

INTERREG updated #2|07

A newsletter of selected projects within the Federal Initiative of Transnational Cooperation.

Editorial

With this issue of INTERREG updated we present six projects that are running within the “Federal programme of transnational cooperation”.

ADHOC – Adapted Development of Historical Old Towns in Central and Eastern Europe, is dealing with solutions to overcome existing conflicts and to enable common strategic actions for a sustainable development. Within the project the partners will develop and exchange innovative solutions and implement exemplary measures in public-private cooperations.

The Baltic Rural Broadband Project is focussing on measures concerning broadband infrastructure and the use of new technologies in rural regions. The aim is to enhance the economical and living conditions in the regions involved, thus creating the environment for stable development and the possibilities for future planning. The project is especially focussing on testing technologies and implementing pilot projects in order to pass the experiences and knowledge on.

The ELLA project, already successfully finalised, was designed to bring together actors from different fields of spatial planning and water management in Germany, the Czech Republic, Poland, Hungary and Austria. Finding ways to decrease the risk of flood hazards along the river Elbe and to have strong instruments at hand for risk prevention on different levels were the main aims of this project. The political impact was great, as the project brought

together the main decision makers in this field of action.

EDC III Via Regia, a project designed to further develop the European Development Corridor III and especially the role of cities and city networks in this corridor has started in late 2005 and is now coming up with first results. Read about the aims and the set up of the project at page 8.

The EuRoB – European Route of Brick Gothic project has its final conference in September 2007. The project is running since 2002 as a former project of “Wege zur Backsteingotik” implemented by the German Foundation of Heritage protection in Mecklenburg Vorpommern. The aim of the project is to institutionalise the EuRoB and to go on with work after 2007. In the meantime, three new partner cities are joining the network. Read about one of the small scale investments and the tourist aspect on page 9.

RENET – the Competence Network in the Baltic Sea Region, is a project designed to enhance the performance of retail trade. The network is becoming very vital, providing a lot information and the possibility to exchange experience and information on different aspects of retail, in cities as well as in rural regions. The Baltic States are a main focus of the RENET work, as are the possibilities of ferry travel for the retail in harbour cities.

Enjoy reading and feel free to contact us or the projects directly!

DATES

08.06.2006

• **Frankfurt/Oder (DE)**
Workshop “Infrastructure and Regional Development in Border Regions” (Rail Baltica)

20.-22.09.2007

• **Split (HR)**
3rd Project Conference (Plan Coast)

25./26.09.2007

• **Greifswald (DE)**
Cities and Regions Distinguish Themselves “The European Route of Brick Gothic: Perspectives for a Common Cultural Heritage” (EuRoB)

08.-09.11.2007

• **Osterholz-Scharmbeck and Bremen (DE)**
Final Conference (RENET)

CONTENT

ADHOC	2
Baltic Rural Broadband Project	4
ELLA	6
EDC III Via Regia	8
EuRoB	9
RENET	10

IMPRINT

Editor
German Association
for Housing, Urban
and Spatial Development
Kerstin Greiling & Jana Brauckmüller
Georgenstraße 21
10117 Berlin, Germany
Fon +49 (0)30/206 41 690
Fax +49 (0)30/206 41 691
interreg@deutscher-verband.org



Part-financed
by the
European
Union



The national co-funding
is supported by
the Federal Ministry
of Transport, Building
and Urban Affairs.

ADHOC

Adapted Development of Historical Old Towns in Central and Eastern Europe



Project duration
04/2006 – 02/2008

Further information
www.adhoc.jeleniagora.eu

Historical town centres are not only important witnesses of European history, culture, identity and thus physical expression of the European model of society. They are in particular attractive locations for businesses, tourism, research, education and public institutions. Historical town centres combine central functions for a competitive, innovative and liveable development all over Europe and act as centres of economic and social integration. But especially historical small and medium-sized towns are facing enormous challenges deriving from structural, technological, social and demographic change.

