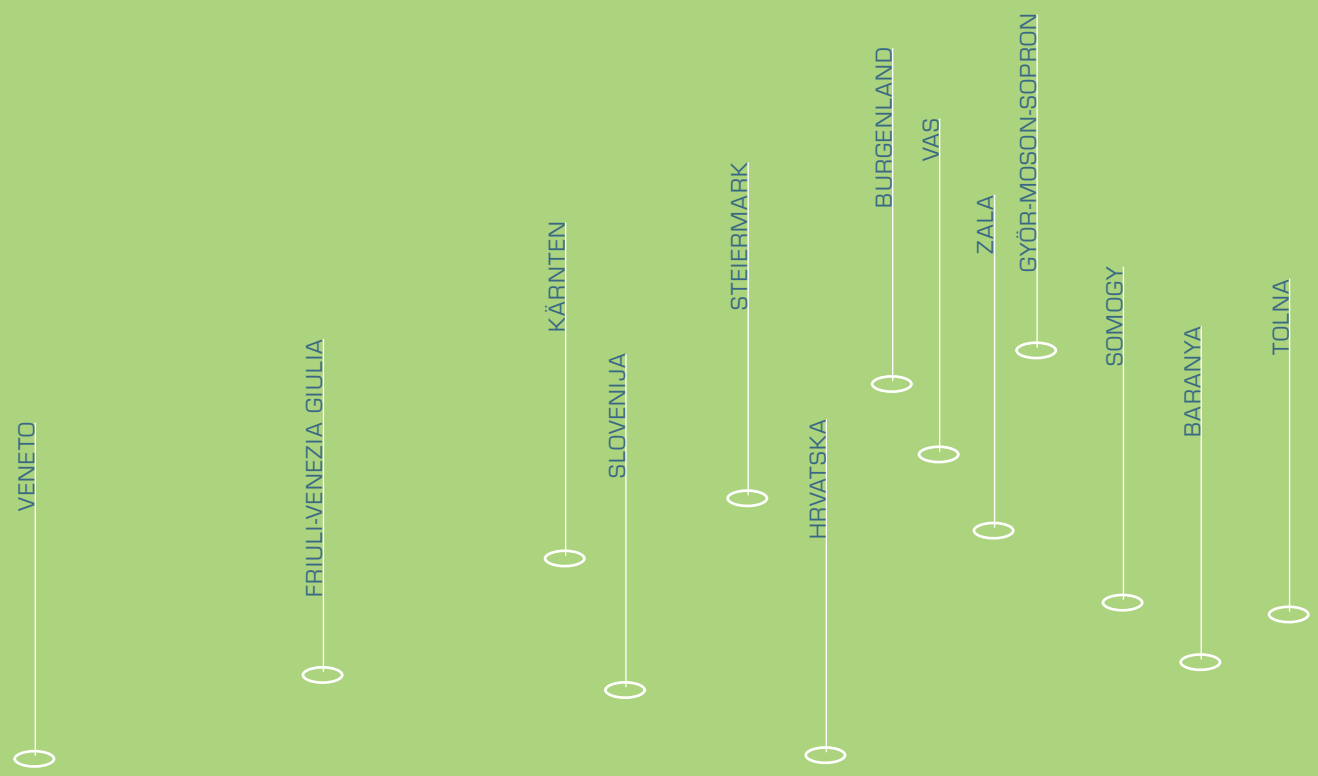




EU future region



„Old Neighbours - New Partners“

NEW POSSIBILITIES OF CO-OPERATION WITHIN THE EU FUTURE REGION IN THE LIGHT OF THE EXPANDED EU
MULTIREGIONAL CONFERENCE JUNE 25, 2004 IN GRAZ WORKSHOP - RESULTS

EU future region



„Old Neighbours – New Partners“

New possibilities of co-operation within the EU future region in the light of the expanded EU

The EU future region is an interregional co-operation that aims at contributing towards the establishment of better conditions for the social and economic unity and the creation of better competitive conditions for the joint economic area that encompasses more than 17 million inhabitants, making use of the existing opportunities.

On **26 April 2002** - in the presence of EU Commissioner Michel Barnier who used to be responsible for European regional politics at that time - the ceremonial signing of the declaration of intent on the collaboration in the initiative "EU Future Region" took place in Graz.

The extension of the European Union that has come into effect on **1 Mai 2004** offers us the unique opportunity to intensify the present co-operation even further and to make this region a new and important axis of development within Europe.

Against this background, the Province of Styria and the Styrian Economic Chamber invited, together with other Styrian institutions like for example the city of Graz, the Austrian Labour Market Service, the Austrian Chamber of Labour, the Federation of Industry, the University of Graz and the University of Applied Science Joanneum, to the "Multi-Regional Conference in Graz" on **24/25 June 2004**.

Within the framework of this conference, also attended by the former President of the European Commission, Jacques Santer, the attending Styrian institutions prepared together with their international partners in eight workshops concepts with the aim of intensifying co-operation in the relevant fields.

Enclosed you will find the summary of these workshops.

