

Concept of „Innovative Regional Management“

Jens Adler, InWEnt and Detlev Böttcher, GTZ

Content:

- Objective
- Components of RM
- Activities
- Lessons Learnt

Objective:

Initiate and support sustainable development of a region by mobilising its inward potentials through the concerted efforts of stakeholders from the political-administrative system, civil society and private business

Components of RM:

- Developing concepts and action plans
- Organising network building
- Mobilising inward investments
- Marketing the region
- Building project management capacity
- Financing and institutional set up of RM

Activities:

- Policy dialogue as well as policy development and implementation (APF, SWG, National law and strategy for RD)
- Training sequences on RRD/RM and specific topics (regional marketing, networking, RDC/LDS elaboration, etc.)
- Support of pilot regions in implementing RM activities and structures (LAG, RDC/LDS, regional projects, regional marketing etc.)

Lessons Learned (1):

- CB and implementation go hand in hand
- CB could/should be started before political framework is established
- CB should include all levels (nat., reg., loc.)
- Build on existing local and regional resources

Lessons Learned (2):

- Build trust among local and regional decision makers (Assembly of Mayors)
- Make development visible – start with small implementation projects
- Exchange experiences between European regions (networks)

Thank you for your attention!