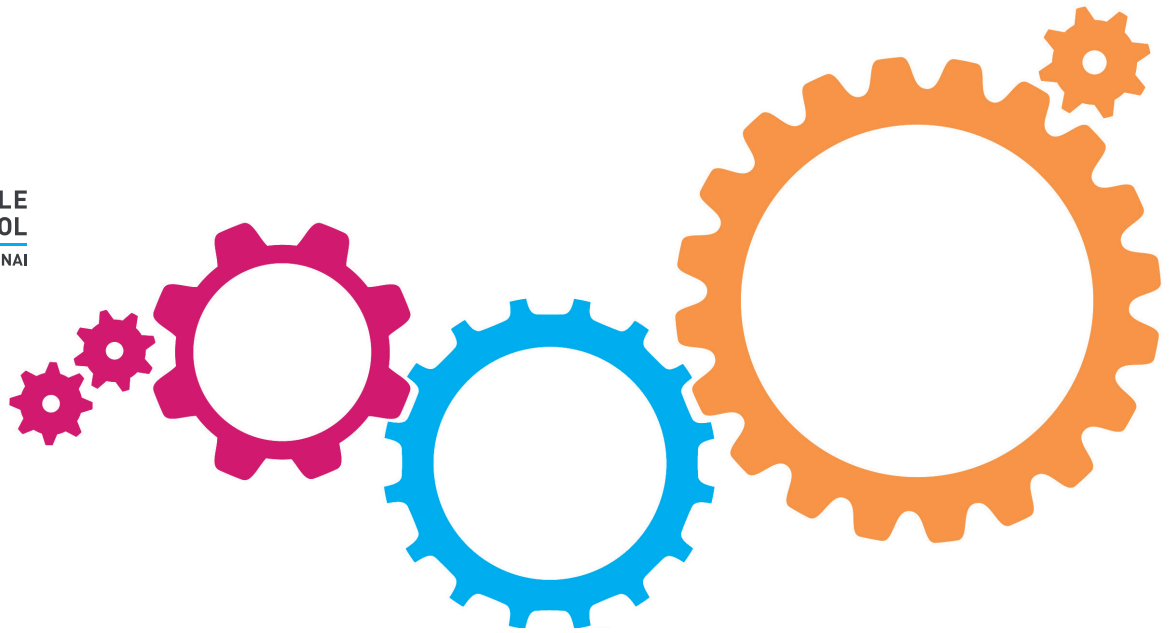




**EUROMÉTROPOLE**  
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# THE 2020 EUROMETROPOLIS STRATEGY

## Summary

Organised in 3 axes, the 2020 Eurometropolis Strategy is translated into 11 ambitions, each co-piloted by one or two of the 14 members of the EGTC Eurometropolis Lille-Kortrijk-Tournai and the Agency of the Eurometropolis. Between 2014 and 2020, the Eurometropolis partners will develop the projects in the field. Across the board, the Eurometropolis will organise the communication aimed at different target groups: local residents, its members & partners, investors & potential tourists.

To flesh out this strategy in practice the Eurometropolis relies on 3 political committees (corresponding to the 3 axes) and « Ambition » working groups as well as on cross-border platforms, e.g.:

> **The Planning Consultation Platform**

It operates under the auspices of the Blue-Green Commission of the Eurometropolis.

> **The Socio-economic Platform**

Consisting of representatives of entrepreneurs, employers' organisations and trade unions from the 3 subregions of the Eurometropolis, the Platform is led by the chair of the Socio-economic Committee.

> **The Innov'Eurometropolis Platform**

It is composed of representatives of the 4 cross-border clusters :

- ITC / image
- Agri-food / health
- Innovative materials / textiles / design
- Logistics

> **The "Atelier 2030"**

Consisting of the chief executives of the EGTC members and 3 experts selected for their knowledge of the region, the Atelier 2030 sets out forward-looking policies and ensures the implementation of actions which serve as a guideline for the future of the Eurometropolis. The Atelier 2030 operates under the responsibility of the Blue-Green Commission.

