

## Mastermind for 2007-2013



### COMMON CHALLENGE – “where decisions take place”

On behalf of and in close co-operation with the Regional Government of Styria and Federal Ministry of Economic Affairs and Labour these series of conferences are established as annual meeting place of regional, national as well as European stakeholders from public and private organisations covering different fields of business, education, research and technology.

In particular we want to strengthen the co-operation between EU, candidate and third countries as well as specific relationships to other joint target areas.

This year we would like to invite you to COMMON CHALLENGE `06, **Obermayerhofen Castle** (near Graz), Austria, **23-25 April 2006**, focusing on renewable energy, sustainable tourism and regional development. As a permanent success factor we will foster joint interregional project development, too.

Thus we bring together several project groups covering different approaches and areas. You will meet a pool of experts and representatives from e.g. Germany, Croatia, Slovenia, Serbia, Italy, Romania, Hungary, Czech Republic, Slovakia, Poland and Austria. All together we want to prepare for common activities in the next EC term 2007-2013.

Due to expertise, competences, resources and knowledge among participating partners transferable solutions will be generated and common planning for future co-operation activities is to be expected. According to experience of previous COMMON CHALLENGE the innovative climate of conference will lead to immediate transfer of good practices and huge outcome of joint project development.

Future of COMMON CHALLENGE will take place in partner regions, too. Thus together with our main partners we will present a time schedule for that meeting place of stakeholders during this conference.

We would appreciate if you attended the meeting, shared your experience and contributed with the competencies of your organisation to the success of the conference.

Best regards,

Team COMMON CHALLENGE



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# Programme



## Sunday, 23. April 2006

- 14:00 – 17:00      Technical Meetings & Networking  
18:30              Aperitif in the Castle  
19:30              Dinner in the Schloss-Restaurant

## Monday, 24. April 2006

- 09:30 – 10:30      Welcome Addresses and Plenary Session
- Gerhard Burian, Federal Ministry of Economic Affairs and Labour  
*Strategies for joint interregional development*
  - Michael Azodanloo-Melzer, Offices of the Regional Government of Styria, Department of Economic Affairs and Innovation  
*Instruments for interregional co-operation*
  - Short presentation of the INTERREG IIIB CADSES projects *Revitamin*, *InServNet* and *INDE*
- 10:30 – 11:00      Coffee Break & Networking  
11:00 – 12:00      Parallel Workshops, part 1  
                          (1) Regional Development (2) Renewable Energy (3) Sustainable Tourism  
12:00 – 14:00      Lunch  
14:00 – 15:30      Parallel Workshops, part 2  
15:30 – 16:00      Coffee Break & Networking  
16:00 – 17:30      Parallel Workshops, part 3  
19.30              Social Evening Gaisriegelhof

## Tuesday, 25. April 2006

- 09:00              Study Tours according to the Workshops  
                          (1) Regional Management East-Styria (Großwilfersdorf) and guided tour in Weiz including W.E.I.Z. (Energy and Innovation Centre)  
                          (2) Energy Cabin Ltd, (Gleisdorf)  
                          (3) Examples of the project LoB (Pöllauberg)
- 12:30              Farewell, End of the conference



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## Workshop 1: Regional Development

With a special focus on innovative revitalisation strategies and applied instruments of regional development, taking into account national and European aspects for regions in process of restructuring and revitalisation, qualified specialists in the above mentioned fields will present and discuss objectives, methods, tools and good practise examples.

Beyond these information, the demand for qualification in the field of revitalisation strategies and basic elements of regional development (regional management) will be identified. Additionally existing training programmes and toolboxes will be shaped for specific needs of target areas and target groups.

The overall aim of this workshop is to improve the effectiveness of regional development policies and instruments through large-scale information exchange and sharing of experience (networks) in a structured way.