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REGIONAL DEVELOPMENT

Results | June 25, 2004



20 persons from the countries Austria, Hungary, Croatia and Italy took part in the workshop Regional Development. The following cross-border projects and/or project concepts were presented during the workshop:

CONSPACE (Common Strategy Network for Spatial Development and Implementation):

DI Rainer Opl, Provincial Government Authority of Styria, Department 16

The project CONSPACE is carried out within the framework of the EU joint initiative INTERREG IIIB as operational programme CADSES. The lead partner is the province of Carinthia, together with the project partners Styria, Veneto, Province of Gorizia, the region of Friuli-Venezia Giulia, Slovenia, Croatia, South Transdanubia, Istria, Primorje, Gorski Kotar. Therefore a majority of the partner regions of the future region take part in the project CONSPACE. The general target of CONSPACE is the establishment of a transnational, regional development strategy aiming at improving the regional structure and the reduction of regional disparities. On the whole, the project encompasses 6 work packages with different topics in connection with regional development. The results are to be summarised in work package 6 of the above-mentioned transnational, regional development strategy. This work has already been commissioned by the Province of Styria and will be completed in approximately one year. The targets of this development strategy are as follows:

- Establishment of a network connecting the cities, their surroundings and their hinterland with the rural areas
- Supporting of the complementarity between the cities and the regions surrounding them
- Partnership between cities and the country because only the opportunities offered by both of them result in the offer that can only be provided by a fully equipped region.
- Presentation of synergies providing a solution to problems they have in common and for preparing good practice examples
- Pointing out of the necessary infrastructural additions as a basis for an optimised regional development
- Protection and management of the bases of life and the cultural heritage in the region

Euregio of Styria - Slovenia

Dipl.-Ing. Sabina Cimerman, Euregio Contact Office of Graz

The target of the Euregio Styria - Slovenia is the interconnection of existing organisations with the purpose of intensifying co-operation across the borders. From a point of view of organisation, this will be effected via a network of Slovenian and Styrian regional development agencies and/or regional management organisations. In bilateral thematic workgroups, the institutions relevant for the border regions being integrated, topics of joint interest will be worked on. The basic financing is taken over by the joint initiative INTERREG IIIA.

European Spa World: Burgenland – Pannonia – Slovenia – Styria - Comfort without Limits

Hannes Klug, Office of the Provincial Government of Styria, Department 16

The target of this project is the commercial exploitation of health destinations in the international market. The intention is that European Spa World develops into the biggest health and wellness destination by the end of 2006 and

thus the number of overnight stays doubles as a result. The region that consists of 4 partial regions of Burgenland, Styria, Western Hungary and Slovenia encompasses 32 theme resorts and 53 health resorts.

Suggestions of Baranya County for projects on the basis of a combination of strong points

Peter Merza, European Development Office of Pécs-Baranya

The intention is to establish the co-operation of the future region on the basis of a combination of strong points and options for development. These are:

- Tourism (wellness, thermal spas, ecology)
- Cultural heritage (UNESCO, World Cultural Heritage)
- Interesting points of the natural regions
- Co-operation between cities

Suggestions for the project:

- Ecological axis Mur-Drau
- Co-ordination of the transportation infrastructure
- Wellness clusters
- Panonian wine region

The exemplary presentations show that, on the one hand, there are already numerous project initiatives in the future region, but that these also overlap with other INTERREG IIIB projects in this region. In addition, there are ideas and concepts for further projects that also result from the funding opportunities provided by INTERREG IIIB and C for Hungary and Slovenia. These ideas have to be co-ordinated with the existing projects and it has to be checked whether they can be realised and/or reconciled with the relevant funding regulations.



URBAN CO-OPERATION

Results | June 25, 2004



Direction of the workshop:

Mag. Maxie Uray-Frick (maxie.uray-frick@stadt.graz.at)
Department for International Relations of the City of Graz

Abstracts:

DI Hans Jörg Luser URBAN
Head of the Department for Urban Development and Preservation
Trendsetter, e.l.m.a.s. CIVITAS - The urban funding programmes of the European Union
(www.urban-link.at)

Mag. Max Aufischer
Director of CCN Graz
Cultural City Network Graz (www.ccn-graz.net)

Mag. Sabine Gelter
Assistant of the Management CPC
Ecoprofit - an idea is catching on (www.cpc.at)

Summary and presentation of the results:

Dr. Stefan Hoflehner (stefan.hoflehner@stadt.graz.at)
Department for International Relations of the City of Graz

As long as cities and municipalities were mostly limited to local government in the past – with the exception of several historically founded twinnings between towns – the cultivation of international relations on the part of the cities was negligible to a great extent. On account of the European Union's growing together more and more, the cultivation of international contacts – that had traditionally been reserved for the federal states and the countries – increasingly extends to the level of cities and municipalities as well.

Today more and more regions find themselves faced with international competition. Within these regions, it is particularly the medium-sized and the big urban centres that have to face this new challenge of a common Europe. In order to make themselves heard as the smallest units within the bigger, overall European context, the cities and municipalities have to co-operate closely within the European context. For this reason, a cross-border lobbying of the cities and municipalities within the future -region of Europe is also necessary. A cross-border strategic platform of the cities of the future region of Europe would be a desirable and worthwhile objective.

For this reason, strategies that define the historically grown centres as high-quality living spaces and cultural areas as well as hubs for science, trade and industry across the borders have to be developed in a Europe of regions. The preservation, maintenance and tourist commercialisation of the historically grown, old city centres can be regarded as a first step and as an occasion for an internationalisation strategy of cities and municipalities in most cases.

Those cities and municipalities of the future region that are interested in an international co-operation ought to identify their strong and weak points first and use them as a basis for developing clearly defined objectives for an international co-operation. On this basis, the cities ought to search for partners with profiles and targets that are identical or similar to their own for co-operation within the future region then in order to enable them to make use of the synergy effects of the future region.