# 1. DEVELOPMENT OF THE SOCIO-ECONOMIC POTENTIAL OF THE EUROMETROPOLIS

## AMBITION 1 TAKE THE CLUSTERS OF THE INNOV'EUROMETROPOLIS PLATFORM TO AN INTERNATIONAL LEVEL

Intensify cross-border cooperation in the 4 clusters of the Innov'Eurométropolis platform so as to create economies of scale and strengthen the international visibility and competitiveness of the Euro-metropolis: Logistics; Agri-food/health; Innovative materials/textiles/design; ITC/image

### Objective 1.1. : Establish a unique & multisectoral innovation platform

- Intensify contacts between competitiveness poles, research actors & companies within each cluster;
- Simultaneously promote interclustering and reflect on the challenges common to these sectors (training etc.).

### Objective 1.2. : Develop a cross-border innovation fund

Define a framework and criteria to organise calls for projects in order to encourage companies to jointly develop cross-border cross-sectoral research and innovation projects.

### Objective 1.3. : Move towards a genuine common cluster

Achieve a greater level of integration and investigate the feasibility of a cluster with a common organisation, strategy and governance in the three subregions.

## AMBITION 2 CREATE A CROSS-BORDER EMPLOYMENT MARKET

Promote experimentation frameworks as well as tools specific to the Eurometropolitan region so as to remove the persistent obstacles.

### Objective 2.1. : Facilitate the overall visibility of job opportunities across the Eurometropolis through the development of a transparent tool and/or better coordination of existing websites/initiatives.

### Objective 2.2. : Improved alignment between training and the needs of the labour market through the promotion of cross-border apprenticeships (priority to be given to basic training such as technical/vocational training and training relating to the 4 clusters).

### Objective 2.3. : Creation of a Eurometropolitan house of the cross-border worker, which may serve as a drop-in centre aimed at Belgian/French citizens and as a space for action for the activities of the principal cross-border employment actors.

## AMBITION 3 INVEST IN HUMAN CAPITAL THROUGH COOPERATION IN THE FIELD OF EDUCATION AND RESEARCH

### Objective 3.1. : Strengthen the international competencies of young people by investing in mobility at all levels of education and training (exchange apprenticeships etc.).

### Objective 3.2. : Promote structural integration of the cross-border dimension into institutions, in particular by encouraging the establishment of joint degree partnerships/agreements between institutions.

### Objective 3.3. : Enhance technical skills by means of education taking into account the importance of technical know-how for the Eurometropolitan region (cf. international workshop of March 2013).

## AMBITION 4 DEVELOP CROSS-BORDER/SHARED BUSINESS PARKS

### Objective 4.1. : Move from competition to the establishment of coherence between business parks by implementing shared governance of parks located along the border, jointly developing economic policies, pooling equipment, etc.

### Objective 4.2. : Improve mutual knowledge of business areas: identification of promising sites located in the Eurometropolis, creation of an interactive map of business areas, etc.

## AMBITION 5 MAKE THE REGION MORE ATTRACTIVE ON THE BASIS OF THE ASSETS THAT SET US APART

### Objective 5.1. : Stimulate the economic promotion of the clusters

Focus the promotion of the region more on the 4 clusters of the innovation platform.

### Objective 5.2. : Invest in culture and tourism as vehicles for economic attractiveness of the Eurometropolis

Strengthen the integration of the cultural and tourism sectors into the economic promotion of the region.

## 2. IMPROVEMENT OF INTERNAL MOBILITY AND INTERNATIONAL ACCESSIBILITY OF THE EUROMETROPOLIS

### AMBITION 6 DEVELOP A MORE INTEGRATED PUBLIC TRANSPORT SYSTEM

This ambition is primarily aimed at the implementation of an action plan resulting from the study on the potential for development of cross-border public transport.

**Objective 6.1. : Improvement of information and communications tools intended for the public & a few specific target groups**

One of the main challenges in the field of cross-border public transport is promoting the available offer to the general public. To do so, communication actions towards the socio-economic partners (educational institutions, cultural and tourism sectors, employment actors etc.) are required so that these partners can actively contribute to the promotion and use of cross-border public transport.

**Objective 6.2. : Develop an electronic ticket system compatible with all public transport services of the Eurometropolis**

Promote the integration of cross-border tickets into electronic ticket systems & interoperability between these new systems. Explore the long-term feasibility of fare integration across the Eurometropolis.