In order to keep their role as motors for competitiveness and integration, new solutions have to be found. For this reason the ADHOC project has been created. The main goal of the project is to enable common strategic actions for an adapted development of historical old towns. This means e.g. improving the living and working conditions, increasing investments, reducing the exclusion of people with limited mobility as well as increasing the awareness in science and politics for common problems of cities with a large scale of historical substance.

In order to succeed in this challenging task the project partners from six European countries develop and exchange in close collaboration with public and private organisations innovative solutions and implement exemplary measures in public-private cooperation.

Steered by the overall project management the partners produce their outputs in 4 thematic work packages (WP):

- WP 1 concerns the project implementation on local level. It is at first to generate and then to implement strategies for typical problem constellations in historical old towns. This approach ensures a practical application.
- In addition WP 2 implies the project implementation on transnational level. This allows a continuing exchange of experiences, new ideas and methods of resolution between all involved partners.
- Within WP 3 an internet platform with information on the progress and the results of the project is established.
- In WP 4 the scientific monitoring analyses Europe-wide good practice examples and documents the project results in a manual.





After the kick-off meeting in July 2006 in Trnava and the first partner workshop in November 2006 in St. Pölten ADHOC was hosting its third transnational conference in April 2007 in Bamberg. The topic “Urban development for the future: Strengthening European identity, cultural diversity and economic development” offers political, economic and administrative decision makers interesting insights into current issues and problems of sustainable urban development in the light of the German EU Presidency as well as the reorientation of the European Cohesion Policy. By this combination of political and practical issues a European platform for sustainable development of historical old town centres shall be initiated.



PARTNERS

AUSTRIA

- City of St. Pölten

CROATIA

- City of Varaždin

GERMANY

- City of Bamberg
- City of Bautzen
- City of Ravensburg
- City of Zittau
- German Association for Housing, Urban and Spatial Development
- Saxon State Ministry of the Interior

POLAND

- City of Jelenia Góra
- City of Plock
- Polish-German Research Association ADHOC EEIG

SLOVAKIA

- City of Trnava

SLOVENIA

- City of Ptuj

Lead Partner

City of Jelenia Góra

Mr Bartłomiej Slowik

Fon +48 7575 461 18

office@adhoc.jeleniagora.eu

Project Management

Wüstenrot Haus- und Städtebau GmbH

Ms Tanja Lukasik

Fon +49 7141 149-313

tanja.lukasik@wuestenrot.de

www.adhoc.jeleniagora.eu

Baltic Rural Broadband Project

Broadband technologies and its services as instruments for regional development

Baltic rural Broadband project

Project duration:
06/2005–12/2007

Further information:
www.balticbroadband.net

The Baltic Rural Broadband Project

is based on two types of activities: general project activities and pilot activities. All general project activities follow a commonly developed approach and produce outputs related to the BSR region as a whole.

The planned Baltic Rural Broadband Study as well as the Baltic Rural Broadband WEB Forum are examples for these activities which have equivalent inputs from all partner regions. Awareness raising on Broadband Technologies as the new infrastructure for the information age, the set up of local broadband development strategies, all activities aiming on boosting the use of internet, tackling e-literacy and developing local e-communities are part of the general project activities.

Nevertheless, pilot project activities are an important part of the project, combining local actions with trans-national co-operation. Their results will be introduced to the content of the other work packages. Cooperating on six pilot projects in the fields of wireless broadband technology and the further development of broadband based services and applications the partners create a trans-national laboratory all over the BSR.



PP1: Regional capacity building by joint implementation of local wireless solutions (Technical Solutions)

Technological innovations like voice over IP telephony and new technologies helping to link wireless and conservative technologies are creating new options for a sustainable use of local and regional data networks, especially in rural areas, but they still are considered a technological niche. Therefore single actions in the partner regions focus on testing and

- gathering practical experiences with WIFI technologies
- further qualifying in practical implementation
- estimating realistically the potential and limits of the medium
- recognising wireless solution as an alternative in comparison to expensive cable solutions and to integrate these in the future plans for the improvement of broadband access.