### Speakers

- Herbert Mayrhofer, Institute for Systemic Development, Graz, Austria (Facilitator)
- Rainer Lüdigg, ISW Institute, Germany  
Trans-regional Comparison: Planning & Development and Reclamation of Mining Areas
- Olaf Linke, Ecovast, Germany  
Model and Options in a Structural Concept in a Mining Area in Central Germany
- Andreas Ohse, MUT e.V., Germany  
Concept for Regional Display of Mining Activities for Teaching and Touristic Purposes
- Günther Monschein, EU Regional Management East-Styria  
Regional Strategies and Implementation: Case Studies within Qualification and Labour Market
- Elfriede Pfeifenberger, EU Regional Office Voitsberg  
Euregio: A Model for Co-operation within Regional Development
- Franz Kern, Managing Director, W.E.I.Z. Energy and Innovation Centre  
Development of a small Region: Case Study of Weiz
- Mirjana Dominovic, MIND CONSULT & RESEARCH Ltd.  
Training Programmes and Toolbox for Regional Development



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## Workshop 2: Renewable Energy

Within this facilitated workshop for common activities on a jointly organised Centre of Excellence for Renewable Energy working group will discuss current approaches and practical orientation for these topics. Additionally regional and interregional possibilities for an immediate start as well as long-term scenarios will be discussed.

### Objectives

Main purpose of workshop is to connect current initiatives in different countries and regions to one concerted strategy and action plan for next EU term 2007-2013. Therefore participants aim at following objectives:

- Mutual exchange of experiences and knowledge in a permanent organised manner.
- Joint developments on strategies and implementing within long-term relationship.

### Expected Results

By improving co-operation between regional and interregional stakeholder working group focus on future results – strategically and operatively - as follows:

- Clearly defined working plan for 2006-2007-2008 covering
  - Content (e.g. biomass, solar, energy efficiency).
  - Methodological approach (e.g. RTD, education, pilot projects).
- Agreement on instruments for co-operation network in and between countries.

### Speakers

- Richard Bisanz, Member of I.N.E.S. Warsaw-Vienna (Facilitator)
- Peter Gspaltl, Government of Styria, Cabinet to Minister of Renewable Energy  
Approches to Renewable Energy in Styria
- Fedor Cerne, Governmental Office for EU Integration Slovenia  
Strategies for Joint Development in common Target Markets
- Wolfgang Sattler, Development Agency Carinthia  
Model for Co-operation: Regional and Interregional Aspects
- Karl Heinz Lesch, Energy Cabin Ltd.  
Case Studies from Entrepreneurial View
- Walter Schrittwieser, INNOVATION REGION Ltd.  
Network of Competence for Renewable Energy: Structure and Toolbox



## Workshop 3: Sustainable Tourism

The workshop aims at providing a forum for the Project Group of IN.DE on the one hand and for experts from EU member states and Western Balkan on the other hand to present national and/or regional strategies, best practice cases and successful projects, to find interfaces with the use of the cavirc.net portal (main result of IN.DE).

Furthermore participants are invited to discuss new approaches, solutions and methodologies, as well as to develop joint project ideas for follow-up activities in sustainable tourism as e.g. water and energy autarkic buildings, joint marketing, SME networks and institutional support for international co-operation.

### Speakers

- Martin Neubauer, FH JOANNEUM Graz, Department of International Studies (Facilitator)
- Barbara Thaler, Tourism Agency Spa Region  
Sustainable Tourism in Styria
- Helga Bloder, EU Regional Management East Styria  
LoB – Living in Old Restored Farmer Houses
- Andreas Rebhan, ARÖW Ltd. Duisburg-Graz  
Sustainable Development in Tourism
- Miklos Kovacs, Hungarian Tourism Agency  
Strategies for Sustainable Tourism in Hungary
- Peter Vesenjsek, Hosting International Ltd.  
Good Examples and New Strategies for the Slovene Tourism Industry
- Antonio Scipioni, University of Padova  
New Policy on Sustainable Tourism Area Qualification
- Donato Bedin, Eurosportello Veneto  
Possibilities of Use of the Cavirc.net Portal related to a Joint Touristic Approach
- Agnes Frank, MIND CONSULT & RESEARCH Ltd.  
How to Organise Interregional Learning: Strategies and Instruments