We would like to point out the project "Ecoprofit" as an example of a world-wide co-operation of cities. In this connection, the City of Graz will organise an International Conference of Mayors from Thursday, 28 October, to Sunday, 30 October 2004.

For more detailed information, please see www.iclei.org/itc/ecoprofit.

In conclusion, we would like to recommend and encourage all "urban experts who are ready for co-operation" from the future region to find out about and to inform themselves today on the already existing European networks for urban development (for example C.H.O.R.U.S.). Several of these networks offer, for instance, free access and a cost-free membership for the new member states Hungary and Slovenia until September 2004. For more detailed information, please see the URBAN info box (www.urban-link.at).



INFRASTRUCTURE

Results | June 25, 2004



After a general welcoming speech held by Dr. Moser, all participants agreed that the topic "Infrastructure" played an important role in the context of the establishment of the EU future region. A well-functioning infrastructure is one of the essential prerequisites for the economic growth and the competitiveness of a region and is therefore a decisive factor for the prosperity of the people living in that region. International transport links, however, are not only important for the region itself, but also for the entire European Union. The eastward enlargement of the EU has brought about a new situation, and now it is essential to think more about the European road and rail networks and to establish new priorities for the main thoroughfares that comply with the future requirements in particular.

The participants in the workshop decided not to have a general discussion on the topic of infrastructure, but to work specifically on a prioritisation of the railway networks that are important for the EU future region.

The participants from Austria (Moser, Druml, Trumler, Kebler) and from Croatia (Siminiati, Filipovic) favoured the extension of a North-South connection (Corridor X) and a connection of the ports of Venice, Trieste, Koper and Rijeka, also with a focus on Greece and Turkey. Mag. Druml (Magna Steyr Fahrzeugtechnik AG & Co KG) emphasised the importance of this connection for trade and industry and explained in addition that MAGNA was forced to transport the majority of overseas deliveries- for lack of an efficient connection of the Adriatic ports - via ports in the North (e.g. Rotterdam) and on approx. 1200 km of overland routes to Styria.

For the representatives from Italy (Della Torre) and Slovenia (Gulic), however, the extension of an East-West connection (Corridor V) is considerably more important than the extension of Corridor X. They stated that this East-West connection was, above all with regard to the future markets like Bulgaria and the Republic of Belarus, very important especially for the EU future region. As an argument against the extension of the North-South connection, the representative of Slovenia brought forward that Slovenia would not profit from this connection in many cases, but would very likely have to bear the ecological load.

The participant from Hungary (Adam) threw up the question as to the importance of the individual connections for the individual countries and the importance of these connections for the entire EU future region. Here we can see how difficult it is to come to an accord – to say nothing of an agreement – on the relevant national, regional and economic interests.

After a vehement discussion that did not bring any clear results on account of the diverging opinions described above, the participants agreed that it was necessary to evaluate the different routes again for each country and for the EU future region in order to put the relevant advantages and disadvantages of the individual links into concrete terms. In this connection, the workshop participants will keep in touch and try to find an approach that will be satisfactory for everybody.

EU future region



ECONOMIC CO-OPERATION

Results | June 25, 2004



The workshop “Economic Co-operation” mainly dealt with the topic “Cross-border clusters and networks”. In different fields in Styria as well as in the other regions of the future region, there are “clusters/networks” that, however, show a predominantly regional and/or national orientation. Against this backdrop, the target of this workshop directed by Dr. Karl-Heinz Demoscheg, member of the Austrian Bundesrat, and Dr. Wolfgang Zach (IWS) was to discuss the opportunities offered by cross-border clusters in the future region and/or to develop specific concepts.

Dr. Gerold Zakarias, scientific assistant at the Institute of Technology and Regional Policy (InTeReg) of JOANNEUM RESEARCH Forschungsgesellschaft mbH, gave a graphic description of the basic prerequisites that have to be fulfilled for cross-border networks in his lecture “The General Framework for Co-operations within the EU Future Region”.

First the very heterogeneous structures within the EU future region make different strategies necessary. In bigger towns or agglomerations respectively, topics in connection with innovation suggest themselves, in industrial, tourist and rural regions, it is rather topics in connection with production that suggest themselves. The question whether companies are prepared to co-operate across the borders or not also makes a difference. The former are of the opinion that problems go back to the so-called “soft measures”, like for example cultural differences that come to light during co-operation, and different ways of thinking. Companies that do not yet co-operate across the borders regard the financial matters and the general legal and political set-up as their main problems. According to Zakarias, the consequence is that support measures have to focus mainly on those small and medium-sized enterprises that are not yet part of a co-operation and that local networks have to be assisted in developing cross-border networks, on the other hand.

Mag. Peter Perkonigg from Styrian Wirtschaftsförderungs-Gesellschaft mbH (SFG) first presented the technological axis Graz-Marburg in his lecture and described the topics that are worked on in the framework of this project. He emphasised the fact that this technological axis does not only relate to Graz and Marburg, but to all of Styria as well as Slovenia as far as the contents are concerned.

Perkonigg emphasised the necessity of an accompaniment in the form of a coaching for the establishment of networks. He discussed necessary network organisations that already exist in Finland and Sweden, for example. Past experience had shown him that there is a series of examples of such international co-operation projects (e.g. Comptech as a joint project of Styria and Slovenia), but that it takes a long time to establish them. In this connection, we have to face a financing problem again, on the one hand, and the problem of a lack of human resources, on the other hand.