PP2: Strengthening inter-communal cooperation and reduction of cost by application sharing (ICAS)

Local administrations are increasingly forced to reduce their resources and costs. At the same time they are confronted with the necessity to develop a stronger orientation towards services and to guaranty citizens, particularly in rural areas, a contemporary comfort regarding the use of their offers. Of particular importance is the use of information and communication technologies. The downside of the problem is the fact that especially the smaller local authorities in rural areas do not have the financial possibilities and the critical mass to finance expensive experts' systems. Therefore this pilot project is expected to show the experiences of single partners contributing to the planning and implementation of application sharing.

PP3:
Service oriented portal solutions supporting eGovernment (SOPS)

Concerning the improvement of the service quality of public authorities, the increase of transparency of political decision processes and the integration of citizens and economy in public co-operation processes the use of WEB-supported portals is of increasing importance. Particularly in rural areas of low service concentration service portals have a considerable potential for the improvement of public service offers for citizens and the local economy. Above all in sparsely populated areas WEB-supported service portals are the only possibility to maintain not only existing offers but also to create additional offers. One main focus of this pilot project is the installation of regional economic portals including services for enterprises in the corresponding regions.

PP4:
Options of Broadband Access in Schools (OBAS)

The project is to investigate exemplarily the possibilities of the use of broadband connection at schools and to support the application of technology in the educational system by means of practical and transferable concepts. The use of e-learning at schools can increase the sensitivity for this topic and strengthen media competences. However, the project does not deal with questions of pedagogy or consent as there are relevant funding programmes of the EU. Subjects are rather aspects of planning, organisation and economy of e-learning.

PP5:
Broadband Based Business (3B)

The availability and use of fast broadband connection makes the implementation of a variety of new business ideas possible, especially in developed rural areas. Potential business fields are remote observation and alarm, the development of internet-supported mobile visitor guiding system (via PDA-technology), the development of multimedia services or specific offers for further education, and the implementation of wireless broadband connection offers a considerable potential for new jobs or the set-up of new enterprises as in this field only few qualified workers are available in relation to the requirement.

PP6:
Broadband in the Health System (eHealth solutions)

The quality of life in rural areas depends to a high degree on the quality of the regional health care. For the improvement of medical services and the safeguarding of adequate offers and structures the internet and electronic services are of particular importance. Therefore the EU and the member states give the field of e-health top priority. In this project the possibilities of the use of regional e-health concepts are analysed and the development and test installation of e-health services are carried out exemplarily: radiographs of local hospitals are to be prepared for the electronic exchange between hospitals and family doctors as well as between regional hospitals and supra-regional hospitals.



COOPERATION REGION AND PARTNERS

DENMARK

- Grenaa Tekniske Skole
- Nørre Djurs Computer-Bovl-miljø

GERMANY

- FH Stralsund
- Landkreis Osterholz
- NETZ-Zentrum
- ProArbeit kAöR
- Stadt Osterholz-Scharmbeck

ESTONIA

- Võru Linnavalitsus
- Võru Maavalitsus
- Võrumaa Kutsehariduskeskus
- Võrumaa Omavalitsuste Liit

FINLAND

- Region Aboland

LATVIA

- University of Latvia – Institute of Mathematics and Computer Science

LITHUANIA

- INPP Regional Development Agency
- Visaginas Municipality

NORWAY

- Dalaneradet
- University of Stavanger
- Ryfylke IKS

POLAND

- Powiat Kwidzynski

SWEDEN

- Handelskammaren Värmland
- Länsstyrelsen Värmland
- Torsby Kommun

Lead partner

ProArbeit kAöR

Tim Brauckmüller

Fon +49 4795 957 1140

info@balticbroadband.net

ELLA

Preventive flood management measures by transnational spatial planning

Successful finalisation

The formal closure of the running period of the ELLA project took place in a public event on the 4th-6th of December 2006. The Saxon State Minister of the Interior Dr. Buttolo invited project partners and guests from involved nations to the Saxon Parliament in Dresden where they were welcomed by Andrea Dombois, the Vice President of the Saxon Parliament.

In total 220 participants came together to gain an overview about the results out of three years intensive project work in ELLA. Main core of the conference was the presentation and discussion of the outcomes of ELLA.

