

EUROPÄISCHE METROPOLREGION  
MITTELDEUTSCHLAND e.V. (EMMD)



## The Innovationregion –

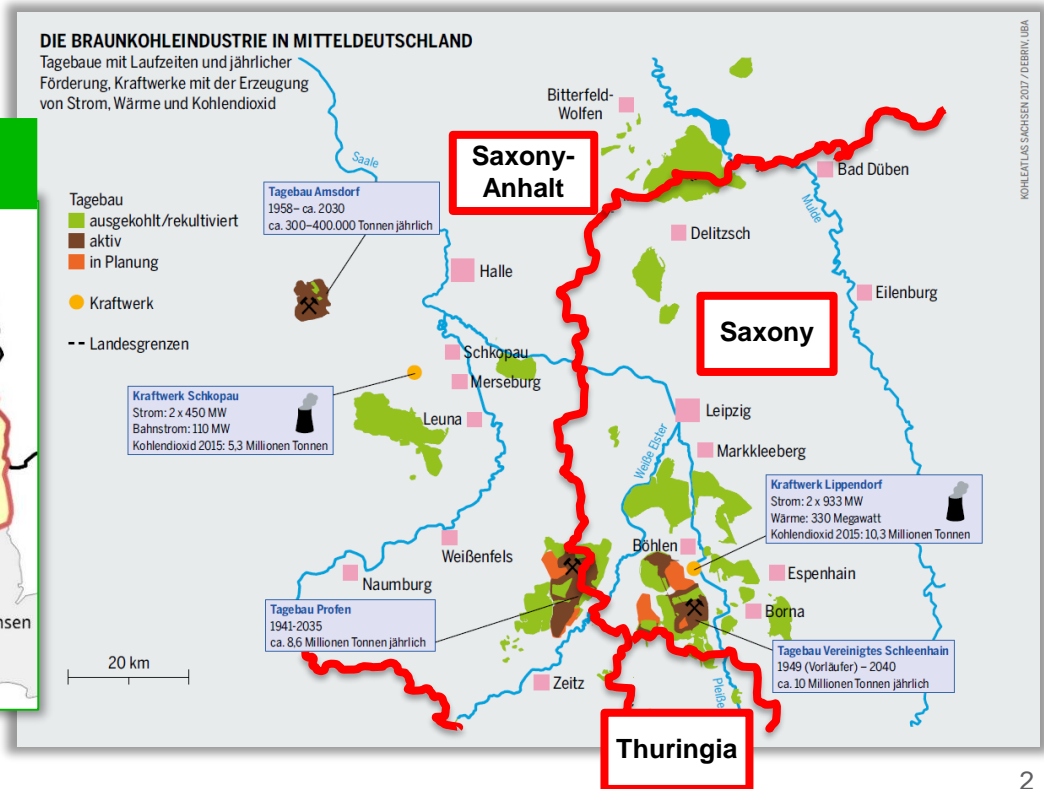
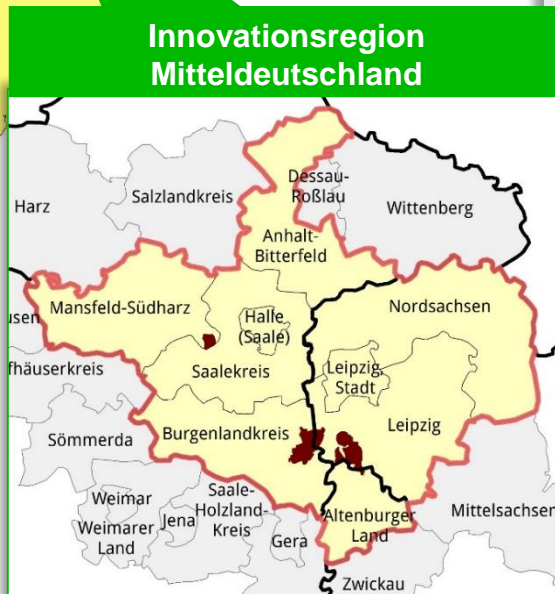
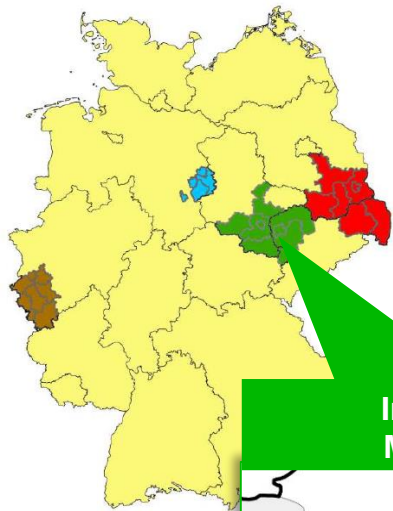
A joint, broad and inclusive regional governance strategy for the lignite region in Central Germany