Finally Mag. Perkonigg gave an introduction to several already existing international networks in the framework of this lecture “International network of technology parks, research centres and cluster organisations”.

In his lecture “Business Networking Initiatives for the EU Future Region”, **Vladimir Rudl** from Euro Info Centre Maribor took a look at the role of the Euro Info Centres within the EU future region.

The establishment of a network of Euro Info Centres had been arranged for by the European Commission in 1987, the main aim being the support of small and medium-sized companies. The background of this was that we know from

experience that it is mainly smaller companies that have difficulty in finding foreign markets for themselves. The importance of cross-border business co-operations was emphasised in particular.

Within the EU future region, there is a network consisting of 11 Euro Info Centres that are partly integrated into major institutions like for example chambers of commerce and industry from an organisational point of view and dispose, not least because of that, of various possibilities for the support of small and medium-sized companies.

Mag. Michaela Gutmann of EIC Graz, who gave an introduction to the project PAVE (Partner Events in Europe), presented examples of the co-operation between different Euro Info Centres.

PAVE is a project, co-financed by the EU, that is carried out by a group of partners, predominantly EIC's from 16 European countries. The total scope of the PAVE project is 1.3 million EUR, 75% of the costs being taken over by the EU. 217 companies (295 participants) from 17 European countries participated in the event. Projected to all 295 participants, approx. 5,605 business talks took place.

After the co-operation event, the participants stated that they expected that 31.3% of all discussions that had taken place would result in a continuation of contacts, from 16.16% of the discussions, they expected that they would result in business relations.

A similar event will take place in March 2005. Within the framework of PAVE Graz2005 (www.trademeeting.at), companies from the wood-processing industry will be approached. It is intended to continue the successful concept of the co-operation forums in that way and to support the cross-border economic co-operation of companies in another sector that is important for Styria.

In the discussion that followed, **Mag. Uwe Galler**, General Manager of AC Styria, described the way this autocluster had been developed, namely with the support of two big companies, based on the idea of a self-financing cluster. Furthermore he stated that the idea of a border crossing of the autocluster, in particular of the borders to Slovenia, Hungary and Croatia, was not out of the question, but that they were actually working on it. In this connection, he talked about a possible autocluster for Southern Europe. Furthermore the discussion demonstrated that there is a multitude of co-operative measures in the individual countries of the EU future region on a national scale, partially in the form of clusters, networks, but also technology parks and innovation centres.

Several times, the participants raised the question as to the prerequisites for the establishment of a cluster. The answer to that question was that these were mainly public funding, convincing companies of the advantages, the necessary administrative bodies and model companies from many sectors.

This discussion finally produced the **objectives of the workshops** that have been defined as follows:

- Preparation of catalogues and a database on the existing clusters, networks, technology parks and innovation centres
- This procedure also has to be applied with regard to future plans.
- The information required for that purpose have to be submitted to the Styrian Economic Chamber by the end of October.

These objectives are to be regarded as a first step in the direction of supporting economic co-operation within the partner countries of the EU future region.



LABOUR MARKET

Results | 25 June 2004



1 Framework of the event

The trilateral conference series was concluded on 24 and 25 June 2004 within the framework of the event "EU Future Region" – Old Neighbours – New Partners – co-operation in the EU future region in the light of the expansion of the EU – at the Styrian Economic Chamber in Graz. On the evening of 24 June, Mrs Waltraud Klasnic, head of the provincial government, invited all persons that had taken part in the event to a reception in Palais Attems (Attems Palace).

2 The final conference

After a general event for all participants on the morning of 25 June in which the former President of the EU Commission, Jacques Santer, spoke among others on the future of multiregional networks in the EU, the final conference with the Hungarian, Slovenian and Austrian participants took place within the framework of a special workshop in the afternoon.

2.1 Official welcome and introductory statement

The afternoon was officially opened by the President of the Styrian Landtag and the President of EUREGIO, Reinhold Purr. R. Purr emphasised, among others, the importance of the cross-border co-operation especially at present, as the neighbours of Austria, Slovenia and Hungary, joined the EU in May this year.

2.2 The idea behind the trilateral conferences

Helfried Faschingbauer – former Regional General Manager of AMS Styria – let pass in review the development of the series of trilateral conferences, from the beginnings in the year 1999 until the entry into the EU, and placed particular emphasis on the fact that they had really succeeded in establishing a relationship between the persons responsible for the labour market of the three countries. This had enabled a very open dialogue on topics on a technical, but also on a personal level. This had also established the basis for intensive activities of co-operation that have already been started or are planned on a bilateral level. Finally he thanked BAB for their consistent support.

2.3 Review and results from the view of the three countries

Then representatives of the three countries presented the results and the most important aspects of the trilateral co-operation from their points of view.

Slovenia – Joco Klopčič

J. Klopčič thanked all involved partners and BAB as co-ordination office for their efforts and the joint conferences on the occasion of which important bases for the co-operation had been discussed and decisions necessary for a further development of the partnership had been made. He said that this co-operation was of particular importance

for him on this day of the final conference in addition because it was exactly 13 years ago that Slovenia had declared its independence from the former Republic of Yugoslavia and co-operation with its neighbouring countries was extremely important for the country that was still quite "young".

Hungary – Geza Eder

G. Eder also confirmed the importance of the bilateral and trilateral co-operation and congratulated Klopčič and his Slovenian colleagues on the independence of their country. He also remarked that Hungary had been one of the first countries to recognise this independence at that time.

