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InnoCité in Lower Austria

How to improve competitiveness of small and medium-sized cities under the influence of Alpine great urban centres

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A) InnoCité approach

STEPS :

- 1) INITIATE THE PARTICIPATIVE PROCESS
- 2) ESTABLISH INITIAL PARAMETERS
- 3) SET UP CONTROLLING INDICATORS
- 4) DEVELOP THE VISION
- 5) DO THE SWOT ANALYSIS
- 6) IDENTIFY STRATEGIC AXIS
- 7) INCREASE THE AWARENESS
- 8) IMPLEMENT



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Building bridges in Hollabrunn

- workgroups in Hollabrunn „youth“ and „inner city center“
- activating young people in Hollabrunn
- Defining goals
- Project implementation for example new meeting place for young people, turning the main square into a „public living room“.

Improving collaboration in Bad Vöslau



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our city

- Creating a city center with an attractive and unique design
- improving the commercial offer in the center – create new retail space
- raising number of tourists and positioning Bad Vöslau as a spa town



Methods in Bad Vöslau



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- The goals and strategies were developed together with the association of shopkeepers in Bad Vöslau under the guidance of an expert
- A survey of the shop keepers was made personally face by face, which had the advantage of direct information
- The redesign of the city center takes also in account the results of a participation process

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B) Lessons learned

- ❖ Similar challenges in other Alpine regions
- ❖ Small towns have to position themselves
- ❖ Transparency of any participation process is crucial
- ❖ Participation has ideally to turn into a long term cooperation between stakeholders



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- Région Franche-Comté (français)
- Regione Lombardia (italiano)
- Bayerische
- Staatsministerium für Wirtschaft (deutsch)
- Salzburger Institut für Raumordnung und Wohnen (deutsch)
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INNOCITÉ : HOW TO IMPROVE COMPETITIVENESS OF SMALL-MEDIUM CITIES UNDER THE INFLUENCE OF ALPINE GREAT URBAN CENTRES

Context

In the Alpine Space, metropolisation has given birth to changes in the urban system and in the urban-rural relationships: the dichotomy between small settlements of alpine towns/villages/hamlets which are influenced by important Metropolitan Growth Areas (e.g. Lyon, Milan, Munich, Vienna, Trieste and other big towns) can be solved through the challenging role played by high-potential small and medium-sized Alpine cities and by the catching and attracting areas around them.

Objectives

InnoCité is a territorial eco-system approach which facilitates a complementary positioning of small/medium Alpine towns. It proposes itself as an empowering tool-kit for decision-makers, which desire to find a complementary positioning towards big Alpine agglomerations.

According to the renewed Lisbon Agenda, the objectives consist in enhancing a sustainable development of these cities by:

- implementing sustainable spatial planning to reduce economic and social disparities across borders,
- improving their attractiveness and quality of life creating a common vision taking into account residential, administrative, economic functions,

NEWS

20.05.2009
Shopkeepers from Neuville meet shopkeepers from Lure on 22nd June 2009
[more info](#)

15.05.2009
Regional network meeting in Bad Vöslau on 1st July 2009
[more info](#)

04.05.2009
Kick-off Lure/Neuville-sur-Saône on 7th May
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01.05.2009
Analysis and diagnostic initial procedure now on
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