**Objective 6.3. : Enhance intermodality**

Develop complementarity between the different modes of transport across the Eurometropolis by facilitating the access of travellers to the central public transport axis Lille-Kortrijk-Tournai and by strengthening the different modal interchanges.

**Objective 6.4. : Improve coordination / establish a system of governance between the public transport operators**

with a view to creating shared monitoring tools and a platform for coordination between the transport organising authorities (such as SMIRT [Syndicat mixte intermodal régional des transports] in Nord-Pas de Calais) across the Eurometropolis.

**Objective 6.5. : Improve access to the high-speed rail hub of the Eurometropolis**

Improve the connections between the TER/IC Kortrijk-Lille and Tournai-Lille lines and the main lines connected to the Lille railway stations (London, Paris etc.).

### AMBITION 7 CREATE A SOFT MOBILITY NETWORK

**Objective 7.1. : Complete the harmonisation of the 3 cycling networks**

Link the neighbourhood networks and invest in a structuring cycling network across the Eurometropolis.

**Objective 7.2. : Create a coherent “cycling product” for tourism and leisure purposes**

Harmonise the support services and infrastructures, and capitalise on innovative trends in the sector (electric bicycles, mobile apps etc.).

**Objective 7.3. : Support and communicate initiatives regarding soft mobility for the general public**

### AMBITION 8 DEVELOP THE BLUE NETWORK AS A VECTOR FOR ACCESSIBILITY

**Objective 8.1. : Create a network between logistics platforms**

**Objective 8.2. : Promote a modal shift from transport by road to transport by water for freight transport**

### 3. A BLUE-GREEN EUROMETROPOLIS

#### AMBITION 9 TOWARDS AN ENERGY-NEUTRAL EUROMETROPOLIS

- Objective 9.1. :** **Facilitate meetings between actors as well as the exchange of information and good practices** so as to achieve better mutual understanding of the strategies, projects (e.g. installation of wind turbines) and institutions competent for energy.
- Objective 9.2. :** **Develop joint renewable energy projects**  
Define joint projects in the following areas (which have been identified as priorities by the Work Group for Energy): smart grids, methanisation and waste, training of construction professionals and energy in business areas.
- Objective 9.3. :** **Signing of the Covenant of Mayors**, the mainstream European movement involving local and regional authorities, voluntarily committing to increasing energy efficiency and use of renewable energy sources on their territories.

#### AMBITION 10 DEVELOP A CONTINUOUS AND COHERENT REGION

- Strengthen the coherence of spatial planning across the administrative borders and improve the transition between the different types of land use by building on structural elements such as the blue and green network.
- Objective 10.1. :** **The Eurometropolitan information and consultation platform**  
Develop the information platform into a consultation forum which ensures greater coherence between planning strategies and structural projects on both sides of the border.
- Objective 10.2. :** **Work towards interconnection across the border**  
Strengthen the coherence between border sites by supporting cooperation between the various actors concerned and by ensuring better alignment of the different projects which coexist in these zones.
- Objective 10.3. :** **Work on the urban fringe**  
Redefine the fringes and create higher-quality interactions between the fragmented areas of the urban hinterland.
- Objective 10.4. :** **Redefine the city-countryside relationship**  
Strengthen the relationship between city and countryside by building on the region's structural elements: the blue-green-yellow networks, roads linking towns & villages...

#### AMBITION 11 ADOPT A PERMANENT FORWARD-LOOKING APPROACH

- Engage in forward-looking reflection on the strategy to be developed to construct the Eurometropolis of the 21<sup>st</sup> century.
- Objective 11.1. :** **Create an upgradeable and dynamic monitoring tool concerning the blue and green network**  
If we wish to adopt a forward-looking approach to the region based on the multitude of projects and forward-looking initiatives under way in the three subregions, it is essential that we have an overview of the strategies and projects under way. The partners have therefore decided to create a monitoring tool that can serve to support the alignment of operational projects as well as the development of an overall strategic vision.
- Objective 11.2. :** **Lay the foundations for unifying project dynamics**  
Bring all Eurometropolis partners, citizens and regional actors together around a flagship project with regard to the « blue and green network ».