**INFORMATION ABOUT THE REGION, ITS STRATEGY AND ITS ACTIVITIES**

# The region

From the Central German lignite mining district to the Innovationregion (Innovationsregion Mitteldeutschland)

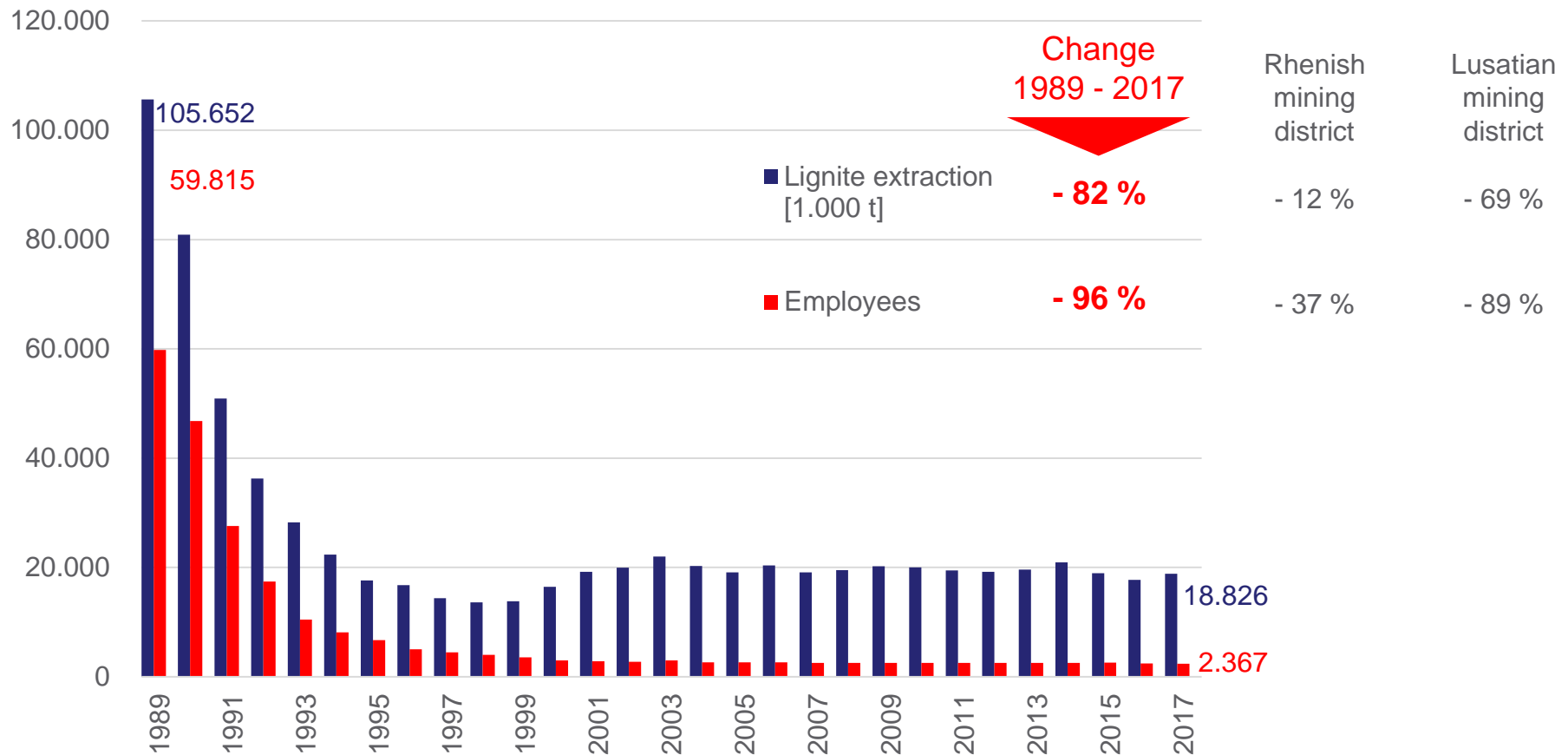
**7** administrative districts and **2** cities with 2 mio. people in **3** federal states