Joint declaration signed

On 6th of December a joint declaration was signed by the political representatives of the project partners as state ministers, presidents of the concerned Czech regions and Czech Council members.

At a press conference Jirí Vackár (Czech Vice Minister for Regional Development), Dr. Albrecht Buttolo (Saxon State Minister of the Interior), Ulrich Kasparick (Parliamentary State Secretary at the German Federal Ministry of Transport, Building and Urban Affairs) as well as Dr. Hans-Joachim Gottschalk (State Secretary of the Ministry of State Development and Transport, Saxony-Anhalt) stated their ideas concerning future co-operation in the Elbe river basin.

All together bear out the compiled ELLA results and strongly support further (transnational) co-operation of spatial planning and water management authorities.

Proposals for Action

A central achievement of the transnational partnership is the brochure „Results and proposed actions“, which was finished by the end of 2006. These agreed proposals crucially contribute to a co-ordination of trans-boundary spatial planning activities. Thereby local activities are necessary in the same manner as regional and supra-regional are. The proposals for action comprise political and legal issues, water management and implementation of preventive flood management measures in regional planning documents und national and transnational level. Demands for action are allocated for every field of activity. They refer to responsibilities in spatial planning, water management and other concerned disciplines. The proposals include maps (Elbe atlas), which spatially indicate where the proposed measures are to be taken.



Elbe Atlas – flood hazard maps

For the whole Elbe River and a large number of tributaries flood hazard maps are produced. The maps are summarised in an atlas distributed on paper (for the Elbe River) and digitally on CD-ROM for all stretches.

All project partners delivered their existing data about flood plains, different flood events etc.; although much data was available, new calculations have been made in ELLA for some stretches.

The atlas shows the HQ100 areas for all regions and HQextreme areas for most German parts. Additionally “hot spots” are marked, defined as locations having especially high risk of damage or emission of pollutants during a flood event. In the future further harmonisation and completion of data would be reasonable, especially regarding the upcoming Flood Directive of the EU.

Pilot projects

Another main component of the ELLA project are the results of the regional pilot projects which were concerned with the implementation of preventive flood management issues and risk information into regional planning documents, aiming at the reduction of damage potential. In addition a comparative study analysed the implementation in the concerned regions and provides an overview of the pilot actions taken. The application of the pilot actions in other regions of the Elbe river basin is one of the next steps aspired.



From the left:

Laszlo Varga (HU), Dr. Edgar Trawniceck (DE), Percy Rooks (DE), Jiri Kalista (CZ), Klaus Ermer (DE), Jiri Vam-bera (CZ), Dr. Hans-Joachim Gottschalk (DE), Pavel Pavel (CZ), Ulrich Kasparick (DE), Dr. Joachim Franke (DE), Dr. Rudolf Cejnar (CZ), Dr. Eiko Lübbe (DE), Jiri Vackar (CZ), Dr. Albrecht Buttolo (DE), Dr. Klaus Jeschke (DE)

Overview of ELLA-studies

The ELLA project has produced several studies on water management and flood risks, dealing with the proposals for action, the legal framework as well as spatial planning, water management and others. Ten thematic flyers were produced to provide an overview of the ELLA results. The results as well as an overview on the studies are available under www.ELLA-INTERREG.org. They can also be obtained from the Saxon State Ministry of the Interior.

The Future of ELLA – Intensify the network and build up long term cooperation

The ELLA network was also fruitful for spatial planning activities outside the project. The network was e.g. able to support the Free State of Saxony to establish a Saxon-Bohemian working group for spatial development in the cross-boarder regions.

The partnership within the project has grown significantly. During regular working group meetings there was broad exchange of information and share of knowledge. In doing so, an excellent network has been generated, providing the base for future activities on political and practical level.

The goal is to establish long term cooperation. It is not decided yet whether this can be based on an informal structure for know-how transfer or in a formal structure with political impact (like an agreement based regular working group with certain competencies).