G. Eder talked about projects that are already being implemented in Hungary and once again underlined the importance of the bilateral co-operation that will continue to exist in the future within the framework of a new project carried out together with Burgenland.

Austria – H. Kindermann-Wlasak

H. Kindermann-Wlasak supported the statements that had already been made. For herself, representative of the Austrian AMS, this project also constituted a very important step on the road towards the new, joint future region. She reported from her personal experience that the framework had also been somehow uncertain for her in the beginning when she got into project. She said that she was satisfied accordingly with the way the project had developed and with the multitude of topics and tangible results that had been discussed and gathered in the conferences and workgroups.

2.4 Presentation of the final document for the trilateral conferences

Then H. Kainer presented the final document for the trilateral conferences that had been prepared in three languages and once again summarised the sequence of events as well as the contents of the conference series. The document was also handed over to all participants.

2.5 Prospects and conclusion in the light of an expanded EU

The event was concluded by the statements of the Deputy Regional General Manager of AMS Burgenland, Franz Szöke, and the Regional General Manager of AMS Styria, Heinz Snobe, that presented the future perspectives from the point of view of the relevant province, above all with regard to the continued bilateral co-operation. For AMS Burgenland, the continuation of the bilateral conferences on a national and lately on a regional level is of a particular importance. A corresponding motion was prepared for submission within the framework of the INTERREG programme. For AMS Styria, the project "Establishment of a cross-border employment package Slovenia - Styria" that is already being implemented - also within the framework of INTER-REG - implies the continuation and deepening of the bilateral co-operation. The idea of a cross-border BIZ (vocational information centre) was discussed within the framework of this.

EU future region



RESEARCH & DEVELOPMENT

Results | June 25, 2004



Direction:

DI Dr. Joachim Grutsch, Styrian Federation of Industry, innoregio styria

Programme:

General analysis of the current situation of research and innovation in Styria and in the entire EU future region:

Joachim Grutsch | Styrian Federation of Industry, innoregio styria:

"General set-up for research and innovation in Styria"

Christian Hartmann | JOANNEUM RESEARCH:

"Research and Development in the EU future region: strong points and potentials for co-operation"

Presentation of 2 best-practice examples of R&D co-operations:

Presentation of a cross-border scientific network for sustainable development:

Friedrich Zimmermann | Karl-Franzens University of Graz:

"Sustainable development in Central Europe"

Presentation of a topic-specific network, taking the Competence Centre for Water Resources as an example:

Roswitha Wiedenhofer | JOANNEUM RESEARCH:

"Competence Centre Water Resources and exploitation – overview and outlook"

Results of the discussion, messages of the workshop:

Innovation as success factor in the competition of regions

The continuation of the positive economic development within the EU future region mainly depends on the promotion of the "future factors" research, innovation, technology and qualification. Innovation is the driving force for the continuation of the structural changes in the future region and is a prerequisite for continued success in the global economic and scientific competition of the regions.

Research area

Co-operation in the field of R&D has to be strengthened in the EU future region. Transparency, an exact knowledge of the relevant competencies, an exchange of information and a co-ordinated innovation policy in the regions constitute the basis for this. The target is the establishment of a "research area EU future region" within the European research area.

Cross-border R&D co-operations between trade, industry and science

There are numerous best-practice examples of a co-operation of companies and research institutions within the EU future region even today. The intensification of co-operations and networks for research and innovation enable the development of larger critical masses, result in a unification, mutual completion and co-ordination of core competencies and thus in an increased competitiveness on an international scale. The target is to strongly increase the number and intensity of such co-operations between trade, industry and science in the region.

Human Resources

The growing orientation towards technology and innovation and the intensification of research activities make the "human factor" the focus of attention. In addition to generally guaranteeing the availability of highly qualified scientists and well-educated university graduates within the EU future region, it is necessary to further improve the exchange of them within the region.



EDUCATION – TRAINING

Results | June 25, 2004

FH JOANNEUM

The aim of the workshop “Education – Training” was to provide a short overview of already existing co-operations of different educational institutions and the countries of the future region. International co-operation in the field of education is based, on the one hand, always on a strong commitment on the part of individual teachers and, on the other hand, on an institutionalised networking within the framework of educational programmes like for example ERASMUS, LEONARDO or TEMPUS. These different forms of co-operation are also reflected by the presentations [all presentations can be downloaded from the website].

DI Markus Risthaus, teaching for the course of studies “Internet technology and management” at the **University of Applied Science Joanneum**, presented the projects “Book of Non-Violence Website”, “EU Classroom” and “Spine Movement Video Ana-lysis”. Within the framework of the projects, it is possible to use the different competencies of the partners FH Joanneum, Univer-sity of Western Hungary and United Games International in the best possible way. For the future, a more intensive use of the network within the framework of a project “Science United” in which the cross-border co-operation of teachers and students is to be accelerated even more, giving particular consideration to the “United Nations Millennium Development Goals”, is planned.

Dr. Henriette Dancs Szegner from Berzsényi Daniel College in Szombathely presented the “**International Network in Physical Education, Sport Sciences and Management in Higher Education**” in which currently six European universities from Hungary, Germany, Croatia, Slovenia and Great Britain take part. An expansion of the network to 12 partners is planned. The network aims at establishing a new communication structure within which student and teacher mobility is to be increased, and at a joint development of curricula and research projects with the aid of programmes like ERASMUS and INTERREG.

