The Nuremberg European Metropolitan Region

Nuremberg European Metropolitan Region
Office
Theresienstrasse 9
90403 Nuernberg

Tel. +49(0)911 / 231 -10511
Fax +49(0)911 / 231 -7972

geschaeftsstelle@metropolregion.nuernberg.de
www.metropolregion.nuernberg.de
Agenda

1. Who we are
2. How we cooperate
3. What we do in concrete terms
Resolution of the Ministerial Conference on Spatial Planning (MCSP)

European Metropolitan Regions in Germany 1997

European Metropolitan Regions in Germany 2005
Data & Facts

- 21,300 km²
- 3.4 million inhabitants (2012)
- 1.8 million working population (2009)
- GDP € 106 billion (2009)
- Export ratio 47.3 % (2010)
- Accessibility

Nuremberg Metropolitan Region
Nuremberg Metropolitan Region
A Response to Globalisation and an Alternative to Mega Cities

Urban-rural partnerships as a central prerequisite for global visibility of towns, cities and regions.
Agenda

1. Who we are
2. How we cooperate
3. What we do in concrete terms
In May 2005, the Charter of the Nuremberg Metropolitan Region was signed by 60 politicians and stakeholders (entrepreneurs, scientists, cultural managers and others)
Nuremberg Metropolitan Region

Rules for Cooperation

- Subsidiarity
- Openness and dynamic approach
- Consensus
- Democratic core: Metropolitan Region Council
- Cooperation on equal terms
- Urban-rural partnership
- “Regional governance“: Networking with industry, science, culture, sports and administration
Community as Guiding Principle
ASSOCIATION INDUSTRY FOR THE NUREMBERG EUROPEAN METROPOLITAN REGION

99 Founding members
Home for the Creative

We want to be the preferred home region for talented and dedicated people from all over the world.

The purpose of our work is making our region even more attractive.

We surprise, and we inspire.

In our visionary alliance we create the facilities of an international metropolis, but without the typical disadvantages.

We are a network with many powerful nodes.

We are the Nuremberg Metropolitan Region.
“We want to be the preferred home region for talented and dedicated people from all over the world. Together we will create a home for the creative.”

- **Strength through Polycentrism**
  “We want to make polycentrism and cooperation our unique characteristic.”

- **Exemplary Culture of Welcome**
  “We will develop an exemplary culture of welcome”

- **Most Family-Friendly Metropolitan Region**
  “We strive to become one of Europe’s most family-friendly Metropolitan Regions.”

- **Top in Future-Oriented Fields of Competence**
  “We will strengthen the competence fields of the WaBe model.”
  
  Transport & Logistics
  Automotive
  Information & Communication
  Medical & Health
  Energy & Environment
  New Materials
  Automation & Manufacturing Technology

- **Efficient Infrastructures for People, Goods, Information**
  “We aim at sustainable development of transport infrastructures for people and goods and an infrastructure for information exchange.”
Nuremberg Metropolitan Region

Third Place in the 2010 Prognos Future Atlas

<table>
<thead>
<tr>
<th>Region</th>
<th>Future Chances</th>
<th>Risks</th>
</tr>
</thead>
<tbody>
<tr>
<td>München</td>
<td>3,00</td>
<td></td>
</tr>
<tr>
<td>Frankfurt/Rhein-Main</td>
<td>3,76</td>
<td></td>
</tr>
<tr>
<td>Nürnberg</td>
<td>4,26</td>
<td></td>
</tr>
<tr>
<td>Rhein-Neckar</td>
<td>4,33</td>
<td></td>
</tr>
<tr>
<td>Stuttgart</td>
<td>4,43</td>
<td></td>
</tr>
<tr>
<td>Hamburg</td>
<td>4,64</td>
<td></td>
</tr>
<tr>
<td>Rhein-Ruhr</td>
<td>4,81</td>
<td></td>
</tr>
<tr>
<td>Bremen-Oldenburg im Nordwesten</td>
<td>4,87</td>
<td></td>
</tr>
<tr>
<td>Hannover-Braunschweig-Göttingen-Wolfsburg</td>
<td>5,11</td>
<td></td>
</tr>
<tr>
<td>Mitteldeutschland</td>
<td></td>
<td>6,07</td>
</tr>
<tr>
<td>Berlin Brandenburg</td>
<td></td>
<td>6,26</td>
</tr>
</tbody>
</table>

Source: after Prognos AG, 2010 Future Atlas
Bad Windsheim Declaration

Priority on equal living conditions and integration of urban and rural areas.

Fields of Action

- Regional economic cycles
- Domestic tourism (local “wanderlust”)
- Transport networks in the region
- Clusters in rural areas
- Cross-border cooperation
Agenda

1. Who we are
2. How we cooperate
3. What we do in concrete terms
Promotion of Intraregional Tourism

“EntdeckerPass”

- Strengthening leisure and local recreation tourism
- 140 leisure facilities and culture attractions in the entire region
Networking of ten Nature Reserves in the Metropolitan Region
Increasing business success

Regional Campaign
“Original Regional”

- 23 regional initiatives
- 1,700 direct marketers & producers
- Nuremberg Christmas Market
  2 million visitors
- CONSUMENTA, 150,000 visitors

Culinary Map
The Kalchreuth cherry farmers, partners in the regional campaign, at their market stall on Nuremberg Main Market.
Regional Model for Sustainable Economic Growth & Employment
Nuremberg Metropolitan Region Strengthens Competence Areas

Example: Medical Valley Metropolregion Nürnberg e. V.
The Metropolitan Region’s Annual Science Day
Promoting Technology Transfer
Creating and keeping a Skilled Labour Force

**Network Future Coaches**

A network of 18 future coaches strengthens the labour market, offering tailor-made qualification measures.

Target groups: young people, women, and senior citizens.
Climate Protection

lenkungskreis
klimaschutz und
nachhaltige entwicklung
in der
metropolregion
nürnberg

1. Klimaschutzkonferenz
Der Metropolregion Nürnberg

EnergieZukunft heute:
Städte und Landkreise
als Akteure
im Klimaschutz


www.klimaschutzkonferenz.nuernberg.de
Achievements:

- European attention and recognition
- Common voice at European, Federal and State level (lobbying)
- Successful projects in urban-rural partnership
- Successful projects for the economic promotion of the region

Conclusion:

- High quality of cooperation as a good foundation
- Urban-rural partnerships are stable and are a good alternative to mega cities
- Projects generate win-win situations
Contact

Nuremberg European Metropolitan Region Office
Theresienstrasse 9
90403 Nuernberg

Tel. +49(0)911 / 231 -10511
Fax +49(0)911 / 231 -7972

geschaftsstelle@metropolregion.nuernberg.de
www.metropolregion.nuernberg.de