However, the funding possibilities and the follow up programme are not fixed yet. The project management has started to structure the ideas and perspectives for a follow up project. These could for example include the continuation (regular update) of the transnational action program (joint strategy), an internet platform for hazard information, risk assessment and co-ordination of spatial planning and hazard information or transnational cooperation in the recovery of retention areas. The Federal Office for Building and Regional Planning has sponsored the start for this development.

PARTNERS

GERMANY

- Saxon State Ministry of the Interior
- Joint Spatial Planning Department Berlin-Brandenburg
- Federal Ministry of Transport, Building and Urban Development
- Federal Ministry of Food, Agriculture and Consumer Protection
- German Association for Housing, Urban and Spatial Development
- Ministry of State Development and Transport, Saxony-Anhalt
- District Stendal
- Saxon State Ministry for Environment & Agriculture
- Saxon State Agency for Environment & Geology
- Federal Institute for Hydrology (BfG)

AUSTRIA:

- Federal Ministry of Agriculture, Forestry, Environment and Water Management

CZECH REPUBLIC

- Ministry for Regional Development
- Ministry for Environment
- Ústí Region
- South Bohemian Region
- Pilsen Region
- Hradec Králové Region
- Central Bohemian Region
- Liberec Region
- Pardubice Region
- Elbe River Basin Authority

POLAND

- Wrocław Regional Development Agency

HUNGARY

- Middle- Tisza Water Agency

Lead Partner

Saxon State Ministry of the Interior

Dr. Edgar Trawnicek
Fon +49 (0) 351 564 34 56
fachplanung-eu@smi.sachsen.de
www.ella-interreg.org

External scientific and organisational co-ordination

INFRASTRUKTUR & UMWELT

Dr. Peter Heiland
Fon +49(0)6151/8130-0
Peter.Heiland@iu-info.de
www.iu-info.de

ED-C III Via Regia

European Development Corridor III "Via Regia"



Project duration:
10/2005 – 03/2008

Project budget:
1.396.400 €,
thereof ERDF
901.000 €
and Tacis
169.560 €

Further information
www.edc.viaregia.eu

For centuries, the Via Regia was one of the most important trading routes between East and West. Once interrupted by the separation of Europe, it now again in its Eastern part connects as Paneuropean Transport Corridor III cities and metropolitan areas such as Berlin, Dresden, Wrocław, Lviv and Kiev. This area, which is inhabited by around 30 million people, is of major importance for the future economical development and further integration of the European Union and its neighbours.

To optimise benefits from potentials arising from these conditions, the Project Partners of ED-C III Via Regia intend to develop a strategy for the spatial development along the Paneuropean Transport Corridor III.

The main objectives are:

- Strengthening of node cities and metropolitan areas through improvement of accessibility,
- Strengthening of connections to other corridors and neighbouring regions
- Strengthening of border regions as connecting interfaces

16 cities and regions from Germany, Poland, Czech Republic, Slovakia and Ukraine joined for the project ED-C III Via Regia. The Free State of Saxony, Ministry of the Interior took over the role of the Lead Partner. Since the project will be financed from the Tacis programme as well, it will be possible to work on the same level in the Ukrainian part of the project area. It is foreseen to coordinate the activities closely with the project EU-CORe III. This project aims at the harmonisation of the development of economy and transport infrastructure along the Paneuropean Transport Corridor III.

Activities within the project take place on several levels in order to provide a broad basis for the strategy of spatial development. On the one hand, regional analyses are carried out, which will lead to the development of scenarios. The results of the scenarios shall form the backbone of the strategy. On the other hand, the project partners investigate further questions of overall relevance in thematical networks, which will contribute to the strategy as well.



Fields of action and thematical networks

- **Node cities and metropolitan areas:** The cities along the Via Regia are of crucial relevance for the economical power of regions. In the focus are urban infrastructures, which have significant influence on the integration of the cities into the corridor due to their interaction with spatial development.
- **Preparation of investment measures:** The condition of infrastructural networks, especially in border regions, does not meet neither today's nor tomorrow's demands. Thus project partners prepare investive measures on regional level. Focal points are information infrastructure, North-South-relations, regional rail networks and tourist routes.
- **Strengthening of awareness of the Corridor:** Strengthen the awareness of inhabitants and decision-makers along the Via Regia will allow to organise joint actions to promote the perception of the corridor on national and European level.