Mag. Andrea Fenz from APS-Service Graz presented international innovation projects and training initiatives within the framework of which the future regions co-operate. The LEONARDO project “BESTREGIT” aims at developing a training package for innovation transfer centres. The project of the Interreg project “3B AlpiNETwork” aims at improving the general conditions of e-working jobs on the basis of new IT options. In the framework of the e-project “Phare CBC Cross-boarder goes digital”, institutions from Slovenia and Austria develop a web-based application for project managers. “ManagEUr” is another LEONARDO project aiming at training certified EU project managers from Slovenia, Rumania, Spain and Ireland as well as Austria. APS offer their long-term experience in international projects to educational institutions and companies in the form of consultation services.

Mag. Eva Baloch-Kaloianov from the Austrian LEONARDO da VINCI National Agency presented various tools that can be used to give qualifications in the field of vocational training an internationally transparent form, namely the Certificate Supplement, the European Curriculum Vitae and the Europass.

With “Interreg III B CADSE” and “Incubator”, **Polona-Demsvar Mitrovic** from the Ministry of Science of Slovenia presented two specific projects of co-operation.

Deputy Vice Chancellor Roberta Maierhofer referred to the central function of the Karl-Franzens University of Graz that has been maintaining good relations with universities in the future regions since the eighties for the establishment of interconnections in the field of education. With over 500 international partnerships and the established main research area "Southeast Europe", the university of Graz can serve as an example. In addition to the activities in the field of student and teacher mobility within the framework of ERASMUS, TEMPUS and CEEPUS, it is intended to offer joint study courses in the form of a joint degree. As there are still obstacles regarding the co-operation with Croatia in particular, the universities of Styria are also able to bring their influence to bear in politics by pointing out obstacles to mobility on the EU level.

Similar activities within the framework of the EU programmes are also carried out at the Technical University of Graz; these were presented by **Mag. Sabine Prem**. New trends have been set for the courses of studies of architecture and electrical engineering; within the framework of these, an intensive programme is carried out in co-operation with the University of Prishtina, on the one hand, and the development of an international Master degree is planned, on the other hand. The implementation of ECTS, aiming at guaranteeing a complete transparency of offers of courses and creditable results, is an important prerequisite for international co-operations of universities. The Technical University of Graz is the only Austrian University that was awarded the European ECTS label.

In the final session, the following obstacles for mobility were pointed out:

- Lack of linguistic ability with regard to the languages of the future regions
- Acknowledgement of university degrees
- Administrative barriers
- Lack of financial funds

The participants attributed above all a central importance to the mutual acknowledgement and an increase in transparency via ECTS and similar tools for the further development of the co-operation. They stated that the process of international interconnecting would continue being a process "realised from the grassroots" in which committed individuals can act as protagonists and where activities are carried out not only after they have been "prescribed" by law.

EU future region



CULTURE

Results | June 25, 2004



In the workshop "Culture", four projects were presented and aspects of the topic of "Sponsoring" that is important for the WS Culture were explained. **Luise Kloos** presented an introduction to the **Nomadic Joint University**.

Currently NJU is still only a vision, but the preparations have already been started, up to now, however, on the basis of private financing, and the first networking measure has already been carried out. The idea developed in the course of the second session of the European Cultural Parliament on the occasion of the Cultural Capital year 2003 in Graz. Representatives of all countries and all disciplines of art as well as persons that used to hold political offices were present and expressed their desire for an improved cultural interconnection, combined with a mutual presentation of the projects. The topic "peace" turned out to be the big task for the artists.

NJU intends to face up to this interconnection of the cultures and the treatment of important topics. The first network partners are:

- University of Stockholm, School of Business, SE-106 91 Stockholm, Sweden, with Ph.D. Professor Pierre B.L. Guillet de Monthoux
- Copenhagen Business School, Denmark, with Peter Handke
- Fondazione Pistoletto, Cittadellarte, via Serralunga, 27, 13900 Biella, Italy, with Michelangelo Pistoletto
- Graz, various University Institutes, with Luise Kloos, luise.kloos@iic.wifi.at

Ethical problems will be discussed from the different points of view of management, arts and philosophy. On account of its geographical location close to the Southeast of Europe and its manageable size with three universities, each of them being a haven for the arts as well, Graz is an important cross-linkage location- and can profit from the Cittadellarte with its offer of fine arts, for example.

NJU intends to take up questions that are rather rarely approached by artists within an institutionalised framework, namely social, ethical and esthetical questions. Participatory processes will be used additionally, for example, when actors give managers rhetoric lessons. Furthermore the interdisciplinary work is supposed to bring the European cultures even closer together and to overcome the language barriers that keep the "Iron Curtain" alive in particular. The target is to overcome the isolation of individual disciplines and the use of complex ways of thinking in education, research and practice. In that way, artists will become interesting partners for trade and industry.

There is already a Nomadic University in California, but it is directed at purely economic interconnections. NJU, however, is a humanistic university that deals with all questions of life. The target is that post-graduate students work in European surroundings and speed up their own projects, get involved in processes, on the one hand. On the other hand, the contents of the training that will be offered have to be defined first; they will be geared towards the professors and institutes of NJU. A modular system – similar to the model of the Zurich course of Arts Administration – in which 15 students spend 4 weeks plus 1 introductory week at the relevant universities respectively - is planned as training system. This model imitates types of studies from former times when students studied special fields of knowledge at several universities and when the studies

were still less similar to teaching at school, and fulfils the Bologna criteria at the same time. Unlike the Erasmus programme, NJU focuses on a mutual exchange between the institutes via students and professors. The necessary structures have already been established to such an extent that a start for 15 students is planned for the year 2005. An extension of NJU is possible and desirable any time. It is planned that Graz will approach the region of Southeast Europe that is very interesting on account of its artistic training facilities that are of a high quality in many cases, while the Cittadell-arte is in touch with the Mediterranean. Guest studios for artists in residence are planned in Graz as well. The legal and the financial bases still have to be defined as well.

