To awake the sleeping giant ...

Euregion Maas-Rhein

Presentation EMR
23 November 2017

Jos Schneider
Wim Weijnen
Euregion Maas-Rhein ... great History
Strong agglomerates in our neighborhood …

- **Randstand**
  - GDP €262 bln
  - Pop. 7.1 mln

- **Flanders**
  - GDP €170 bln
  - Pop. 4 mln

- **Wallonian triangle**
  - GDP €58 bln
  - Pop. 2.2 mln

- **EMR**
  - GDP €109 bln
  - Pop. 3.9 mln

- **Metropolitan Rhein Ruhr**
  - GDP €173 bln
  - Pop. 11 mln
Urban agglomerates are today's economic engines

- 75% of the growth of the economy in the world is located in the municipal areas
  *(Cities occupy 2% of the world’s surface, but they are hosting up to 50% of the world’s population and are responsible for 75% of global energy consumption and 80% of CO2 emissions)*

- In a world economy are size and critical mass distinguishing

- EU and their member states focus R&D and investments on larger cities and urban agglomerates

- Cities and urban agglomerates attract talent and knowledge and are front runners in the development of solutions for the societal challenges

- Broad expertise and knowledge available around cities which attracts innovation

- Stimulation of mobility and exchange in labor market

... *pillars of the economic ecosystem*
The Maas - Rhein agglomerate: an amazing critical size

<table>
<thead>
<tr>
<th>Region</th>
<th>Population, mln inhabitants</th>
<th>GDP, EUR bln</th>
<th>Universities, number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater London</td>
<td>8,5</td>
<td>623</td>
<td>40</td>
</tr>
<tr>
<td>Randstad</td>
<td>7,1</td>
<td>263</td>
<td></td>
</tr>
<tr>
<td>Metropol. Athens</td>
<td>4,0</td>
<td>95</td>
<td>6</td>
</tr>
<tr>
<td>Euregio Maas - Rhein</td>
<td>3,9</td>
<td>109</td>
<td>8</td>
</tr>
<tr>
<td>Berlin</td>
<td>3,5</td>
<td>146</td>
<td>5</td>
</tr>
<tr>
<td>Metropol. Stockholm</td>
<td>2,2</td>
<td>132</td>
<td>12</td>
</tr>
<tr>
<td>Aachen region</td>
<td>1,2</td>
<td>35</td>
<td>1</td>
</tr>
<tr>
<td>Province of Liege</td>
<td>1,1</td>
<td>29</td>
<td>1</td>
</tr>
<tr>
<td>Belgian Limburg</td>
<td>0,9</td>
<td>26</td>
<td>1</td>
</tr>
<tr>
<td>Eindhoven region</td>
<td>0,8</td>
<td>33</td>
<td>1</td>
</tr>
<tr>
<td>Zuid-Limburg</td>
<td>0,6</td>
<td>20</td>
<td>2</td>
</tr>
<tr>
<td>The Hague</td>
<td>0,5</td>
<td>20</td>
<td>0</td>
</tr>
</tbody>
</table>

The Maas - Rhein agglomerate: an amazing critical size
### Challenges ...  
- Limited employment mobility  
- Mismatch supply & demand in employees market  
- Low labor participation  
- National borders limit open market, co-creation and innovation  
- National borders cause different Laws/Regulations/adm. practices  
- Ageing population  
- Imago  
- ...

### ... Opportunities  
- Potential GDP Growth  
- Superior knowledge position  
- Critical mass  
- Triple helix collaboration  
- CBRIS (Cross Border Regional Innovation Strategy)  
- Transnational ecosystem  
- Cultural diversity  
- Geographical embedding  
- ...
### Size of the working population (gross)

**# * 000 inhabitants, 2014**

<table>
<thead>
<tr>
<th>Region</th>
<th>Working Population</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zuid-Limburg</td>
<td>299.0</td>
<td>-53%</td>
</tr>
<tr>
<td>Belgian Limburg</td>
<td>387.0</td>
<td>0.4</td>
</tr>
<tr>
<td>Liege region</td>
<td>453.0</td>
<td>2.3</td>
</tr>
<tr>
<td>Aachen region</td>
<td>643.0</td>
<td>1.9</td>
</tr>
</tbody>
</table>

### Share of the highly educated in the (working) population is relatively low

**% and thousands, 2013**

<table>
<thead>
<tr>
<th>Region</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zuid-Limburg</td>
<td>33</td>
<td>42</td>
<td>25</td>
<td>455</td>
</tr>
<tr>
<td>Belgian Limburg</td>
<td>30</td>
<td>44</td>
<td>26</td>
<td>570</td>
</tr>
<tr>
<td>Liege region</td>
<td>35</td>
<td>37</td>
<td>28</td>
<td>713</td>
</tr>
<tr>
<td>Aachen region</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

### Ageing population in the Euregio

**% and thousands, 2014**

<table>
<thead>
<tr>
<th>Region</th>
<th>Younger than 50</th>
<th>50 to 70</th>
<th>Older than 70</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zuid-Limburg</td>
<td>55</td>
<td>30</td>
<td>15</td>
<td>604</td>
</tr>
<tr>
<td>Belgian Limburg</td>
<td>62</td>
<td>26</td>
<td>12</td>
<td>856</td>
</tr>
<tr>
<td>Liege region</td>
<td>64</td>
<td>25</td>
<td>12</td>
<td>1.080</td>
</tr>
<tr>
<td>Aachen region</td>
<td>58</td>
<td>27</td>
<td>15</td>
<td>1.239</td>
</tr>
</tbody>
</table>