Since July 2006 the partners concentrated on evaluation of conditions for regional development along the Via Regia and in neighbouring regions. After that the process of strategy development starts, defining future visions for the Via Regia as European development axis.

PARTNERS

GERMANY

- Free State of Saxony, Ministry of the Interior
- Joint Spatial Planning Department of Berlin and Brandenburg
- Ministry of Construction, Building and Traffic of Thuringia
- City of Cottbus
- Senate Department for Urban Development Berlin
- City of Dresden

- Municipality of Wrocław
- Municipality of Opole
- City of Rzeszów
- Kłodzko County Office

CZECH REPUBLIC

- Ústí Region
- Pardubice Region

SLOVAKIA

- Agency for the Support of Regional Development Kosice

POLAND

- Office of the Marshal of the Dolnoslaskie Voivodship
- Podkarpackie Voivodship

UKRAINE

- Lviv Polytechnical National University

Lead Partner:

Sächsisches Staatsministerium des Innern
Referat Europäische Raumordnung, Fachplanung
MR Dr. Edgar Trawnicek, Jörg Kellermann
Fon +49 351 564 3453
fachplanung-eu@smi.sachsen.de

External project management:

INFRASTRUKTUR & UMWELT
Professor Böhm und Partner, Dr. Jürgen Neumüller
Fon +49 331 505 81-0
juergen.neumueller@iu-info.de

European Route of Brick Gothic



European Route of Brick Gothic

Project duration
12/2004 – 12/2007

Further information
www.eurob.org

**Lead Partner/
Project management**
Deutscher Verband
für Wohnungswesen,
Städtebau und
Raumordnung e.V.
Christoph Pienkoss
Fon +49 (0) 30 20 61 32 50
info@eurob.org

Preservation and promotion of brick Gothic heritage.

On Thursday November 14, 2006 the Fangenturm (Prisoner's Tower) at the Museum Harbour in Greifswald has been floodlighted discreetly for the very first time. The wish for an evening lighting of the town's landmark from the 14th century came up several years ago, already. Thanks to subsidies from the project "European Route of Brick Gothic" this could be realised since the tower of 13.5 meters height consists of monastery brick stones. For the illumination five ground spotlights were installed right at the bottom of the tower. Furthermore, there are five spots to accent slits and twelve more put into the ring of merlons. The illumination costs about 21.000 Euro, whereof 75 per cent were co-financed by the EU. Since all illuminants are energy-saving the annual electricity costs mount up to only 165 Euro.



Greifswald, located at the coast of the Baltic Sea, is first and foremost a university town. The university, established in 1456, today has well over 9,000 students. The town originally grew around the Eldena monastery which became famous in its own right when the town's most celebrated son, the romantic mysticist Caspar David Friedrich, painted its ruins in the 19th century. Until the 15th century, the development of Greifswald was inextricably linked with the town's affiliation to the Hanseatic League. To this very day, the three brick churches which are dominating the old town's skyline and the Gothic gabled roofs at the eastern end of the market square bear witness to Greifswald's medieval glory.

Travel EuRoB

Since EuRoB is a project dealing not only with the preservation but as well with the promotion of the brick Gothic heritage in the Baltic Sea region, considerable efforts are made to raise the interest of the public and most of all potential visitors to this region and its cultural highlights. For this reason up to now six different routes have been designed that can be travelled either individually or booked via the tourism industry. These routes are as different as the single regions that are addressed.

Until now there are six routes:

- Cultural treasures around Oresund
- Nordic Metropolises
- Brick, art and landscape in Mecklenburg-West Pomerania
- The paths of the Hanseatic League
- Exploring Brick Gothic across Poland
- Discover the Baltics

German versions are available at www.eurob.org and in printed version by the end of may at Deutscher Verband für Wohnungswesen, Städtebau und Raumordnung e.V., Georgenstraße 21, D-10117 Berlin, Fon +49 (0) 30 20 61 32 50. English versions will be available in a couple of weeks under the same addresses.