MMag. Christian Lagger presented an introduction to the **Summer University at Seggauberg Castle** on behalf of bishop Kapellari.

By way of introduction, he remarked that the constitution demands that people are acquainted with the cultures and the history of ideas of Europe.

In a 4-week study course taking place at the castle of Seggauberg - functioning as a kind of threshold on account of its geographical position on the border to Hungary and Slovenia - an exchange between students and teachers from Southeast and Western Europe on these topics is to take place on an interdisciplinary basis. The summer course is to comply with the Bologna criteria and has to count towards the students' studies. The places at university will be financed via scholarships and will enable 100-120 students per summer to take part in the programme.

The planning for the project is still in its infancy and international partners are still being sought after. First preliminary discussions on the Styrian level have already been carried out.

The project managers are:

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Mobile +43-(0)67687422902, e-mail: h.baloch@utanet.at
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As suggestion for a co-operation, one of the participants recommended the Summer University in Salzburg.

Werner Schrempf presented the project **in situ – International Innovative Shows in Urban Territories**.

Six institutes – from Marseille, Sotteville-les-Rouen, Antwerp, Barcelona, Glasgow and Graz – support the development of innovative street arts, financed by Cultur 2000 of the EU. From 2003 to 2006, nine projects that will also be presented in different cities after a phase of development will be supported. The deadline for submissions for interested persons has not expired yet. The organisers from Graz are particularly interested in artists from the Eastern part of Europe.

- Project manager: Jean-Sébastien Steil, js.steil@lieuxpublics.com
- Project management organisation in Graz: La Strada, Werner Schrempf, info@lastrada.at
- www.in-situ.info

Dr. Claudia Weyringer gave an introduction to the **International Competition for Stage Direction and Design 2005**.

In the year 1997, the "International Competition for Stage Direction and Design"- being the only one of this kind in the world (opera selected for the competition: "The Rhinegold") around the "Ringaward" of the WAGNER FORUM GRAZ and the Vereinigten Bühnen Graz - took place for the first time. In the years 2000 (opera selected for the competition: "Parzival") and 2003 (opera selected for the competition: "The Tales of Hoffmann") further competitions followed. The next will take place 2005 in Graz (opera selected for the competition: "Figaro's Wedding").

For the organisers, the basic questions and the motivation in connection with opera as an art form were the following with a view to the measure to be supported:

1. Is opera still viable as an art form in the 21st century and does it have a right to exist beside music and film?
2. How can we succeed in making opera as a European art form accessible to a wider, particularly younger audience?
3. How can young directors and stage designers that are not yet known by the public show proof of their skills before the public at large and an audience consisting of directors, representatives of the media and other great musical theatre fans at best?
4. How can the use of the contents and methods of new media and/or electronic technologies employed for designing spaces and dramaturgy as well as communication in the artistic production process, but also with a view to economics and aesthetics, be supported in a meaningful manner?

This award offers the participating young directors and stage designers who join their forces in teams the opportunity to present themselves and their work to the judgement of jury consisting of renowned experts and to get a production order from a famous theatre and other valuable prizes in addition.

The competition is public and candidates from all countries are welcome to participate.

In the first stage of the competition, a complete directing concept for the opera selected for the competition as well as sketches of the stage setting including figurines for all acts of the opera will be requested.

The task to be accomplished in the second phase of the competition is to develop a detailed directing concept and to prepare a draft for the accompanying stage setting solution for the opera selected for the competition, giving particular consideration to one act.

The directing concepts and stage setting solutions that have been prepared for the semi-final will be presented to the jury by the teams within the framework of a public audience. This can be accomplished with the aid of conventional methods (model 1:20) as well as using electronic media (3D animation, VRML, video beam, etc.) and/or in a combination of the two options.

Within the framework of this event, the jury will select a maximum of 4 finalist teams from the semi-finalists.

The task to be accomplished in the third stage of the competition is to develop exactly defined sequences of the opera selected for the competition in the corresponding stage setting (scale 1:1) with singers as well as with piano accompaniment (duration approx. 25 minutes) and to present them within the framework of a public audience.

As early as in the latest competitions, a growing number of young directors and dramaturgs from the countries of the EU future region competed for the "Ringaward". Especially the semi-final that offers 10 teams the opportunity to give a presentation enjoys great popularity. In 2003, a presentation of the semi-final took place in the form of a "guest performance" at the opera of Freiburg/Germany.

For the year 2005, a presentation of the semi-final not only in Graz, but also at the opera houses of Ljubljana, Zagreb and Budapest is planned.

Mag. Bernhard Rinner (Kulturservice GmbH) gave an explanation on the topic of sponsoring in the field of culture.

Many organisers have fared well or badly with sponsors. KSG (Kulturservice GmbH) is supposed to set new trends for and in the cultural scene. One of them is the finding of sponsors.

Companies pursue three goals with sponsoring:

- Image transport
- New audience
- Write-off against tax

Write-off against tax is not uninteresting for companies in Austria as well because the Austrian Income Tax Act also does offer opportunities in that field. A company might, for example, rent pictures from an artist and write off this rent payments against tax.