Source of the Germany Map:  
RWI – Leibniz-Institut für Wirtschaftsforschung: Erarbeitung aktueller vergleichender Strukturdaten für die deutschen Braunkohleregionen. Essen, Januar 2018.

## The region had already experienced a fundamental structural change

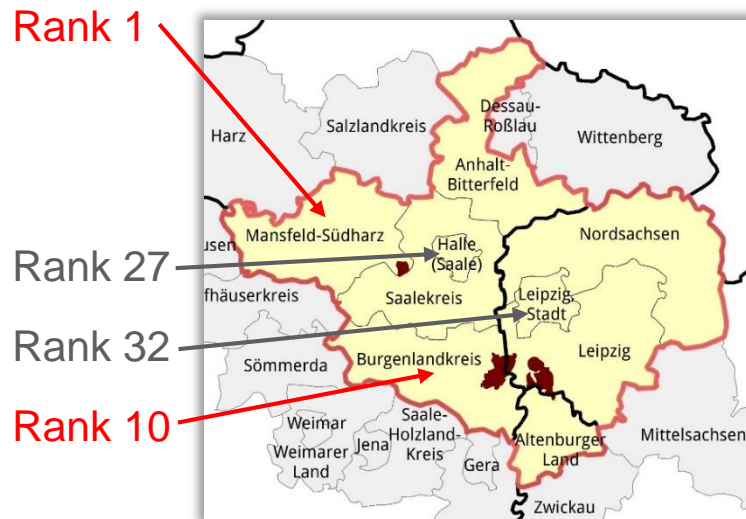
### The Central German lignite district has experienced the greatest decline



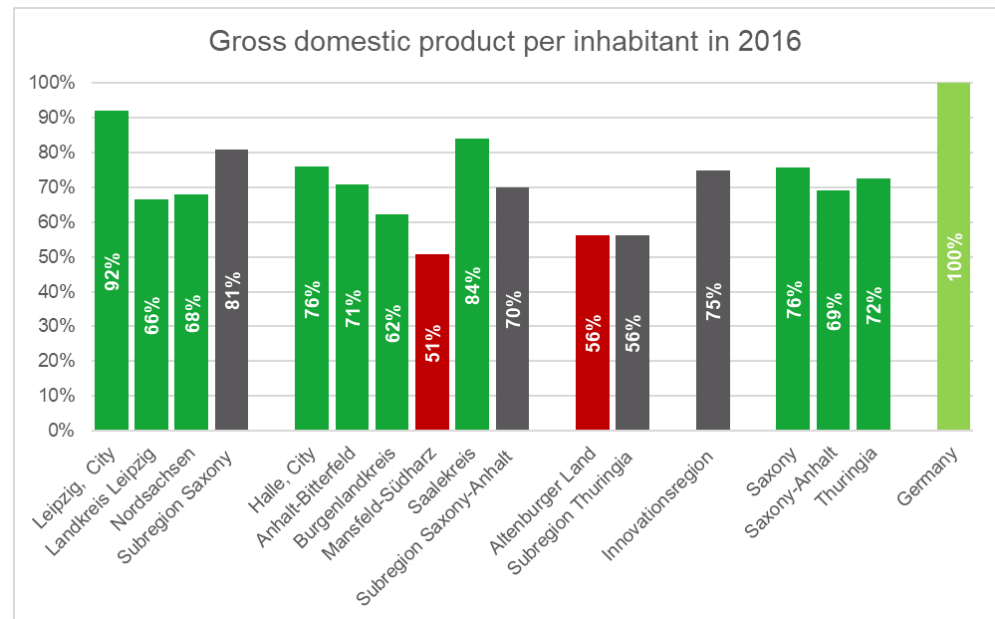
# The region with its strengths and weaknesses