### The share of working population (nett) in Euregio is low

**thousands, 2014**

<table>
<thead>
<tr>
<th>Region</th>
<th>Working</th>
<th>Not participating</th>
<th>unemployed</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zuid-Limburg</td>
<td>276</td>
<td>165</td>
<td>24</td>
<td>464</td>
</tr>
<tr>
<td>Belgian Limburg</td>
<td>365</td>
<td>182</td>
<td>229</td>
<td>569</td>
</tr>
<tr>
<td>Liege region</td>
<td>396</td>
<td>260</td>
<td>58</td>
<td>713</td>
</tr>
<tr>
<td>Aachen region</td>
<td>592</td>
<td>311</td>
<td>52</td>
<td>955</td>
</tr>
</tbody>
</table>
Without borders: a highly attractive labor market

Zuid-Limburg compared with other main cities in the Netherlands; end of 2015

According to CPB study about economical effect of a (hypothetical) borderless region
- + € 700 mln GDP
- + 6.600 full time jobs
- + on average income (~ € 320 gross/fte)

Today’s situation vs Dutch districts
- No cross border collaboration in employment
- In Zuid-Limburg are > 20 thousand people unemployed
- In Zuid-Limburg is limited commuter traffic of the employed population (only 1,3% are crossing borders), especially commuter traffic to Belgium is low
- Initiatives to boost commuter traffic are started

Hypothetical future
- Full Cross border employment collaboration
- A borderless region for employment with consequent legislation
Economic growth in border region hampered ...

Regional policy of EU (Corina Cretu): “More scope for border regions”

Persisting issues of unused potential in border region:

- Cost of cross border formalities +60%
- Complex tax, social security and recognition hampers cross border labor mobility
- Health care provisions across border not fully exploited
- Accreditation of diplomas
- Not aligned legislation and adm. practices

- Multi level governance

According to study resulting in negative effect of >2% (and regionally up to 15%) of GDP

Call for pilot actions to resolve obstacles (Jan-Mar 2018)
A high-technology region in the force field of Europa

5 universities
7 high tech campuses
> 150,000 students
> 250,000 companies
3 academic hospitals

A high-technology region in the force field of Europe
Outperforming technology base
comparing regions 2015 (BAK Basel)

The starting point of the analysis is the separation of regional technological activities into cutting-edge and traditional technologies. Although this is still a quantitative step, it offers first insights into regional innovation structures.

The analysis can be done for all regions worldwide, definitions are flexible and even cross-border regions such as the leading Euregio Maas-Rhein in the regional sample on the left can be analysed.

In overall terms, the new technology fields do not replace the old systems, but instead augment these. With the new fields, approximately 20% of total research volumes can be identified, while the remainder is still classified in accordance with the classic fields.
Cutting edge technologies outperforming in Euregion Maas – Rhein

(BAK Basel)
The Euregion Maas-Rhein: big businesses and large consumption catchment area

Potential clusters
- Chemicals & materials
- Automotive
- (Bio)medical
- Knowledge institutions
- Logistics

$109\text{ bn}$ Euregional GDP

$>1700k$ Jobs

$3.9\text{ mlm}$ Consumers

Source: McKinsey
To a new EMR ... a vital energetic region as agglomerate of cities

- One euregional labour market with cross border shared employment services for employers and employees.
  - with a **shared** CBRIS (Cross Border Regional Innovation Strategy)
  - with proven collaboration in Industry (cross border, matchmaking, sectoral, cross-sectoral)
  - with business driven cross border ecosystems
  - with knowledge “crossing borders”
  - with transnational municipality

- And proven TTR (Top Technology Region)
- And sound Triple Helix collaboration
- Leading to an attractive imago / Brand

**Demonstrating the new Europe**
... with an euregional shared integral approach (CBRIS)

Top – down
“flagship” projects”

Differentiators

Labour market
- “Clearing House”
- Euregional labour market review
- ...

Industry
- e-Mobility platform
- ...

Knowledge
- Euregio University
- Einstein telescoop
- ...

Others
- TGV connectivity
- ...

Qualifiers

(Cross border)

- GIP
- Eurolab
- ...

- “Grenzeloos Ondernemen”
- ..... 

- Brightlands crossing borders
- ...

- Brightlands
- STEM
- ...

- Housing
- Culture
- Mobility
- ...

Qualifiers

(National)

- Arbeidsmarkt andersom
- ...

- Match making
- Versnellingstafels
- Hyperregio
- ...

- Brightlands
- STEM
- ...

- Housing
- Culture
- Mobility
- ...

Cross border direction/governance

Bottom - up

“enabling” projects”
Picking up the “Eurostad” challenge together ...

To address in feasibility phase (Apr. 2018 – Apr. 2019)

Loading Program ”Eurostad” as result of shared CBRIS

- Cross border reference fact base (CBS/Eurostat/IT-NRW)
- Economic monitor of Euregion (cross border economic statistics)
- Defining “clearing house” concept
- Defining conditions for EGTC
- Inventory shared “flagship projects” and prioritize
- Inclusion cross border regional “enabling projects”
- Working out pivotal business platforms
- Addressing link to national innovation programs/projects
- Prepare start congress “Eurostad”

Governance:

- Nominate small workgroup/advisory team
- Nominate study subjects/consultants
- Free up budget .... (~ k€ 500)

(Excluding national/regional “enabling projects”)

Euregion Maas-Rhein: Great History Great future