It would also be possible to set off against tax a piece on refined dining written for Berndorf. Here, not the artist has to conform to the sponsor's wishes, but a skilful co-ordination of the interests and topics of the artist and of the sponsor is requested.

Another example is the Rudi Gernreich exhibition sponsored by Wolford within the framework of the "Stryrian Autumn" 2000. In connection with the exhibition, Wolford put Rudi-Gernreich tights on the market and demonstrably achieved an economic profit.

Art projects can also serve as a means of image transport. Audi, with its models Audi 80 or A6, was known for medium-range products. When Audi intended to use its A8 in order to enter into competition with Mercedes, the company started to search for an image transport tool and found in the form of the Salzburg Festival. After every performance, the vehicles to be advertised were positioned in front of the Festival Hall.

In that way, sponsoring enables the financing of creative processes in the field of culture.

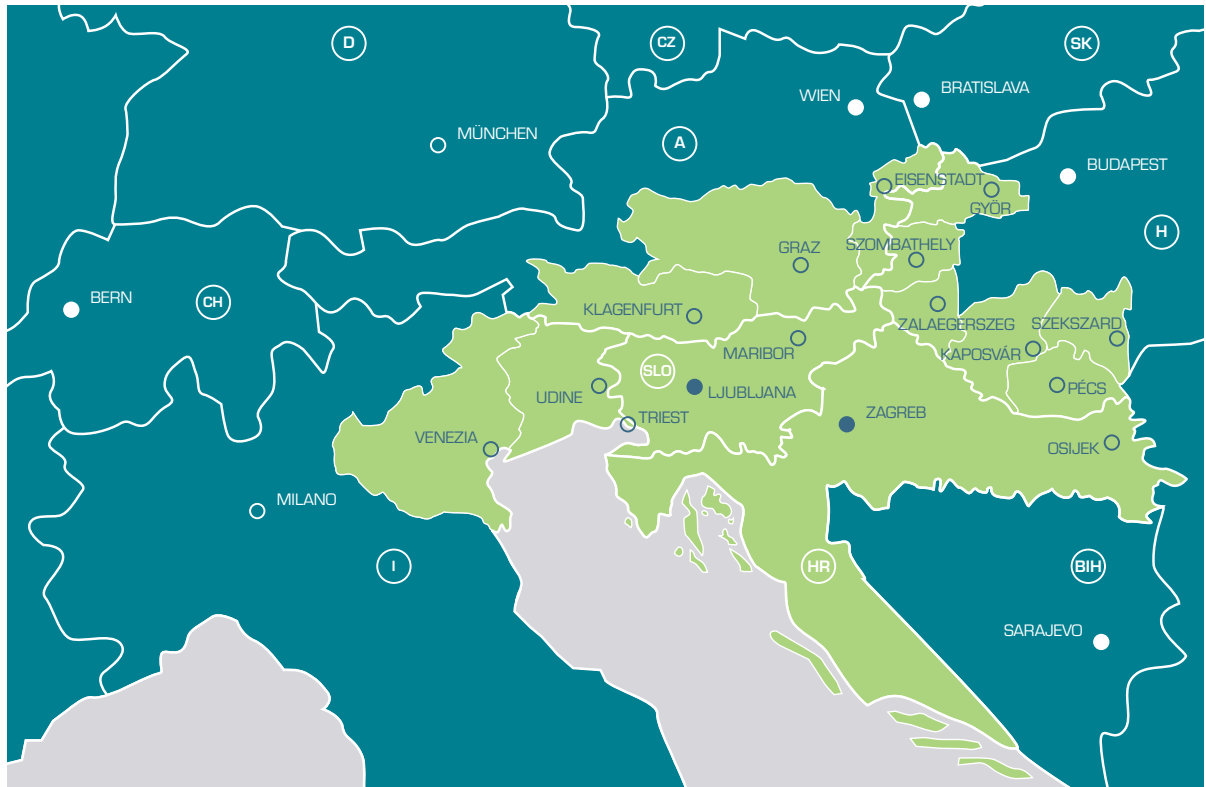
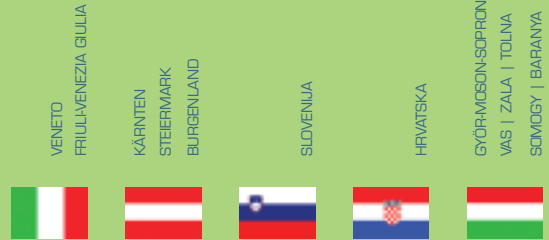
The Economic Chamber will organise a special event on this topic together with KSG this autumn.

Bottom line of the workshop:

Co-operation and networking within the future region is an important matter for all participants. The biggest barrier for culture is the great variety of languages spoken in the region and the "Iron Curtain" that still persists in the minds of people and that makes, for example, the learning of the Eastern European languages like Croatian, Hungarian, etc., more difficult, or places Zagreb at a wider distance than Vienna although it is nearer to Graz from a geographical point of view. On the other hand, there is a keen interest in the cultural activities of the neighbouring countries, the standard of which is assessed to be very high.

Only a few cross-border projects on a small scale take place, for example the Cultural City Network Graz. The search for partners within the future region has to be intensified even more on the part of Graz. NJU wishes, as well as the Summer Academy at Seggau Castle, for students and teachers coming from these regions. in-situ would also like to award project places to street artists from Southeast Europe.

EU future region



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Research &