Some focus on cities, others on landscape and culture, some are more regionally inspired and others try to show how diverse this whole region is. Over the time, more routes will be worked out. The aim is to have bookable offers for a broad range of visitors, promoting the heritage of brick Gothic not only to the best known group of the well educated, older clientele but also to students, families and everyone else. This is why the routes not merely focus on brick Gothic and the relevant buildings but on all other aspects such as landscape and nature, culture and leisure.

RENET

Retail Development – The Competence Network in the Baltic Sea Region



Project duration
06/2005 – 12/2007

Further information
www.retail-baltic.net



The different systems of regulation and planning of retail development in the seven RENET partner countries are forming the institutional framework for transnational discussion and exchange of experiences between the cities, regions and institutions.

The framework conditions differ from country to country due to a diversified understanding of market control and state intervention as well as town planning traditions and political-administrative structures. Although in all countries retail development is characterised by internationalisation and concentration of retail enterprises and modernisation of the formats, different ways of treating this economic sector can be identified.

These topics have been analysed for one part of the partner countries in the Retail Compendium for the Old Member States (Finland, Germany, Sweden). The other part is the Baltic Retail Compendium (Estonia, Latvia, Lithuania).

In February 2007 in Daugavpils, Latvia, a workshop based on the Retail Compendium for the Old Member States was carried out. Michael Wortmann from the Berlin Social Science Research Center (WZB) illustrated the development of the discounter format (such as Aldi, Lidl or Penny) as a successful German export model with peculiar structural characteristics.

The 2nd Baltic Retail Workshop organised in Daugavpils, Latvia in February 2007 as part of the Baltic Retail Compendium offered the opportunity to discuss the local situation of the partners from the Baltic States, concerning retail development and structure. The instrument of city and shopping street management has been introduced and discussed.

The example of Friedrichstraße in Schwerin, Germany showed how after a dialogue process in 2004 the association „Initiative of Friedrichstraße Schwerin“ has been established in order to protect the property value, to manage vacancy and rent

In the discussion with the Baltic partners some issues were brought up that need to be considered:

- Existing retail structure in the city needs to be preserved and strengthened with an activating approach. The presentation of good practice examples is helpful to find more possible activities and measures.
- Big retail enterprises and shopping centre developers do not take into consideration rural areas and existing smaller retail structures in city centres.
- But: It is hard to make people understand that a street is not only “building” infrastructure.
- One of the problems in the Baltic States is the motivation of potential participants to cooperate. At the moment it is not probable that private actors might start a comparable initiative.
- Generally, it is possible to use funding to establish a local working group, but mostly the government’s priority is to invest in infrastructure and not in processes.

problems, to increase the attractiveness for customers and visitors and to get better general conditions for the retailers. These findings can also serve as potential solutions in other partner regions.

The German Ministry of Transport, Building and Urban Affairs is co-financing the module “Baltic Retail Compendium”. It is being implemented by the law firm Nörr Stiefenhofer Lutz (Berlin) in co-operation with location³ (Berlin) / REM • Consult (Hamburg).

During the Transnational Retail Forum in Tallinn in May 2007 the 3rd Baltic Retail Workshop on Local Retail Supply in Small and Medium-sized Cities takes has taken into consideration further good practice examples from Germany and Sweden. The results of the Baltic Retail Compendium have been presented and discussed in a workshop together with representatives from national retail associations and experts.

Further information on the Retail Compendium is available on the RENET homepage: www.retail-baltic.net. The general outcomes and results of the work of the RENET project will be discussed in the Final Conference scheduled for 8–9 November 2007 in Osterholz-Scharmbeck and Bremen.

Lead partner:
City of Osterholz-Scharmbeck
Stefan Tietjen
tietjen@osterholz-scharmbeck.de
Fon +49 (0) 4791/17244
www.retail-baltic.net

External thematic and organisational co-ordination:
REM • Consult, Hamburg, Markus Lang
info@rem-consult.eu
location³, Berlin, Dr. Petra Potz
info@location3.de