The Innovationsregion has two cities as important development cores, but with insufficient impact on the region

Nationwide ranking for the delimitation of structural weakness (out of 258)



The specific gross domestic product in all subregions is below the national average



Subregions in central Germany are worse positioned than structurally weak regions in other mining areas.

## Cross-border cooperation

### Economic interaction and structural change does not end at borders

- **Cross-border cooperation** offers the use...
    - ... of economic synergies
    - ... effective use of funds
    - ... of transborder potentials
  - Rural areas can benefit from development cores
  - Cross-border approaches require new forms of cooperation
- ▶ **Structural change** as an opportunity for collaborative, regional and sustainable economic development

# The aims of the region

## Aims as orientation for acting in the process of structural change



### Strategic goals

- Enthusiasm for the structural change
- Shaping the structural change
- Implementing the structural change

### Operative goals

- Qualification of employees
- Networking of activities
- Improvement of competences

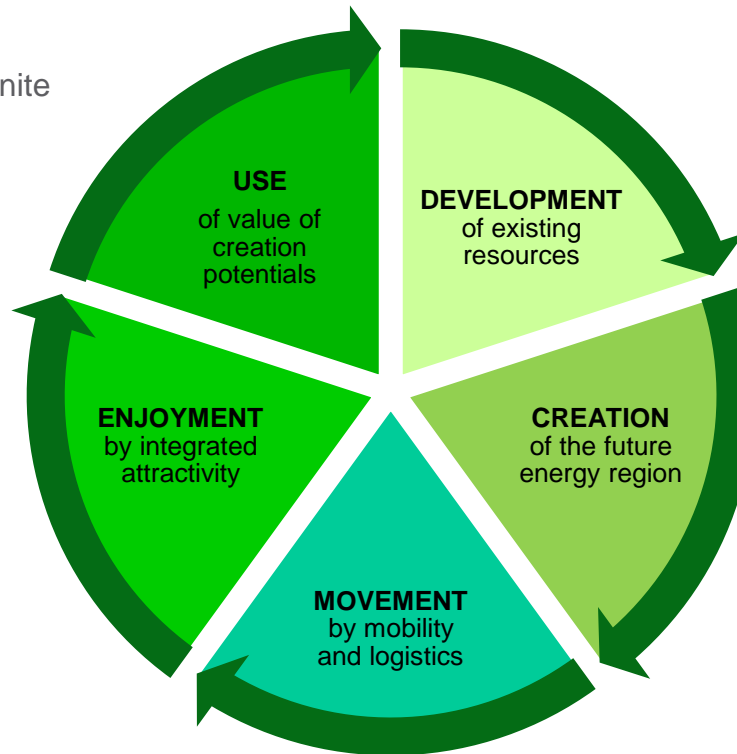
## Fields of activity as future perspectives

### VALUE CREATION

- economic interdependencies to lignite
- Use of financing programmes
- Education and attraction of skilled workers
- Competitive and innovation capabilities
- Digitalization and broadband
- Innovation labs
- Real estate management

### ENJOYMENT

- Marketing for the region
- Attractive place for working and living
- Region of cultural heritage
- Regional identity



### MOBILITY AND LOGISTICS

- Optimization of public transport
- Supra-regional transport infrastructure
- E-Mobility
- Aviation without kerosine
- Self-driving vehicles

