is Lake Constance connected to the global networks?
- 5 – 7 topics each year





Organizational structure





Gefördert durch

In Zusammenarbeit mit



Europäische Union
Europäischer Fonds für
regionale Entwicklung

zeppelin university

zwischen Wirtschaft,
Kultur und Politik



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



DHBW

Duale Hochschule
Baden-Württemberg
Ravensburg



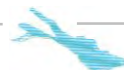
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Thank you for your attention.

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