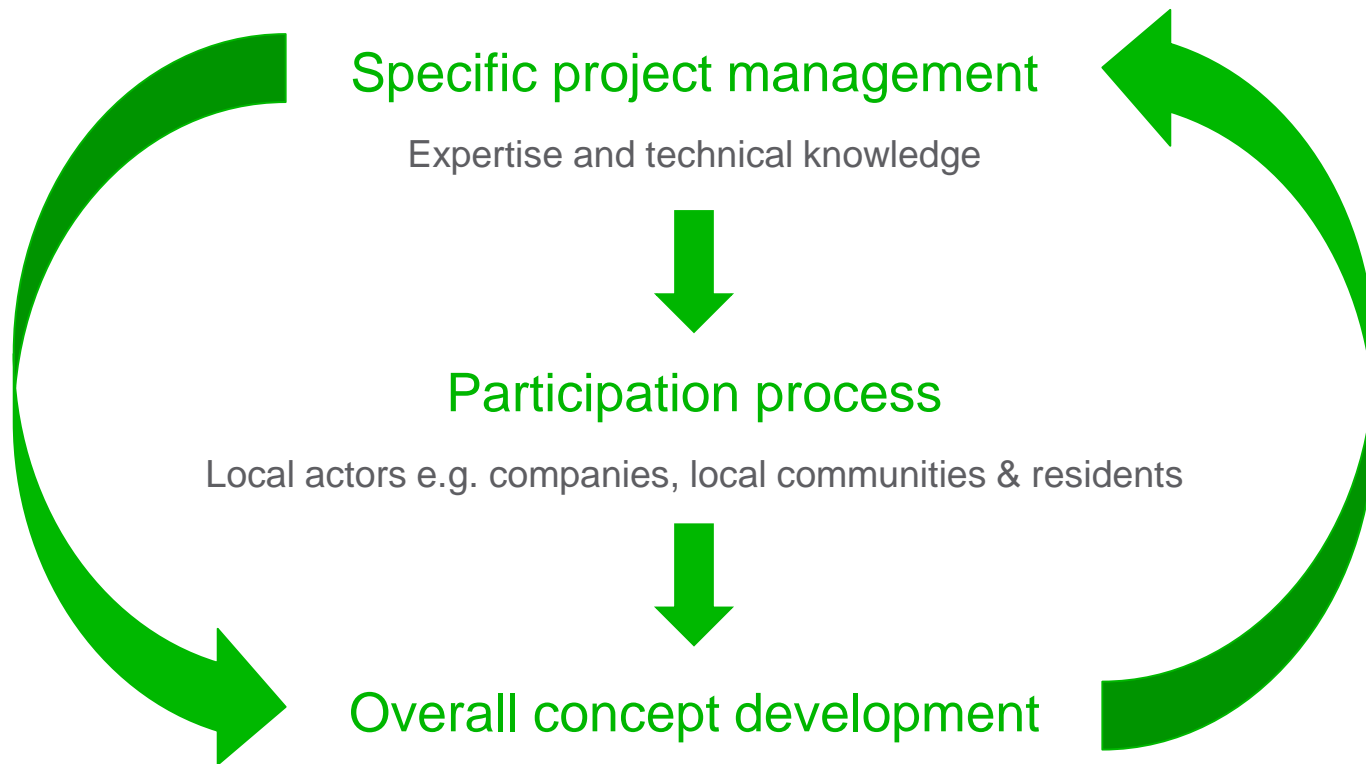
### RESOURCES

- Carbon and Chemistry
- From Carbon to Plastics
- Synthetic fuels
- Clean Tech

### ENERGY

- Storage
- Renewables
- Decentralized power generation
- Securing of heating supply

## The development process



Project management collects, initiates and evaluates ideas and findings and links them to a consistent and joint regional concept.



## The tasks

### Activities until 2021

#### ■ Participation process in the region



- Initiating structural change with local actors
- Creating acceptance and awareness for structural change, strengthening democratic processes

#### ■ Development of a **regional concept**

- Identifying economic synergies and value creation potentials
- Defining common goals

#### ■ Creation of **action plans** for the project managers

#### ■ **Masterplan** „Structural change Innovationsregion Mitteldeutschland“

#### ■ Definition of **projects** for structural change

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**Thank you for your attention!**

[www.mitteldeutschland.com/de/Strukturwandel](http://www.mitteldeutschland.com/de/Strukturwandel)

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